



## MARKETING PATTERN OF CASHEW NUT IN BASTAR DISTRICT OF CHHATTISGARH : A CASE STUDY

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### Abstract

The study aims to examine the existing marketing pattern of Cashew nut in Bastar district of Chhattisgarh state. Cashewnut (*Anacardium occidentale* L.) is an important tropical tree crops. It is one of the major export earning crops which accounts nearly Rs. 2515 crores contributing about 1.5 per cent of the total Indian exports. It ranks second in international trade amongst the major edible nuts after Vietnam. During the past two decades it gained the status of horticulture crop. India has the distinction of being the world's largest producer of cashewnut. The main fruit growing states in India are Maharashtra, Andhra Pradesh, Karnataka, Gujarat, Orissa and West Bengal. The fruit cultivation area in India during 2004-05 was 49.64 lakh hectares with an annual production of 49295 thousands metric tones of fruits. The cashew cultivation area in India was 8.55 lakh hectares with an annual production of 5.73 lakh metric tones of raw cashew nuts. In Chhattisgarh, it is being cultivated in Bastar, Dantewada. Kanker, Raigarh, Sarguja and Jashpur district occupying an area of 8000 ha with a production of 3.0 thousand metric tons and productivity of 460 kg/ha (raw nut). The study is based on secondary data. The marketing pattern of cashew nut growers to sell the produce is described in this section. This section includes category wise sale marketable surplus, disposal pattern and marketing channels are found in the movement of produce from growers to consumer. The overall production of cashew nut was observed at 6.66 qtl. It varies from 4.45 qtl to 10.34 qtl. The marketable surplus increases as size of farm increase. Overall marketable surplus was found to be 98.85 per cent; a very small quantity of cashew nut was used for family consumption. In case of marginal and medium farmer's disposal of cashew nut was found maximum under village merchant, it is 57.21 and 71.43 percent. In case of small and large farmers disposal of cashew nut was found maximum under itineray traders. Over all disposal of cashew nut was observed 33.74 and 66.26 percent under village merchant and itineray traders, respectively.

**Key words :** Cashew nut, allotment procedure, Bastar.

### Introduction

Cashewnut (*Anacardium occidentale* L.) is an important tropical tree crops. It is one of the major export earning crops which accounts nearly Rs. 2515 crores contributing about 1.5 per cent of the total Indian exports. It ranks second in international trade amongst the major edible nuts after Vietnam. During the past two decades, it gained the status of horticulture crop. India has the distinction of being the world's largest producer of cashewnut. The main fruit growing states in India are Maharashtra, Andhra Pradesh, Karnataka, Gujarat, Orissa and West Bengal. The fruit cultivation area in India during 2004-05 was 49.64 lakh hectares with an annual production of 49295 thousands metric tones of fruits. The cashew cultivation area in India was 8.55 lakh hectares

with an annual production of 5.73 lakh metric tones of raw cashew nuts. Maharashtra is a much advanced state for horticulture which occupies large area (13.46 lakh hectares) under fruit crops. State constitutes 164000 hectares area under cashew that covers 19.20 per cent of total area under cashew. The Konkan region of Maharashtra comprising of Thane, Raigad, Ratnagiri and Sindhudurg districts is the major track of cashew cultivation in the state. In Chhattisgarh, it is being cultivated in Bastar, Dantewada. Kanker, Raigarh, Sarguja and Jashpur district occupying an area of 8000 ha with a production of 3.0 thousand metric tons and productivity of 460 kg/ha (raw nut).

### Objective

To examine the existing marketing pattern of Cashew nut in Bastar district of Chhattisgarh.

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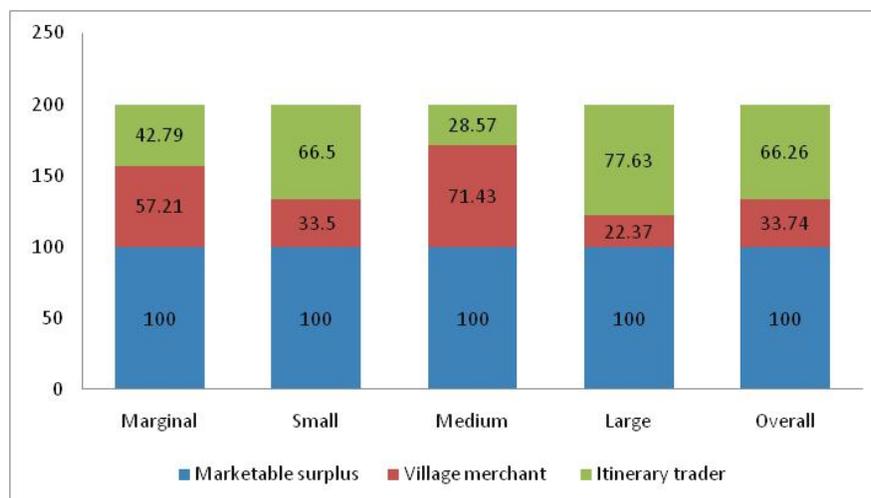


Fig. 1 : Disposal of cashew nut (%) of the sampled farms.

Table 1 : Marketable surplus of cashew nut of the sampled farms.

(in qtl.)

| S. No. | Particulars        | Marginal    | Small       | Medium     | Large        | Overall     |
|--------|--------------------|-------------|-------------|------------|--------------|-------------|
| 1.     | Total Production   | 4.45(100)   | 6.05(100)   | 7.07(100)  | 10.34(100)   | 6.66(100)   |
| 2.     | Family consumption | 0.08(1.80)  | 0.08(1.32)  | 0.07(0.99) | 0.06(0.08)   | 0.07(1.15)  |
| 3.     | Marketable surplus | 4.37(98.20) | 5.97(98.68) | 7(99.01)   | 10.28(99.42) | 6.58(98.85) |

Table 2 : Disposal pattern of cashew nut of the sampled farms.

(in qtl.)

| S. no. | Particulars        | Marginal    | Small       | Medium      | Large       | Overall     |
|--------|--------------------|-------------|-------------|-------------|-------------|-------------|
| 1      | Marketable surplus | 4.37(100)   | 5.97(100)   | 7.00(100)   | 10.28(100)  | 6.58(100)   |
| 2      | Village merchant   | 2.50(57.21) | 2.00(33.50) | 5.00(71.43) | 2.30(22.37) | 2.22(33.74) |
| 3      | Itinerary trader   | 1.87(42.79) | 3.97(66.50) | 2.00(28.57) | 7.98(77.63) | 4.36(66.26) |

## Materials and Methods

The study was conducted in Bastar Plateau of Chhattisgarh, out of seven districts in Bastar Plateau; Bastar district was selected on the basis of larger area under Cashew nut plantation in the district. Bastar districts have 7 blocks. Out of seven blocks, three blocks namely Bakawand, Jagdalpur and Bastar blocks were selected purposively for the present study looking to the highest area under cashew nut plantation in the blocks. The primary data has been collected through well prepared schedule and questionnaire to full fill the requirement of objective of the study. The primary data includes existing marketing pattern of Cashew nut in Bastar district of Chhattisgarh, India.

## Results and Discussion

### Marketing channel

Like other agricultural commodities, marketing is playing very important role for the disposal of cashew nut. There were two marketing channels were found for the marketing of cashew nut being used by the growers is given below.

**Channel – I : Farmer – Itinerary- Wholesaler - Processor – Wholesaler - Retailer-Consumer.**

**Channel – II : Farmer – Village merchant- Wholesaler – Processor - Retailer-Consumer.**

The overall production of cashew nut was observed at 6.66 qtl. It varies from 4.45 qtl to 10.34 qtl. It can be seen from the table 1 that marketable surplus increases as size of farm increase. Overall marketable surplus was found to be 98.85 per cent; a very small quantity of cashew nut was used for family consumption.

It can be observed from the table 2 that in case of marginal and medium farmer's disposal of cashew nut was found maximum under village merchant, it is 57.21 and 71.43 percent. In case of small and large farmers disposal of cashew nut was found maximum under itinerary traders. Over all disposal of cashew nut was observed 33.74 and 66.26 percent under village merchant and itinerary traders, respectively.

## Conclusion

The study suggested that cooperative society may be developed for the marketing as well as processing of

cashew nut in the study area for fetching remunerative prices of cashew nut growers.

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