



AN ECONOMIC ANALYSIS ON MARKETING OF MUSTARD SEED (Buyer 5222) IN JHUNJHUNU DISTRICT OF RAJASTHAN

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ABSTRACT

The study is titled "Economic Analysis of Marketing of Mustard Seeds (Buyers 5222) in Jhunjhunu District of Rajasthan". The study found that groundnut seeds (provision 5222) in Jhunjhunu district of Rajasthan have two trade routes: (Path I → Producer-Retailer- Consumer), (Path II - Producer-Wholesaler-Retailer-consumer). In Path I, the amount received by the producer is Rs. 641, price paid by customer for 1 kg bag of buyer 5222 mustard seeds is Rs 847.50, total marketing cost through channel I is Rs 109, total marketing profit copy of channel I is Rs 242.50, business efficiency of channel I is % 1.82, the price difference on channel I is Rs 206.50 and the price received by the developer on channel II is Rs. The price paid by consumers for 1 kg bag of 641, 5222 mustard seeds buyers was Rs. 892, the total market value of Channel II is 126 rupees, the total market value of Channel II is 270 rupees, the variable cost of Channel II is 251 rupees, the economic value of Channel II is 1.61%.

Keywords: Market economy, Market value, Transmission and Marketing Margin

INTRODUCTION

Buyer 5222 holds a prominent position in the global mustard seed market because of its strategic approach and in-depth knowledge of the sector. Originating from the mustard plant, mustard seeds are highly valued in many industries due to their well-known culinary and medical use. Because of its presence in this industry, Buyer 5222 has demonstrated its knowledge and power,

influencing market dynamics and trends. Buyer 5222 stands out in part because to its careful sourcing approach. The organization has strong ties with mustard seed farmers globally by paying close attention to quality. This guarantees a steady supply of high-quality mustard seeds that satisfy discriminating consumers' exacting requirements. Through keeping

direct relationships with farmers and utilizing contemporary farming methods, Buyer 5222 cultivates sustainability and dependability across its supply chain. Buyer 5222 is an expert in market analysis and trend forecasting in addition to sourcing. By use of extensive study and insights derived from data, the organization predicts variations in demand, price swings, and regulatory modifications. Buyer 5222 is able to take advantage of new possibilities, optimize inventory management, and adjust quickly thanks to this foresight. Consequently, the business maintains its flexibility in a constantly changing market, solidifying its standing as a supplier of choice. Buyer 5222 is a leading mustard seed company that offers a diverse range of products, including mustard oil, sauces, and condiments. The company's commitment to innovation and product development is evident in its diverse product portfolio, which caters to evolving consumer preferences and expands market reach. Its commitment to quality control and social responsibility is evident in its promotion of fair-trade practices, local community support, and eco-friendly processes. Buyer 5222's prominence in the mustard seed market is attributed to its holistic approach, which includes strategic sourcing, market intelligence, product innovation, and ethical business practices.

RESEARCH METHODOLOGY

District Selection

Rajasthan has 50 districts and 7 districts. Jhunjhunu district of Rajasthan was selected for this study as the region with the highest rice cultivation. The total area of Sagar district is 5,928 square kilometers.

Block Selection

There are 11 blocks in the district. Among them, Nawalgarh has been specially chosen as the subject. The farm on the block is designed for mustard cultivation. Farmers in this community have been growing crops for many years.

Choosing Villages

There are a total of 109 villages in the Nawalgarh block taken by the Block Development Office (B.D.O). These villages were then located according to land ownership. Therefore, 5% of the villages from each village were selected for this study.

Choice of Respondents

A list of all mustard farmers is available at the Block Development Office of each selected village. Then rank the planters in ascending order by the size of land they own. According to this ranking, 10% of the farmers from each village are selected. The selected farmers were divided into five different groups according to the size of their land.

Table 1: Sorting of Respondents

District	Block	Villages	Respondents					Total
			Marginal (<1 hectare)	Small (1-2 Hectare)	Semi- mediu m (2-4 hectare)	Medi um (4-10 hectare)	Lar ge (>10 hectare)	
Jhunjhunu	Nawalgarh	Bhagera	5	3	4	8	1	21 (23.33)
		Mandasi	8	3	5	5	1	22 (24.44)
		Nohara	4	2	3	4	1	14 (15.55)
		Rampura	3	2	3	3	1	12 (13.33)
		Sangasi	2	3	4	3	1	13 (14.44)
		Todpura	3	2	1	2	0	8 (08.89)
TOTAL			25	15	20	25	5	90 (100.0)

Analytical Tools

Marketing Efficiency

$$MME = FP / MC + MM$$

Marketing Cost

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

Price Spread

$$PS = MC + MM$$

Marketing Margin

$$Pmi = \frac{Pri - (Ppl + Cml)}{PRI} \times 100$$

RESULTS AND DISCUSSION

Table 2: Share the most interesting job of interviewing farmers.

Sr. No.	Channel Type	No of respondent	Percentage (%)
1.	Channel - II	31	34.44
2.	Channel -III	59	65.56
Total		90	100.00

Table 2, It was reported that 5,222 mustard seeds were sold to buyers in Jhunjhunu district of Rajasthan using two marketing methods. 65.56% of the participants preferred Pathway II and 34.44% preferred Pathway I.

Table 3: Marketing cost, marketing quality, marketing profit, marketing effectiveness and cost spread of buyer 5222 mustard seeds through channel I marketing.

Channel I - Producer- Wholesaler- Consumer		
S. No	Particulars	Value in Rupees/ 1kg bag of Buyer 5222
1.	Producer sale price to wholesaler	750
2.	Cost incurred by the producer	
i	Packing cost	15.00
ii	Packing material cost	12.00
iii	Shipping cost	20.00
iv	Market fare	18.00
v	Wages of labour	10.00
vi	Cost of loading and unloading	10.00
vii	Weighting Charges	6.00
viii	Miscellaneous charges	18.00
2.	Total cost (i-viii)	109.00
3.	Profit margin of producer	145
4.	Exact received by producer	641
5.	Consumer purchasing price from Wholesaler	847.50
6.	Profit share of the Wholesaler	97.50
	Total Marketing Cost	109
	Total Marketing Margin	242.50
	Price Spread	206.50
	Marketing Efficiency	1.82%

Table 3, It was reported to the buyer that 5222 Mustard Seed Path-I supplied by the producer was sold at the price of 750/1 kg bag, and the price received by the producer was 641 Rupees. Meanwhile, where the producer's market price is Rs 109, the profit to the buyer for a 1 kg bag of 5222 mustard seeds is Rs 145. At the same time, the seller purchased 5222 mustard seeds from the manufacturer at a price of 750 rupees / 1 kg bag with a profit of 97.50 rupees and the final sale price of 5222 mustard seeds to the buyer was rupees. 847.50 / 1kg bag buyer 5222 Mustard Seeds. Finally, the buyer sold 5,222 mustard seeds to consumers at a price of Rs 847.50/1kg bag. Finally, Channel I's total commercial profit was Rs. 242.50 Market price is Rs.109 and spread seen in channel I is Rs. 206.50, channel I trading 1.82%.

Table 4: Market value, market value, market economy and transmission cost of buyers of 5222 mustard seeds in Pathway II.

Channel II: Producer –Wholesaler – Retailer – Consumer Retailer – Consumer

Sr. No.	Particulars	Value in Rupees/ 1 kg Bag of Buyer
		5222
1.a	Producer sale price to Wholesaler	750
b.	Cost of marketing expensed by producer	109
c.	Profit margin of producer	145
d.	Exact received by the producer	641
2.	Sales price of Wholesaler to Retailer	837
	Cost incurred by the Wholesaler	
I	Cost of loading and unloading	5.00
ii	Charges for carrying up to shop	2.00
iii	Weighting charges	3.00
iv	Charges of town	2.00
v	Shipping	3.00
vi	Losses & Miscellaneous charges	2.00
3	Total Cost (i-vi)	17.00
4	Profit margin of Wholesaler	70.00
5	Purchase price of consumer from the retailer	892
6	Profit margin of Retailer	55
7.	Purchasing price of Consumer	892
	Total marketing cost	126
	Total marketing margins	270
	Price Spread	251
	Marketing Efficiency	1.61%

Table 4, The buyer received 5222 mustard seeds from a producer at Rs 750 per kg bag, with a market price of Rs 145. The producer's income is Rs 145, the wholesaler's cost is Rs 17, and the transaction efficiency is 1.61%.

CONCLUSION

Buyer 5222, a mustard seed marketing firm in Rajasthan's Jhunjhunu area, has significantly impacted the local economy and agricultural landscape by improving market access, empowering local farmers, and promoting sustainable agriculture. Fair-trade practices and transparent procurement processes have led to improved livelihoods and increased trust among farmers. Buyer

5222's marketing tactics have expanded the market reach of small-scale farmers, creating new opportunities for mustard seed marketing and increasing demand both domestically and internationally.

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