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An economic analysis of price spread, Producr's share in consumer's rupees and marketing efficiency of papaya in Bilaspur district of Chhattisgarh

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Abstract
The study is an analysis of price spread, producer's share in consumer's rupee and marketing efficiency of Papaya in Chhattisgarh. The study was carried out in Bilaspur district of the state. A multistage sampling technique was employed to select the market functionaries from whom information were collected and analyzed. The data were collected using well-structured questionnaires from three different marketing channels Channel-I: Producer- Consumer, Channel-II: Producer- Village merchant/Retailer-Consumer, Channel-III: Producer- Wholesaler/Commission agent-Retailer/Village merchant- Consumer. Then the data is analyzed using tabulation method along with statistical tool.

Keywords: Papaya, price spread, producer's share in consumer's rupee, marketing efficiency

Introduction
Papaya (*Carica papaya*) is the third most important fruit crop in India next to mango & banana. Papaya belongs to the genus Carica of the family Caricaceae with 48 species of all the species *Carica papaya L*. is the most important and best known. It is cultivated all over the world. The original home of papaya is Tropical America. In Chhattisgarh the total area and production of fruits are 221.59 thousand hectare and 2,113.36 thousand metric tons respectively. The major fruit crops grown in Chhattisgarh state are Banana, Mango, Papaya, Jack fruit, Guava, Lime, Custard apple, *etc*. The production of fruits in Chhattisgarh, papaya ranks third. Total production of Papaya in Chhattisgarh 2.76 lakh metric tons from an area of 12.41 thousand hectare forming 12% of the total fruit production in the state in 2014. It is cultivated in almost all the districts in the state. The major papaya growing districts are Bilaspur, Raipur, Durg, Mahasmund. Papaya production plays an important role in Chhattisgarh state. Papaya was cultivated in an area of 12410 hectares and production was 275788 tons in Chhattisgarh. It has sixth in rank with 4.9% shared in India during 2014-15.

Research Methodology
The study was conducted in Bilaspur district of Chhattisgarh which is one of the 27 districts of Chhattisgarh. Bilaspur district comprises of blocks among that 7 blocks i.e, Bilha block were selected for this study. From that block 5% villages viz., Attara, Silvari, Hirri, Bartori were selected. Out of these Bilha was selected as primary market and Bilaspur was selected as secondary market purposely for the present study. All market functionaries bring their commodity for sales from different part of Bilaspur district. A list of all market functionaries of both primary and secondary market is prepared with the help of market head out of total market functionaries. total market functionaries 10% market functionaries selected randomly from both market for present study this market functionaries will be considered for data collection regarding different marketing cost and other charges in different marketing channels. Price spread, producer's share in consumer's rupee and marketing efficiency were calculated.

Result and Discussion
The study was conducted in Bilaspur district of Chhattisgarh. The necessary data were collected from the market functionaries in above mentioned district. The present chapter is going to tell about the results and discussion for various objectives.

The chapter is arranged in different sub-sections according to objectives of the study.

- To work out price spread, producer's share in consumer's rupee and marketing efficiency in different existing marketing channel

Marketing channels

There are three marketing channels for the Papaya marketing in Bilaspur district given below

Channel-I: Producer- Consumer

Channel-II: Producer- Village merchant/Retailer- Consumer

Channel-III: Producer- Wholesaler/Commission agent- Retailer- Consumer

Comparison of total marketing cost, total marketing margin, price spread, producer share in consumer rupee (%) and marketing efficiency in three different channels

Table 1: Sample average for three different existing marketing channels

S. No	Particulars	Sample Average		
		Channel- I	Channel- II	Channel- III
1	Producer sale price to consumer	1600	1600	1600
2	**Cost incurred by the producer**			
I	Cost of packing	80(5)	80(5)	
Ii	Transportation cost	45(0.94)	45(0.94)	
Iii	Grading, cleaning etc	30(4.37)	30(4.37)	
Iv	Loading and unloading charges	10(1.87)	10(1.87)	
V	Packing material cost (wooden bucket, paper and straw)	70(3.12)	70(3.12)	
Vi	Repining charges	35(2.18)	35(2.18)	
Vii	Miscellaneous expenses	90(5.62)	90(5.62)	
3	Net price received by the producer	1240(76.87)	1240(76.87)	
4	Consumers paid price	1600		
5	Price spread	360		
6	Producer share in consumer rupee (%)	77.5		
7	Marketing Efficiency	4.44		
8	Sale price of producer to village merchant/retailer		1960	
9	Cost incurred by the village merchant/Retailer			
I	Transportation cost		90(4.59)	
Ii	Labour		50(2.55)	
Iii	Rent of the shop		15(0.76)	
Iv	Margin of village merchant/retailer		200(10.20)	
V	Miscellaneous charges		120(6.12)	
Vi	Market fee @ 2.5		40(2.04)	
Vii	Rural development fund		50(2.55)	
10	Total cost incurred by Retailer/Village merchant		565(28.82)	
11	Sale price of village merchant/retailer		2525	
12	Price spread		925	
13	Consumers paid price		2525	
14	Producer share in consumer rupee%		49.10	
15	Marketing efficiency		2.72	
16	Producer sale price to wholesaler			1960
17	Cost incurred by the wholesaler			
I	Loading and unloading charges			90(4.59)
II	Packing cost			50(2.55)
III	Market fee			15(0.76)
IV	Commission of wholesaler			150(7.65)
V	Miscellaneous charges			120(10.20)
VI	Margin of wholesaler/commission agent			285(14.54)
18	Total cost			710
19	Sale price of wholesaler to retailer			2670
20	Cost incurred by the retailer/village merchant			
I	Weighing charges			60(2.24)
II	Loading and unloading charges			10(0.37)
III	Town charges			90(3.37)
IV	Carriage up to shop			15(0.56)
V	Miscellaneous charges			120(4.49)
VI	Margin of retailer/village merchant			200(7.49)
21	Total cost			495
22	Sale price retailer/village merchant to consumers			3165
23	Price spread			1565
24	Consumers paid price			3165
25	Producer share in consumer rupee (%)			39.17
26	Marketing efficiency			2.08

(Figures in the parentheses indicate the percentages)

Comparison of Price Spread and Producer Share in Consumer Rupee and Marketing Efficiency in Different Marketing Channels

Table 2: Price spread and marketing efficiency

S. No	Particulars	Channel-I	Channel-II	Channel-III
1	Total marketing cost	360	2325	2380
2	Total marketing margin	0	200	485
3	Price spread	360	2525	3165
4	Producer share in consumer rupee (%)	77.5	49.10	39.17
5	Marketing efficiency	4.44	2.72	2.08

Table no 2 explains about Price spread, producer share in consumer rupee and marketing efficiency in channel –I is 360, 77.5 and 4.44 respectively. Price spread, producer share in consumer rupee and marketing efficiency in channel –II is 2525, 49.10 and 2.72 respectively. Price spread, producer share in consumer rupee and marketing efficiency in channel –III is 3165, 39.17 and 2.08 respectively.

Conclusion

It is observed that price spread and producer share in consumer rupee and marketing efficiency in different marketing channels reveals that net returns was high in regulated marketing channel and low in local market and producer share in consumer rupee was high in regulated market and most beneficial market and major constrain in regulated markets was less amount of markets and they are less amount of farmers choose to sell local market with low returns. Among the three marketing channels identified in Bilaspur regulated market, the Channel-III, i.e. Producer-Wholesaler-Retailer-Consumer was found more popular in marketing of Papaya.

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