

Economic Analysis of Marketing Channels of *Kharif* Vs *Rabi* Onion in Ahmednagr District

Rahane Janabai¹, Jyoti Atla^{1*} and P.J. Pada²

¹Department of Agricultural Economics, Mahatma Phule Krishi Vidyapeeth, Rahuri, Ahmednagar, Maharashtra, India

²Department of Extension Education, Dr. Panjabrao Deshmukh Krishi Vidyapeeth, Akola, Maharashtra, India

*Corresponding author: jyotiatla@gmail.com

Received: 11-03-2022

Revised: 27-05-2022

Accepted: 04-06-2022

ABSTRACT

The present study is undertaken to study the economic analysis of marketing channels of *Kharif* versus *rabi* onion in Ahmednagar district. The whole study is based on primary data. Primary data on *Kharif* and *rabi* onion of 90 farmers pertaining to the year 2013-14 were collected from two *tahsils* in the districts, and functionaries involved in onion marketing channels i.e., producer, wholesaler, and retailer, were selected for collecting information. Overall, the average per quintal cost of marketing for *Kharif* onion was Maharashtra 126.87 and for *rabi* onion was ₹ 100.39. The following channels were observed in the marketing of onion:

- I. producer to consumer
- II. producer – wholesaler- distant trader- retailer-consumer
- III. producer –retailer – consumer

Keywords: Marketing cost, Marketing practices, Marketing channels

Maharashtra is the major onion-producing state in India. In Maharashtra, the area, production, and productivity of onion were about 468 thousand hectares, 5864 thousand tonnes, and 14.3 tonnes per hectare, respectively, in the year 2013-2014. Onion is cultivated mainly in Nashik, Pune, and Ahmednagar districts of Maharashtra state. Marketing of onion is a very important aspect from the farmers point of view. Onion has been used for domestic consumption as well as for export in recent years. The crop of onion is subject to sharp fluctuation in prices in domestic markets and therefore calls for intervention by the state in terms of procurement of produce through imports depending upon the market situation.

Objective

- ♦ To estimate the marketing cost of *kharif* versus *rabi* onion.

- ♦ To identify the marketing channels of onion.

Data and Methodology

The data on various aspects were collected by conducting personal interviews with 90 selected farmers from the Ahmednagar district. The data on a relevant aspects such as marketing of onion and *Kharif* and *rabi* onion growers were collected. Marketing practices were collected from onion growers with personal interviews with the help of schedules prepared for the purpose. Data for the year 2013-14 were collected by survey method.

How to cite this article: Janabai, R., Atla, J. and Pada, P.J. (2022). Economic Analysis of Marketing Channels of *Kharif* Vs *Rabi* Onion in Ahmednagr District. *Agro Economist - An International Journal*, 09(02): 117-119.

Source of Support: None; **Conflict of Interest:** None



Analysis of data

In the present investigation, the data collected for the year 2013-14 were compiled and analyzed by using statistical tools.

(a) Estimation of marketing cost

It includes the grading and packaging charges comprising the wages paid for labor, packing material cost, transport charges including loading and unloading charges, and weighing and commission charges.

Marketing practices

Marketing of onion generally involves the following practices.

Assembling, Grading and Standardization, Packaging, Transportation, and Storage.

Marketing channels in onion

- ♦ producer to consumer
- ♦ producer – wholesaler- distant trader- retailer- consumer
- ♦ producer –retailer – consumer

RESULTS AND DISCUSSION

Marketing cost

Cost of marketing affects the producer's net share in the consumer's rupee. An attempt has been made to work out the items per quintal cost of marketing *Kharif* onion and *rabi* onion, and it is presented in Table 1(a) and 1(b).

Table 1(a): Marketing cost of *kharif* onion (₹ per quintal)

Sl. No.	Particulars	Group			
		Small	Medium	Large	Overall
1	Packaging and grading charges	12.65 (9.80)	11.50 (9.25)	13.35 (10.50)	12.50 (9.85)
2	Packing material cost	18.90 (14.65)	17.30 (13.93)	18.00 (14.14)	18.06 (14.24)
3	Transportation charges	28.02 (21.72)	20.00 (16.09)	20.00 (15.70)	22.67 (17.87)
4	Weighing charges	2.05 (1.59)	2.00 (1.60)	2.00 (1.57)	2.01 (1.59)
5	Commission charges	65.90 (51.08)	71.52 (57.56)	72.23 (56.72)	69.88 (55.08)
6	Hamali/Loading-Unloading charges	1.50 (1.16)	1.95 (1.57)	1.75 (1.37)	1.73 (1.37)
	Per qtl marketing cost	129.02 (100)	124.27 (100)	127.33 (100)	126.87 (100)
	Price received by producer	1098.49	1192.02	1203.96	1163.67
	Net Price received by producer	969.47	1067.75	1076.63	1036.80

Figures in the parentheses indicate the percentage to the total.

Table 1(b): Marketing cost of *Rabi* Onion (₹ per quintal)

Sl. No.	Particulars	Group			
		Small	Medium	Large	Overall
1	Packaging and grading charges	11.20 (11.81)	13.60 (13.36)	12.50 (11.95)	12.43 (12.37)
2	Packing material cost	13.00 (13.71)	17.50 (17.20)	17.00 (16.26)	15.83 (15.77)
3	Transportation charges	24.96 (26.32)	22.50 (22.10)	22.73 (21.74)	23.40 (23.33)
4	Weighing charges	1.75 (1.84)	2.00 (1.96)	1.75 (1.67)	1.83 (1.82)
5	Commission charges @ 6%	42.43 (44.74)	44.44 (43.66)	48.57 (46.58)	45.15 (44.97)
6	Hamali/Loading-Unloading charges	1.50 (1.58)	1.75 (1.72)	2.00 (1.90)	1.75 (1.74)
	Per qtl marketing cost	94.84 (100)	101.79 (100)	104.55 (100)	100.39 (100)
	Price received by producer	707.22	740.75	809.51	751.13
	Net Price received by producer	612.38	638.96	704.96	650.74

Figures in the parentheses indicate the percentage to the total.

Marketing channels in onion

- ♦ producer – wholesaler- distant trader- retailer- consumer
- ♦ producer –retailer – consumer

From the channel mentioned above, producer-wholesaler- distant trader- retailer-consumer was the most preferred or followed channel.

CONCLUSION

Onion is semi-perishable and needs to be marketed within a short duration after harvest.

1. At the overall level, the average per quintal marketing cost for *kharif* onion was ₹ 126.87, and for *rabi* onion was ₹ 100.39.

REFERENCES

- Anonymous, M. 1998. A study on marketing of onion in Solapur market. Agresco Report presented at research review committee meeting at M.P.K.V., Rahuri, pp. 372-375.
- Anonymous, 1982. Study of cost of cultivation and marketing of *kharif* onion in Nashik district. *In: Agric. Subcommittee report (Agril. Econ.)*. M.P.K.V., Rahuri, pp. 61-68.
- Mohapatra, S.C. 1999. Production and marketing of onion in Bolangir district of Orissa. *Indian J. Agric. Mktg.*, **13**(1): 40-43.
- Pokharkar, V.G., Kasar, D.V., Kakad, B.S. and Yadav, D.B. 2002. Economics of marketing of *rabi* onion in Pune district. Xth National Seminar, Nagpur, pp. 11.

