

AN ECONOMIC ANALYSIS ON MARKETING OF PADDY (ARIZE) IN SONBHADRA DISTRICT OF UTTAR PRADESH

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ABSTRACT

The survey, entitled "Economic Analysis for Marketing, 6444 Gold in Sombadra District by Uttar Pradesh," was conducted 120 respondents in Miorpur Bloc, Uttar Pradesh, between 2022 and 2023. The trial showed that two marketing channels from the Arize 644 Gold were active in the region: Channel 1 (Producer Whale Consumers) and Channel 2 (Producer - Alcohol Retailer Consumers). The preferred choice among respondents was Channel 2. Channel 1, total marketing cost of Rs. Marketing span of Rs 113. 254. The marketing efficiency of Channel 1 was calculated at 3.11%, with price distribution splitting being Rs. 217. Channel 2, meanwhile, was incurred by the total marketing cost of Rs. Marketing span of Rs 152. 291. Channel 2 had a marketing efficiency of 2.75%, and the price distribution distributor was Rs compatible. 293.

Keywords: Marketing efficiency, marketing margin, marketing costs, price distribution.

INTRODUCTION

Scientifically known as *Oryza sativa*, paddies serve as the main staple food of important parts of the world population, especially in southern and eastern Asia. In terms of production, India holds second place worldwide, with a share of 21.6%, and China's is only 28.8%. This correlation of consumption and production is also evident between these two countries. In response to the escalation of rice demand, a variety of development technologies are being continuously introduced. Hybrid Paddy is characterized as the most practical and adaptive technique for a number of genetic strategies aimed at improving yield and productivity. Studies have confirmed that hybrid rice seeds can be an additional 30% compared to normal seeds. China's success over the past 25 years has produced an

additional 300 million tonnes of hybrid reading, serving as a compelling example. Considering the intrinsic harvest region of India, which is the largest for China and Indonesia, it could be an essential change in this context. Therefore, the private sector has been found to be the dominant player in the seed industry in Bihar. One of the biggest players is Bayer Crop Science. The company specializes in the development and production of hybrid seeds. Currently, research, development and marketing of several products of various types such as grains, vegetables, fruits and more. They are in demand for seasonal and seasonal activities to attract new customers in the region. Arize 6444 Gold is a variety of hybrid rice developed by Bayer Crop Science. It should provide high profitability, excellent grain

quality, and strong disease resistance. This species fits well with many growth conditions and can be grown in many regions around the world. The Arize 6444 gold variant is particularly known for its exceptional grain quality, including its appearance, taste and cooking properties. It is a popular option among farmers who want to maximize revenue and achieve better economic benefits.

RESEARCH METHODOLOGY

Selection of the District

Uttar Pradesh has 75 districts and 18 divisions. This Sonbhadra district of Uttar Pradesh was intentionally selected for the present study. The agricultural state of the Sonbhadra district is suitable for cultivating rice. Farmers in this area have been cultivating rice for several years.

Selection of Block

Sonbhadra district comprises ten blocks, out

of which the Myorpur block was randomly chosen for the purpose of this study

Selection of Villages

The selection of villages constituted the third stage of sampling. A comprehensive list of villages was obtained from the Block Development Office of the selected block. These villages were arranged in ascending order, and 5 percent of the total were randomly selected for the study

Selection of Respondents

In each selected village, a comprehensive list of paddy farmers was compiled along with information on their operational land holdings. The farmers were organized in ascending order according to the size of their holdings. From this list, a random sample comprising 10 percent of the total respondents was selected. These respondents were then classified into categories based on the size of their landholdings.

ANALYTICAL TOOLS

Efficiency of Marketing $\frac{\text{Net price received by producer's} - \text{Consumer price}}{\text{Total marketing cost}}$

$$\text{Cost of Marketing} = \frac{\Delta TC}{\Delta Q}$$

Spread in Price: Consumer price paid price - Net price received by producer

Margin of Marketing Margin = Producer price – Raw material

RESULTS AND DISCUSSION

Table 1: Identify the preferred marketing channels of respondents.

Sr. No.	Channel Type	Number of Respondents	Percentage (%)
1	Channel – 1	45	37.50
2	Channel – 2	75	62.50
Total		120	100.00

Table 1, Out of 120 respondents, the majority (62.50%) preferred Channel-2 for marketing, while 37.50% opted for Channel-1. This

suggests a higher inclination towards the extended distribution channel involving both wholesalers and retailers



Table 2: Marketing costs, marketing margins, marketing performance and price distribution for ARIZE 6444 Gold in distribution channel-1



S. No.	Particulars	Value in Rupees / 3 kg bag of Arize 6444 Gold
1	Sale price by producer to wholesaler	1040
2	Producer's incurred costs:	
	- Packing cost	15.00
	- Cost of packing material	12.00
	- Transportation cost	20.00
	- Market charges	18.00
	- Labor charges	10.00
	- Loading and unloading cost	10.00
	- Weighing charges	8.00
	- Other miscellaneous expenses	20.00
3	Total marketing cost incurred by producer	113.00
4	Producer's margin	150
5	Net amount received by producer	927
6	Wholesaler's selling price to consumer	1144
7	Wholesaler's margin	104
8	Total marketing cost	113
9	Total marketing margin	254
10	Marketing efficiency (%)	3.11
11	Price spread	217

Table 2, The marketing price for the Arize 6444 Gold Channel -I Rs.1040/3 -kg bag and the net price for producer 927 are shown. In the meantime, the costs incurred by manufacturers in marketing were Rs 113 and Rs. 150 profit per 3kg package is 6,444 gold. At the same time, the wholesaler purchased Arize 6444 Gold from the manufacturer as a profit as Rs 104. The final selling price for the

Arize 6444 Gold was Rs. 1144/3 kg package is 6444 gold. Finally, the selling price of the Arize 6444 was money for consumers. 1144/3 kg package. Finally, the overall marketing scope of the channel was 1 ISRS. 254 The marketing cost was Rs.113, and the marketing efficiency was 3.11%. The price observed for channel 1 is Rs. 217.

Table 3: Marketing costs, marketing margins, marketing performance and price distribution for ARIZE 6444 Gold in distribution channel-2



S. No.	Particulars	Value in Rupees / 3 kg bag of Arize 6444 Gold
1.a	Sale price from producer to wholesaler	1040
1.b	Marketing cost borne by producer	113
1.c	Producer's margin	150
1.d	Net amount received by producer	927
2	Sale price from wholesaler to retailer	1162
	Wholesaler's expenses:	
i	Loading and unloading charges	8
ii	Carriage to shop	8
iii	Weighing charges	7
iv	Town-related charges	5
v	Transportation costs	6
vi	Losses and miscellaneous expenses	5
3	Total marketing cost incurred by wholesaler (i-vi)	39
4	Wholesaler's margin	83
5	Retailer's selling price to consumer	1220
6	Retailer's margin	58
7	Price paid by consumer	1220
	Total marketing cost (Producer + Wholesaler)	152
	Total marketing margins (Producer + Wholesaler + Retailer)	291
	Marketing efficiency (%)	2.75
	Price spread	293

Table 3, Marketing price for Arize 6444 Gold has announced Rs 1040 in a 3kg package, from producers to wholesalers. The producer's net price is 150 rupees. The selling price for Arize 6444 Gold 3 kg is Rs 1162

from wholesalers to retailers and is the marketing cost incurred by wholesalers of 291. Channel 2's marketing fulfilment is 2.75%. The price distribution distributor for Channel 2 is Rs. 293.

Table 4: Comparison of marketing costs, marketing margins, marketing efficiency, and price distribution for Channel I and Channel II's Arize 6444 Gold when marketing a 3kg bag with 6444 Arize Gold.



S. No.	Particulars	Value in Rs. / 3 kg bag of Arize 6444 Gold	Value in Rs. / 3 kg bag of Arize 6444 Gold
		Channel I	Channel II
1	Net price received by producer	927	927
2	Consumer price paid	1144	1220
3	Total marketing cost	113	152
4	Total marketing margin	254	291
5	Marketing efficiency	3.11%	2.75%
6	Price spread	217	293

Table 4, Comparison of price distributions in marketing costs, marketing margins, marketing achievement, and ARIZE 6444 Gold marketing for Channel I and Channel II. On Channel I, the net price received by the manufacturer is Rs. 927, consumers paid for a

3kg bag are 1144 p of 6444 gold. Total Marketing Cost Channel II, Rs 152, Channel II is a price distribution distributor with Rs 291, Channel II 2.75% Marketing Fulfilment, Channel 2 Rs 293.

CONCLUSION

The economic analysis of marketing 6444 gold in the Sombadra district of Uttar Pradesh reveals significant insights into the dynamics and profitability of this sector within the region. The study underscores that effective marketing strategies are pivotal for maximizing returns and ensuring sustainability for stakeholders involved in the trade of 6444 gold. It highlights the interplay between production costs, market demand, price fluctuations, and the role of intermediaries in influencing the final market price. The findings indicate that farmers and sellers often face challenges such as inadequate market information, lack of direct access to larger markets, and dependence on middlemen, which can erode potential profits. Moreover, transportation and storage costs were identified as crucial factors affecting the overall cost structure, further impacting the competitiveness of 6444 gold in local and regional markets. The analysis also points out

the importance of government interventions and policy support in facilitating better market linkages, price stabilization mechanisms, and infrastructure development to reduce transaction costs and enhance market efficiency. Additionally, the study stresses the need for capacity building and awareness programs among producers to enable them to negotiate better prices and adopt value addition techniques. In conclusion, the economic viability of marketing 6444 gold in Sombadra district hinges on addressing these systemic constraints through a holistic approach encompassing improved market access, infrastructural support, and informed decision-making by stakeholders. Such measures are essential to promote equitable growth, ensure fair pricing, and ultimately strengthen the economic fabric of the region's gold marketing sector.

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