



AN ECONOMICS ANALYSIS OF THE MARKETING OF POTATO IN JAUNPUR MANDI OF UTTAR PRADESH, INDIA

Yogesh Yadav*¹ and D. Singh²

¹C. C. S. (P.G.) College, Heonra, Etawah (Uttar Pradesh), India.

²T.D.P.G. College, Jaunpur (Uttar Pradesh), India.

Abstract

The present study was conducted in Jaunpur Chaukiya Mandi of Uttar-Pradesh in the year 2005-06. The management of the Chaukiya mandi is under U.P. Mandi Samit Act, 1964 Government Employed mandi sachiv in mandi and other workers nominated by government to manage the mandi some other local person also selected for support of management that majority 68-07 percent of producer's share in consumer's rupees. Total marketing charges paid by producer 11.93 percent, total marketing charges paid by middle man 4.26 percent, margin or profit of middleman 15.74 per cent.

Key words : Efficiency of mandies, marketing cost marketing, channels and marketing margin price spread.

Introduction

Marketing is as critical to better performance in agriculture as farming itself. There fore market reform ought to be an integral part of any policy for agricultural development although a considerable progress has been achieved in technological improvements in agriculture by the use of high yielding variety seeds chemical fertilizers and by the adoption of plant protection measures the rate³ of growth in farming in developing countries has not attained the expected levels. This has been largely attributed to the fact that not enough attention has been devoted to the facilities and services which must be available to farmers, if agriculture is to develop.

Agricultural marketing was, till recently, not fully accepted as an essential element in agricultural development in the countries of Asia and for east. Although opinions differs as to the extent and precedence there was general agriment till. 1970 that the question of markets for agricultural commodities had been neglected.

Materials and Methods

The study was conducted in purposively selected one village of Saidanpur, Jaunpur District (U.P.). Jaunpur Primary market is selected for study purposely. It is situated at the distance of 6 Km. away from village

selected crop is potato for study purposely. This is a cash crop of the market.

Concurrent method of study was selected because far the time factor in concurrent method gross margin in calculated by comparing prices at successive levels of marketing and than to know intermediaries margin by deducting as certainable cast form gross margin at different stages of marketing.

Primary market where visited on Sunday in every week. When selected farmers comes in the Mondis with his surplus products.

Results and Discussion

Marketing is the economics process by which goods and services are exchanged and there values determined in terms of many prices in the marketing of agricultural produce the following agencies are producers, village Bania, Kachcha and Pucca Arhatiya, co-operative societies whole seller and retailer.

There are various defects in marketing which reduces the margin or profit. There are the lack of co-operative efforts in marketing grading and standardization. The study of process of agricultural marketing provides the factual back ground and analytical judgment necessary any for dealing with marketing problem.

Marketing channels for vegetable very from

*Author for correspondence: E-mail: yadavyogesh96@gmail.com

commodity to commodity and from producer to producer. In rural areas and small towns, many producers perform the functions of retail sellers. Large producers directly sell their product to the processing firms. Some of the common marketing channels for vegetable are -

- Producer – Consumer
- Producer – Village Baniya – Consumer
- Producer – Whole seller – Retailer – Consumer
- Producer – Retailer – Consumer
- Producer – Village Baniya – Retailer – Consumer

Market functionaries and their charges Transporter, Wightman, Whole Sellers, Commission agent and retailer are the main market functionaries money paid by the producers are sellers and Mandi Tax, Tulari, Arhat Charge, Storage Charge, Palledari, Baithaki and Transportation etc. Jaunpur vegetable mandi is work per day. The business hour's being 7.00 A.M. to 1.00 P.M. but retailer work from 7.00 A.M. to 8.00 P.M. every day.

Marketing margin refers to the difference between the price paid by the ultimate consumers and the price received by the producers. This difference is called price spread, marketing margin includes all costs i.e assembling, processing storage's, transportation and handling etc.

All the cost little transportation palledari etc. which is paid by producers and the middleman is called marketing cost. In other word, it is the cost incurred in marketing by the agencies.

This refers the difference of the marketing cost. This is the whole measure of the profit or loss according to intermediary. The study of marketing margin is very essential for the formulation of an appropriate price policy and its successful implementation. Its study assumes added importance in the present juncture when there is so much talk going on about giving remunerative price to the consumers and saving the valuable reaction of the population from paying successive charges.

The farmers had different sources of transportation like, jeep, auto, engine based trolley and cycle etc. The various marketing charge paid by the producers include transportation charges, Mandi Tax, Tulai and Brokerage etc.

Marketing of potato

Selected producers Mr. Dhanraj Maurya is carried 50 quintal of potato from Saidanpur village to Jaunpur Chaukiya Mandi situated at a distance of 6km. away from Jaunpur Mandi. He should the produce to a Arhatiya @ Rs. 400=00 per Quintal.

1 Bag contains 80 kg. potato

80 kg. Potato contains 1 Bag

1 kg. Potato contains = 1/80

50 qt....50×100/80 = 62.5 Bages

Total money received by producers = 50 × 400

Rs. 20000=00

[A] Marketing charges paid by producers in the marketing potato

S.no.	Particular	Rate (Rs.)	Amount (Rs.)
1.	Transportation	1000/Bag	630.00
2.	Loading	2.00/Bag	126.00
3.	Unloading	01.50/Bag	94.50
4.	Mandi Tax	5.00/100 Rs.	1000.00
5.	Arhat Charge	5.00/1000 Rs.	1000.00
6.	Jhari	2.00/Unit	126.00
7.	Baithaki	5.00/Day	5.00
Total			Rs. 2981.50

A marketing charges paid by producers = Rs. 2981.50

Net money received by producer = Rs. 17018.50

[B] Arhatia

Arhatia purchase price was Rs. 400/ and sale price of the potato prevalent in the mandi is @ Rs. 450/Qt.

S.no.	Particular	Rate	Amount (Rs.)
1.	Palledari	Rs. 2.00/Bag	126.00
2.	Spollage	Rs. 2.50/Bag	157.50
3.	Gunny Bag	Rs. 8.00/Bag	504.00
Total			Rs. 787.50

Marketing charges paid by Arhatia = Rs. 787.50

Total money paid by Arhatia = Rs. 20000+787.50
= Rs. 20878.50

Total money paid by Arhatia = 450×50

Rs. 22500=00

Margin are profit of Arhatia = 22500-20787.50
= 1712.50

[C] Retailer

Retailers purchase price was @ Rs. 450 per quintal and the sale price of the potato prevalent in the Mandi is @ Rs. 500 per Quintal. Retailer sale the commodity with in five days in the mandi.

S. no.	Particular	Rate	Amount (Rs.)
1.	Palledari	Rs. 2.00/Bag	126.00
2.	Jhari	Rs. 2.00/Unit	126.50
3.	Baithaki	Rs. 5.00/Day	25.00
Total			Rs. 277.00

Total marketing charges paid by the retailer = Rs. 277.00
 Total money paid by retailer = Rs. 22500+277
 = Rs. 22777.00
 Total money received by retailer = Rs. 500x50
 = Rs. 25000=00
 Margin or profit of retailer = Rs. 25000-22777
 = Rs. 2223.00

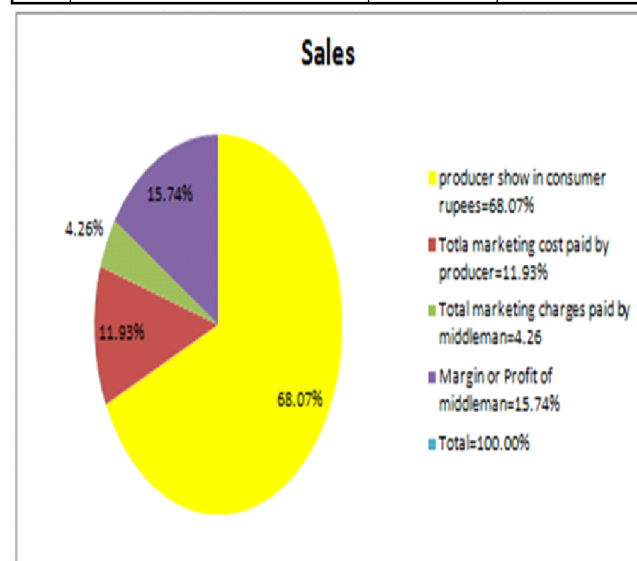
Percentage distribution of cost on marketing

S.no.	Particular	Amount (Rs.)	Percentage
1.	Producer	2981.00	73.69
2.	Arhatya	787.00	19.46
3.	Retailer	277.00	6.85
Total		4046.00	100.00

Cost of marketing per bag = 4046/62.50
 = 64.74
 Cost of marketing per quintal = 4046/50
 = 80.92

[D] Marketing margin price spread

S. no.	Particular	Amount (Rs.)	Percentage
1.	Producer showin in consumer ruppees	17018.50	68.07
2.	Total marketing cost paid by producer	2981.50	11.93
3.	Total marketing charges paid by middleman	1064.50	4.26
4.	Margin of profit of middleman	3935.50	15.74
5.	Total money received by retailer	25000.00	100.00



Cost and margin – Particular about the cost and margin in marketing of potato are given following table.

S. no.	Particular	Amount (Rs.)	Percentage
1.	Producers Share	17018.50	68.07
2.	Transportation	630.00	2.52
3.	Loading	126.00	0.50
4.	Un-Loading	94.00	0.38
5.	Mandi Tax	1000.00	4.00
6.	Jhari	252.00	1.01
7.	Baithki	30.00	0.12
8.	Palledari	252.00	1.01
9.	Spoilage	157.50	0.63
10.	Gunny bag	504.00	2.02
11.	Arhatia Charge	1000.00	4.00
12.	Margin or profit of middleman	3935.50	15.74
13.	Total money paid by consumer or total money received by retailer	25000=00	100.00

Conclusion

Potato is an important vegetable of the region studied. This is very essential for human beings; potato gives us carbohydrates, protein, tryptophan, Lucien, Iso – Lucien, amino acid etc.

The primary markets were purposely selected for the study of the proximity to the institute of agriculture of T.D.P.G. College, Jaunpur. The producers were selected purposely in the market out of the total 8 Kaccha Arhartiyas were selected for the purpose of study.

The chaukiya mandi is situated near chaukiya than this mandi is established in 1972 and the area of the mandi is 15 acre there are many facilities provided by mandi samiti e.g. The farmer rest house sulabh complex, conteen, P.C.O., Bank, Hand Pump for drinking Water, Police Chauki, And Mandi Samit Provide 78 shops for sellers which in 8 shops are grade A, 20 shops of grade B and 50 shops are grade C there are some steel shade for the retailer and producer cum-retailer seller.

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