

AN ECONOMIC ANALYSIS OF MARKET ACCEPTANCE OF PADDY GROWN IN TUNGABHADRA PROJECT AREA

MURALI D. N¹, VENU B. N² & VENKATARAMANA REDDY V.³

¹Department of Agricultural Economics, College of Agriculture, UAS, Raichur, Karnataka, India

²Department of Agricultural Economics, College of Agriculture, UAS, Bangalore, Karnataka, India

³ICRISAT, Patancheru, Hyderabad, Telangana, India

ABSTRACT

Rice is important food crop of the world. It is the staple food of more than 60 per cent of the world population. Results revealed that, majority of farmers (83.33%) have grown BPT-5204 paddy variety mainly due to its superfine quality and higher yield. Similarly, the biochemical properties like higher starch content (86%), optimum oil (2.70%), N (0.81%) contents in BPT-5204 might have favoured the acceptance of sona masuri by the farmers.

Majority of traders opinioned that, moisture content was first consideration while preferring the paddy varieties in all the selected markets of TBP command area. Apart from moisture content, broken percentage was found to be another important attribute considered by both traders and millers while procuring the produce in different markets. In fact, the price of the paddy/rice produce was reflected by the extent of moisture content and broken percentage of rice in a particular lot of the produce.

The other attributes like colour, foreign matter, spotted grains, etc also contributed in preferring the different varieties of paddy by traders/rice millers. Therefore, it is advised to the farmers that, the paddy produce should be offered for sale only after sufficient drying in the field itself for better market acceptability.

KEYWORDS: Physical, Biochemical Properties, Market Acceptance, Moisture Content