



# STUDY ON MARKETING OF MAIZE IN ETAH DISTRICT OF UTTAR PRADESH

Daya Prakash<sup>1</sup> and Jayant Zechariah<sup>2</sup>

<sup>1</sup>MBA (Agribusiness), Department of Agricultural Economics Sam Higginbottom University of Agriculture Technology and Sciences, Prayagraj, Uttar Pradesh.

<sup>2</sup>Assistant Professor, Department of Agricultural Economics, Sam Higginbottom University of Agriculture Technology and Sciences, Prayagraj, Uttar Pradesh.

Corresponding author: [22mbaab232@shiats.edu.in](mailto:22mbaab232@shiats.edu.in)

<https://doie.org/10.1105/AE.2024140627>

## ABSTRACT

*The study is dedicated to the marketing of maize in the field of Etah district of Uttar Pradesh, in particular in the block shitalpur. The sample was made up of 90 respondents of six villages selected at random. The study found that majority of the respondents were classified as marginal farmers, with a high proportion of young farmers and a high proportion of female farmers. The study also revealed that maize marketing in the region involves three marketing channels that are explained below. According to the survey most significant constraints faced in selling of maize in Etah Uttar Pradesh include price volatility, lack of price information, unfair trade, high market fees, transportation costs, lack of credit opportunities, lack of markets, lack of market information and intelligence.*

**Keywords:** Maize, Marketing Channels, Marketing Constraints, Marketing Efficiency.

## INTRODUCTION

The most popular crop in the world, maize is a versatile cereal grain that is extensively grown throughout Central America. Because of its great genetic production potential and adaptability to a variety of seasons, ecologies, and uses, it is referred to as the "queen of cereals." Another significant industrial raw material that has potential for value addition is maize. China produces more than 20% of the world's maize, but the United States produces the most, accounting for about 35% of the total. Maize has profound cultural and spiritual significance for indigenous peoples across the Americas, serving as a dietary staple and a symbol of cultural identity. The arrival of

European explorers in the 15th century initiated the process of global dissemination of maize, which has since become a global commodity crop. Maize exhibits remarkable genetic diversity, with thousands of landrace varieties adapted to different agroecological regions and farming systems. Modern maize breeding programs have developed hybrid and genetically modified varieties with enhanced productivity, pest resistance, and nutritional quality. Maize is a versatile crop that can thrive in a wide range of agroecological zones, and its cultivation involves various agricultural practices tailored to local conditions. Traditional farming methods such as intercropping,

crop rotation, and agroforestry are still prevalent in many regions, promoting biodiversity and soil fertility. Modern agricultural techniques such as mechanization, precision farming, and genetic engineering have revolutionized maize production, increasing yields and efficiency. Millions of smallholder farmers depend on maize for their livelihoods; it is a staple food and a source of revenue in developing nations. However, maize farmers face several difficulties due to socioeconomic differences, market volatility, and climate uncertainty, especially in vulnerable areas with limited access to infrastructure, resources, and technology. To overcome these obstacles, sustainable farming techniques that support biodiversity, soil health, and climate change resistance must be used, such as crop rotation, integrated pest control, conservation tillage, and agroecological methods.

**OBJECTIVES OF THE STUDY**

1. To examine marketing cost, marketing margin, marketing efficiency, and price spread in the marketing of Maize.
2. To assess the limitations in marketing Maize and suggest suitable measures.

**MATERIALS AND METHODS**

This study aims to assess the marketing of maize in the agro-friendly Shitalpur block of the Etah district. It selects 5% of the 104 villages based on cultivation area and classifies randomly chosen farmers into marginal, small, medium, and large groups. The analysis focuses on two primary markets, Mirahachi and Marehra, considering market functionaries as well. Data is collected through surveys and various secondary sources during the 2023–2024 agricultural year, involving interviews with middlemen, farmers, and maize channel partners.

**RESULTS AND DISCUSSIONS**


**Table 1: Shows the different parameters. CHANNEL 1**

Producer		Consumer
Serial Number	Specifications	Maize Value expressed in rupees/100 kg
(1)	generates money for the consumer	2065
2	Producer-incurred marketing expenses	
a	The Loading and Unloading fee	7
b	Charge for weighing	11
c	Labor charge	6
d	Packing charge	4
e	Packaging material cost	9
f	Miscellaneous charges	8
(A)	<b>Total Marketing Cost (a-f)</b>	<b>45</b>
	<b>Net price received by the producer</b>	<b>2020</b>
(B)	Marketing efficiency	44.89%
(C)	<b>Price Spread</b>	<b>45</b>

The above table shows the price of one quintal of maize marketed to consumers through channel 1 is Rs. 2065, the producer's marketing costs in the marketing of one quintal of maize are Rs. 45, the marketing efficiency of one quintal of maize in channel 1 is 44.89%, and the prices spread in the marketing of one quintal of maize by the table are Rs. 45.

**Table 2: Shows the multiple parameters that are calculated below by channel**


**CHANNEL II**

		
Serial number	Specifications	Maize
		Value in Rupees/Quintal
1A	Manufacturer sale price to distributor	2015
B	Producer's marketing expenses	45
C	The producer's net price	1970
2	Prices for consumers at wholesalers	2515
A	<b>Expenses borne by the wholesaler</b>	
a	loading and unloading fees	5
b	Transport up to the store	5
c	Charge for weighing	7
d	Toll fee	5
e	conveyance	5
f	Losses and Other Expenses	2
	<b>Total Cost(a-f)</b>	<b>30.00</b>
3	Wholesaler's margin	470
4	Paid price of consumer	2515
A	Total expense for marketing	75
B	Total margins for marketing	470
C	<b>Marketing Efficiency</b>	<b>3.61%</b>
D	<b>Price Spread</b>	<b>545</b>

According to Table 2, the marketing price of maize is Rs.2015, one quintal from producer to wholesaler. The producer's marketing expense for selling one quintal of corn to a wholesaler is Rs. 45. For one quintal of corn, the producer obtained a net price of Rs. 1970. The wholesaler charges consumers Rs 2515 per quintal for a quintal bag of maize. In the end, 3.61% is the marketing efficiency of marketing one quintal of maize through channel 2. Selling 1 quintal of maize through channel 2 will cost you Rs. 75 in total marketing costs. Selling 1 quintal bag to a customer through channel 2 would earn you Rs. 470 in total market margin. The cost difference for marketing 1 quintal bag through channel 2 will cost you Rs. 545.

**Table 3: Shows all parameters explained below by channel 3**

**CHANNEL III**

			
Serial number	Specifications	figures in Rupees/ 100 kg of Maize	
<b>1a</b>	Manufacturer sale price to distributor	<b>2015</b>	
<b>B</b>	Producer's marketing expenses	<b>45</b>	
<b>C</b>	The producer's net price	<b>1970</b>	
<b>D</b>	Selling price from distributor to Retailer	<b>2415</b>	
<b>2</b>	<b>Expenses borne by the wholesaler</b>		
<b>a</b>	Loading & Unloading fee	<b>5</b>	
<b>b</b>	Transport up to the store	<b>4</b>	
<b>c</b>	Charges for Weighing	<b>5</b>	
<b>d</b>	Toll fee	<b>4</b>	
<b>e</b>	conveyance	<b>5</b>	
<b>f</b>	Losses and Other Expenses	<b>5</b>	
	<b>Total Cost (a-f)</b>	<b>28</b>	
<b>3</b>	Wholesaler's margin	<b>400</b>	
<b>4</b>	Village Merchant/Retailer's Margin	<b>385</b>	
<b>5</b>	Paid price of consumer	<b>2800</b>	
<b>A</b>	Total expense for marketing	<b>73</b>	
<b>B</b>	Total margins for marketing	<b>785</b>	
<b>C</b>	<b>Marketing efficiency</b>	<b>2.50%</b>	
<b>D</b>	<b>Price Spread</b>	<b>830</b>	

**Table 3**, shows that the producer's net price after marketing one quintal of maize through channel 3 is Rs. 1970, and the producer's marketing costs for marketing one quintal of maize are Rs. 45, and the selling price of one quintal of maize from producer to wholesaler is Rs. 2015. One quintal bag of maize provided by the wholesaler had a marketing price of Rs. 2515; the wholesaler's marketing expenses for one quintal of maize were Rs. 28, and each quintal of maize generated a profit of Rs. 400. Retailer profit margin per quintal of maize sold to customers is Rs. 385, with a quintal of corn costing Rs. 2800. In conclusion, the consumer is being sold corn for Rs. 2,800. The total amount spent on marketing one quintal of corn via channel three.

**Table 4: Constraints in marketing of maize faced by the producer.**

Serial. No.	Particulars	Frequency	Ranking
1	Changes in price	56.91	I
2	Insufficient pricing information	51.61	II
3	Malpractices by traders	51.04	III
4	High market charges	50.12	IV
5	High charges for transportation	49.08	V
6	Lack of transportation	46.51	VI
7	Insufficient credit resources	44.37	VII
8	Absence of a market yard	42.13	VIII
9	<b>Lack of market information and intelligence</b>	<b>40.1</b>	<b>IX</b>

**Table 4**, lists the nine constraints encountered in the marketing of maize in Etah district, Uttar Pradesh: Price fluctuation, with the highest score of 56.91 ranked I; lack of price information, with a score of 51.61 ranked II; traders' malpractices, with a score of 51.04 ranked III; high market prices, with a score of 50.12 ranked IV; high transportation costs, with a score of 49.08 ranked V; lack of transportation, with a score of 46.51 ranked VI; lack of credit facilities, with a score of 44.37 ranked VII; lack of market yard, with a score of 42.13 ranked VIII; and finally, lack of market information and intelligence, with a score of 40.10 ranked IX.

**Table 5: Major production constraints faced by farmers who grow maize**

Serial. No.	Production Constraints	Garrett's score	Rank
1	The high cost of pesticides and insecticides as well as a lack of knowledge about them	55.17	I
2	high input costs associated with growing maize	55.03	II
3	Lack of manures and fertilizers	54.83	III
4	Increased production costs	52.22	IV
5	Lack of labor when needed and expensive labor costs	49.39	V
6	Insufficient supply of high-quality seed	48.3	VI
7	Inability to obtain credit	46.01	VII
8	<b>ignorance of modern methods and technologies</b>	<b>39.33</b>	<b>VIII</b>

**Table 5**, Table 4.12 reveals main production limits faced by maize farmers, including ignorance, high input costs, shortage of manures and fertilizer, higher production costs, labor shortages, lack of quality seed, lack of credit availability, and lack of awareness about new technology and practices.

## CONCLUSION

The marketing landscape for maize has evolved significantly due to innovative strategies and changing consumer preferences. Maize has been rebranded as a versatile and health-conscious choice, appealing to a diverse demographic. Digital marketing channels, particularly social media, have reinvigorated maize's image, creating engaging campaigns that highlight its culinary adaptability and health benefits. The rise of gourmet and artisanal food trends has further propelled maize into the spotlight, positioning it as a premium product with unique flavor profiles. Sustainability and ethical sourcing have become integral components of maize marketing, resonating with environmentally conscious consumers. Collaborative marketing efforts, such as partnerships with chefs and influencers, have elevated maize's status and expanded its reach. However, challenges such as global supply chain disruptions and fluctuating agricultural conditions pose ongoing concerns for the maize industry. The future of maize marketing lies in its ability to sustain this momentum while maintaining a commitment to quality and ethical practices.

## REFERENCES

**Alejo, S. Carvajal, and A. Saavedra, L. (2019).** Artisanal agricultural food production in the south of Guanajuato and the role of professionals in food production and marketing (Diagnosticoy alternativas dedesarrolloagroindustrial)[Spanish] RevistaChapingo.SerieIngenieriaAgropecuaria, 4(2):63-65.

- Chahal, S. S. and PoonamKataria (2019).** Constraints in the production and marketing of maize in Punjab, IgricultureLipadine 3(1/2) 226-256
- Dixit, J.; Shukla, R.M. and Khan, J.N. (2019).** Mechanization possibilities of maize cultivation in hilly regions of Jammu and Kashmir State of India Agricultural Mechanization in Asia, Africa and Latin America: 41(3):59-63.
- Kabir, M. J. Haque, M. N. Islam, M. M. Sarker, K. S. and Mandal, S. N. (2021)** Profitability, marketing channel and constraints of production of winter and summer maize in some selected areas of Bangladesh Journal of Subtropical Agricultural Research and Development: 2(2):59- 65.
- Karanja, D. D. Renkow, M. Crawford, and E. W. (2021).** Welfare effects of maize technologies in marginal and high potential regions of Kenya. (Special issue: Returns to investment in plant genetic resource conservation and crop improvement.
- Mason, N. M. Jayne, and T. S. Myers, R. J. (2021).** Smallholder supply response to marketing board activities in a dual channel marketing system: the case of Zambia. Journal of Agricultural Economics: 66(1) 36-65.
- Sanjay Kumar Grover, and D. K. (2022).** Maize (fodder) in Punjab: an economic analysis. Indian Journal of Agricultural Rescarcér, 48(4):307-312.

**Sarasutha, I. P. (2022).** Farming and marketing management of maize at production center. [Indonesian] JurnalPenelitiandeml'engembanganP ertanian, 21(2):39-47.

**Singh, M.K.; Bishon, Pradhan; Sharma, K.R.; and Dayaram. (2023).** Correlates of productivity of field crop in Sikkim. Environment and Ecology: 27(4):1625-1627.

**Verma, A. R. (2023).** Economies of production, resource use efficiency, marketing and constraints of maize in tribal district Dhar of Madhya

Pradesh, Agricultural Marketing. 46(4):13-22

**Yadav, S. N.; Chandra, R.; Khura, T. K.; Chauhan, and N.S. (2023).** Energy input-output analysis and mechanization status for cultivation of rice and maize crops in Sikkim. Agricultural Engineering International: CIGR Journal; 15(3):108-116.

\*\*\*\*\*