



MARKETING OF MAKHANA IN SAHARSA DISTRICT OF BIHAR

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ABSTRACT

The Present study entitled “MARKETING OF MAKHANA IN SAHARSA DISTRICT OF BIHAR.” In this review, it was found that the Makhana business includes two business paths: (Path I → Manufacturer-Store-Customer), (Path II-Store-Store-Store Sales-Consumer). The most important marketing channel used by the research participants to purchase makhana in the study area is channel II. In channel I, the total marketing cost of 1 kg bag of makhana through channel I is Rs.123 and the total profit of marketing 1 kg bag of makhana through channel I is Rs. 414.20, business efficiency of channel I is 1.23%, cost difference in trading 1 kg bag Makhana through channel I is 221.60, total operating cost of trading 1 kg bag Makhana in channel II is 144 rupees and total market profit is Rs 441.63, market share of Channel II is 1.13% and spread of Channel II is Rs. 270.03.

Keyword: Marketing Channels, Marketing Efficiency, Marketing Cost, Marketing Margin and Price spread

INTRODUCTION

Makhana, also known as fox nuts or lotus seeds, is a popular and nutritious snack in India and other Asian countries. Originating from the lotus flower, it is low in calories and fat, but rich in essential nutrients like protein, carbohydrates, fibre, and minerals. It is a healthy snack option and gluten-free alternative to processed snacks. Makhana is also recommended in traditional Ayurvedic medicine for its cooling properties and digestive benefits. It is versatile in cooking, serving in both sweet and savoury dishes. Roasted makhana is a common snack, seasoned with spices for added flavour. It is also used in religious and cultural

ceremonies in India, holding symbolic significance in Hinduism. Makhana's natural properties, including being low in cholesterol and high in antioxidants, have made it a popular choice among health-conscious consumers. The sustainable cultivation of lotus seeds makes makhana an environmentally friendly food choice.

RESEARCH METHODOLOGY

District Selection

Bihar has 38 districts and 9 divisions. Among them, Saharsa district of Bihar was specially selected for this study as it is the area with highest Makhana cultivation.

Block Selection

There are 10 blocks in the district. Among these individuals, Mahishi was chosen to study. The climate and conditions of the block are suitable for Makana farm. Farmers in this block have been engaged in Makana farming for many years.

Choosing Villages

Village selection is the third stage of the exam. A complete list of the village was obtained from the Block Development Office (BDO) of the concerned block. Five

percent villages were selected randomly out of total villages in Mahishi block.

Choice of Respondents

A list of selected villages of all makhana farmers was obtained from the block development office and 10% of the respondents were selected based on the size of the lake. Selected participants are divided into the following groups according to pool size. Small (less than 1500 square meters), medium (1500-3000 square meters), large (more than 3000 square meters)

Table 1: Choice of Respondents

District	Block	Village	Respondents			Total
			Small (<1500-meter square)	Medium (1500–3000-meter square)	Large (Above 3000-meter square)	
Saharsa	Mahishi	Kandaha	17	11	6	34
		Bijwar	11	7	8	26
		Lohaur	19	2	1	22
		Telbadha	7	9	2	18
		Total		54	29	17

ANALYTICAL TOOLS

Cost of Marketing

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

Marketing Efficiency

$$MME = FP / MC + MM$$

Marketing Margin

$$AMI = Pri - (P_{pi} + C_{mi})$$

Spread in Price

$$PS = MC + MM$$

RESULTS AND DISCUSSION

Channel I: Manufacturer, Distributor, and End User

Channel II: Manufacturer, Distributor, Retailer, and End-User

Table 2: Classification based on participants' marketing channel preferences

S. No.	CHANNEL	Respondents Number	Respondents			
			Small	Medium	Large	Percentage (%)
1	CHANNEL- I	17	8	7	2	17.00
2	CHANNEL -II	83	46	22	15	83.00
Total		100	54	29	17	100.00

Table 2, It was announced that 100 samples were selected from Bihar's Saharsa district for the makhana industry. It was determined that the majority of the samples were purchased from method II, 83 (83.00%) and 17 (17.00%) were purchased from method I makhana.

Table 3: Business prices, business benefits, business transactions and communication of makhana business through Channel I.

S. No	Particulars	Makhana Value in Rs. / 1 kg of makhana
1.	Producer sale price to Wholesaler	789
	Processing fee incurred by producer	102
2.	Cost incurred by the producer	
i	Packing cost	2
ii	Packing material cost	5
iii	Transportation cost	3
iv	Market cost	4
vi	Loading and Unloading cost	2
vii	Miscellaneous charges	5
	Total cost (i-vii)	21
	Net Price received by producer	666
	Margin of Producer	315.60
	Wholesaler sale price to Consumer	887.60
	Margin of Wholesaler	98.60
A	Total Marketing cost	123
B	Total Market margin	414.20
C	Marketing Efficiency	1.23%
D	Price Spread	221.60

Table 3, Makhana Channel-I has reportedly been offered by the manufacturer at a market price of Rs. 789, the amount received by the makhana developer is Rs. 666. Meanwhile, the market price and operating cost of makhana producers in the market was Rs.123 and the profit was Rs.315 for a 1 kg bag of Makhana. Meanwhile, consumers purchased Makhana 1kg bags from wholesalers for Rs 887.60. The seller's profit from 1 kg bag of Makhana is Rs 98.60. Finally, the total market value of 1 kg bag of makhana on channel 1 is Rs.123 and the total market profit of marketing 1 kg bag of makhana through channel 1 is Rs. 414.20, channel-I's market share is 1.23%, while trading 1 kg bag Makhana from channel-1, the price difference is 221.60.

Table 4: Business value, business value, business value and advertising value while doing business makhana through Channel II.

S. No	Particulars	Makhana
		Value in Rs. / 1 kg bag
1.	Producer sale price to Wholesaler	789
	Marketing cost incurred by producer	123
	Margin of Producer	315.60
	Net price received by producer	666
2.	Cost incurred by the Wholesaler	
i	Loading and unloading charges	2
ii	Carriage up to shop	3
iii	Weighing charges	2
iv	Transportation charges	5
v	Labour cost	4
vi	Miscellaneous charges	5
	Total cost (i-vii)	21
	Wholesaler price to Retailer	874.80
	Margin of Wholesaler	64.80
	Retailer price to Consumer	936.03
	Margin of Retailer	61.23
A	Total Marketing cost	144
B	Total Market margin	441.63
C	Marketing efficiency	1.13%
D	Price Spread	270.03

Table 4, Makhana Channel-II has reportedly been offered by the manufacturer at a market price of Rs. 789, the amount received by the makhana developer is Rs. 666. Meanwhile, the operating price and operating cost of makhana makers in the business was Rs.123 and the profit of 1 kg bag of Makhana was Rs.315.60. The selling price of 1 kg of makhana from wholesalers to retailers is 874.80 rupees. Retailers sell 1kg bags of makhana to consumers for Rs 936.03. The retailer's revenue stood at Rs 61.23 cr. Finally, the total cost of marketing makhana 1 kg bag from channel II is Rs 144, the total profit of marketing makhana 1 kg bag from channel II is Rs 441.63, the marketing work on channel 2 is 1.13% and the price difference It is 270.03.

Table 5: Comparison of market value, market value, market economy and cost distribution of channel I and channel II in 1 kg bag Makhana enterprise.

Sr. No.	Particulars	Value in Rupees / 1 kg bag of Makhana	Value in Rupees / 1 kg bag of Makhana
		Channel I	Channel II
1.	Net price received by the producer	666	666
2.	Consumer paid price	887.60	936.03
3.	Total marketing cost	123	144
4.	Total marketing margin	414.20	441.63
5.	Marketing Efficiency	1.23%	1.13%
6.	Price spread	221.60	270.03

Table 5, Market price, market price, market economy and distribution of makhana in 1 kg bags in I. and mode of business II were compared. In Path I, the producer receives an amount of Rs. 666, the price paid by consumers for 1 kg of makhana is Rs 887.60, the total market value produced by Path I is Rs. 666, customer buys a bag of makhana for Rs. 936.03, total business value of Channel II is Rs.144, total business profit of Channel II is Rs.441.63, business efficiency of Channel II is 1.13% and spread of Channel II is Rs.270.03. type. mode.

CONCLUSION

The study revealed that there are two economic paths in the makhana industry in Bihar's Sahasa district: Path I (producer-retailer-consumer) and Path II (producer-goods-products-customers). With a total of 83 responses, Channel II is the most widely used commercial channel for makhana in the Sahasak region. In channel I, the total marketing cost of 1 kg bag of makhana through channel I is Rs.123 and the total profit of marketing 1 kg bag of makhana through channel I is Rs. 414.20, business efficiency of channel I is 1.23%, cost difference in trading 1 kg bag Makhana through channel I is 221.60, total operating cost of trading 1 kg bag Makhana in channel II is 144 rupees and total market profit is Rs 441.63, market share of Channel II is 1.13% and spread of Channel II is Rs. 270.03.

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