

STUDY OF MARKET STRUCTURE OF HYBRID COTTON SEEDS IN NORTH KARNATAKA

Srividharani S. Sajjan*¹ and N.M. Kerur²

¹Department of Agribusiness Management, University of Agricultural Sciences, Dharwad, Karnataka, India.

²Department of Agribusiness Management, University of Agricultural Sciences, Dharwad, Karnataka, India.

Received-31.08.2017, Revised-16.09.2017

Abstract: Cotton often referred as "White gold" or the "King of Fibres" enjoys a predominant position amongst all cash crops in India and is closely linked to human civilization itself. *Bt* cotton, a transgenic plant produces an insect controlling protein in Cry1A(c), the gene which has been derived from the naturally occurring bacterium, *Bacillus thuringensis* subsp. kurstaki (B.t.k.). The cotton seed industry has emerged as an important component in the seed market basically due to its ability for development of hybrids and diversity of production. A multistage random sampling was adopted as appropriate sampling procedure for the study. The data on area under cotton in Karnataka was collected, which comprising of two northern districts of Karnataka namely Dharwad and Haveri. From each district 10 dealers were selected for the study, Hence, a total of 20 dealers were selected to elicit information required for the study. Lorenz Coefficient of inequality for Dharwad district was slightly high (0.561) and for Haveri district was high (0.60) indicating Monopolistic competition in the both markets.

Keywords: *Bt* cotton, Gini co-efficient ratio, Multistage random sampling, Lorenz Coefficient

REFERENCES

Ada Okungbowa, C. I. (1998). The market structure, conduct and performance for yarn in Ondo State, Nigeria. *Agro Search* 4 (1/2): 12-20.

Elangovan, S. and Zeaudeen, P. (1983). An economic analysis of market structure of groundnut. *Rural Dev. Rev.*, 2(2): 53-58.

Handiganur, S. S. and Kunnal, L. B. (1999). Market structure for chickpea in different markets of Karnataka. *Indian J. Agric. Mktg.*, 13 (3): 28-33.

Hosamani, Raju (2007). Vegetable seed marketing in Belgaum District: An analysis of market structure

and farmers preference. *M. Sc. (Agri) Thesis*, Univ. Agric. Sci., Dharwad, Karnataka, India.

Huballi, S.M. (2002). Market structure, conduct and performance – A case of tamarind in north Karnataka, *M. Sc. (Agri.) Thesis*, Univ. Agric. Sci., Dharwad, Karnataka, India.

Prasad, Jagadish and Prasad, Rajendra (1984). Agricultural market project and market structure and performance. A case study of two jute markets in Bihar. *Indian J. Agric. Econ.*, 3 (3): 236.

Timmanna, R.B. (2007). A study on marketing of cotton seeds – A market Strategy analysis. *M.Sc. (Agri.) Thesis*, Univ. Agric. Sci., Dharwad.

*Corresponding Author