

*Original Research Article*

**AN ECONOMIC ANALYSIS OF MARKETING OF PEARL MILLET  
(*Pennisetum glaucum*) IN JAIPUR DISTRICT, RAJASTHAN**

**ABSTRACT:**

Price spread in channel I, and channel II were (Rs.525/quintal and Rs. 660/quintal) respectively. Producer's share in consumer's rupee for the channel I was 73.94, and for channel II was 70.11%. Marketing efficiency for channel I was 4.35% and for the channel II was 3.50%. High cost of labor, High cost of PFC chemicals etc., and the constraints in marketing of Pearl millet were frequent price fluctuations, Lack of storage facility, High transportation cost, Lack of Information about government schemes and subsidies, High commission charges etc.

**KEY WORDS:** Marketing, pearl millet, economics, channel, analysis.

**INTRODUCTION-**

The marketing component is important to ensure remunerative prices to the farmers ' which will eventually work as an incentive for them to bring more area under cereals. Marketing can also help in inducing an element of incentive to farmer through participation in processing and distribution of Pearl millet through direct marketing, farmers market or cooperative marketing to get higher share in the consumer's price. Marketing innovations like group marketing will help in improving the bargaining powers of small and marginal farmers.

The vital role of marketed and marketable surplus of agricultural products in economic development of a developing economy like India can hardly be over emphasized. Surplus from agriculture has been used as leverage for promoting industrialization in predominantly agrarian economies. Thus, the rate at which agricultural production expands affording an increasing supply of food and raw materials, largely determines the pace of economic development. In view of high rate of population, the growth and high marginal propensity to consume, most of the increase in pearl millet production is utilized by the producers themselves for human and livestock utilization. Thus, the study of marketed and marketable surplus in the economic system is more important than the mere increase in agricultural production to find ways to increase the tempo of marketed surplus. There exists a considerable complementary relationship between agriculture and industry. Surpluses from agriculture influence the volume of non-farm employment. The food surplus in particular and agriculture surplus in general, determine the nature and tempo of opportunities for non-farm employment and income generation. The study of marketed and marketable surplus is a necessary element in the process of economic

development and proper planning for the procurement and distribution of food grains. During the peak crop season, when the produce arrives in the market, storage facilities become a big constraint. Besides this, the absence of accurate data with regard to marketed and marketable surplus make our plans unrealistic and consequently the producers do not get a remunerative price. Marketable surplus generally stands for the quantity available with the producer for disposal after meeting his genuine requirements for family consumption, livestock feed, seed, payments of wages to farm laborers in kinds etc, whereas the marketed surplus represent that portion of the marketable surplus which is actually disposed off by the producer either for cash or by barter. Marketed surplus may be less than, equal to, or even more than marketable surplus depending upon the external factors operating in the market mechanism. Only in situations where no distress sales are made or where no stocks are held back marketed and marketable surplus will be equal.

## **RESEARCH METHODOLOGY**

The present study was conducted in Jaipur District of Rajasthan; there are thirteen blocks in Jaipur district. Out of which Govindgarh block was purposively selected due to highest in area and production under Pearl millet crop cultivation. Further, out of Jaipur block seven villages were selected. For selection of respondents were categorized into three groups on the basis of area under Pearl millet cultivation in all the selected villages. The size farm groups were selected on the basis of land holding e.g. small size farm group-having area of cultivation less than 1-2 ha, medium size farm group 4-10 ha and marginal size farm groups less than 1 ha respectively. Of the total 10 per cent farms household were selected in all the three size farm groups in each selected villages. Total 10% respondents were selected in all the three size farm groups in each selected village. Altogether total respondents were 120 viz., 53 marginal respondents, 31 small respondents and 36 medium respondents out of total 120 respondents were selected respectively. The data were collected through personal interview on pre tested designed schedule. Interview schedule was divided into major parts. First section included profile of respondents and second section was I question related to economic analysis of production and marketing of pearl millet. Data were manually analyzed by using input output Ratio (B.C Ratio), gross income, marketing cost and marketable surplus.

## **RESULTS AND DISCUSSIONS**

The study reveals that marketing cost, marketing margin, and price spread for two intermediaries were identified through which Pearl millet reaches to the consumer's i.e. commission agents/wholesalers, Retailers as given in Table 1 & Table 2. The producer sells his produce to the commission agent/wholesalers, who in turn sell it to retailers in the market. Finally the produce reaches to consumers after collecting margin. Average marketing cost when producers sold their produce to commission agents/wholesalers in the market was Rs1950/qnt. Among these cost miscellaneous charges was most important which accounted for Rs15.00/qnt, followed by labor cost Rs.15.00, transportation Rs 25.00/qnt, loading and unloading cost Rs20.00/qnt, market fee Rs. 15.00/qnt, packing material cost Rs. 10.00/qnt, weighing charges Rs.15.00/qnt, and packing cost was Rs.15.00/qnt., respectively. Sale price of the producer to commission agents/retailers was Rs.1950/qnt. in different farms size group. In these channel marketing cost of the producer, commission agents/wholesalers and retailers was 0.60%, 4.44% and 10.90% of consumers paid price respectively.

Channel II. Three intermediaries were identified through which Pearl millet reaches to the consumer's i.e. contractor, commission agents/wholesalers, Retailers. This is the longest channel among two identified channels. The producer sells his produce to the contractor, and contractor to commission agent/wholesalers, who in turn sell it to retailers in the market. Finally. the produce

reaches to consumers after collecting margin. Average marketing cost when producers sold their produce to contractor was Rs1950/ql. Among these cost miscellaneous charges was most important which accounted for Rs. 15/ql , followed by labor cost Rs. 20/ql., transportation Rs.25/ql , loading and unloading cost Rs. 20/ql., market fee Rs. 25/ql., packing material cost Rs. 10/ql, weighing charges Rs.10/ql, and packing cost was Rs.15/ql., respectively. Sale price of the producer to commission agents/ retailers was Rs. 2250/ql., in different farms size group. In these channel marketing cost of the producer, contractor, commission agents/wholesalers and retailers was 5.15%, 3.06%, 2.68% and 3.45% of consumers paid price respectively. The contractor margin was estimated to be 3.98% and the retailer's margin was 10.35% of the consumer paid price. Producer share in consumer price was 70.11 per cent. Price spread was constituted to Rs. 660/ql. of consumer paid price. Sample average for marketing efficiency in channel II was 3.50.

**Table 1: Marketing cost, Marketing margin and price spread of pearl millet crop indifferent size of farm group**

Number of respondents=120

M S M=53+31+36=120

(Value in rupees/quintal)

1	Channel-1	Producer	Commission agent/wholersalers	Retailer	Consumer	
2	Channel-2	Producer	Contractor	Commission agent/wholersalers	Retailer	Consumer

Sr. No.	Particulars	Channel I		Channel II	
		Rs./Qtl	%	Rs. / Qtl	%
1	Producer sale price to commission agent	1950		1950	
2	Cost incurred by the producer				
I	Packing cost	15	0.6	15	0.57
ii	Packing material cost	5	0.20	5	0.19
iii	Transportation cost	25	1.01	25	0.96
iv	Market cost	10	0.40	10	0.38
V	Labor cost	15	0.61	20	0.77
Vi	Loading and unloading charges	20	0.8	20	0.77
Vii	Weighing charges	10	0.4	10	0.38
Viii	Miscellaneous charges	15	0.6	15	0.57
3	Total cost(i-viii)	120	4.85	135	4.60
4	Net price received by producer	1830	73.94	1815	69.54
5	Sale price of producer to commission agent	1950	78.79	1950	74.14
6	Cost incurred by the wholesaler				
I	Loading and unloading charges	15	0.6	25	0.96

li	Packing coast	10	0.4	15	0.57
lii	Market fee	15	0.6	25	0.96
lv	Losses and miscellaneous charges	15	0.6	15	0.57
V	Commission agent/wholesale margin	110	4.44	100	3.83
7	Total cost (v)	55	2.22	80	3.06
8	Sale price of wholesalers to retailers	2115	85.45	2130	81.03
9	Cost incurred by the retailers				
I	Weighing charges	15	0.6	-	
li	Loading and unloading charges	25	1.01	25	0.96
lii	Town charges	20	0.8	15	0.57
lv	Carriage up to shop	15	0.6	15	0.57
V	Miscellaneous charges	15	0.6	15	0.57
Vi	Retailer margin	270	10.91	50	1.92
10,	Total cost (vi)	90	3.64	70	2.68
11	Sale price of commission agent / wholesaler	-		2250	86.20
12	Cost incurred by the retailers	-			
I	Weighing charges	-		15	0.57
li	Loading and unloading charges	-		25	0.96
lii	Town charges	-		20	0.77
lv	Carriage up to shop	-		15	0.57
V	Miscellaneous charges	-		15	0.57
Vi	Retailer margin	-		270	10.35
13	Total (i-vi)	-		90	3.45
14	Sale price of retailer to consumers	2475	100	2610	100
15	Price spread	525		660	
16	Consumers paid price	73.94		70.11	
17	Marketing efficiency (in %)	4.35		3.50	

**Table 2: Marketing cost of pearl millet crop in different size of farm group**  
**Number of respondents=120**

**M S M=53+31+36=120**

No.	Particulars	Channel I	Channel II
1.	Total marketing cost	265	375
2.	Total marketing margin	380	420
3.	Price spread	525	660
4.	Producer share in consumer rupees (%)	73.94%	70.11%
5.	Marketing efficiency (%)	4.35%	3.50

## CONCLUSION

The study indicated that there is scope to increase the producer's share in consumer's rupee by making the market more effective so that the number of intermediaries is to be restricted and marketing costs and marketing margins to be reduced. This will be the way for making Pearl millet cultivation more lucrative. Major constraints in production was found that high cost of labor and less awareness about new technologies among different farms size group followed by a huge price fluctuation was the major marketing constraint in Pearl millet. This will be the way for making Pearlmillet cultivation more lucrative.

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