



STUDY ON MARKETING OF LITCHI IN MUZAFFARPUR DISTRICT OF BIHAR

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ABSTRACT

The study focuses on Study on Marketing of Litchi in Muzaffarpur District of Bihar. The study reveals that the majority of respondents in the study were in marginal farm size categories, with the majority being young, middle, and old age. The majority of respondents were male, and the majority were living in nuclear or joint families. The average annual income category was categorized into those with less than 1 lakh, those with 1-2.5 lakh, 2.5-5 lakh, and more than 5 lakhs. Among the 100 respondents, 13 preferred channel I for buying and selling Litchi through channel-I, 36 preferred channel-II, and 51 preferred channel-II. Channel I had a total marketing cost of Rs. 370, a marketing margin of Rs. 510, and a marketing efficiency of 2.15%. Channel-II had a total marketing cost of Rs. 590, a price spread of Rs. 710, and a marketing efficiency of 1.83%. Channel-III had a total marketing cost of Rs 720. The study identified five major constraints in marketing of Litchi in the study area: low market price, irregular payment by purchasers, lack of transportation facility, market information, and storage facility.

Keywords: *Selective herbicide, Axial, Consumer buying behaviour; Indian economy.*

INTRODUCTION

Lychee is a perennial fruit famous for its sweet, healthy and nutritious juice. Lychee cultivation is limited to one of the countries in the world with an area of 773,000 hectares and a production of 2.337 million tons. India and China produce 91% of the world's lychee production. Bihar is the first state in India to produce lychee. During 2009-2010, the state produced 2,15,130 tonnes, followed by West Bengal (74,900 tonnes), Assam (24,400 tonnes), Jharkhand (16,500 tonnes) and Odisha (11,900 tonnes). India is the second largest producer of lychee after

China, but the country's production is quite better than China. Lychee occupies an important place in the horticultural landscape of Bihar due to its limited area and share in the total production of the country. Lychee is grown in 27 districts of Bihar, covering an area of 30,600 hectares. Area, yield 2,15,100 tonnes, productivity 7.0 tonnes/ha. lychee is widely grown in regions like Muzaffarpur, samstipur, pachim champaran and Sitamarshi.

(Source: Indian Horticulture Database, 2015-16)

METHODOLOGY

Primary Data: The core data was gathered directly from farmers during the 2023-2024 agricultural year. Structured questionnaires were used to interview a random sample of Mushahari block Litchi producers. This block was chosen for its large Litchi producing area. The sample included 10% of Litchi producers in randomly selected villages in the Mushahari block. Based on land size, farmers were divided into marginal, small, semi-medium, medium, and large categories.

Secondary Data: It was collected to better understand the problem. This included government records, KVK reports, books, journals, and relevant websites. Primary and secondary market offices provided wholesaler and retailer data.

ANALYTICAL TOOLS

Different statistical approaches were used to analyse the data:

Chi-Square Test: This test examined the relationship between consumer behaviour data and theoretical model predictions. It helped identify statistically significant farmer buying trends.

Marketing Cost: All expenses, in cash or in kind, incurred by producers, sellers and various intermediaries involved in the purchase and sale of goods for commercial purposes, reach the final product to the consumer.

Market Margin: This is the difference between the broker's (*i-th organization*) total payout (*price + purchase price*) and profit (*selling price*). Profit is not enough for the average person (Ami).

Price Spread: It is the difference between two prices: the price paid by consumers and the price received by producers.

Garrett Ranking: Several consumer behaviour factors were assessed using this technique. By scoring and ranking farmer responses, it helped prioritize the most important elements influencing their purchase decisions. This comprehensive approach aimed to examine Fatehabad wheat producers' perspectives, assessments, and purchase decisions concerning Axial herbicide. Using primary and secondary data and careful statistical analysis, this was achieved.

RESULT AND DISCUSSION

Table 1. Marketing channel involved in the marketing of Litchi.

Channel – I: Producer/Farmer → Local Traders → Wholesaler → Consumer

Channel -II: Producer/Farmer → Wholesaler → Retailer → Consumer.

Channel -III: Producer/Farmer → Pre-Harvest Contractor → Wholesaler → Retailer → Consumer.

Table: Reveals the preferred marketing channel by the respondents.

S. No.	Channel Type	No of respondent	Percentage
1.	Ch - I	13	13.00
2.	Ch - II	36	36.00
3.	Ch - III	51	51.00
	Total	100	100.00

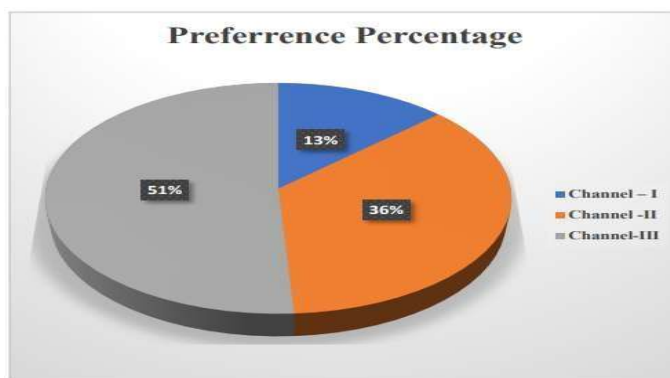


Fig. 1. Preference Percentage

The research showed that 13 out of 100 samples (13.00%) wanted to buy and sell lychee from Channel 1, 36 (36.00%) wanted to buy and sell lychee from Channel II, and the remaining 51 (51.00%) wanted to buy and sell lychee from Channel II.) indicates that he wants to buy and sell lychees from Channel 1. Pipeline for the purchase or sale of lychee in the study area -II.

Table 2. Constraints in marketing of Litchi.

S. No.	Constraints	Garret Score	Ranking
1.	Low Price	35.70	I
2.	Irregular Payment	30.50	II
3.	Lack of transportation Facility	19.40	III
4.	Lack of Market Information	07.30	IV
5.	Lack of Storage Facility	05.00	V

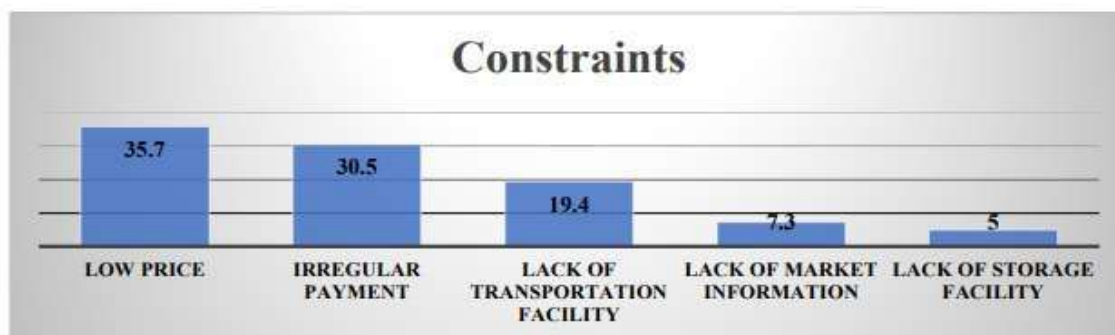


Fig. 2. Graphical representation of constraints in Marketing of Litchi.

This study revealed that, at the time of study, there were five important factors limiting the commercialization of lychees in the study area. All problems identified by farmers were analysed with Garrett sequencing technology. 35.70 The market price of lychee is low and farmers get less money from the market, so its content is lost. Illegal payments made by lychee buyers account for approximately 30.50 points of the total score, making it the second biggest economic problem faced by lychee producers. Complain about the lack of traffic around 19.40 in the evening. Another problem is the lack of business information, no warehouse, and the points are around 07.30 and 05.00.

CONCLUSION

The marketing of Lychee in Muzaffarpur district of Bihar encapsulates a multifaceted landscape characterized by both opportunities and challenges. At its core, the marketing of Litchi in this region underscores the pivotal role agriculture plays in the local economy and livelihoods of farmers. Litchi cultivation in Muzaffarpur benefits from favourable agro-climatic conditions, contributing significantly to the overall agricultural output of the district. However, the marketing ecosystem presents several intricacies that warrant attention. Firstly, the lack of robust infrastructure poses a notable challenge. The absence of adequate storage facilities and transportation networks hampers the efficiency of the Litchi supply chain, leading to post-harvest losses and diminished returns for farmers. Moreover, the reliance on traditional marketing channels exacerbates issues of price volatility and exploitation, leaving farmers vulnerable to market fluctuations and middlemen manipulation. Addressing these structural deficiencies necessitates concerted efforts from both governmental and non-governmental stakeholders to invest in modernizing infrastructure and promoting transparent, fair-trade practices. Furthermore, the marketing dynamics of Litchi in Muzaffarpur are influenced by broader economic forces and policy frameworks. Fluctuations in global commodity prices and government policies related to agricultural subsidies and trade agreements exert significant influence on local market conditions. Consequently, farmers often find themselves navigating a complex web of market uncertainties, necessitating 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 imperative to empower them to effectively navigate market dynamics and maximize their returns. Despite these challenges, there exist promising opportunities to enhance the marketing of Litchi in Muzaffarpur. The growing demand for Litchi-based 45 products in various industries, including food processing, jam and Jelly production, presents avenues for diversification and value addition.

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