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**Rupali Singh**  
Department of Agricultural  
Economics, Sam Higginbottom  
University of Agriculture,  
technology and services,  
Prayagraj, Uttar Pradesh, India

**Dr. Mukesh Maurya**  
Department of Agricultural  
Economics, Sam Higginbottom  
University of Agriculture,  
technology and services,  
Prayagraj, Uttar Pradesh, India

**Jayant Zechariah**  
Department of Agricultural  
Economics, Sam Higginbottom  
University of Agriculture,  
technology and services,  
Prayagraj, Uttar Pradesh, India

**Ankit Singh**  
Department of Agricultural  
Economics, Sam Higginbottom  
University of Agriculture,  
technology and services,  
Prayagraj, Uttar Pradesh, India

**Corresponding Author**  
**Rupali Singh**  
Department of Agricultural  
Economics, Sam Higginbottom  
University of Agriculture,  
technology and services,  
Prayagraj, Uttar Pradesh, India

## Study on marketing of value added products of guava of small scale unit in Kaushambi district of Uttar Pradesh

**Rupali Singh, Dr. Mukesh Maurya, Jayant Zechariah and Ankit Singh**

### Abstract

India is one of the largest producers of fruits and vegetables in the world. In year 1999-2000, 45496 thousand tonnes of fruits and 90831 thousand tonnes of vegetables were produced in the country. Recently, the horticultural crops are grown in the area of about 15.3 million-hectare, which is about 7percent of the total cropped area in India. The annual production of horticultural produce is estimated about 149.2 million tonnes, which is 18percent of the total agricultural production in India.

In the production of sugar, tea, milk, fruits and vegetables and rice, India ranks either first or second with a share of world production ranging from 10 percent to 30 percent. In India, Uttar Pradesh is one of the most important producers of horticultural crops. Presently about 3210517 MT fruits covering the area of 315089 hectare and 13842422 MT potato's and vegetables covering the area about 688918 hectare arc produced in UP plains during 2008-09. Major fruits grown in UP (Plains) are Mango. Guava and Banana whereas in vegetable potato, peas and onion occupy the major area. Besides these mushrooms and flowers are also growing in a considerable quantity (Appendix-6). Other major fruit producing states are UP (Hills) Andhra Pradesh, Bihar, Himanchal Pradesh, Karnataka, Maharashtra, Orissa and Tamilnadu. Guava is one of-the most important fruits grown in all over the world. It is now widely grown all over the tropics and subtropics and has become the most common in the newly introduced subtropical fruits in Israel. But, it originated in tropical America and it seems to have been widely found from Mexico to Peru. At present, major guava producing countries are Southern Asian countries, the Hawaiian Islands, Cuba and India. Guava is estimated to be the forth-important fruit crop after mango, banana and citrus, as far as area and production are concerned.

**Keywords:** Marketing cost, marketing margin, price spread, market efficiency

### Introduction

It has been in cultivation in India since nearly seventeenth century and gradually became a crop of commercial significance. In India, the major guava producing states are Uttar Pradesh, Bihar, Madhya Pradesh and Maharashtra. The main Guava producing belts in India are presented in Appendix-8. Total area under guava was estimated to be 150.9 thousand hectares (4.20 percent of total area under fruits) with the production of 1710.5 thousand tons (3.30 percent of the total production of fruits) and the productivity reported to be 11.3 MT per hectare during 2008-09. The highest productivity since 1999-2000, i.e.11.9 MT per hectare was attained during 2008-09. Guava fruit are of immense vale for human consumption. The health giving character of some fruits been widely recognized but many people still regard fruits as luxury rather than food. India attend self-sufficiency in food grains as a result of green revolution it attained oil seed and pulses a few years ago. Horticulture crop next attract the attention of planners. The group mainly consists of fruits. Vegetables ornamentals, medicine and aromatic crop. These categories take up to 4-5% of the total area under cultivation in India. There is a waste scope of growing fruit crops in our country because the total area under fruit crop is very small about 3.25 million ha which is only 3.37% of the total cultivated area. Majority of Indian population is vegetarian and production of fruit is far less there is great demand from all the classes of people for fresh fruit and also for content fruit products. Our country e also provide almost all type of suitable climatic conditions for large number of species which can be grown under tropical subtropical and temperature climate zones. In the international trade of fruits both for fresh and processed the share of India is negligible. Now, making bright prospects in this context scope of increasing area and production is very wide. Guava is valued for its delectable taste and aroma. Guava can be considered as the of the tropics for its high vitamin C and mineral content.

It is native to tropical America where it occurs wild. Early Spanish and Portuguese colonizers brought it to New World, the East Indies and Guam. It was soon adopted as a crop in Asia and in warm parts of Africa and is now widely grown all over the tropics and subtropics. As a cheap nutritious fruit with a wide adaptability to diverse climatic and soil conditions, guava is an ideal crop to grow in developing countries. The guava tree can easily be recognizable for its smooth, thin, brown bark that flakes off, exposing a greenish layer underneath. The tree can reach 33 ft (10 m) high, with a trunk of 10 in (25 cm) in diameter and spreading branches.

**Materials & Method**

**Selection of District**

Selection of district were formed the first stage of sampling. There are 75 District in Uttar Pradesh out of Kaushambi district was selected district there are 8 Tehsils & blocks. From these blocks Manjhanpur block was moisture ferable for this study due to the availability of dealers along with their land holding property. Researcher knows the local language of the district and well within the reached. Therefore, Kaushambi district was selected purposively for the study.

**Selection of Blocks**

Selection of the block is the second stage of sampling. There are 8 blocks in Kaushambi district. Out of those Manjhanpur was selected purposively for the study.

**Selection of Village**

Selection of the village is the third stage of the sampling. There are 316 Villages in Manjhanpur block. From that 10% Villages was selected randomly.

**Selection of Respondent**

A list of paddy growers was prepared and 5% of the respondents were selected randomly.

1. Marginal farmer - Below 1ha
2. Small farmer - 1-2 ha
3. Semi medium farmer – 2-4 ha
4. Medium farmer – 4-10ha
5. Large farmer – Above 10ha

**Analytical tool**

The stated objectives of this study were fulfilled through tabulation and analysis of the data was pertaining to study.

$$Price\ Spread = \frac{Consumer\ Price - Net\ price\ of\ producer}{Consumer\ price} \times 100$$

**Result and Discussion**

**Table 1:** Price spread for guava marketing in channel I

SI No.	Particular	Rs.	Percentage (%)
1.	Net price received by the producers	39.1	96.15
2.	Marketing cost incurred by producer	0.4	3.85
3.	Total marketing costs	0.4	3.85
4.	Consumer's price	39.80	100
5.	Marketing efficiency	99.5	25.97

(Retailer – Consumer) Rs/kg

Table 1 Presents price spread of guava in different size farm group per kg of guava. In channel 1 that was seen producers and consumer. It can be observed that net price received by the producers was ₹ 39.1 per kg. Marketing cost incurred by

**Marketing Cost**

The total cost incurred on marketing by various intermediaries involved in the sale and purchase of the commodity till it reaches the ultimate consumer was computed as follow.

$$C=Cf+Cm1+Cm2+Cm3 +.....+ Cmn$$

**Where**

C= Total cost of marketing  
 Cf = Cost borne by the producer farmer from the produce leaves the farm till the sale of the produce.  
 Cmn= Cost incurred by the middle men in the process of buying and selling

**Marketing Margin of Middleman**

(A) Absolute margin =  $PR_i - (P_{pi} + C_{mi})$

$PR_i - (P_{pi} + C_{mi})$

(B) Percentage margin formula

$$Net\ profit\ Margin = \frac{Revenue - cost}{Revenue} \times 100$$

**Marketing Efficiency**

Marketing efficiency is a measure of market performance. The movement of goods from producers to the ultimate consumers at the lowest possible cost consistent with the provision of service desired by the consumers is termed as efficient marketing.

$$Marketing\ Efficiency = \frac{Total\ marketing\ cost}{Consumer\ Price} \times 100$$

**Percentage (Value/Total Value) x 100**

**% Increase [(New number - Original number)/Original number] x 10**

**Price spread**

In the marketing of agricultural produce, the difference between the price paid by the consumer and the price received by the producer for an equivalent quantity of farm produce is known as price spread.

producer was 0.4 paise per kg. It can be seen total marketing cost was 0.4 paise per kg. Consumer purchases guava @ ₹ 39.80 per kg. Marketing efficiency was around 25.97%.

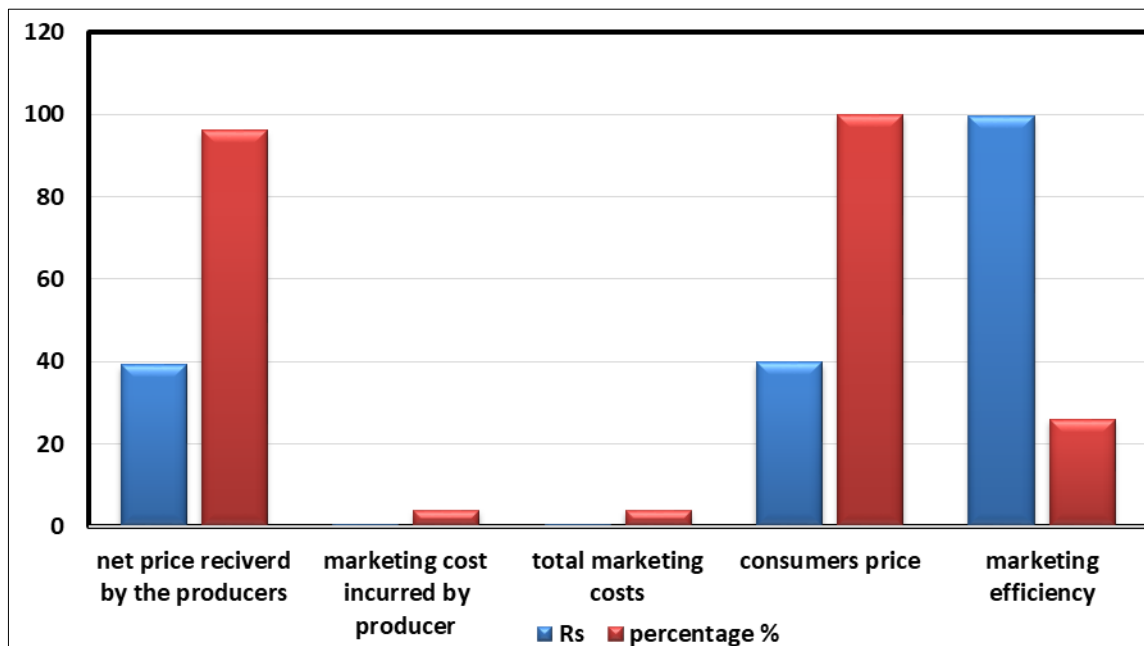


Fig 4.1: Price spread for guava marketing in channel I

Table 2: Price spread for guava value added products marketing in channel II

SI No.	Particulars	Rs.	Percentage (%)
1.	Net price received by the producers	39.1	75.83
2.	Marketing cost incurred by producer	0.2	1.67
3.	Producer’s sale price/guava vendor’s purchase price	39.3	77.5
4.	Marketing cost incurred by guava vendor	0.5	4.17
5.	guava vendor’s net margin	2.2	18.33
6.	Total marketing costs	0.7	5.84
7.	Total marketing margins	2.2	18.33
8.	Consumer’s price	85.5	75.83
9.	Marketing efficiency	15.48	3.13

(Producer – retailer - Consumer) Rs/Litre

Presents price spread of guava in different size farm group per kg of guava. In channel II that was seen producers, guava vendor and consumer. It can be observed that net price received by the producers was ₹ 39.1 per kg. Marketing cost incurred by producer was 0.2 Paise per kg. Producer’s sale price was ₹39.3 per kg the table also presented the cost incurred by the guava as well. It can be seen Marketing cost incurred by guava vendor, guava vendor’s net margin, SS total marketing cost and marketing margins was ₹ 0.5, ₹2.2, ₹0.7, ₹2.2 per kg respectively. Consumer purchases guava @ ₹ 80.5 per kg. Marketing efficiency was around 3.13%.

**Constraints in value-addition in guava**

Price instability, inadequate capital, high transportation cost, lack of processing industry & inadequate storage facilities are the prominent problems during marketing of value-added products of guava.

Like other perishable fruits, guava cannot be stored for longer period of time under ordinary conditions. So, once harvesting begins, farmers try their best to dispose of their fruits which results in glut of fruits in local market during peak of harvesting period which leads to low prices to the growers. Although grading & packaging is in practice among farmers & growers but usually they don’t go for higher level of value-addition. Some constraints identified by survey are Lack of awareness among producers as well as consumers regarding processed foods, high transportation cost for loading and

dispensing of value-added products, high price for investment, marketing of such value-added products is tough for producers, lack of processing industry & proper equipment & inadequate storage facilities. Some constraints for storage & setting up of cold storage are high demand in distinct markets, seasonality of produce, lack of investment fund, lack of cooperative society/federation for marketing of guava.

**Situation analysis of storage facility of guava & its constraints in Kaushambi**

By estimating the potential of guava production, Govt. had come up with separate upaj-mandi especially for guava, which covers a large area. Mandi had all the facilities to provide right place to guava producers for marketing purpose like large & cemented floor space covered with tin sheds which was used by traders as well as producers for sorting, grading & packaging purposes, it also provides neat & clean place to keep the produce for marketing. But it lacks advanced storage facility like cold storage. Govt. as well as farmers didn’t feel the need for storage facility, they said that their produce has been observed by high demand in distant market. If people will be more aware about processing techniques, storage and using equipment’s, then cold storage will become operative at Kaushambi.

**Constraints in advanced storage facility in guava**

Some constraints identified are

- High demand in distinct markets for guava

- Reasonability of the produce
- Lack of investment fund
- Lack of processing facility for guava
- High cost of storage to an individual because of small quantity of produce
- Lack of cooperative society for marketing of guava

**Table 3:** Constraints encountered in marketing of (n=90)

S. No	Constraints perceived	No. of Farmer	Ranking	Percentage (%)
1.	High competition	20	III	80
2.	Knowledge of quality	11	V	60
3.	Handling problem	22	I	70
4.	Demand for credit by consumer	15	IV	90
5.	Inadequate trained personal for marketing	10	VI	50
6.	Risky investment	21	II	30

### Conclusion

- I The analysis of the local marketing channel revealed that channel I Le. Producer Commission Agent-Retailer-Consumer is the most popular among all kind of farmers as it more sophisticated and easily accessible to any farmer irrespective of their bulk of produce. Price spread was also lowest in this channel.
- In case of distant marketing, Producer's share in consumer's rupee was highest (40.22 percent) in Channel V Le. Producer-Commission Agent-Wholesaler-Retailer Consumer and total cost was also highest in this channel.
- Earlier (2004-05 and 2005-06) supply of guava was very high in the local market and average price was low as at that time distant markets were not accessible to producers
- Farmers as well as traders added the value to the produce by doing grading and packaging. Lack of interest among farmers, lack of awareness for processed items in market and Lack of investment are major obstacles to setting up small scale processing unit.

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