



# STUDY ON MARKETING OF COTTON IN SRIGANGANAGAR DISTRICT OF RAJASTHAN

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## ABSTRACT

*The study titled "Study on Marketing of Cotton in Sriganganagar District of Rajasthan" surveyed 90 respondents from six randomly selected villages in Sadulsahar block. The survey revealed that the majority of respondents were marginal farmers, with a high percentage of young and middle-aged farmers. The study also found that 33.33 percent of the respondents were illiterate, with 60 (66.66) being literate at different levels. The majority of respondents were male, with 70 (77.76%) involved in cotton cultivation. The majority of respondents lived in nuclear families, while 26 lived in joint families. The study identified three marketing channels for cotton marketing: channel-I (Producer- Consumer), channel-II (Producer-Wholesaler-Consumer), and channel-III (Producer- Wholesaler-Retailer-Consumer). The study revealed nine constraints faced in marketing cotton in Sriganganagar district: price fluctuation, lack of price information, trade malpractices, high market charges, transportation charges, lack of transportation, credit facilities, market yard, and lack of market information and intelligence. Additionally, eight constraints related to cotton production were identified: Lack of knowledge and cost of plant protection; high input costs for cotton farming; scarcity of manures and fertilisers; increased production costs; inability to find labour when needed; insufficient supply of high-quality seed; unavailability of credit; and a lack of knowledge among farmers about new technologies and practices.*

**Keywords:** Marketing, Cotton, Sriganganagar, Marginal farmer, Rajasthan

## INTRODUCTION

The cotton plant, *Gossypium*, belongs to the Malvaceae family of mallow plants. Cotton is a soft, fluffy staple fibre that develops in a protective shell called a boll around the seeds of the plant. Although the fibre is nearly entirely composed of cellulose, it may also include trace amounts of water, lipids, waxes, and pectins. Natural circumstances will cause the cotton bolls to

spread the seeds more widely. (Gangwar and Singh 1975) One of the major crops used in apparel and other industries is cotton. India ranks second globally among all cotton-producing nations and is one of the world's top producers of cotton. More than 125 lakh hectares are used for cotton cultivation, and 400 lakh bales of

cotton were produced overall in 2016–17. (Bhupal 2019). The Minimum Support Price (MSP) for cotton has been raised by the Indian government by Rs 50 per quintal for the 2017–19 season. India produces cotton in more than a dozen states, with Gujarat being the state that produces the most, with 125 lakh bales produced annually. (Kahlon and Kataria 2018) Many different types of textile items are made from cotton. Among these are terry cloth, which is used to make incredibly absorbent bath towels and robes; denim, which is used to make blue jeans; cambric, which is commonly used to make blue work shirts; and cotton twill, corduroy, and seersucker. Cotton is used to make most T-shirts, pants and socks. (Parmar and Ramchandran 2013). Cotton is a common material for bed linens. Due to its hypoallergenic properties, ease of maintenance, and lack of skin irritation, this material is favoured for use in sheets. Additionally, yarn for knitting and crocheting is made from cotton. Additionally, recovered or recycled cotton that would otherwise be discarded during the spinning, weaving, or cutting process can be used to make fabric. (Dantwala 2011, 2013). While cotton is the primary element in many garments, it may also be blended with other fibres, such as rayon and synthetic materials like polyester. It may be utilised in woven or knitted materials since it can be combined with elastane to create a stretchier thread for clothing items like stretch jeans. It is possible to mix cotton and linen together to create textiles that combine the advantages of both materials. Blends of linen and cotton are stronger, lighter, and less prone to wrinkles than pure linen. They also retain heat more efficiently. (Khadi 2005, Biswas 2002 and Dutia 2007). Based on data from the Ganganagar government, 319 farmers took their own lives in 2020. As of 2019,

288 was the number. The numbers were 255 in 2017 and 242 in 2018. The primary cause of farmers becoming stranded was ascribed to a severe drought and hailstorm that resulted in crop loss. 2,270 farmer suicides were recorded in Rajasthan in the 11 months from January to November 2020. Compared to the 2,566 instances recorded over the same time period in 2019, this is somewhat less.

## METHODOLOGY

### *Research Design*

**Sampling design:** To choose the final sample unit for this experiment, a multistage stratified random sampling approach was used.

### *Source of data*

**Primary Data:** Primary data is collected from the sample respondents by supplying schedules.

**Secondary Data:** Secondary Data is collected from Books and the Internet website mentioned below in bibliography and references.

### *Method and Data Collection*

**Primary Data** was collected by survey method through personnel interviews using schedules from middlemen, channel partners, and selected respondents.

**Secondary data** was collected from books, journals, and various government publications such as the Census, Statistical Abstract of Ganganagar District, Economic Survey of Rajasthan (Directorate of Economics and Statistics, Planning Department, Government of Rajasthan) and related websites.

### *Selection of Districts*

The Ganganagar District, which is situated in the state of Rajasthan in India, was chosen on purpose to serve as the focal point for this study project titled "Marketing Practices of

Cotton in Ganganagar District of Rajasthan." Rajasthan consists of 50 districts of which Sri Ganganagar district was selected purposively for the study. In Ganganagar, cotton is cultivated commercially due to suitable agro-climatic conditions prevailing in the study area.

**DATA ANALYSIS**

Different statistical approaches were used to analyze the data:

**Chi-Square**

The chi-square ( $\chi^2$ ) statistic is a tool used to assess how well a model fits real-world observations. A chi-square statistic can only be computed with random, unprocessed, mutually exclusive data that is taken from a sufficiently large sample of independent variables.

To test hypotheses, chi-square tests are frequently employed. Given the size of the sample and the number of variables in the relationship, the chi-square statistic evaluates the magnitude of any disparities

between the predicted and actual results. **Bharttacharya 2018.**

$$\chi^2 = \sum \frac{(O_i - E_i)^2}{E_i}$$

**GARRETT RANKING**

The Total Garrett Score is then calculated by multiplying the value of R ij by the Garrett Value. The Total Garrett Score is then divided by the number of possibilities to get the average Garrett Score. The greatest average value is used to determine the alternative ranking.

$$\text{Percentage position} = \frac{100 \times (R_{ij} - 0.50)}{N_j}$$

**RESULTS AND DISCUSSIONS**

**Respondents land holding**

Table 1 reveals about the respondent land holding in the study area in which 48.7 % had own land followed by 27.3% both own and leased land, 24 % had leased land.

**Table. 1 Respondents land holding**

Type of Land Holding	No of Respondents	%
Own land	73	48.7
Leased land	36	24.0
Both own and leased land	41	27.3
<b>Total</b>	<b>150</b>	<b>100</b>

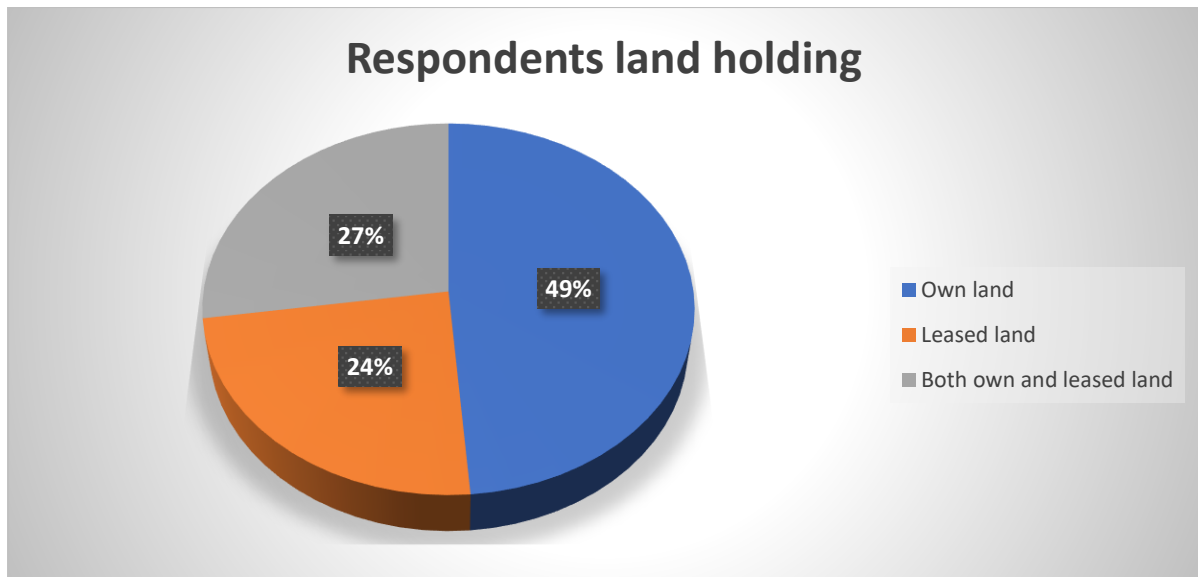


Fig. 1 Respondents land holding

Table 2: Constraint in marketing of cotton

S.No.	Constraints	Garrett Score	Garrett Rank
	Long distance from the production point to market	72.14	I
	Heavy losses in the market	70.52	II
	Price Fluctuation	69.45	III
	High cost of transportation	69.14	IV
	Lack of market information	68.51	V
	Inavailability of credit facility	67.21	VI
	Perishable nature of cotton	65.4	VII
	Large number of intermediaries	65.12	VIII
	Lack of suitable packaging material	64	Ix
	Lack of infrastructure facility	63.54	X

Table 2, reveals about the issues restricting against marketing of cotton in which long distance from the production point to market ranks I followed by Heavy losses in the market ranks II, Too much fluctuation in prices ranks III, High cost of transportation ranks IV, Lack of market information V, In availability of credit facility VI, Perishable nature of cotton VII, Large number of intermediaries VIII, Lack of suitable packaging material IX, Lack of infrastructure facility X.

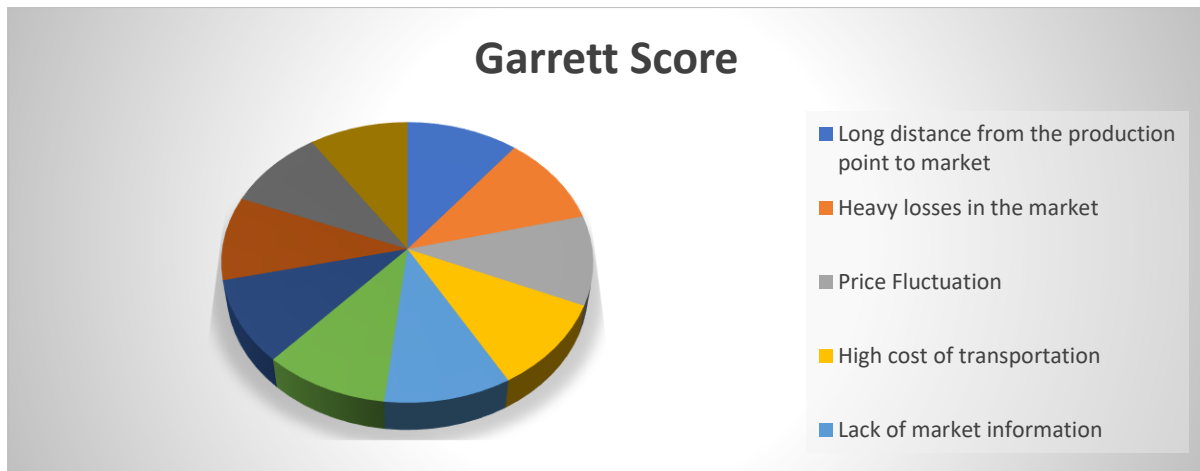


Fig. 2: Constraint in marketing of cotton

### CONCLUSION

One of the main cash crops, cotton is extremely important to Nigeria and the rest of the globe economically and socially, especially when it comes to creating jobs for those living in rural regions. The study's conclusions led to the conclusion that, among other things, modernised agricultural mechanisms, larger land areas, higher-quality seeds, more fertiliser and agrochemical usage, access to finance facilities, and increased land use were all necessary to raise cotton output levels. In study indicate that the socio-economic attributes of cotton farmers should be taken into account as crucial factors that influence and amplify both inefficiencies and effectiveness in the cotton production process within the studied region.

There are several potential to increase the efficacy and efficiency of cotton production in the research region beyond what it is now at, according to the analysis of the current study. This can be accomplished by improving farmer-specific input parameters, such as educational attainment, financial availability, extension contract availability, and access to governmental and non-governmental resources, particularly for the management of pests and fertiliser. It was

discovered that cotton crop farmers and merchants were subject to exorbitant commission fees. According to the study's conclusions, improving the physical activities in the market, improving access to the cotton market, and having access to sufficient information about cotton prices are all necessary to address the issues with cotton marketing. Based on the study's findings, additional supplies of fertiliser and pesticides at discounted rates were needed in order to enhance or increase the availability of high-quality cotton seeds at subsidised costs. There was a need for extensive actions, the distribution of credits to cotton farmers in the research region, the provision of compensated prices for cotton harvests, and according to 100 respondents, or 83.33%, all choices were necessary. As a result, the above-mentioned options were crucial to solving the issues with cotton production.

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