

Price Spread of Minor Millets in Bastar District of Chhattisgarh

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Abstract

An attempt has been made in this study to examine the price spread of minor millets in Bastar district of Chhattisgarh. Four villages of Jagdalpur block namely *Bhatagudai*, *Turenar*, *Kalcha* and *Kumhrawand* were selected to collect the required information and the study was confined to three commercial minor millets namely Kodo, Kutki and Ragi. The data were collected for the crop year 2007-08. The total marketing cost paid by the retailers was ₹ 32.60 per quintal. The sale price of producer came to ₹ 395.00 and ₹ 400.00 in channel-I and channel-II respectively. Net price received by producer was being ₹ 400.00 in channel-II, which came to 74.90 % to consumer price. Net margin received by the retailer was ₹ 101.40 per quintal i.e. 18.98 % to consumer purchase price. The price paid by consumers for per quintal of minor millets products was calculated ₹534.00 in Channel-II. Producer's share in consumer rupee was 74.90 % in Channel-II of the minor millets.

Keywords: Marketing cost, margin and producer's share.

Minor millets are most important crop after major cereals. It is a staple food crop in many hilly regions of the country. Its grain contains highly carbohydrates and it is also source of protein, fat and minerals. Millets are important food grains in the diets of a large section of population in India and Chhattisgarh. The tribal farmers who are interested to go for these enterprises should be well aware with different type of information about this enterprise like price spread and Producer's share in consumer's rupee? If farmers have such valuable information, then they can get desirable benefit from this enterprise. In this sense, this study will help the farmers to make them available this information through which they will improve their socio-economic condition. The present study is taken up to examine price spread of minor millets crops in Bastar district of Chhattisgarh, India.

Materials and Methods

The present study was purposively conducted in Jagdalpur block of Bastar district of Chhattisgarh. Out of 532 farmers, 80 farmers were selected randomly from four purposively selected villages namely Bhataguda, Turenar, Kalcha and Kumhrawand. Primary data was collected from selected minor millets growers. Data was collected through personal interview method with the help of pre-tested questionnaires.

The growers were classified as small (up to 2 ha.), medium (2.01-4 ha) and large (above 4 ha.) categories. The details enquiry was done in the year 2007-2008.

Marketing cost and Margin

$$C = C_f + C_{mi} + C_{mii} + \dots + C_{mn}$$

Where,

C -Total marketing cost of produce

C_f - Cost paid by farmer

C_{mi} - Cost incurred by i^{th} middlemen

Net margin of market functionaries

$$N_{mi} = P_{ri} - (P_{pi} + C_{mi})$$

Where,

N_{mi} – Net margin of i^{th} type of market middlemen

P_{ri} – Total value of receipts per unit (sale price)

P_{pi} – Per unit purchase price of produce by the i^{th} middlemen

C_{mi} - Cost incurred by i^{th} middlemen

Producer price

$$P_f = P_A - C_f$$

Where,

P_f – Net price received by the farmer

P_A – Wholesale price

C_f – Marketing cost incurred by the farmer

Producer’s share in consumer’s rupee:

Producer’s share referred to share of producer in the price paid by the consumer. It is represented in percentage and calculated by the following formula:

$$P_s = (P_f / P_r) \times 100$$

Where,

P_s – Producer’s share in consumer rupee

P_f – Net price received by farmer

P_r – Price paid by the consumer

Results and Discussion

Price spread of minor millets

The agricultural marketing is one of the unorganized and under managed sector in the country. Without a developed and well-managed marketing system like other agricultural commodities, marketing play very important role in disposal of minor millets, District Bastar that has a difficult terrain, lacks infrastructure development for marketing of agricultural produce including minor millets. In the marketing of minor millets, the main market functionaries engaged in the selected area was retailers.

Marketing channels

There were two marketing channels found for minor millets at Bastar region which are given below:

Channel-I: Producer – consumers.

Channel-II: Producer –retailers of minor millets – consumers.

Price spread

Table 1 show that the sale price of producer came to ₹ 395.00 and ₹ 400.00 in channel-I and channel-II respectively. Net price received by producer was being ₹ 400.00 in channel-II, which came to 74.90 % to consumer price. Net margin received by the retailer was ₹ 101.40 per quintal i.e. 18.98 % to consumer purchase price.

Producer's share in the consumer rupee

Table 2 shows that the price paid by consumers for per quintal of minor millets products was calculated ₹ 534.00 in Channel-II. Producer's share in consumer rupee was 74.90 % in Channel-II of the minor millets.

Table 1: Price spread under different marketing channels of minor millets

		(₹ /qtl.)			
S.No.	Particular	I	%	II	%
A. Producer					
1.	Sale price	395.00	100.0		
2.	Marketing cost	-	-		
3.	Net price received	395.00	100.0		
B. Retailer					
1.	Purchase price	-	-	400.00	74.90
2.	Marketing cost	-	-	32.60	6.10
3.	Profit/margin of retailer	-	-	101.40	18.98
4.	Sale price/net price received	-	-	534.00	100.00
5.	Consumer purchase price	395.00	-	534.00	

Note: Percentages to consumer purchase price.

Table 2: Producer’s share in the consumer’s rupee

(₹/quintal)

S.No.	Particular	Channels	
		I	II
1.	Retailer of minor millets		
	(a.) Marketing cost	-	32.60 (6.10)
	(b.) Net margin	-	101.40 (18.98)
2.	Producer		
	(a.) Marketing cost	-	
	(b.) Net price received	395.00	400.00
3.	Producer share in Consumer rupee (%)	(100.0)	(74.90)
4.	Price paid by consumer	395.00 (100.0)	534.00 (100.00)

Note: Figures in parentheses indicate percentage to the price paid by consume

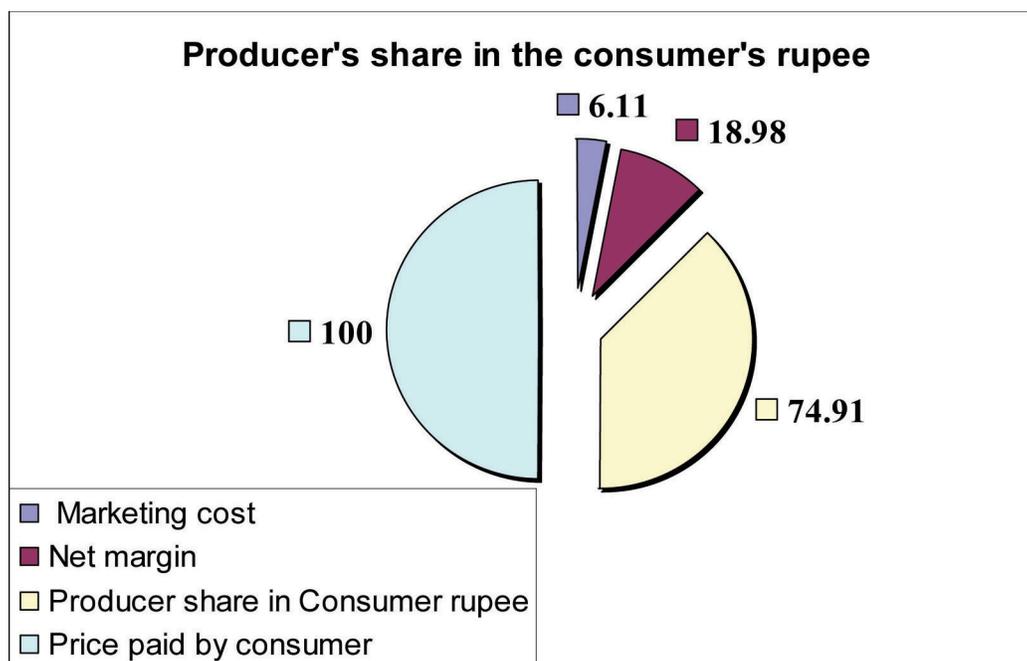


Fig. 1: Producer’s share in the consumer’s rupee

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