

AN ECONOMIC ANALYSIS OF MARKETING OF SOYBEAN IN RAJNANDGAON DISTRICT OF CHHATTISGARH

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Abstract: The present study was conducted in the Rajnandgaon districts of Chhattisgarh. Sixty farmers were selected randomly from three villages namely Ghumka, Botepar and Gidhwa. The primary data were collected for the year 2006-07. The major findings of this study revealed that there were two marketing channels for the marketing of soybean, which are: Channel-I: Producer – Village merchant – Wholesale dealers. Channel-II: Producer – Wholesale dealers. Marketing cost was higher being Rs.83.20 in Channel-I. The major constraints pertaining to cultivation of soybean were lack of irrigation facilities followed by lack of recommended package practices of crop. Constraints of marketing of soybean were lack of storage facilities followed by lack of regulated and cooperative market in the study area. Study suggested that the irrigation facilities are to be developed in the proper way so that farmers can adopt improved technologies with assured irrigation facilities. It is essential to adopt the production system approach of linking the production technology, credit and marketing of soybean as was done under Technology Mission of Oilseeds, to raise the production of soybean particularly.

Keywords: Marketing, Economics

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