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AN ECONOMIC ANALYSIS ON MARKETING OF BLACK GRAM IN SHAHJAHANPUR DISTRICT OF UTTAR PRADESH

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ABSTRACT

The study titled "Economic Analysis of Black Gram Marketing in Shahjahanpur District, Uttar Pradesh" aimed to evaluate the marketing system, price structure, and efficiency of black gram marketing channels in the region. Shahjahanpur was selected due to its prominence in black gram cultivation, and Jalalabad block was chosen for its high production potential. A sample comprising 5% of black gram-growing villages from the block was taken, and 10% of farmers from those villages were randomly selected in proportion to their population. The study identified two main marketing channels: Channel I (Producer → Wholesaler → Consumer) and Channel II (Producer → Retailer → Consumer). In both channels, producers received ₹7,398 per quintal. In Channel I, consumers paid ₹8,476 per quintal, with a marketing cost of ₹488, a marketing margin of ₹590, and a total price spread of ₹1,078, resulting in a marketing efficiency of 6.86%. In Channel II, the consumer paid ₹9,097 per quintal, leading to a lower marketing efficiency of 4.35%. Data for the analysis was collected during the 2024–25 farming year through structured personal interviews with selected farmers.

Keywords: Black gram, Marketing efficiency, Price spread, Marketing cost.

INTRODUCTION

Scientifically known as Vinya Mango and commonly known as Urad Dal, black gram was a significant pulse that grew widely in states such as Uttar Pradesh, Madhya Pradesh, Maharashtra and Tamil Nadu, among other things. It belongs to the legume family and is nutritious of the double benefits, so the ability to enrich soil fertility through nitrogen fixation played an important role in Indian agriculture. Blackgrams were traditionally grown during the Khalif and Rabbis seasons in irrigated and rainy conditions. Requires minimal input for a short period of time, and was suitable for limits and limit areas. It was rich in protein, iron, calcium and other important nutrients. It was an important part of the vegetarian diet and was widespread in a variety of processed forms, such as whole grains, splitting and flour. In addition to human consumption, black grams contributed to livestock feeding and green fertilizer. Due to low investment requirements and reliable returns, his cultivation supported enormous support for living in rural areas, especially for small and surrounding farmers. The harvest also contributed significantly to India's pulse economy and nutritional security. Demand in both domestic and international markets remained constant due to the versatility and nutritional benefits of the culinary.

RESEARCH METHODOLOGY

The methodology for selecting the district, block, villages, and respondents involved a blend of purposive and random sampling approaches. Shahjahanpur district was deliberately selected to reduce operational difficulties and save time for the researcher. Within the chosen district, Jalalabad block was identified based on its widespread black gram cultivation and the active involvement of the local farming community in its production. A detailed list of villages within the block was compiled, and from this, five percent of the villages with a considerable number of black gram growers were randomly picked. Afterward, a comprehensive list of black gram cultivators from these selected villages was prepared and categorized into five groups according to landholding size: Marginal (less than 1 hectare), Small (1 to 2 hectares), Semi-medium (2 to 4 hectares), Medium (4 to 10 hectares), and Large (above 10 hectares). From this classification, a total of 100 farmers were chosen using proportionate random sampling to ensure balanced representation. To evaluate various aspects of the marketing process, including marketing cost, margin, price spread, and efficiency, the study also included 5 producers, 10 wholesalers, 5 retailers, and 5 consumers. Primary data were gathered through face-to-face interviews using a well-structured and pre-tested interview schedule, while secondary information was sourced from relevant literature, published documents, research papers, government publications, and records maintained at the district and block level. The data were processed and analyzed using appropriate statistical tools to maintain the precision and credibility of the results. The entire data collection process was conducted during the agricultural year 2024–2025.

Analytical Tools

1. **Cost of Marketing**

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

2. **Margin of Market**

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

3. **Spread in Price**

Marketing Cost + Market Margin

4. **Efficiency of Marketing**

$$= \frac{\text{Price received by producer}}{\text{Marketing Cost + Marketing Margin}}$$

RESULTS AND DISCUSSION

Table 1: Reveals the preferred marketing channel and disposition pattern by the respondents.

S. No.	Channel Type	No of respondent	Percentage (%)
1.	Channel – I	21	**21.00**
2.	Channel -II	79	**79.00**
Total		**100**	**100.00**

Table 1: The study identified two main marketing channels for black gram in Shahjahanpur District, Uttar Pradesh. Channel-II, which follows the sequence Producer → Wholesaler → Retailer → Consumer, emerged as the dominant route, with 79.00 percent of the sampled respondents utilizing this pathway to sell their produce. Conversely, Channel-I, structured as Producer → Wholesaler → Consumer, was less commonly used, with only 21.00 percent of farmers preferring it. This distribution underscores the significant role of intermediaries, particularly retailers, in the marketing process of black gram within the region, indicating a strong reliance on multi-tiered marketing structures among farmers.

Table 2: Marketing costs, marketing margins, price distribution, and marketing efficiency in Blackgram marketing Channel-I

S. No.	Particulars	Black Gram (₹/Quintal)
	Producer's Selling Price to Wholesaler	7,695
2	**Producer's Marketing Expenditure**	
(i)	Packing Charges	19
(ii)	Cost of Packaging Material	31
(iii)	Transportation Charges	24
(iv)	Market Fee	50
(v)	Labour Expenses	38
(vi)	Loading and Unloading Charges	25
(vii)	Weighing Charges	15
(viii)	Miscellaneous Expenses	95
	Total Marketing Cost (i–viii)	**297**
	Net Earnings of Producer	**7,398**
	Wholesaler's Selling Price to Consumer	8,476
3	**Retailer's Marketing Expenses**	
(i)	Loading and Unloading	18
(ii)	Delivery to Retail Point	13
(iii)	Weighing Charges	10
(iv)	Town Entry Charges	30
(v)	Transportation Cost	45
(vi)	Losses and Miscellaneous	75

Table 2: This study showed Channel-I (producer wholesaler consumer) was selling price for black grams from producer to wholesaler Rs. 7695 per quintal. The marketing cost of the producers for marketing a quintal of Blackgram was Rs. 297. The wholesaler sold black grams to consumers at a price of Rs. 8,476 per Quintal. This corresponds to the marketing costs of Rs. 191. The wholesaler end was calculated in Rs. 590 Quintal. As a result, the total marketing cost of Channel I Rs. 488, the entire marketing period was rupee. 590. The price for Channel I was Rs. Marketing performance for 1078 and this channel was calculated to be 6.86%.

Table 3: Marketing costs, marketing margins, price distribution, and marketing efficiency in Blackgram marketing Channel II.

S. No.	Components	Black Gram (₹/Quintal)
1	Selling Price from Farmer to Wholesaler	7,695
2	**Producer's Marketing Expenses**	
(i)	Cost of Packaging	19
(ii)	Packaging Material	31
(iii)	Transportation	24
(iv)	Market Charges	50
(v)	Labour Expenses	38
(vi)	Loading & Unloading	25
(vii)	Weighing Charges	15
(viii)	Other Miscellaneous Costs	95
	Total Producer's Marketing Cost (i–viii)	**297**
	Net Amount Received by Producer	**7,398**

3	Wholesaler's Sale Price to Retailer	8,431
4	**Wholesaler's Marketing Expenses**	
(i)	Loading & Unloading	25
(ii)	Grading	21
(iii)	Packaging	38
(iv)	Market Fee	37
(v)	Losses and Other Costs	75
	Total Wholesaler Marketing Cost (i–v)	**196**
	Profit Margin of Wholesaler	**540**
5	Retailer's Sale Price to Consumer	9,097
6	**Retailer's Marketing Expenses**	
(i)	Weighing Charges	24
(ii)	Loading & Unloading	33
(iii)	Town Entry Fees	30
(iv)	Delivery to Retail Outlet	37
(v)	Miscellaneous Costs	97
	Total Retailer Marketing Cost (i–v)	**221**
	Retailer's Profit Margin	**445**

Table 3: It shows that the selling price from Black Gram from producer to wholesaler is Rs. 7695/ QUINTAL, marketing costs incurred by producers in marketing. 1 Quintal Schwarzer Gramm is paragraph 297. The selling price from Black Gram from wholesalers to retailers is 8,431, the marketing cost incurred by wholesalers, margin of 196, and the wholesalers' margin of 540 paragraph 540, and the prizes from Black Gram from retaliators to consumer Rs are sold. 9097, Marketing costs incurred by retailers, Rs. Retailer Marge is paragraph 445. Finally, the total marketing costs of Channel II Rs. 714, Channel II's overall marketing range is Rs 985, and Channel II's price is Rs. 1699 Marketing finances are 4.35%.

Table 4: Comparison of marketing costs, marketing margins, price distribution and marketing fulfillment in Blackgram marketing through Channel I and Channel II in the study area.

S. No.	Particulars	Channel I (₹/quintal)	Channel II (₹/quintal)
1	Net Price Received by Producer	7,398	7,398
2	Price Paid by Consumer	8,476	9,097
3	Total Marketing Cost	488	714
4	Total Marketing Margin	590	985
5	Price Spread	1,078	1,699
6	Marketing Efficiency (%)	6.86	4.35

Table 4: Comparison of marketing costs, marketing margins, price distribution and marketing fulfillment in the marketing of Channel I and Channel II Blackgram shows different differences. In Channel I, where the manufacturer sells to wholesalers and the products reach consumers, the net price received by the manufacturer was Rs. 7398, which means that the consumer pays Rs. 8476. The total marketing cost was Rs. 488 And the marketing margin was Rs. This leads to a price distribution of 590, Rs. 1078. Channel I marketing efficiency was calculated at 6.86%. In contrast, Channel II, which includes producers, wholesalers, retailers and consumers, had a net price from

Rs. 7398 for manufacturers, consumers paid Rs. 9097. The total marketing cost for Channel II was Rs. 714 with a marketing range of Rs. Price distributions in 985 and paragraph 1699. Channel II's marketing efficiency was 4.35% lower. Therefore, Channel I showed higher marketing efficiency with reduced costs, but increased price distribution and margins for Channel II, but reduced marketing achievement.

CONCLUSION

The study on Blackgram marketing in Shahjahanpur district has provided important insights into the efficiency and structure of two major marketing channels. Channel I, involving producers and wholesalers, showed a high marketing efficiency of 6.86% in total marketing costs from Rs. Price distribution of 488 and Rs. 1078. The marketing span for this channel is low at Rs. The 590 makes for a relatively efficient route for manufacturers. Meanwhile, Channel II, which includes wholesalers, retailers and consumers, showed a low marketing efficiency of 4.35% despite having a high marketing range from Rs. 985 and larger prices of Rs. 1699. The net prices received from the manufacturer were the same for both channels, but increased marketing costs and margins for Channel II resulted in reduced efficiency. The results showed that the majority of farmers preferred Channel II, but Channel I proved to be cheaper and more efficient. This study highlighted the need to improve the marketing efficiency of Channel II, indicating that reducing intermediary costs could benefit both producers and consumers. Overall, Channel I became cheaper to improve marketing fulfillment and cost reductions, while Channel II offered a higher margin, but at the expense of efficiency.

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