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#### Avinash Kumar Rai

Student MBA (Agri-Business),  
Department of Agricultural  
Economics, Sam Higginbottom  
University of Agriculture  
Technology and Sciences,  
Prayagraj, Uttar Pradesh, India

#### Jayant Zechariah

Assistant Professor, Department  
of Agricultural Economics, Sam  
Higginbottom University of  
Agriculture Technology and  
Sciences, Prayagraj, Uttar  
Pradesh, India

#### Dr. Nitin Barker

Assistant Professor, Department  
of Agricultural Economics, Sam  
Higginbottom University of  
Agriculture Technology and  
Sciences, Prayagraj, Uttar  
Pradesh, India

#### Dr. Ameesh J Stephen

Assistant Professor, Department  
of Agricultural Economics, Sam  
Higginbottom University of  
Agriculture Technology and  
Sciences, Prayagraj, Uttar  
Pradesh, India

#### Corresponding Author

##### Avinash Kumar Rai

Student MBA (Agri-Business),  
Department of Agricultural  
Economics, Sam Higginbottom  
University of Agriculture  
Technology and Sciences,  
Prayagraj, Uttar Pradesh, India

## Study on marketing of hybrid paddy (VNR 2355) in Fatehpur district of Uttar Pradesh

**Avinash Kumar Rai, Jayant Zechariah, Dr. Nitin Barker, Dr. Ameesh J  
Stephen**

#### Abstract

Agricultural marketing plays an important role not only in stimulating production and consumption, but in accelerating the pace of economic development also. Company should do more demonstration and that should be done authentically so that the message conveys properly to the farmers and the Company should aware the farmer about the new variety as the new people are not aware and they don't have knowledge and its benefit so they are not ready to pay more money for new variety, so initially its Paddy should be reduce. Company should direct the co-operation and support of the Agriculture University for creating awareness for the efficient use of resources in paddy cultivation. The company may arrange periodical seminars and training programmes in which farmers should be imparted adequate and improved training in paddy cultivation practices at regular intervals of time. Lack of awareness of such practices ultimately resulted in a low level of production and unjustified profit margins with respect to paddy.

**Keywords:** marketing, hybrid paddy, VNR

#### Introduction

India is a country about 1.3 billion people. More than 65 percent of India's people live in rural areas and their main occupation is agriculture. Agriculture is the backbone of Indian economy because it contributes to economic and social well-being of entire nation through its influence of the GDP and employment. The history of Agriculture in India dates back to Indus Valley Civilization Era and even before that in some parts of Southern India. Today, India ranks second worldwide in farm output. Agriculture and allied sectors like forestry and fisheries accounted for 13, 7% of the GDP (gross domestic product) in 2013, about 50% of the workforce. The economic contribution of agriculture India's GDP is steadily declining with the country's broad-based economic growth. Still, agriculture is demographically the broadest economic sector and plays a significant role in the overall socio-economic fabric of India Rice production in India is an important part of the national economy. Rice is the most important food crop of India covering about one-fourth of the total cropped area and providing food to about half of the Indian population. This is the staple food of the people living in the eastern and the southern parts of the country, particularly in the areas having over 150 cm annual rainfall. There are about 10,000 varieties of rice in the world out of which about 4,000 are grown in India. Rice is life for thousands of millions of people. In Asia alone, more than 2,000 million people obtain 60 to 70 per cent of their calories from rice and its products. Recognizing the importance of this crop, the United Nations General Assembly: declared 2004 as the "International Year of Rice" (IYR). The theme of IYR-Rice is life" reflects the importance of rice as a primary food source, and is drawn from an understanding that rice based systems are essential for food security, poverty alleviation and improved livelihood Rice is the most important food crop of India covering about one-fourth of the total cropped area and providing food to about half of the Indian population. This is the staple food of the people living in the eastern and the southern parts of the country, particularly in the areas having over 150 cm annual rainfall.

#### Review of Literature

##### Cropping pattern and socioeconomic farm structure

Meena (2001) <sup>[12]</sup> in his study "Production and Marketing of Rapeseed and Mustard in Sriganganagar District of Rajasthan" computed the growth rates in area, production and productivity of rapeseed and mustard for Ganganagar District of Rajasthan for the period

1980-81 to 1999-2000. He revealed that growth of area under Rapeseed and mustard in Rajasthan and Sriganganagar District was 9.76 and 5.97 percent per annum, respectively, while growth of production was 11.37 and 7.85 percent per annum. Respectively. The growth in productivity was more in Sriganganagar District (1.67 percent per annum) as compared to the state as a whole (1.20 percent per annum).

Kalamkar *et al.* (2002) [9] conducted a study to examine the growth in area, production and yield of principal crops in India over the period of five decades (1949-50 to 1997-98) and concluded that the growth rates of area, production and yield of principal crops in India over the period were positive and significant. High growth in production accompanied by increased variability in production, increased risk associated with the production. The yield effect was the most important factor for increase in production of rice, jo war, maize, cotton and sugarcane.

Singh and Chandra (2003) tested various functional forms and found that exponential function was the most appropriate to examine the growth trends of area, production and yield of paddy in India. They studied the growth rates in area, production and productivity and found that as a result of increase in area under cultivation and yield, the overall growth rate in paddy production had been very significant (2.96) during the 1975/76-1990/00 period. Yield increased by 2.42 per cent whereas acreage increased by 2.52 percent.

Verma *et al.* (2006) worked out the annual compound growth rates of area, production and productivity of principal crops in Madhya Pradesh for the period 1986-87 to 2000-01. The trend analysis indicated that there was a major break-through in the annual compound growth rates of area and productivity of oilseeds at 2.35 per cent and 1.68 percent, respectively, resulting in higher growth of production at 4.03 per cent per annum.

Santha *et al.* (1993) worked out the cost of cultivation and profitability of paddy crop in Kerala using primary data collected for three cultivation seasons, the findings showed that the cost of cultivation per hectare was minimum for Viruppa season, which was found to be RS.3726.16 while there was not much difference between the cost of cultivation during Mundakan and Punjab, which was Rs.4641.51 and Rs.4625.50, respectively. The input-wise split-up revealed that the major share of the total cost was on hired human labour, which accounted for 22.62 per cent for Viruppa and 25.57 per cent for Mundakan and 27.22 per cent for Punjab. The next important input was the imputed value of rent on land. The cost A, which forms the paid out cost accounted only for 62.54 per cent in Viruppa, 65.04 per cent in Mundakan and 67.74 per cent in Punjab. The profitability analysis revealed that return per rupee invested was the highest for Vinuppa (14) followed by Mandala (1.33) and Punjab (1.27).

Mohandas and Thomas (1997) studied the economics of rice production for different size holders such as small, medium and large farmers in Kuttanad areas of Kerala. The analysis showed that the percentage increase in gross income per hectare from rice cultivation was highest among marginal farmers followed by large and small farmers. The results of the study showed that cost escalation is the most important factor, which makes rice cultivation a relatively less remunerative enterprise. They suggested that mechanization should be followed wherever possible to reduce the cost of human labour.

Shaikh *et al.* (1998) worked out costs and returns of major crops grown in Andhra Pradesh. The overview of the study

revealed that human factor accounted for major share in total cost of all the crops including paddy in all the zones of Andhra Pradesh, while the adoption of plant protection measures was abysmally low in almost all the crops except in cotton. The analysis of profitability in case of cereals indicated that paddy claimed a lion's share of higher profitability in high potential irrigated zone of Krishna-Godavari compared to other zones. Similar situation was observed in case of maize in Krishna-Godavari zone, which was due to wider acceptance of technology by the farmers.

Umashankara, C. (1998) worked out costs and returns in paddy farming in hilly zone of Karnataka. The cost of cultivation per acre in low land situation (transplanted) was higher (Rs.4930.96) than upland situation under drill sown (Rs.4716.04). This was due to increased usage of labour, fertilizers, pesticide and improved varieties of seeds in anticipation of higher yield. The share of variable cost was 96 per cent of total cost in both situations. Among the variable costs, the cost on human labour was the single largest item. The average yield was found to be 15.1 qtrs. per acre for lowland situation as compared to totals for upland districts. The net returns were RS.3498.46 per acre in lowland and RS.2442.38 per acre in upland area.

Chinnappa, B. (2001) [1] conducted a study to examine the cost and resource use structure and profitability of rice based cropping system in southern transition zone, Karnataka. He found per acre cost of cultivation RS.15391.35, 12689.14 and 13954.34 for rice-rice, rice-jowar, rice groundnut system respectively. Net return on a per acre basis was highest in the rice-rice system and lowest in the rice-ground nut system.

Krishna, V.V., (2001) conducted a study to work out costs and returns of paddy cultivation in Kerala state through a sample of 100 farmers. The total cost of cultivation per hectare was RS.31043.75. In this, human labour share was 61.46 per cent of total cost. Total returns per hectare of cultivation were RS.27023.68 which was below the total cost incurred and the net income was negative with a loss of Rs.4020.08 per hectare and B-C ratio was 0.87, indicating unprofitable situation. However, rice and prawn cultivation together pushed B-C ratio to 1.27. The study concluded that there was an increased trend towards double crop of prawn. One of the major recommendations made in the study was mechanization of rice farming operations.

Neelappa, S. (2002) studied the costs and returns structure in cultivation of paddy in Tungabhadra command area (TBP) of North Karnataka. The profitability aspect of paddy cultivation in TBP was analyzed by computing per hectare cost and returns. The per hectare cost of cultivation of paddy was Rs.26192, RS.25938 and RS.23822 for Bellary, Raichur and prize winning farmers respectively. The variable costs constituted the major proportion of total cost of cultivation of paddy farming, which was about 85 percent. The expenditure on human labour was found to be major item of variable cost. The gross returns per hectare of paddy cultivation were Rs.42851 and Rs.40735. It was Rs.45350 for prize-winning farmers. The net returns per rupee spent in paddy were estimated to be RS.1.64 for farmers in Bellary, RS.1.57 for farmers in Raichur and RS.1.90 for prize winning farmers.

Sileshi *et al.* (2003) conducted a study to analyze the changes in the costs and returns of wheat, paddy and cotton crops in Punjab to ascertain the performance of agricultural sector. The study concentrated on post-green revolution period from 1971-72 to 1996-97. They observed that the total cost of paddy cultivation increased by 136.86 per cent from RS.5952.53 in

1982-83 to RS. 14159.37 in 1993-94 per hectare, However, at constant prices. the increase was only 0.43 per cent indicating that it was the inflationary pressure. At constant prices, there was a decrease in the variable cost due to increased level of mechanization that pushed the fixed cost and reduced the variable cost on labour. Sreeja, M., (2004) studied the economics of rice, tapioca, coconut and rubber grown in Kerala by analyzing costs and returns data for the year 2002-03 collected from Kallam. district. Analysis of cost of production data for rice revealed that variable cost accounted for 82.37 percent of the total cost and labour cost alone represented 69 per cent of the total cost. The cost-benefit ratio for rice was 1.09 which was the lowest compared to other crops studied indicating that all other crops ensured better income to the farmers. The findings further confirmed the trend of changes in cropping pattern. Area under cereals dropped by 34 per cent from 1982-83 to 2001-02 period mainly due to the reduction in area under paddy which was diverted to other profitable crops.

### Marketing cost, marketing margin and marketing efficiency of Hybrid Paddy.

Toor *et al.* (1994) conducted a study on basmati belt in Punjab comprising 32 blocks in Amritsar, Gurdaspur and Kapurthala districts. The results of the study highlighted that 96. percent was the marketable surplus on an average farm in the study area The comparative profitability highlighted much favorable position of basmati rice as compared to the non basmati. The analysis of share of basmati rice in the total rice export was" above 80per cent The price trend seen overtime is much favorable to basmati rice which increased at the rate of 10.53per cent per annum. The analysis emphasized to create the systematic network which can mobilize the surplus from the farmers and streamline the exports through the public sector.

Chauhan *et al.* (2002) conducted a study on marketed surplus of paddy. This study was conducted to test the following hypotheses: (1) the marketed surplus of rice is positively related to the volume of production; (2) the marketed surplus is negatively related to the size of family; (3) the marketed surplus is negatively related to the level of consumption; and (4) the marketed surplus is positively related to the area under crop. Based on the analysis, marketed surplus was expressed as a function of volume of production, size of family, extent of consumption and area under paddy crop. The regression coefficient of production, size of family, consumption and area under paddy crop were 0.7961, -0.1269, -0.2124 and 0.1500. respectively. Thus, all the hypotheses tested are valid and accepted.

Sharma *et al.* (2002) conducted a study on production and marketing of rapeseed and mustard in block Akbarpur, District Kanpur of Uttar Pradesh. The study identified three most common marketing channels in the study area. These were

**Channel-I** Producer-Wholesaler 1-Miller Wholesaler 11-Retailer-Consumer.

**Channel-II** Producer-village trader-Wholesaler 1 -Miller Wholesaler II Retailer Consumer.

**Channel-III** Producer -Miller-Wholesaler-Retailer-Consumer. The study found that the highest quantity of rapeseed and mustard was sold through channel

III (45.86 per cent) and lowest through channel 11 (21.14 percent)

Barman (2003) analyzed production and consumption

variables influencing farm level marketed surplus of winter paddy in Assam. Data for the year 2001-02 were collected from a sample of 97 farms (38 small, 34 medium, and 25 large farms) in Assam, India, in order to analyze production and consumption variables influencing farm-level marketed surplus of winter rice. The findings indicated that marketed surplus of winter rice could be increased by increasing production on all categories of farms. The influence of yield on the marketed surplus was greater compared to the influence of area in both small and medium farms. The picture was reverse in the case of large farms. Farm size, rice-growing area and intensity of rice cultivation had a significant and positive influence on marketed surplus. Small farms were not found to be price responsive, signifying the prevalence of distress sales. Further, family size was found to be inversely related to the marketable surplus.

Shamim and Saxena (2005) conducted a study on the marketable surplus and disposal of wheatmandies of U.P. Results showed that the total production, quantity kept on the farm, marketable surplus and the actual marketed produce were maximum for the big producers followed by small and marginal in both the mandies. It was also found that surplus of commodities accounting for bare socioeconomic needs was almost negligible in the marginal, slightly higher in small producer, but high in large holdings. since they can afford to maintain large amount of surplus of wheat and paddy. However, no surplus of gram was left in both mandies and in any size of holdings.

Sajjad *et al.* (2008) studied marketing channels, marketing costs and margins of rice in district Malakand (Pakistan). This study was aimed at determining the distributive marketing margins of rice and the shares of different marketing functionaries involved in the marketing margins in Batkhela Tehsil of Malakand district during the year 2004.

It was observed that two marketing channels *viz.* Channel 1 (Producer Wholesalers (Pharia) retailer consumer) and Channel-II (Producer->beopari->wholesaler (Pharia)->retailer->consumer) were involved in trading of rice in the study area.

In channel 1, the producer received 17.90% net margin and 41.04% gross margin. However, in channel 2, it was found that the producer gained less net margin (36.36%) and gross margin (14.54%), The main reason behind the reduction in net margin and gross margin was observed to be relatively low involvement of farmer in the marketing activities.

### Constraints

Verma (1991) studied problems in marketing of groundnut in Indore District of Madhya Pradesh The analysis suggested that the modernizing the processing industry, cheaper credit facility, proper storage facility, improvement of transportation and communication facility. strict enforcement of market regulation act, supply of electricity to processing units at cheaper rates etc are the main components to increase the processing capacity up to the level specified.

Joshi, N.P., (2004) <sup>[8]</sup> conducted a study on production and marketing of rice in different development regions of Nepal and concluded that farmers were facing several production problems such as lack of technical knowledge, lack of irrigation, lack of organized credit facilities, lack of quality inputs, diseases and pests. They also reported marketing problems such as low price of produce, unorganized market and lack of appropriate transportation facilities.

Hangchaun *et al.* (2005) conducted a study to examine characteristics of the rice marketing system in Cambodia. They analyzed that poor roads and illegal fee collection by Govt. officials increased the marketing costs and created distribution barriers to deficit areas. Farmers' income remained very low because they had poor bargaining power for price due to limited chances to meet buyers and inadequate availability of information on agro-product prices. They suggested an open paddy market Grover *et al.* (2007) [6] conducted a study to examine sesamum cultivation in Punjab State. The study observed that to give a boost to the sesamum cultivation in the state, two dimensional efforts, *viz* technological up-gradation and effective market support are required.

### 3. Materials and Methods

#### 3.1 Selection of district

Fatehpur District is one of the 75 districts of Uttar Pradesh state in northern India. The district covers an area of 4,152 km<sup>2</sup>. The district has a population of 2,632,733 (2011 Census). Fatehpur city is the administrative headquarters of the district. Located on the banks of the sacred rivers Ganges and Yamuna, Fatehpur was mentioned in the puranic literature. The Ghats of Bhitaura and Asani were described as sacred in the puranas. Bhitaura, the site of the sage Bhriugu,

was an important source of learning. Fatehpur district is a part of Allahabad Division.

This district is situated between two important cities: Allahabad, which is also known as "Prayag", and Kanpur of the state Uttar Pradesh. Fatehpur is well connected with those cities by train routes and roads. The distance from Allahabad is 117 km and from Kanpur is 76 km by railway. The north boundary of the district is limited by the river Ganges and its southern boundary is the river Yamuna.

#### 3.2 Selection of Block

There were 13 Blocks in district. Bahua block selected purposively for the study. Because in this Block farmers are progressive and ready to use Hybrid paddy products, Bahua block is situated 30 km away from the District Head Quarter on the Fatehpur. The farmers of this block have been growing Hybrid paddy for several years.

#### 3.3 Selection of villages

A complete list of all the villages were prepared with help of block development officers and out of 101 villages, 6 villages were selected randomly on the basis of highest area under paddy cultivation. The villages were arranged in ascending order out of that Furwari, Gazipur, Korari, Mohanpur, Balipur.

**Table 1: Farm Size Groups**

Farm Size Groups			
Sr. No	Size group	Respondents	Land Holdings
1.	Size group – I	Marginal Farmers	0 to 1 Hectare
2.	Size group – II	Small farmers	1 to 2 Hectare
3.	Size group – III	Semi-Medium Farmers	2 to 4 Hectare
4.	Size group – IV	Large Farmers	4 to 10 Hectare
5.	Size group – V	Large Farmers	Above 10 Hectare

#### Classification of Respondents in different size holding Analytical Tools

Results were expressed as mean and average. find out the percentage of responded using a percentage formula are following: -

[Percentage= (Value/Total Value) ×100]. The market share of different brands was calculated by index of market efficiency.

### 5. Result and Discussion

01 – To study the socio-economic Profile of the respondents in the study area.

Description of the cultivated land holdings in different Size of Farm Group Number of Respondent 120

Marginal, Small, semi -medium, Medium and large = 120  
Number of Respondents = 120. MF, S, SM, M, L=38+40+16+24+2=120

**Table 2: Size of farm groups**

SI. No.	Particulars			Size of farm groups					Sample Average
				Marginal	Small	Semi. Medium	Medium	Large	
1.	Size of farm group (in number)			38	40	16	24	2	120
2.	Average size of cultivated holding in hectares			0.74	1.68	3.44	7.16	12.52	5.10
3.	Land utilization of diff. Crops ( in hectare)								
i	Kharif	1.	Paddy	0.42	0.88	1.89	3.94	6.72	2.77
		2.	Maize	0.14	0.28	0.59	1.36	2.18	0.91
		3.	Bajra	0.18	0.52	0.96	1.86	3.62	1.42
ii	Rabi	1.	Wheat	0.38	0.72	1.98	3.78	6.84	2.74
		2.	Mustard	0.12	0.38	0.55	1.32	2.14	0.90
		3.	Gram	0.24	0.58	0.91	2.06	3.54	1.46
iii	Zaid	1.	Fodder	0.12	0.17	0.19	0.22	0.27	0.19
		2.	Vegetable	0.08					
4.	Total sown area			1.68	3.67	7.35	14.89	25.83	10.68

**Interpretation.** Revealed that size of the farms group in numbers for marginal, small, semi-medium, medium and large size farms were 38,40,16,24 and 2 respondents respectively. Altogether 120 respondents were selected for study. Average size of the cultivated holdings per hectare for

marginal size farms was 0.74 ha, small size farms 1.68 ha , Semi-Medium 3.44 followed by 7.16 ha for medium size farms and 12.52 ha large size of farms group, which, constituted on Average sample of 5.10 ha respectively.

It could also be seen that land utilization pattern in different

crops. The crops sown in Kharif season in this area are Paddy, Bajra and Maize. In Rabi and Zaid season the crops grown were Wheat, -Gram, Mustard, vegetables, Fodder and others. Among this Paddy occupied major area by Average sample of 2.77 ha in farm households. The season which selected for

study was kharif season because paddy crop occupies maximum area during kharif season. Total sown area for marginal, small, Semi-Medium, medium and large size of farms group was 1.68 ha followed by 3.67ha and 7.35ha and 14.89 and 25.83 respectively.

**Table 3:** Distribution of the respondents on the basis of Gender

Sr. No	Gender	Respondent Number	Size Group									
			Marginal Farmers		Small Farmers		Semi-Medium Farmers		Medium Farmers		Large Farmers	
			Number	%	Number	%	Number	%	Number	%	Number	%
1.	Male	80	30	37.5	28	35	9	11.25	11	13.75	2	2.5
2.	Female	40	8	20	12	30	7	17.5	13	32.5	0	-
	Total	120	38	-	40	-	16	-	24	-	2	-

Number of Respondents = 120. MF, S, SM, M, L=38+40+16+24+2=120

**Interpretation:** The above table shows that out of 120 respondents 67% were male and out of that maximum no. 37.5% are marginal size farmers and 35% are small and semi Medium size farmers 11.25% and medium Farmers 13.75% rest are large size farmers (2.5%). 33% were females out of which 20% are marginal size female farmers and 30% are small farmers and 17.5% are semi-medium and 32.5% are medium farm group, and there was no female in large size farmers.

**Table 4:** Distribution of the respondents on the basis of age  
Number of Respondents = 120 MF, S, SM, M, L=38+40+16+24+2=120

Categories	Respondent No	Marginal Farmers	%	Small Farmers	%	Semi-Medium	%	Medium Farmers	%	Large Farmers	%
(I) Below 15 years	20	6	30	8	40	2	10	4	20	0	-
(II) 15-60 year	72	24	33	20	28	12	17	14	19	2	3
(III) 60 years above	28	8	29	12	43	2	7	6	21	0	-
Total	120	38	32	40	33	16	13	24	20	2	2

**Interpretation:** The above table shows that out of 120 respondents 17% were below 15 yr. out of which maximum were in small size farmers and 60% were of age group between 15-60 yr. out of which maximum farmers were in marginal size. And 23% respondent comprises of age above 60 yr. out of which maximum no. of farmers in small farm

group.

**Distribution of the respondents on the basis of qualification**

Number of Respondents = 120. MF, S, SM, M, L=38+40+16+24+2=120

**Table 5:** Farm size group

SI. No.	Categories	Respondents Number	Farm size group									
			Marginal		Small		Semi medium		Medium		Large	
			No.	%	No.	%	No.	%	No.	%	No.	%
A.	Illiterate	41	12	29	14	34	7	17	8	20	-	-
B.	Literate	79	26	33	26	33	9	11	16	20	2	3
	Total	120	38	32	40	33	16	13	24	20	2	2
I	Primary School	18	6	33	5	28	7	39	-	-	-	-
Ii	Secondary school	20	1	5	8	40	1	5	10	50	-	-
Iii	High school	22	10	45	8	36	1	5	2	9	1	5
Iv	Intermediate	16	8	50	4	25	-	-	3	19	1	6
V	Graduate	3	1	33.33	1	33.33	-	-	1	33.33	-	-
	Total	79										

**Interpretation:** The above table shows that out of 120 respondents 34% are illiterate and 66% are literate out of which 15% have done their studies till primary school only out of which maximum no. of farmers 39% were Semi medium level farmers. 17% respondents have done secondary school out of which maximum no. of respondents 50% were medium level farmers. 18% are high school passed out of which maximum no. of farmers 45% are Marginal scale farmers .13% respondents are intermediate out of which 50% are Marginal scale farmers. And the remaining 3% respondents are graduated here, 1 in Marginal group and other 2 in small and medium group.

**02- To Find out different Marketing channel in the study area**

**Marketing Channels**

Marketing channels are defined as the routes through which the producer seller dispose-off their produce. Two main channels were noticed in the area, where farmers while selling their maize outputs adopted these marketing channels. There were

**Channels 1:** Producer- Village Merchants/Retailer – Consumer

**Channels 11:** Producer - Commission agents/wholesaler – Retailer

**Procedure for calculation and allocation of costs**

- Casually hired labour was valued at prevailing market rate.
- Permanently hired labour were valued at actual amount paid both
- Family labour were valued at the rate of permanently hired labour. cash and kind.
- Hired machine labour were valued at prevailing market rates paid by farmers. The owned machine labour was valued by quantity of diesel consumed plus depreciation apportioned in paddy on the basis of area under the crop.
- Rental value of owned land were evaluated on the basis of rent paid for similar land in the village

- Interest on working capital were work out at the rate of 8 percent and apportioned in paddy on the basis of area under crop.
- Interest on fixed capital were calculated at the rate of 8 percent and apportioned in paddy on the basis of area under crop.
- Other inputs like seed, fertilizer and manure were valued at prevailing market prices.

**To Analyze marketing cost, marketing margin and marketing efficiency of Hybrid Paddy.**

Number of Respondents = 120 MF, S, SM, M, L

**Table 6:** Channel I - Producer- Wholesaler- Consumer

S. No	Particulars	Value in Rupees	
		Rs	%
1.	Producer sale price to wholesaler	1300	91.54
2.	Cost incurred by the producer		
i	Packing cost	15.00	1.05
ii	Packing material cost	12.00	0.84
iii	Transportation cost	18.00	1.26
iv	Market cost	20.00	1.40
v	Labor cost	10.00	0.70
vi	Loading and Unloading cost	10.00	0.70
vii	Weighting Charges	10.00	0.70
viii	Miscellaneous charges	18.00	1.26
	<b>Total cost (i-viii)</b>	<b>113.00</b>	<b>7.95</b>
3.	<b>Margin of Producer</b>	<b>30.00</b>	<b>2.11</b>
4.	Net price received by producer	1157	81.47
5.	Wholesaler sale price to Consumer	1420	100
6.	<b>Marketing Efficiency</b>	<b>11.50 %</b>	

Above table reveals the marketing cost, marketing margin and marketing efficiency of the product in channel-I, Producer

sale price to Wholesaler was 1300 rupees while consumer paid price was 1420 rupees.

**Table 7:** Channel II Producer –Wholesaler – Retailer – Consumer

1.	Sales price of Wholesaler to Retailer	1420	98.61
2.	Cost incurred by the Wholesaler		
I	Loading & Unloading charges	10.00	0.69
Ii	Carriage up to shop	18.00	1.25
Iii	Weighting charges	11.00	0.76
Iv	Town charges	18.00	1.25
V	Transportation	27.00	1.87
Vi	Losses & Miscellaneous charges	16.00	1.11
	<b>Total Cost (i-vi)</b>	<b>100.00</b>	<b>6.94</b>
3	Margin of Village Merchant/Retailer	20.00	1.38
5.	Consumers paid price	1440	100
6.	<b>Total marketing cost</b>	<b>100</b>	<b>6.94</b>
7.	<b>Total marketing margins</b>	<b>20</b>	<b>1.38</b>
9.	<b>Total Marketing Efficiency</b>	<b>14.20 %</b>	

In the above table we can see the marketing cost, marketing margin and the marketing efficiency of Channel- II, Wholesaler sales price to retailer is 1420 and consumers paid price is 1440 in this Channel.

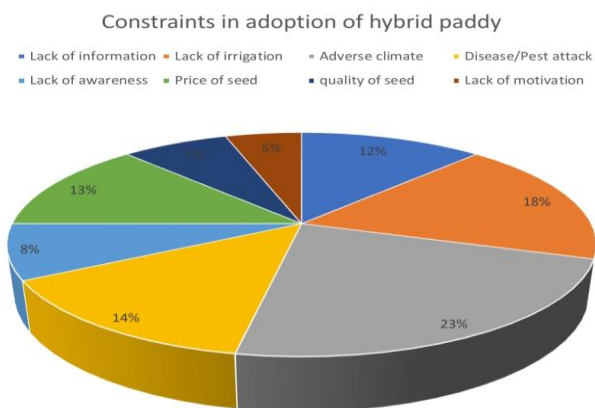
Estimation Total Marketing Cost and Marketing Margin in Different (Value Rs)

**Table 8:** Channel- I and Channel- I

S.No	Particular	Channel- I	Channel- II
1.	Total marketing cost	113	100
2.	Total margin cost	30	20
3.	Marketing efficiency in %	11.50%	14.20%

**Table 9:** To identify the constraints in adoption of hybrid paddy

SI. No.	Constraints	Farmers Response	%	Rank
1.	Lack of availability of information at farm level	14	12	V
2.	Lack of irrigation	22	18	II
3.	Adverse climate	28	23	I
4.	Disease/Pest attack	17	14	III
5.	Lack of awareness	9	8	VI
6.	Price of seed	16	13	IV
7.	Quality of seed	8	7	VII
8.	Lack of motivation	6	5	VIII
Total		120	100%	



**Fig 1:** Constraints in adoption of hybrid paddy

**6. Conclusion**

There were five types of groups of farmer in study area with different land size holdings.

- VNR is a newly emerging company contains a premium quality of hybrid paddy seeds, due to the quality of product the company has acquired a good amount of market shear in quick time. Company also provides various offers and gifts which attracts the customers to buy the product.
- Brand promotions play an important role in promoting sales of a product so there is a need to increase the promoting campaigns.
- VNR Seeds acquires a market share or 10% with its four hybrid paddy seeds.

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