

MARKETING OF MAJOR SEED SPICES IN RAJASTHAN

Dr. Neha Sharma*
Monika Dhaka**

ABSTRACT

The price spread and marketing behavior of important seed spices revealed that the selected farmers marketed 60.41 percent coriander seed in the regulated market and 39.53 percent in their own village. Farmers selected two marketing channels: 1) Producer farmer – Village Trader – Wholesaler – Retailer – Consumer and 2) Producer-Farmer-Wholesaler-Retailer-Consumer. The correlation coefficients indicated that prices prevailing in a market within a year were influenced by the arrivals of the produce. It was observed that overtime there was significant increase in export of spices both in terms of quantity and value.

KEYWORDS: *Seed Spices, Production, Regulated Market, Producer's Share, Village Trader.*

Introduction

India, known as "land of spices", India is the world's largest producer, exporter and consumer of spices. The major seed spices producing countries are India, Morocco, Romania, Mexico, China, Iran, Turkey, Japan, France, Italy, and Egypt. There are 107 spices listed by the ISO out of which 63 are grown in the country. Rajasthan, Gujarat, M.P., Haryana, Punjab, U.P., A.P., and Bihar are the important seed spices states in the country. The main seed spices grown in the state are coriander, cumin, fennel and fenugreek. Among these coriander and cumin are major seed spice crop of the state. Seed spice crops are being grown as cash crops by the farmers enjoy comparative advantage in their cultivation over food grains and non foodgrain crops. The farmers need better marketing facilities for marketing of high value risky crops which is generally reflected through producer's high share in consumer's price. Farmers and traders get good prices by storage. And sale in latter part of the year in some years and vice-versa in other years. Spices being the high value crops, price fluctuation occurring in them causes wide variation in the income of spices growers. Hence, the study of relationship between market arrivals and wholesale prices of selected seed spices is of importance for the policy planners in marketing appropriate plans for development of spices markets.

Objectives

Keeping in view the present study was undertaken with the following objectives:

- To study the marketing behavior in respect of sale and price-spread of important seed spices in Rajasthan; and
- To analyse the relationship between market arrivals and wholesale prices of important seed spices in the selected markets of the state.

* Assistant Professor, Department of Commerce (Business Studies), The IIS University, Jaipur, Rajasthan, India.

** Research Scholar, Department of Commerce (Business Studies), The IIS University, Jaipur, Rajasthan, India.

Materials and Methods

The study was conducted in the state of Rajasthan. Two major seed spices were selected for the study viz. coriander and cumin. Baran and Barmer district were selected for the study. For the study a sample of 40 farmers for each spice crop was selected by adopting stratified random sampling technique. The marketing behaviour of farmers in respect of place and time of sale of the produce was analysed by using the tabular analysis. The data pertaining to marketing costs and margins were analysed by using the following research methods:

Producer's share: It represents the percentage share of producer in the price paid by the consumer

$$P_S = \frac{P_F}{P_C} \times 100$$

Where,

P_S = Producer's share in consumer's rupee

P_F = Price of the produce received by the farmer;

P_C = Price of the produce paid by the ultimate consumer

Marketing margins: The absolute and percentage margins of middleman incurred in the process of marketing were calculated as:

$$\text{Absolute margin of } i^{\text{th}} \text{ middlemen} = P_{RI} - (P_{PI} + C_{MI})$$

$$\text{Percentage margin of } i^{\text{th}} \text{ middlemen} = \frac{P_{RI} - (P_{PI} + C_{MI})}{P_{RI}} \times 100$$

Where,

P_{RI} = Sale price of the i^{th} middlemen

P_{PI} = Purchase price of the i^{th} middlemen

C_{MI} = Marketing cost incurred by i^{th} middlemen

Total cost of marketing: the total cost incurred in marketing of particular crop by the farmers and the intermediaries involved in the process of marketing were calculated as:

$$C = C_F + C_{M1} + C_{M2} + C_{M3} + C_{MN}$$

Where,

C = Total cost of marketing

C_F = cost borne by the producer-small farmer in marketing of particular crop and,

C_{MI} = Cost incurred by the i^{th} middlemen in the process of marketing.

Relationship between market arrivals and prices: To study the relationship between market arrivals and wholesale prices of selected seed spices crops in the selected markets of the state, simple correlation coefficients were worked out..

Results and Discussions

Farmer's behavior in respect of sale of coriander and cumin

Producer farmer of the selected villages sold seed spices i.e. coriander and cumin in their own villages to the village traders as well as their nearby Krishi Upaj Mandi. The quantity of coriander and cumin seed marketed by different sized selected farmers of the study area is presented in table 1. It is evident from the table that the selected farmers marketed 60.41% coriander seed in the regulated market and 39.53% quantity was marketed in their own village. Among the different size groups, marginal and small sized farmers sold cent percent quantity in their own village probably due to low quality of produce. The tendency of mandi-sale was found to increase with the increase in farm size. Similar trend was observed in case of cumin seed where 65.64 percent of the total quantity available with the selected farmers was sold in the Barmer regulated market and remaining 34.36% quantity was marketed in their own village.

• **Marketing channel adopted by the farmers in sale of coriander and cumin**

Farmers of the study area adopted following two channels in marketing of coriander and cumin seeds:

- Channel 1: Producer farmer-Village trader-Wholesaler-Retailer-Consumer.
- Channel 2: Producer farmer-wholesaler-Retailer-Consumer

Marketing margin and price-spread: marketing margin and price spread in marketing of coriander and cumin seeds in both the channels i.e. at village sale and mandi sale are presented in Table2.

Table 1: Place wise disposal pattern of coriander and cumin seed by the selected farmers 2014-15

Size Groups	No of Farmers	Particulars	CORIANDER			CUMIN		
			Village Sale	Mandi Sale	Total	Village Sale	Mandi Sale	Total
Marginal(<1ha)	10	Total	51.20	-----	51.20	24.10	-----	24.10
		Per Farm	5.12	-----	5.12	2.41	-----	2.41
Small(1-2Ha)	10	Total	132.10	-----	132.10	41.80	-----	41.8
		Per Farm	13.21	-----	13.21	4.18	-----	4.18
Semi-Medium(4-10Ha)	10	Total	148.00	112.0	260.0	55.20	47.80	103.00
		Per Farm	14.8	11.20	26.00	5.52	4.78	10.30
Medium(4-10Ha)	5	Total	34.0	163.0	197.0	18.01	76.65	94.66
		Per Farm	6.80	32.60	39.40	3.61	15.33	18.94
Large (10Ha&above)	5	Total	-----	282.50	282.50	-----	141.25	141.25
		Per Farm	-----	56.50	56.50	-----	28.25	28.25
Overall	40	Total	365.30	557.50	922.80	139.11	265.70	404.81
		Per farm	9.13	13.94	23.07	3.48	6.64	10.12

Table 2: Price spread in marketing of coriander and cumin seeds at village and mandi sale

Particulars	CORIANDER				CUMIN			
	VILLAGE SALE		MANDI SALE		VILLAGE SALE		MANDI SALE	
	Rs/Quintal	%Share in consumer's rupee	Rs/Quintal	%Share in consumer's rupee	Rs/Quintal	%Share in consumer's rupee	Rs/Quintal	%Share in consumer's rupee
1.Producer's net price	2524.20	60.10	313.25	70.50	5414.50	6764.24	6764.24	65.80
2.Cost incurred by:	--					----	----	
Producer	105.42	2.51	118.37	2.66	117.60	1.20	158.31	1.54
Village Trader	70.98	1.69	---	----	24.50	0.25	----	----
Wholesaler	393.12	9.36	416.52	9.36	1185.80	12.10	1243.88	12.10
Retailer	51.66	1.23	54.74	1.23	20.58	0.21	25.70	0.25
Total Cost	621.18	14.79	589.63	13.25	1348.48	13.76	1427.89	13.89
3.Margin earned by								
Village trader	396.06	9.43	----	----	1038.80	10.60	----	----
Wholesaler	214.20	5.10	226.95	5.10	664.44	6.78	688.76	6.70
Retailer	444.36	10.58	496.18	11.15	1333.78	13.61	1399.11	13.61
Total Margin	1054.62	25.11	723.13	16.25	3037.02	30.99	2087.87	20.31
4.Consumer's Price	4200.00	100.00	4450.00	100.00	9800.00	100.00	10280.0	100.00

References

- Agarwal,N.L. and Meena, B.L.1997,Agricultural Marketing in India:Performance of Cumin Marketing in Rajasthan, Bihar Journal of Agricultural Marketing,5(3):319-328.
- Brahmhatt,D.H.,1989,Export and Marketing of Seed Spices, Proceedings of First National Seminar on Seed Spices,Jaipur,October,24-25:pp,497-498
- Agarwal,N.L. and Dhaka,J.M.1998. Relationship between Arrivals and Prices of Spices in Rajasthan. Indian journal of Agricultural Marketing.Conference Special, 12(3):152-154.
- Naidu,M.R.,Brahmiah,R.P. and Rawat,S.K..1999. Production and marketing of Chillies in Azamgarh District of Utter Pradesh.Bihar Journal of agricultural Marketing.7 (1):37-41
- Raju,V.T. and Rao,D.V.S..1995. Marketing Cost and Margins of Important Agricultural Commodities in Andhra Pradesh. India Journal of Agricultural Marketing . conference Special:56.

