

A STUDY ON THE MARKETING OF BYADGI CHILLI GROWN IN DHARWAD AND HAVERI DISTRICTS OF KARNATAKA

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ABSTRACT

The study is based on information collected from 56 Byadgi chilli growers, 20 village traders and 20 wholesalers from each Dharwad and Haveri districts of Karnataka in the crop year 2011-12. Purposively the paper intent to discover the cost, margin and price spread of Byadgi chilli. The study resulted that the average marketing cost incurred by the producer-seller in channel- I accounted for Rs. 51.84/q. The total cost incurred by farmers in Channel II was the highest in Kundagol market (Rs 645.26/q), followed other markets. The average marketing cost for farmers in this channel was about Rs. 445.90/q. On an average the producer's share in consumer's rupee in channel-I ranged between 81.94 to 86.12 per cent with a price spread of Rs.991.02 to Rs 1318.31 per quintal. The maximum price spread was found in Haveri market (Rs. 1318.31/q). The producer's share in consumer's rupee was 76.80 per cent in Hubli market which was found to be lower compared to channel-I. The producer share in consumer rupee was found highest in Kundgol market (77.78%) and price spread lowest in Byadgi (Rs. 1702/q). The producer's share in consumer's rupee was above 76 per cent in the major markets of Haveri and Dharwad districts.

KEYWORDS: Marketing cost, Marketing Channels, Marketing Margin and Producers Share

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