Services rendered by various marketing agencies to the banana grower in Burhanpur district of Madhya Pradesh

Abstract

A study was conducted to find out the services rendered by various marketing agencies to the banana growers in Burhanpur district of Madhya Pradesh. Services defined as the degree to which farmer has rendered various marketing services which have provided by marketing agencies. Services related to marketing information, consulting, selling, credit, grading, and, transportation were enlisted in a pre-tested interview schedule. The farmers were asked to rank the agencies on the basis marketing, agencies, storage, credit facilities, and transportation of services rendered by them in the order of importance. The opinion of the farmers was ranked on the basis of weighted mean score. The result of the analysis has shown that the Banana growing farmers prefer Madhusudan kela agency for marketing, credit facilities, transportation and selling services.

Key words- Marketing agencies, credit facilities, transportation, marketing

Introduction

Banana evolved in the humid tropical regions of South East Asia with India as one of its centers of origin. At present banana is cultivated throughout the warm tropical regions of the world between 300 N and 300 S of the equator. Banana is the most accessible fruit in the world grown in about 120 countries. Total annual world production is estimated at 86 million tonnes of fruits (FAO 2018-19.)

In India, banana is predominant and popular among the people as they are relished and consumed both by the poor and rich considering the nutritive and fruit values of banana. It is cheaper and available throughout the year in plenty. Hence, it occupied a special place among all the fruits. India produces more bananas in a year than rest of the world produces for export. The average yield of bananas in India is 60 tonnes per hectare. India's banana ranks first in production and third in area among fruit crops. It accounts for 13% of the total area and 33% of the production of fruits. Madhya Pradesh has 2nd rank in the area of production of bananas with the highest productivity rate and 7th rank in total production of bananas. During 2019-20, a total of 1.91 lakh tonnes worth Rs.619 crore bananas have been exported by MP (Freepressjournal. in)

The marketing of the banana crop consists of all the activities, agencies, and functions involved in the movement of the produce from the place of production to the place of consumption. The marketing process involves not only the primary functions of selling and buying but also preparing the produce for marketing which includes assembling, packaging, transportation, grading, storage, processing, and retailing.

Marketing information helps the farmers in taking decisions in marketing their produce. The farmers are not able to know about the prices prevailing in the markets, as the market committees are able to disseminate information only in respect of their own markets. Therefore, farmers are left with no alternative but to dispose their produce in the nearest market, even at uneconomic prices. Market information is equally needed by other market participants in arriving at optimal trading decisions.

In order to improve the present agricultural marketing information system in the country, Directorate of Marketing & Inspection (DMI), Ministry of agriculture has launched scheme. AGMARKNET envisages linking all important agricultural produce markets in the country, the State Agricultural Marketing Boards & Directorates and DMI for effective information exchange. AGMARKNET has led to a national-wide information network for speedy collection and diffusion of market information, computerization of market related information such as market fees, market charges, etc., ensuring regularity and reliability of data and increasing the efficiency in agricultural markets.

Material and method

The study area was confined to two blocks i.e. Burhanpur and Khaknar of Burhanpur district of Madhya Pradesh, which have fertile land with good irrigation facilities. Simple random sampling method was adopted for the selection of respondents. Burhanpur and Khaknar blocks comprise 97 and 82 villages, respectively. From each block, 10 villages were selected randomly. Thus a total of 20 villages were selected from the two blocks. The list of banana-growing farmers was prepared from selected villages with the help of RAEOs, the Horticulture Department, and KVK Burhanpur. From each village 5 percent of banana growers were selected as respondents. Thus the sample size of the present study was 296.

Information on services rendered by various marketing agencies to the banana growers was collected using pre-tested and well-structured schedules. Further Information relating to

various services was enlisted in pretested interview schedule. The farmers were asked to rank the services in the order of importance.

Weighted mean score

The weighted mean was calculated by multiplying each score by its weight and adding all the products and then divided by the sum of weights.

$$wms = \frac{\sum mw}{w}$$

Where,

wms= weighted mean score

mw= product of weight and measurement

w= total number of respondents

Result and discussion

Data regarding services rendered by various marketing agencies to the banana growers were collected from the sample banana respondent farmers in Burhanpur district of Madhya Pradesh and were compared for their order of precedence based on weighted mean score. The ranking obtained for different agencies with their respective weighted mean score is presented in Table 1.

Table 1 Services rendered by various marketing agencies to banana growers

S. No.	Marketing agencies	Kind of Services	Frequency			Weighted Mean value	Rank
			Regular f (%)	Occasionally f (%)	Never f (%)		
1	Rajlaxmi kela group	Provide marketing information, consulting, selling, and credit facilities.	110 (37.16)	106 (35.81)	80 (27.02)	1.10	III
2	Shri Balaji kela group	Provide Storage, transportation, selling,	156	98	42	1.38	II

		and export facilities for banana crop	(52.70)	(33.10)	(14.18)		
3	Madhusudan kela agency	Marketing information credit-related facilities, transportation, and selling services.	205 (69.25)	62 (20.94)	34 (11.48)	1.59	I
4	Guru datta keli traders	Production, market information, grading, storage , transportation, and selling related services	102 (34.45)	69 (23.31)	125 (42.22)	0.92	IV

Table 1 reveals that Madhusudan kela agency ranked first among various marketing agencies in rendering services related to marketing information, credit facilities, transportation and selling services.

Shri Balaji kela group ranked second in providing storage facilities, transportation, selling and export facilities for banana crop.

Rajlaxmi kela group rendered services to banana growers regarding marketing information, consulting, credit facilities and selling of banana crop. The agency ranked third in terms of their services provided to banana growers and fourth rank was given to Guru Datta keli traders in terms of services rendered by the agency on market information, production, grading, storage, and transportation and selling of banana crop.

Conclusion

It was observed that, most of the respondents in the study area had inclination with the Madhusudan kela agency among various marketing agencies in rendering services related to marketing information, credit facilities, transportation and selling services. The broad array of services provided by Madhusudan Kela agency was the main reason of inclination of most of the banana growers. The stakeholders including extension agencies may work in partnership with such agencies to facilitate farmers in effective manner.

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