



A STUDY ON MARKETING OF BANANA IN GHAZIPUR DISTRICT OF UTTAR PRADESH

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ABSTRACT

Banana is one of the most popular fruits in the world, known for its sweet taste and nutritional value. They grow in tropical areas and are a staple food in many countries. Bananas are rich in essential nutrients like potassium, vitamin C and vitamin B6 that support heart, digestive and overall health. There are many varieties such as Cavendish and Plantain that are rich in starch and are used in cooking. Bananas have many uses in cooking. It can be eaten raw, added to smoothies, baked into bread or cooked into meals. The banana is a herbaceous plant, meaning it does not have a stem and bears fruit in clusters called "arms". Bananas are also economically important and are the main export crop of many tropical countries. Its easy packaging, natural ingredients and energy-boosting properties make bananas one of the most popular snacks. Banana postharvest losses refer to large fruits after harvest due to improper handling, transportation, and storage. These losses can result from cracking, spoilage and over-ripening, leading to reduced economic efficiency and financial losses for farmers. Proper post-harvest practices such as careful handling, good storage and timely handling are important to minimize these losses. Addressing post-harvest losses can improve food security, increase farmers' incomes and reduce waste. The present study titled "A STUDY ON MARKETING OF BANANAS IN GHAZIPUR DISTRICT OF UTTAR PRADESH" In this analysis it was found that banana business involves three business processes: (path-I-producer-consumer), (path-II→producer -Wholesale- consumer), (path-III-producer)-consumer. In channel I, the total marketing cost of channel I is Rs. In figure 30, the variance in channel I is Rs. 30. Marketing success on Channel I. 120%. In channel II, the total market price is Rs. 203. Total business profit of channel II is 325 rupees Variable cost of channel II is 528 rupees Business efficiency of channel II is 6.912%. III 540 rupees Spread III is 753 and trading efficiency of channel III is 4.85%.

Keyword: Price spread, marketing channels, cost, margin, and efficiency of marketing

INTRODUCTION

Banana is one of the most used fruits in the world, known for its sweet taste, easy packaging and nutritional value. Bananas

belong to the Musa genus and grow in tropical and subtropical regions, making countries such as India, Ecuador and the Philippines important producers. The most

popular variety is the Cavendish variety, which dominates the world market. However, there are many varieties, including red banana and plantain; The latter is starchier and is often used in cooking rather than raw. Nutritionally speaking, bananas are a source of energy. Bhaskar N. Patil and A. J. Nirban (2016). They contain important vitamins and minerals, especially potassium, which is important for heart health and protection of muscles and nerves. Bananas also provide vitamin C, vitamin B6 and dietary fiber, which aid digestion and provide quick energy. Their natural sugars combined with fiber make them an excellent choice for boosting energy. Bananas are very versatile in cooking. Gopala and Bipul (2019) . It can be eaten raw, mixed into smoothies, added to cereal, or baked into foods like banana bread. Bananas are an important food in many cultures and are prepared in many ways, including stir-frying, boiling or baking. Bananas are economically important because they are an important export crop for many developing countries and provide income to millions of small farmers. But the banana industry faces challenges, including the risk of diseases such as Panama virus, affecting crops and livelihoods. Chutia and Borah (2017) Additionally, post-harvest losses are also a major problem; Most bananas are wasted due to improper handling, transportation and storage. Improving these practices is critical to reducing waste, improving food safety, and improving economic outcomes for producers.

RESEARCH METHODOLOGY

RESULTS AND DISCUSSION

PATHWAY-I: Producer-Consumer

PATHWAY -II: Producer - Wholesaler – Consumer

PATHWAY -III: Producer- Wholesaler – Retailer – Consumer

Ghazipur districts of Uttar Pradesh had been purposively selected for undertaking the study as have larger place below Banana cultivation in Uttar Pradesh. A list of Banana developing blocks changed into prepared on the idea of land maintaining and arranged in ascending order. Out of the overall Banana developing blocks in Ghazipur district, Zamania block have been decided on randomly. After choice of block, listing of all of the villages have been organized and five villages from the selected blocks were decided on randomly. in this way, 9 villages i.e. five percentage villages have been selected from Zamania block of Ghazipur district. listing of all of the Banana growers of all 5 percentage selected villages in every selected block had been organized in conjunction with their land retaining. The listing turned into rearranged in ascending order primarily based on their land protecting region under banana cultivation. From the list of all banana growers in a block, ten percentage banana growers were randomly selected. in this way altogether 100 banana growers were selected for distinctive study. facts from banana cultivator were accumulated via survey

ANALYTICAL TOOLS

Cost of Marketing

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

Marketing Margin

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

Marketing Efficiency

$$MME = FP / MC + MM$$

Price Spread

$$PS = MC + MM$$

Table 1: Reveals the preferred marketing channel by the respondents.

Sr. No.	Channel Type	No of respondent	Percentage
1	Pathway – I	15	15.00
2	Pathway -II	33	33.00
3	Pathway -III	52	52.00
	Total	100	100.00

Table 1, The research shows that out of 100 samples, 15 (15.00%) prefer to buy and sell bananas from Pathway-I, while 32 (32.00%) prefer to buy and sell bananas from Pathway-II. 52 (52.00%) participants prefer to buy and sell bananas from Pathway-I. Channel-II for banana trading in the study area.

Table 2: marketing value, marketing margin, advertising and marketing efficiency and charge unfold of Banana in Channel-I.

S. No	Particulars	Rs/Quintals
1	Sale price of producer	3600
2	Cost of marketing incurred by the producer	
a	Packing cost	5
b	Packing material cost	3
c	Spoilage and losses	9
d	Miscellaneous charges	13
2	Total cost of marketing	30
3	Actual received by producer	3570
A	Total Marketing cost	30
B	Price spread	30
C	Marketing Efficiency	120%

Table 2, It become stated that the market fee of Banana Canal-I supplied by the manufacturer become Rs 3,600/five and the price obtained by the producer turned into Rs 3,570. subsequently, the total advertising value of Channel I is Rs.30, the spread of Channel I is Rs.30 and the advertising quality of Channel I is Rs.30. 120%

Table 3: marketing value, marketing margin, advertising and marketing efficiency and charge unfold of Banana in Channel-II

S. No	Particulars	Rs/Quintal
1	Acquiring price of wholesaler from producer	3650
2	Marketing expenses incurred by producer	
a	Packing cost	9
b	Transportation cost	14
c	Loading and unloading charges	16
d	Miscellaneous charges	19
	Total Marketing cost	58
3	Actual received by producer	3592
4	Consumer acquiring price	4120
5	Marketing expenses by wholesaler	
a.	Expense for loading and unloading	20
b.	Shipping expense	25
c.	Grading and sorting	20

d.	Miscellaneous expenses	20
e.	Spoilage and losses	60
	Total Marketing expenses	145
6	Profit of Wholesaler	325
A	Total Marketing expenses	203
B	Total profit margin	325
C	Spread in the price	528
D	Efficiency in marketing	6.91%

Table 3, The manufacturer is reportedly offering Banana Channel-II at a market price of Rs. 3650/quintal and the market price incurred produce is Rs. 58, The actual price received by the manufacturer in Pathway-II is Rs.3592 and the market price incurred by the wholesaler in Pathway-II is Rs.3592. 145, the profit of the wholesaler from the sale of 1 quintal banana in Pathway-II is 325, i.e. the price offered by the wholesaler to the consumer is Rs. Finally, in Pathway II, the total market capitalization is Rs.4120 Cr. 203, the total economic benefit of Pathway-II is Rs. 325, transmission on Channel-II is Rs. 528

Table 4: Marketing cost, Marketing margin, Marketing efficiency and Price spread of Banana in Channel-III.

S. No	Particulars	Rs/Quintal
1	Acquiring price of wholesaler	3650
2	Marketing expenses by producer	
a	Packing cost	9
b.	Transportation cost	14
c.	Loading and unloading charges	16
d.	Miscellaneous charges	19
	Total Marketing cost	58
3	Actual received by producer	3592
4	Acquiring price of Retailer	4010
5	Marketing expenses by wholesaler	
a	Loading and unloading expenses	20
b	Grading and sorting charges	20
c	Spoilage and losses	30
	Total Marketing cost	70
6	Profit of wholesaler	290
7	Acquiring price of consumer	4345
8	Marketing expenses by retailer	
a.	Loading and unloading expenses	20
b.	Shipping charges	15
c.	Miscellaneous charges	20
d.	Spoilage and losses	30
	Total Marketing cost	85
9	Profit of Retailer	250
A	Total Marketing expenses	213
B	Total profit margin	540
C	Spread in the price	753
D	Efficiency in marketing	4.85%

Table 4, The market price of banana in Channel-III as reported by the producers is Rs. 3650/quintal and the resulting market price of the product is Rs. 58, the amount received by manufacturers under Pathway-III is Rs. 3592 The market price of the wholesaler in Channel-III is Rs.70 and the profit earned by the wholesaler from marketing 1 quintal banana in Channel-III is Rs. 290, selling to wholesale retailers for Rs. 4010. The SP of the market to the consumer is Rs 4345, the economic profit of the market from the sale of 1 quintal banana from Channel-III was Rs 250 and the market value of the retailers was Rs 85. Finally, the total trading value of Channel III is 213 rupees, the total trading profit of Channel III is 540 rupees, the spread of Channel III is 753 rupees, and the trading quality of Channel III is 4.85%.

CONCLUSION

A complex network of opportunities and difficulties is shown by research on the reduction in banana output in the Uttar Pradesh district of Ghazipur. The banana market is associated with local and regional power; local markets are the main absorption points and regional markets drive expansion. However, this practice yields a poor product that leads to significant post-harvest benefits. These losses are attributed to inadequate storage, poor transportation, poor quality of bananas and market fluctuations. The lack of proper storage facilities causes farmers to sell their produce quickly, often at low prices. Poor road connections and the use of less refrigerated vehicles can lead to damage and waste during transport. The negative outcome of bananas required rapid and effective marketing, but weak markets and lack of cooperation hampered this process. Solving these challenges requires collaboration across technology, infrastructure and policy interventions.

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