

PRODUCTION AND MARKETING OF COTTON IN GUNTUR DISTRICT, ANDHRA PRADESH

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Abstract: The production and marketing of cotton cultivation have been studied in Guntur district of Andhra Pradesh for the period of 2018-19 by collecting the data on costs and returns, marketing channels. Cost concepts, input use efficiency, marketing margins and price spread have been used for analysis. The study has shown that BCR ratio is 1.27 for cotton crop. In input use efficiency a negative significance was noticed for plant protection chemicals. The price spread analysis for the selected channel indicated that the producer received 80.76 per cent of consumer's price in the marketing channel.

Keywords: Andhra Pradesh, Cost concepts, Cotton, Input use efficiency, Price spread

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