



STUDY ON MARKETING OF POTATO IN KAUSHAMBI DISTRICT, UTTAR PRADESH

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Abstract :

Potato (*Solanum tuberosum* L.) popularly known as the 'king of vegetable', is grown in more than 100 countries in the world. Uttar Pradesh is the important Potato growing states in the country grown mainly in the districts of Kanpur, Firozabad, Aligarh, Agra, Farrukhabad, Mainpuri & Etawah. The present study entitled as " STUDY ON MARKETING OF POTATO IN KAUSHAMBI DISTRICT, UTTAR PRADESH " was conducted in Kaushambi district of U.P. Mooratganj block was selected purposively for this study due to its maximum potato production in Kaushambi district. A sample of 120 farmers was drawn by proportional to area under potato. The sample include 58 small, 40 medium and 22 large farms. The study of socio-economic profile of potato growers revealed that the average size of the family decreases, through very marginally, as the size of farms increases. It was also noted that the highest number of people come under the age group of below 15 years. The literacy percentage is considerable higher in large size group followed by medium and small size group & the illiteracy percentage is higher in small size group followed by medium and large size group. The annual income of small farmers was ₹ 1-2 lakh, medium farmers ₹ 2-3 lakh and large farmers above ₹ 3 lakhs. The study on supply chain analysis of potato revealed that the channel III was more remunerative because farmer's share in consumer share in consumer rupees was highest followed by channel II and channel I. And the highest marketing efficiency in channel I followed by in channel II and in



channel III. The analysis of price spread that it was highest in channel III followed by in channel II and channel I.

Keywords: Potato, Economy, Analysis, Marketing, Literacy.

1. INTRODUCTION

One of the most significant tuber crops in India is the potato. Its genus, *Solanum*, and species *tuberosum* all fall under the Solanaceae family. The potato (*Solanum tuberosum*) is a South American native of the High Andes. It covers the most ground of any vegetable in the world. At the end of the 16th and the beginning of the 17th centuries, it was first introduced in India. Its commercial cultivation and consumption in large quantities in India, however, began in 1932.

It is well known that the potato crop is important in developing and socially backward regions in general and in underfed nations in particular. Combating hunger among vulnerable groups of the population is one of the most significant issues facing the nation. Untapped food resources in India must be discovered and used because millions of people there don't have access to a healthy diet. A crop that has historically provided for the poor is the potato. The potato, which has a high nutritional value and better protein quality, has the potential to be grown as an economically viable supplementary food crop in India and may correct nutritional imbalances.

In India, there are 25 kilograms of potatoes available per inhabitant per year, compared to 124 kg in Australia, 147 kg in Belgium, 680–750 kg in Western Europe and North America, 300–700 kg in Eastern Europe, and an average of 60 kg worldwide. Increased consumption is encouraged by nutritionists in order to relieve pressure on cereals as well as ensure food and nutritional security. In terms of quality, the amounts of calories and carbohydrates in wheat, rice, and potatoes are same.

Those who want to lower their blood pressure should eat potatoes. The alkaline effect of potatoes is superior than that of meat, eggs, rice, and wheat. Potato has a favorable location in vegetarian



diets or diets low in calcium content. Potatoes contain enough amounts of vitamins C and B. They include the vitamin B group, riboflavin, thiamin, and niacin. In addition, it contains other elements like calcium, phosphorus, iron, etc.

State wise production of Potato in India (2021-2022)

Rank	State Name	Production in Tonnes
1	Uttar Pradesh	15,323.55
2	West Bengal	13,783.00
3	Bihar	8,101.41
4	Gujarat	3,707.69
5	Madhya Pradesh	3,277.50
6	Punjab	2,724.44
7	Assam	1,116.57
8	Haryana	828.09
9	Jharkhand	693.57
10	Chhattisgarh	659.66

2. METHODOLOGY



2.1 Selection of District

There are 75 District in Uttar Pradesh out of these Kaushambi District was selected purposely for the present study on the basis of maximum area, production & quality under potato cultivation.

2.2 Selection of Blocks

Kaushambi District is comprising of 8 Blocks, out of which Mooratganj Block was selected purposely as compared to all other blocks of Kaushambi District.

2.3 Selection of Villages

Mooratganj Block Contain 110 Villages. Among these Villages, 5% of Villages was Selected randomly for the study Baliyawan, Jiwanganj, Sarwa Kaji, Naugira, Kasiya, Birahimbad.

2.4 Selection of Respondents

A complete list was prepared with the help of gram Pradhan. These respondents were arranging in ascending order. Out of total farmer 5 % farmer was selected randomly for the present study. These farmers were selected on the basis of landholding.

Tools Used for Analysis:

(1) Marketing Cost:

$$C = C_f + C_{m1} + C_{m2} + C_{m3} + \dots + C_{mn}$$

(2) Marketing Margin of Middlemen:

(a) Absolute margin = $P_{RI} - (P_{pi} + C_{mi})$

(b) Per cent margin = $\frac{P_{RI} - (P_{pi} + C_{mi})}{P_{RI}} * 100$

(3) Marketing efficiency



$$\text{Marketing efficiency} = \frac{\text{Consumer price}}{\text{Total marketing cost} + \text{marketing margin}}$$

(4) Producer's share in consumer's rupee:

$$F_s = (F_p/C_p) \times 100$$

3. RESULT AND DISCUSSION

3.1 Detail Description of the cultivated holdings in different size of farmer group

No. of respondent = 120

S. No.	Categories(members)	Respondent	
		Number	Percentage
1.	Marginal (< 1 hectare)	16	13.33
2.	Small (1-2 hectare)	39	32.50
3.	Semi Medium (2-4)	28	23.33
4.	Medium (4-10hectare)	27	22.5
5.	Large (Above 10 hectare)	10	8.33
Total		120	100

3.2 Three major channels, which together accounted for the trade, are depicted below.

- Channel – I: Producer - Consumer
- Channel – II: Producer - Retailer - Consumer
- Channel – III: Producer – Wholesaler – Retailer - Consumer

3.3 Estimation Total Marketing cost and Marketing Margin in different Size of Fard Group



S.No	Particulars	Channel I	Channel II	Channe III
1	Total marketing cost	180	162	295
2	Total marketing margins	00	110	130
3	Price spread	180	572	799
4	Producer share in consumer rupee in percent	70	30.41	29.95
5	Marketing efficiency in percent	3.33	1.43	1.29

3.5 Constraints in Marketing of potato in different Size of Farms Group

Sl. No	Particulars	Small	Medium	Large	Rank
1	Lack of availability of market information at farm level	82	75	48	VI
2	Frequent price fluctuations	115	80	56	I
3	Lack of storage facility	53	46	22	XIII
4	Weighing loss during storage	77	68	44	VIII
5	High commission charges	108	82	48	IV
6	High transport cost	113	77	56	II
7	Delay in cash payment	44	41	28	XIV
8	Lack of awareness of new technology	88	75	44	V



9	Lack of support prices when there is a glut in the market	65	50	38	XI
10	Loss due to lack of processing industries	84	58	40	IX
11	Lack of amenities and facilities in the market	75	48	40	X
12	Lack of proper infrastructure in market	63	40	20	XII
13	Lack of cooperatives in marketing societies at village level	96	68	36	VII

4. SUMMARY AND CONCLUSION

According to the study, the meteorological conditions in the study location, Sankargarh Block in the Kaushambi district, were favorable for the production of potatoes. Most producers were aware of the potato production. Producers maintain positive relationships with the dealers as well. Additionally, it was discovered that the socioeconomic status of the producers is quite important when it comes to potato output. To identify key obstacles and potential for the creation of effective marketing systems, the study examined three potato marketing supply chains. Marketing cost, marketing loss, marketing margin, producer net profit, marketing efficiency, and producer share in consumer price for potato were all significantly impacted by the marketing supply chains. Escobal. Javier A (2012)

Following SC1, SC2 and SC3, marketing supply chain SC1 had significantly higher net marketing price of producer, net producer profit, marketing efficiency, and producer share in



consumer pricing for potato seed. The findings unmistakably show that as the number of intermediaries in potato marketing supply chains increased, net producer profit, marketing efficiency, and producer share in consumer pricing all considerably decreased, while marketing cost and marketing loss sharply increased. The most significant element impacting marketing effectiveness and producer share in consumer pricing, aside from net price of producer, marketing loss, and marketing margin of intermediaries, was the marketing cost. The most important factor affecting the cost of potato marketing was the commission that producers, retailers, and wholesalers paid to commission agents. **Shyamasundar (2015)**

4.1 Major finding of the study

- It can be concluded that, overall, 52.5% of sample farmers belonged to small and medium sized farmers group and it indicates that farmers are in a position to accept change in input use, which is a welcome sign for input sector of agriculture. It also indicates that there is a lot of scope for companies to introduce new varieties in the market. Since large farmers are willing to try new variety of Potato and find a better alternative for existing varieties.
- The factors influencing the purchasing behavior of consumers towards processed branded spices where Traditional usage, readily available, Save time of preparation, Available of product at reasonable price, Necessary ingredient for preparation, Availability of quality products.
- The Main constraints in the marketing of potato were lack of storage, High cost of Transportation, Delay in cash payments and lack of market Intelligence.

4.2 Conclusion

According to the survey, the district of Kaushambi markets potatoes as follows: The study's primary goal was to examine the socioeconomic characteristics of the sample respondents. price spread and constraints in marketing of Potato. The findings show that the respondents' socioeconomic standing was moderate, with a primary education, a solid economic foundation,



and more access to all resources. on comparison to medium-sized farms and small-sized farms, the economics of producing potatoes are more profitable on large farms. According to the study, there is scope to enhance the producer's share of consumer rupees by improving the market's efficiency, which would limit the use of intermediaries and lower marketing expenses and margins. Major constraints in marketing of different farms size group followed by a huge price fluctuation were the major marketing constraint in Potato.

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