



AN ECONOMIC ANALYSIS ON MARKETING OF MAIZE (GRAIN) IN BHAGALPUR DISTRICT OF BIHAR

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ABSTRACT

Corn is one of the most adaptable crops and can be grown in many agro-climatic environments. Corn is known as the "Queen of Grains" because it has the largest number of seeds of all grains. This study adopted a multilevel design. Sixty breeders from Aurangabad district were selected for this study. Regarding business research, three business types were identified: (Path-I) producer-consumer, (Path-II) producer-retailer product-consumer) and (Path-III) producer-retailer). The most important marketing channel used by research participants to purchase corn in the study area is Pathway III. In Channel I, the total marketing cost of Channel I is Rs. 65, marketing profit is Rs. 567, the spread on channel I is Rs. 65 Channel Marketing Effectiveness - ME. 3.21%. In Channel II, the total market price is Rs. 370, Total economic value of Canal II is 867 rupees, Variable cost of Canal II is 720 rupees, Economic efficiency of Canal II is 1.65%, Total economic value of Canal III is 409 rupees, Total economic value of Canal III is 1022 rupees, The transmission of channel III is 875 and the economic efficiency of channel III is 1.43%.

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

INTRODUCTION

Maize, also known as maize, was the first grain grown by the people of Mesoamerica. It is now the third most important grain crop in the world and is called the "Queen of Cereals". Corn is a leafy plant with seeds at its base. The importance of corn is in its versatility. It is used as both human food and animal feed. Corn is eaten almost directly as fodder. Corn is processed into many foods, such as popcorn snacks and the alkaline-cooked staple known as "Mexican" food. Starch is the main component of corn and is used in food and commercial products.

Starch is also converted to glucose/fructose for use as a sweetener. Corn is beneficial to animals and humans. The growing districts in Bihar are Begusarai, Khagaria, East Champaran, Bhagalpur, Madhepura, Saharsa and Samastipu. The area under Kharif cultivation is slightly lower at 0.16 million hectares. Over the years, in addition to the growth of the poultry sector, the demand for corn is also increasing due to its economic added value. Most corn-growing areas experience rainfall and the soil is more fertile than the soils where other millets

grow. Corn is widely used in poultry feed. In this case, it is necessary to investigate the current economic problems of corn and the corn production efficiency level in the study area. We also find that growers face some unique marketing challenges. The meeting therefore decided that it was necessary to conduct an in-depth study on the above-mentioned crops with a view to examining the economics and economics of cultivation that would lead to the development of maize in rain-fed regions.

RESEARCH METHODOLOGY

Bhagalpur district of Bihar was selected for this study due to the large area under cultivation in Bihar. A list of corn growers has been compiled by land under cultivation and is planned to increase. Narayanpur block was selected from all maize growing areas in Bhagalpur district. After the block is selected, the list of each village is compiled and 5 villages are selected from the block selection. Thus, two villages, i.e. five

percent of the villages in Bhagalpur district, were selected. A list of farmers and their lands was prepared for all 5% of the selected villages in each block. The list has been revised according to planting locations. 10 percent of the corn grown is selected from all growers in the region. in similar conditions. In this way, a total of 100 breeders were selected for detailed study. Data on Makana's doctors were collected through a study based on personal interviews. Use appropriate statistical tools to analyze data and present results. Information about agriculture in 2023-2024.

ANALYTICAL TOOLS

Cost of Marketing

$$C = Cf + Cm1 + Cm2 + Cm3 + + Cmn$$

Marketing Margin

$$AMI = Pri - (Ppi + Cmi)$$

Marketing Efficiency

$$MME = FP / MC + MM$$

Price Spread

$$PS = MC + MM$$

RESULTS AND DISCUSSION

CHANNEL-I: Producer/Farmer - Consumer

Table 1: Marketing cost, Marketing margin, Marketing efficiency and Price spread of Maize (Grain) in Channel-I.

Sr. No.	Particulars of cost	(Rs. /qt.)
1	Farmer	
	Price received	2100
a.	Loading & unloading	22
b.	Transportation cost	43
	Total (a-b)	65
	Net price received	2035
	Sale Price of Farmer to Consumer	2100
	Margin of Producer	567
	Total Marketing Cost	65
	Total Marketing Margin	567
	Marketing Efficiency	3.21%
	Price Spread	65

Table 1, The market price of Corn (grain) Pipe-I offered by the producer to the consumer was determined as 2100 Rs/quintal, and the price received by the producer was determined as 2035 Rs. The price work incurred by the manufacturer is Rs. 65, Producer's income from marketing 1 quintal of maize (grain) is Rs. 567. The final price paid by the customer is Rs. Finally, the total market capitalization of Pathway I is Rs.2100. 65, marketing profit is Rs. 567, the spread on channel 1 is Rs. 65 Business Successes Like Me. 3.21%.

CHANNEL-II: Producer/Farmer-Wholesaler -Consumer

Table 2: Marketing cost, Marketing margin, Marketing efficiency and Price spread of Maize (Grain) in Channel-II.

Sr. No.	Particulars of cost	(Rs. /qt.)
1	Farmer	
	Price received	2170
a.	Loading & unloading	40
b.	Transportation cost	80
	Total (a-b)	120
	Net price received	2050
	Margin of Producer	517
2	Wholesaler	
	Purchase price	2170
a.	Loading & unloading	40
b.	Transportation cost	100
c.	Miscellaneous charges	30
	Total (a-c)	250
	Margin of Wholesaler	350
	Sale price of Wholesaler	2770
3	Consumer	
	Purchase price of Consumer	2770
A.	Total Marketing Cost	370
B.	Total Marketing Margin	867
C.	Marketing Efficiency	1.65%
D.	Price Spread	720

Table 2, The market price of maize (grains) in pipeline-II supplied by the producers to the wholesalers was found to be Rs. 2170/quintal, producer profit is Rs.517 and market value of the product/farmer is Rs.517. 120.00, the amount the developer gets in Pathway-II is Rs. In the year 2050, the market price of the seller in Pathway-II is Rs 250 and the profit earned by the seller from trading 1 quintal of maize (grain) in Pathway-II is Rs 350. In this case, the price given by the wholesaler to the customer is Rs. Finally, in Pathway II, the total market capitalization is Rs.2770. 370, the total business profit of Channel-II is Rs 867, the spread of Channel-II is Rs 720 and the business efficiency of Channel-II is 1.65%.

CHANNEL- III: Producer - Wholesaler - Retailer - Consumer

Table 3: Marketing cost, Marketing margin, Marketing efficiency and Price spread of Maize (Grain) in Channel-III.

Sr. No.	Particulars of cost	(Rs. /qt.)
1	Farmer	
	Price received	2170
a.	Loading & unloading	40
b.	Transportation cost	80
	Total (a-b)	120
	Net price received	2050
	Margin of Producer	517
2	Wholesaler	
	Purchase price	2170
a.	Loading & unloading	40
b.	Transportation cost	100
c.	Miscellaneous charges	30
	Total (a-c)	250
	Margin of Wholesaler	350
	Sale price of Wholesaler	2770
3	Retailer	
	Purchase price	2770
a.	Loading and unloading charges	20
b.	Transportation cost	10
c.	Miscellaneous charges	09
	Total Cost (a-c)	39
	Margin of Retailer	155
	Sale price of Retailer	2925
4	Consumer	
	Purchase price	2925
A	Total Marketing Cost	409
B	Total Marketing Margin	1022
C	Marketing Efficiency	1.43%
D	Price Spread	875

Table 3, The market price of maize (grains) in pipeline-II supplied by the producers to the wholesalers was found to be Rs. 2170/quintal, producer profit is Rs.517 and market value of the product/farmer is Rs.517. 120.00, the amount the developer gets in Pathway-II is Rs. In the year 2050, the operating price of the seller in Pathway-II is Rs 250 and the profit earned by the seller from trading 1 quintal of maize (grain) in Pathway-II is Rs 350. 2770. The market price of a shop selling 1 quintal of maize is Rs.39, the profit of the shop is Rs.155 and hence the selling price of the shopkeeper to the customer is Rs.2770. 2925. Finally, the total market value of Channel III was 409 rupees, the total market value of Channel III was 1022 rupees, the variable cost of Channel III was 875, and the trading value of Channel III was 1.43%.

CONCLUSION

The marketing of maize in Bhagalpur district of Bihar is a complex issue characterized by opportunities and challenges. The region's agriculture plays a crucial role in the local economy and livelihoods of farmers, but the lack of robust infrastructure and traditional marketing channels make it difficult to manage the market. To address these issues, governmental and non-governmental stakeholders must invest in modernizing infrastructure and promoting transparent, fair-trade practices. The marketing dynamics of maize in Bhagalpur are also influenced by global commodity prices and government policies. Farmers need access to timely information and support mechanisms to make informed marketing decisions. Initiatives aimed at enhancing market intelligence and providing farmers with training in market-oriented farming practices are essential. Despite these challenges, there are promising opportunities for enhancing the marketing of maize in Bhagalpur. Leveraging technology and innovation can help establish direct linkages between farmers and end-users, while sustainable agricultural practices and certification schemes can enable farmers to tap into premium markets and command higher prices.

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