

ECONOMICS OF PRODUCTION AND MARKETING OF BRINJAL IN BILASPUR DISTRICT OF CHHATTISGARH STATE

Ajay Tegar*, K.N.S. Banafar, H.G. Sharma and M.R. Chandrakar

Department of Agricultural Economics, TCB College of Agriculture and Research Station, Bilaspur (C.G.)

Email: tegar17575@gmail.com

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Abstract: The study was conducted to work out the cost and return of brinjal production in Bilaspur District of Chhattisgarh. One hundred fifty four vegetable growers were selected randomly from four blocks namely Bilha, Masturi, Kota and Takhatpur. The primary data were collected for the year 2013-14. The study observed average size of farm 1.76 hectare. The dugwell was observed as major source of irrigation as irrigated area from it found to be 41.45 per cent. On an average, the cost of cultivation of brinjal, was amounted as Rs 51781.71/ha. The major share of cost of cultivation gone to labour cost. The cost of production of brinjal was calculated as Rs 284.88/q. The net return against the cost of cultivation was observed Rs 109382.94/ha and cost of production found to be Rs 601.79/q. The input – output ratio of brinjal came to 1:3.11. There were two marketing channels identified in the study area. Channel- I: Producer - consumer. Channel-II: Producer – commission agent/retailer. The channel-I found more efficient as 51.54 than channel –II for the selected vegetable. The study suggested that the labour cost must be reduced to enhance the economic viability of the production and shortest marketing channel must be encouraged by the government as short marketing channel possess more marketing efficiency.

Keywords: Cost of cultivation, Cost of production, Output Input Ratio, Marketing channel

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*Corresponding Author