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Marketing of gaillardia in Akola district

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Abstract
The present study was carried out to study marketing of gaillardia in Akola district during the year 2018-2019 based on primary data. Out of Seven Tahsils in Akola district, five Tahsils were selected for the study, since there is maximum concentration of gaillardia area in Akola, Patur, Balapur, Barshitakli and Akot Tahasils. Overall ninety gaillardia cultivators were selected for the present study. For the study of marketing 10 wholesalers and 15 retailers were selected from Akola and Akot flower market. The important channels of distribution have been observed while studying the marketing of gaillardia under study area are Channel I include Producer → Consumer, Channel II include Producer → Retailer → Consumer, Channel III include Producer → Wholesaler → Retailer → Consumer. As Producer-wholesaler-Retailer-Consumer was the important channel through which maximum quantity was sold by the cultivators. The price spread was observed highest in case of channel III.

Keywords: Gaillardia, marketing channels, marketing cost, market margin, price spread

Introduction
India has tremendous potential for agriculture production. However, flower marketing is biggest deterrent. Studies on marketing of flowers showed that existing marketing is not as efficient as it should be harmonies interest of the producers and consumers and thereby to provide an impetus for sustained growth of the production. The flowers due to their shape, size, form colour and scents are in great demand around November on account of festivals like Dasara and Diwali. Moreover, during this period, flowers of other species generally decline both in quality and production. Even than from the marketing point of view, it is essential to extend the market period longer for fetching better prices. Marketing can therefore, improve to a certain extent giving greater incentives to producers which will also results in increasing the production of gaillardia.

Materials and Methods
The present study was undertaken in Akola district of Vidarbha region. The district was selected purposively. The data pertained for the year 2018-19. Out of Seven Tahsils in Akola district, five Tahsils were selected for the study, since there is maximum concentration of gaillardia area in Akola, Patur, Balapur, Barshitakli and Akot Tahasils. Overall ninety gaillardia cultivators were selected for the present study. For the study of marketing 10 wholesalers and 15 retailers were selected from Akola and Akot flower market.

Table 1: Distribution of gaillardia growers according to size of land holding

Sr. No.	Land holding group	Area in hectare	No. of cultivators
1.	Small	Up to 2.00 ha	48
2.	Medium	2.01 to 4.00 ha	29
3.	Large	4.01 ha and above	13
	Total		90

Analysis of data
Cost of marketing, market margin and price spread
Marketing
Data was collected from farmers, wholesalers and retailers about price spread, labour charges, transportation costs, commission charges, other charges if any and also the price received by them.

Marketing channels
Marketing channels are the route through which produce moves from producer to ultimate consumer.

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In respect of gaillardia three important marketing channels were found in the studied area viz., Channel I: Producer-Consumer, Channel II: Producer-Retailer-Consumer, Channel III: Producer-Wholesaler-Retailer Consumer.

Producer
The most important channel of distribution was producer-wholesaler-retailer-consumer. Producer directly sale their produce to the wholesaler or retailer or consumer. The small producer did not find it convenient to take a small quantity or marketable surplus to the distant market because of long distance and heavy transportation charges.

Wholesaler
Wholesaler offers the price according to the quality and quantity of the produce. They purchase on cash payment or at small intervals. Wholesaler sales it in the retail market.

Retailer
Retailers purchase the gaillardia from the wholesaler and also from the producers. The retailers generally purchase the quantity required for the sale within the short period according to the sell requirement.

Consumer
Consumer purchase required quantity of gaillardia directly from the cultivator at its local place for their own consumption, throughout the year. The consumer purchases the gaillardia as per the availability in the weekly and daily market from the retailer at the prevailing market price.

Market margins
It refers to difference between the prices prevailing as successive stages of marketing at given period of time. Profits of the various market functionaries involved in moving the produce for the initial point of production till it reaches to the ultimate consumer. The absolute value of the marketing margin varies from channel to channel, market to market and time to time.

Marketing cost
Total marketing cost incurred by producer and various intermediaries involved in the sale and purchased of commodity till the commodity reaches to the ultimate consumer.

Price spread
Price spread indicates shares of various agencies involved in the marketing along with the cost incurred by them. The price spread of the produce shows the difference between net price received by the producers in the assembling market and price paid by the ultimate consumers or produce in the retail market. It includes all the market charges incurred by producers, wholesalers and retailers as well as profit margins

of wholesalers and retailers.

Producer's share in consumer's rupee (P$_s$)
It is the price received by the farmers expressed as a percentage of the retail price (i.e. the price paid by the consumer). If it is the retail price the producers share in the consumers rupee (Ps) be expressed as follow:

$$Ps = \frac{\text{Net price received by the producer } (P_f)}{\text{Price paid by consumer } (P_c)} \times 100$$

The different term used in price spread are defined as follows
Gross price of producer: This is equal to wholesale price at the primary assembling centre or the price at the time of the first sale received by the producer.
Net price of producer: It is equal to gross price received by producer minus all expenses incurred by him on marketing the produce.

Result and Discussion
Marketing of gaillardia in Akola District
In the preceding section, economic aspects viz., costs, returns and the efficiency of investment in the production of gaillardia selected for study have been discussed. But the process of production is not completed till the product reaches into the hands of final consumer. As such various aspects pertaining to marketing of gaillardia viz., channels of distribution, price spread, producer's share in consumer's rupees etc. have been studied and discussed.

Channels of distribution
Marketing channels are the root through which produce move from producer to consumer. The important channels of distribution have been observed while studying the marketing of Gaillardia under study area were channel I: Producer → Consumer, channel II: Producer → Retailer → Consumer, Channel III: Producer → Wholesaler → Retailer → Consumer. During the study it was observed that channel III i.e. producer → wholesaler → retailer → consumer is the major channel of distribution. In channel I i.e. producer → consumer quantity sold was low and this channel was mainly followed by small farmers. The producer's share in consumer rupee is maximum when less intermediaries are included.

The cost of marketing of gaillardia is estimated and presented in Table 2
It is revealed from Table 2, that maximum cost of Rs. 210.95 incurred by the producer out of the total cost of marketing was Rs. 283.97 in channel III in marketing of per quintal gaillardia. In channel II it is Rs.85.17 marketing cost incurred by producer and total cost of marketing is Rs.108.28 and in channel I it is low as compared to other channels as Rs.85.94.

Table 2: Cost of marketing of Gaillardia (Rs/q)

Sr. No.	Particulars	Channel I	Channel II	Channel III
A	Marketing cost incurred by producer			
1.	Cost of Bag	30.12	30.06	30.04
2.	Packing	5.00	5.00	5.00
3.	Cost of Loading	10.00	10.00	10.00
4.	Transportation	18.82	18.11	18.06
5.	Weighing Charges	2.00	2.00	2.00
6.	Hamali	10.00	10.00	10.00
7.	Dalali	-	-	125.85

8.	Unloading	10.00	10.00	10.00
	Subtotal	85.94	85.17	210.95
	Selling Price of Producer	1318.53	1294.74	1258.52
B	**Marketing cost incurred by Wholesaler**			
1.	Cost of bag	-	-	30.00
2.	Weighing charges	-	-	2.00
3.	Hamali	-	-	5.00
4.	Cess fund	-	-	12.59
	Subtotal	-	-	49.59
	Selling price of Wholesaler	-	-	1422.31
C	**Marketing cost incurred by Retailer**			
1.	Transportation	-	11.11	11.43
2.	Hamali (including loading-unloading)	-	10.00	10.00
3.	Weighing charges	-	2.00	2.00
	Subtotal	-	23.11	23.43
	Consumer price	1318.53	1428.11	1563.01
	Total Marketing Cost	85.94	108.28	283.97

Channel wise price spread of Gaillardia
The details about the price spread, producer's share in consumer's rupee were estimated in Table 3.

Table 3: Channel wise price spread of Gaillardia (Rs/qtl)

Sr. No.	Particulars	Channel I	Channel II	Channel III
A)	**Producer**			
1.	Gross price received by producer	1318.53 (100)	1294.74 (90.66)	1258.52 (80.52)
2.	Marketing cost incurred	85.94 (7.27)	85.17 (5.96)	210.95 (13.50)
3	Net price received by producer	1232.59 (92.73)	1209.57 (84.70)	1047.57 (67.02)
B)	**Wholesaler**			
1.	Purchase price	_	_	1258.52 (80.52)
2.	Marketing cost incurred	_	_	49.59 (3.17)
3.	Net Margin	_	_	114.20 (7.31)
4.	Selling price	_	_	1422.31 (91.00)
C)	**Retailer**			
1.	Purchase price	_	1294.74 (90.66)	1422.31 (91.00)
2.	Marketing cost incurred	_	23.11 (1.62)	23.43 (1.50)
3.	Net Margin	_	110.26 (7.72)	117.27 (7.50)
4.	Selling price	_	1428.11 (100.00)	1563.01 (100.00)
D)	**Consumer**			
1.	Purchase price	1318.53	1428.11	1563.01
2.	Net price received by producer	1232.59	1209.57	1047.57
3.	Price spread	85.94	218.54	515.44
4.	Producer's share in consumer's Rs.	93.48	84.70	67.02

Figures in parentheses indicate percentage to consumer price

From the table 3, the per quintal gross price received by producer in channel III was Rs.1258.52, net price received was Rs.1047.57, selling price of wholesaler was Rs. 1422.31 and retailers selling price was Rs.1563.01. Producer's share in consumer rupee in channel III was 67.02 per cent, in channel II 84.70 per cent and in channel I was 93.48 per cent. It showed that if share of various intermediates decreases the producer's share in consumer's rupee increases.

Conclusions
Three major channels of distribution were observed in marketing of Gaillardia viz. Channel I: Producer→ Consumer, Channel II: Producer → Retailer → Consumer, Channel III: Producer → Wholesaler → Retailer → Consumer. Producer-wholesaler-Retailer-Consumer was the important channel through which maximum quantity was sold by the growers. In case of gaillardia, Producers share in consumer's rupees was highest in Channel I (Producer-Consumer) i.e. 93.48 per cent followed by channel II (Producer-Retailer-Consumer) i.e. 84.70 per cent and channel III (Producer-wholesaler-Retailer-Consumer) 67.02. From this, it was concluded that channel-I was most profitable than channel II and channel III. Price spread is the difference between consumer's price and net price received by the producer. The price spread was observed highest in case of channel III i.e. 515.44. the per quintal gross price received by producer in channel III was Rs.1258.52, net price received was Rs.1047.57, selling price of wholesaler was Rs. 1422.31 and retailers selling price was Rs.1563.01.

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