

MARKETING OF PADDY IN MAHASAMUND DISTRICT OF CHHATTISGARH

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Abstract: The study is based on data collected through a survey of 123 farmers and 15 intermediaries/traders carried out during crop year 2010-11 in Mahasamund district of Chhattisgarh. Three stages stratified random sampling technique was adopted for conducting the enquiry from farmers and traders. Cost of paddy marketing for farmers and traders were calculated separately for each channel. The efficiency of the different marketing channels was analyzed by estimating the Shepherd's index. Absolute, percentage and mark-up margin were also calculated for all traders. In the surveyed area, 5 types of middlemen and 4 types of major marketing channels were identified. Channel III was more common in area adopted by 39.02 percent of Farmers for marketing of paddy. Channel IV was observed least efficient with highest marketing cost (Rs. 366.20) and lowest Producer's share in consumer rupee (65.68%). Comparison of Shepherd's index indicated that channel I (12.24) was most efficient followed by channel II (3.28), channel III (3.17) and Channel IV (2.91).

Keywords: Paddy, Marketing cost, Marketing efficiency, Shepherd's Index, Margin.

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