



“ STUDY ON MARKETING OF BANANA IN KHAGARIA DISTRICT OF BIHAR”

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ABSTRACT

Banana (Apple of paradise) is one of the oldest fruit known to mankind and also a rich source of energy (104 cal / 100 gram) .It s highly nutritive and very delicious . The probable origin of this crop is southeast Asia . For the present study three stages was adopted to select the sample district , block , village are selected . Commercial cultivation of banana in Khagaria district began in the early 2000s, when a group of farmers began experimenting with different varieties of banana. They found that local climate and soil condition were well suited to the cultivation of banana , and soon , more and more farmer began to switch from traditional crops like wheat and rice to banana. Overall the commercial cultivation of banana had a positive impact on the economy of Khagraia district of Bihar , providing a source of income for thousands of farmer and helping to boost the regions agricultural output .With the demand for bananas continuing to grow both domestically and internationally , it seems that this industry will continue to thrive in the years to come . The present study was under taken to study overview of Marketing cost ,Marketing margin, Price spread and Marketing efficiency .The price spread for different channels in study area are channel I ,have price spread of Rs1000, channel II ,have price spread of Rs 1850 , Channel III, have price spread of Rs 2850 and Channel IV , have price spread of Rs 2200. Marketing efficiency of Channel I is 26.25% , Channel II is 14.29 % , Channel III is 14.81 %and Channel Iv is 8.07%.**Keywords** : Banana , Apple of paradise , Marketing cost , Marketing margin , Price spread , Market efficiency , Bihar , Khagaria .

INTRODUCTION

Banana (Apple of paradise) is one of the oldest fruits known to mankind and also a rich source of energy (104 calories /100gram) . It is highly nutritive and very delicious .The probable origin of this crop is southeast Asia

.It is also utilized in a number of form of foods , medicine , feed , fuel and individual applications .Banana is a globally important fruit crops with 97.5 million tons of production .In India it supports livelihood of millions of people , with total annual production if 16.91 million tones from 490.70 thousand ha ,with national average of 33.5 T/ha in 2021-2022 .Andhra Pradesh ranks first in production followed by Maharashtra ,Gujarat & Tamil Nadu. Banana contributes 37% to total production in India. The commercial cultivation of banana in Khagaria district began in the early 2000s, when a group of farmers began experimenting with different varieties of the banana. They found that the local climate and soil conditions were well suited t the cultivation of banana , and soon more & more farmer began to switch from traditional crop like wheat , rice to banana .Today , the commercial cultivation of banana in Khagaria district is a major industry , with thousand of farmers growing the fruit on small plots of land . The most commonly grown variety in the region is Cavendish banana, rich is known for its sweet flavor and soft texture and Robusta .Banana are typically planted in the monsoon season , from June to September and take 10 and 12 months to mature. During this time , farmer must carefully tend to their crops , ensuring that they receive enough water and nutrient to grow properly. Overall , the commercial cultivation of banana had a positive impact on the economy of Khagaria district , providing a source of income for thousand of farmers and helping to boost the regions agricultural output .With the demand for bananas continuing to grow both domestically and internationally, it seems likely that this industry will continue to thrive in the year to come .

2. MATERIAL AND METHODS

Selection of District :

There are 38 districts in Bihar , out of these khagaria district was selected purposively due to highest production of banana at commercial level .Total area of Khagaria district is 1,485 sq.km

Block selection :

There are 7 blocks in Khagaria district name of block are as follows Khagaria , Gogri , Alauli, Parbatta , Beldour , Chautham , Mansi . Among them Khagaria block is selected purposively for the research work .

Village selection :

Khagaria block is having 47 villages , the banana growers are so scattered over the entire block and they are few in number in the villages of the block so the random sampling technique was adopted for selection of village.

TOOLS OF ANALYSIS

The master table has been prepared from the data collected from respondents & was subjected to statistical analysis . A brief note on analysis is prepared under tabular presentation.

- (1) **Marketing cost** : The total cost incurred on marketing by various intermediaries involved in the sale and purchase of commodity till it reaches the ultimate customers .

$$C=CF+CM1+CM2+CM3+....CN$$

Where C= Total marketing cost ,

CF = Cost paid by producer

CM1 = Cost incurred by 1st middleman .

- (2) **Marketing margin** : Marketing margin is calculated by subtracting the net farm value equivalent of food sold at farm products from the retail price .

$$\text{Marketing margin} = \text{Product price} - \text{Marketing cost}$$

- (3) **Marketing Efficiency** : $\text{Consumer price} / \text{Total marketing cost}$

- (4) **Price spread** : It is define as the difference between the price paid by consumer and the net price by the producer for an equivalent quantity as percentage of consumers price .

$$\text{Price spread} = (\text{consumer price} - \text{net price of producer}) / \text{consumer price}$$

3. RESULT AND DISCUSSION :

To evaluate marketing cost , marketing margin , price spread . and market efficiency.

CHANNEL 1



Table 3.1 : Price spread of banana in channel I

Producer

Particular	Singapuri / robusta (Rs. Per quintal)
Gross price received	1430
Sorting / grading	25
Loading / unloading	50
Transport cost	75
Commission charges	80
Weighing charges	30
Spoilage loss	20
Marketing cost	150
Net price received of banana	1100

Retailer

Purchase price	1430
Sorting / grading	40
Transport cost	50
Spoilage loss	50
Marketing cost	80
Margin	450
Sale price	2100
Price paid by consumer	2100
Price spread	1000

Channel II**Table 3.2 : Price spread of banana in channel II****Producer**

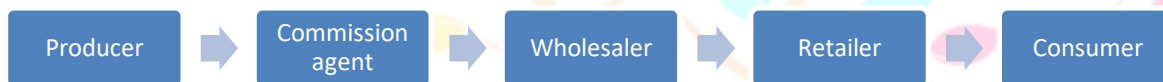
Particular	Robusta (Rs.per quintal)
Gross price received	1550
Sorting/grading	70
Packing	00
Loading /unloading	80
Transport cost	110
Weighing charges	50
Spoilage loss	40
Marketing cost	50
Net price received	1150

Wholesaler (directly)

Purchase price	1550
Transport cost	95
Weighing charges	70
Spoilage loss	50
Marketing cost	40
margin	345
Sale price	2150

Retailer

Purchase price of banana	2150
Sorting/ grading	70
Transport cost	110
Spoilage loss	30
Marketing cost	120
Margin	520
Sale price	3000
Price paid by the consumer	3000
Price spread	1850

Channel III**Table 3.3 :Price spread of Banana in channel III****Producer**

Particular	Robusta(Rs.per quintal)
Gross price received	1550
Sorting/grading	70
Packing	00
Loading / unloading	80
Transport cost	110
Weighing charges	50
Spoilage loss	40
Marketing cost	50
Net price received	1150

Commission agent

Purchase price	1550
Transport cost	140
Weighing charges	100
Spoilage loss	50
Marketing loss	60

Margin	450
Sale price	2350

Wholesaler

Purchase price	2350
Transport cost	110
Weighing charges	90
Spoilage loss	50
Marketing cost	60
Margin	560
Sale price	3220

Retailer

Purchase price	3220
Sorting/ grading	80
Transport cost	110
Spoilage loss	30
Marketing cost	100
Margin	460
Sale price	4000
Price paid by the consumer	4000
Price spread	2850

Channel IV

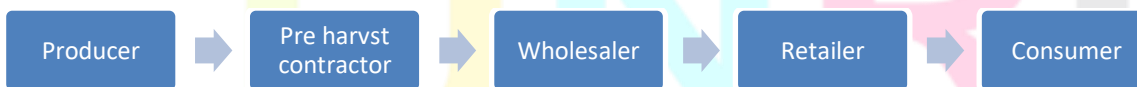


Table 3.4 :Price spread of banana in channel IV

Producer

Particular	Robusta (Rs. per quintal)
Price received by producer	920

Pre harvest contractor

Purchase price	950
Harvesting	150
Sorting / grading	50
Loading / unloading	60
Transport cot	100
Weighing charges	40
Spoilage loss	50
Marketing cost	200
Margin	300
Sale price	1900

Wholesaler

Purchase price	190
Transport cost	70
Weighing charges	40
Spoilage loss	50
Marketing cost	100
Margin	300
Sale price	2460

Retailer

Purchase price	2460
Sorting / grading	50
Transport cost	100
Spoilage loss	50
Marketing cost	90
Margin	400
Sale price	3150
Price paid by consumer	3150
Price spread	2200

The above mention table shows the price spread in channel (I – IV) i.e

Channel I : Producer – Retailer – Consumer , have price spread of Rs 1000

Channel II : Producer - Wholesaler – Retailer – Consumer , have price spread of Rs 1850

Channel III : Producer – Commission agent – Wholesaler – Retailer – Consumer , have price spread of Rs 2850

Channel IV : Producer – Pre harvest contractor – Wholesaler – Retailer – Consumer, Spread of Rs 2200.

Table 3.5 Marketing efficiency of banana in different marketing channel:

Particular	Unit (RS)	Channel I	Channel II	Channel III	Channel IV
Consumer purchase price of banana	Per Quintal	2100	3000	4000	3150
Total marketing price		80	210	270	390
Total net margin of intermediaries		450	865	1470	1000
Net price received market intermediaries		1100	1150	1150	950
Market efficiency		26.25	14.29	14.81	8.07

SUMMARY AND COCLUSION :

The present investigation was aimed for analyzing the marketing cost , marketing margin , price spread and marketing efficiency of banana in khagaria district of Bihar (India) here the study reveals about the price spread of different marketing channel in which price spread of Channel I by conventional method is Rs 1000 , Channel II is Rs 1850 , Channel III is Rs 2850 and Channel IV is Rs 2200.

The Marketing efficiency of Channel I is 26.25% , Channel II is 14.29% , Channel III is 14.81 % , and channel iv is 8.07 %

From the analysis it is clear that that the present marketing system for banana had not been an efficient one .Lack of organization , inadequate transport facilities , high price fluctuations in market , lack of storage facilities and any other problem faced by the farmers and marketers. If the measures suggested were adopted by the policy makers , the government and the farmers , it might be hoped that the future of banana marketing and the economics condition of both growers and marketers would flourish.

5. REFERENCE:

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