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STUDY ON MARKETING OF MAIZE IN BULANDSHAHR DISTRICT OF UTTAR PRADESH

Sonu Kumar Saini and Pritesh Dwivedi

[1]MBA (Agribusiness) and [2]Assistant Professor

Department of Agricultural Economics

Sam Higginbottom University of Agriculture, Technology and Sciences, Naini, Prayagraj

Corresponding author: 22mbaab176@shiats.edu.in

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ABSTRACT

The study focuses on the marketing of maize in the Bulandshahr district of Uttar Pradesh, specifically in the jahangirabad block. The sample consisted of 120 respondents from six randomly selected villages. According to the study, the vast majority of participants fell into the category of marginal farmers, with a significant proportion of female and young farmers. Three marketing channels are studied. Price fluctuations, lack of price information, trade malpractices, high market and transportation costs, lack of credit facilities, lack of market yard, and lack of market intelligence and information are the biggest obstacles to maize marketing in the Bulandshahr district, according to the study. According to the study, the biggest obstacle to maize production was the lack of knowledge and cost of plant protection. This was followed by high input costs, a lack of manures and fertilizer, increased production costs, labor availability, a lack of high-quality seed, a lack of credit, and farmers' ignorance of new technologies and practices.

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

INTRODUCTION

The most significant grain crop in India and the State of Uttar Pradesh is maize (Triticuspp.). India had to import food grains on a huge scale due to the slow rise in overall maize production till 1965. The term "Green Revolution" refers to the set of agricultural developments that occurred in the production of cereals after 1965. Many viewed the green revolution as only an increase in the production of food grains, underestimating the significance of change. However, it was the choice of the political system, scientists, extension agents, policymakers, and most importantly, the Indian farmer, to make significant adjustments, modifications, and enhancements to his farming practices. India remains the world's second-largest producer of maize because to advancements in maize production technologies.

More maize is traded globally than all other crops put together. With a higher protein content than the other main cereals, rice and maize (corn), maize is the world's largest source of vegetable protein in human food. After accounting for maize's wider use in animal feeds, it is currently the most important crop for human consumption, ranking second to rice in terms of total production tons utilized for food. According to the archeological record, this initially happened in the areas referred to as the fertile crescent. Agricultural scientists discovered that prolonged cultivation of these new genotypes could help India rapidly boost its maize yield and overcome

its food problems as the country's population continued to grow. Accordingly, some of the most promising and widely grown varieties of maize in various Indian regions cover the well-fertilized, irrigated timely or late seeded situation and make up more than 75% of the total area planted to maize. 15% of the net area planted to maize may be rained maize, with the remainder area being made up of tetraploid maize, specifically durum and haply. In India's Central Zone, durum cultivars such as HI 8498 (d), H18381 (d), and HD4672 (d) gained popularity and were grown on a larger percentage of maize land.

OBJECTIVES OF THE STUDY

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

MATERIALS AND METHODS

This study aims to determine above objective maize marketing in Jahangirabad block, an agro-friendly block in the Bulandshahr district. The study selects 5% of the 104 villages in the block based on their cultivation area. Farmers are randomly selected from each village and classified into five groups: marginal, small, medium, medium, and large. Two primary markets, Mirahachi and Marehra, are chosen for the study. Market functionaries are considered for data collection. Primary data is collected through survey methods and secondary data from various sources. The study was conducted during the 2023-2024 agricultural year.

RESULTS AND DISCUSSIONS

Table 1: different parameters are calculated below.

CHANNEL–1

Producer → Consumer

Sr. No	Particulars	Maize Value in Rs. /quintal
1.	Produce sale price to Consumer	**2000**
2	Marketing cost incurred by producer	
i.	Loading and Unloading charge	**7**
ii.	Weighing charge	**16**
iii.	Labour Cost	**6**
Iv	Packing charge	**4**
V	Packaging material cost	**9**
vi.	Miscellaneous charges	**8**
A	**Total Marketing Cost (i-vi)**	**50**
	Net price received by producer	**1950**
B	Marketing efficiency	**39%**
C	**Price Spread**	**50**

Table 1 reveals that in marketing price of 1 quintal of maize to consumer through channel 1 is Rs. 2000,the marketing cost incurred by the producer of maize in marketing of 1 quintal maize is Rs.50, and marketing efficiency of 1quintal maize. In channel 1 is 39% and price spread seen in marketing of 1 quintal maize through channel 1 is Rs.50.

Table 2: Different objectives are examined below.

CHANNEL--II

Producer → Wholesaler → Consumer

Serial no.	Specifications	Maize
		Value in Rupees/100 kg
1a	Producer sale price to Wholesaler	**1950**
b	Marketing cost incurred by producer	**50**
c	Net price received by producer	**1900**
2.	Sales price of Whole seller to consumer	**2400**
A	**Cost incurred by the Wholesaler**	
I	Loading & Unloading charges	**5**
Ii	Carriage upto shop	**5**
Iii	Weighing charges	**7**
Iv	Toll charges	**5**
V	Transportation	**5**
Vi	Losses & Miscellaneous charges	**2**
	Total Cost (i-vi)	**30.00**
3	**Margin of Wholesaler**	**470**
.4	Consumers paid price	**2400**
A	**Total marketing cost**	**80**
B	**Total marketing margins**	**470**
C	**Marketing Efficiency**	**3.45%**
D	**Price Spread**	**500**

Table 2 reveals that the marketing price maize 1 quintal from producer to wholesaler is Rs 2000.The marketing cost incurred by the producer in marketing of 1 quintal of maize to wholesaler is Rs. 50. Net price received by producer for 1 quintal of maize is Rs. 1900. Price at which wholesaler sells 1 quintal bag of maize to consumer is Rs 2400/quintal, with profit margin of Rs 450 per 1 quintal of maize. Eventually, the Marketing Efficiency of 1 quintal maize marketing through channel 2 is 3.45% 2, total market margin in selling 1 quintal bag to consumer through channel 2 is Rs.450, total marketing cost incurred in selling of 1 quintal of maize through channel 2 is Rs.80 and the price spread seen in marketing of 1 quintal bag through channel 2 is Rs 500.

Table 3: Different objectives are calculated below.

Producer → Wholesaler → Retailer → Consumer

Serial no.	Specifications	Amount **in Rupees/ 100 kg l of Maize**
1a	Sale price received by wholesaler from producer	1950
b	Producer's marketing cost	50
c	Producer's price	1900
d	Selling price for retailor	2300
2	Wholeseller's cost	
I	Loading unloading fair	5
Ii	Carriage fair	4
Iii	Naptol charge	5
Iv	Road fair	4
V	Other charge	5
Vi	Combined charges	5
	Cumulative cost (i-vi)	**28**
3	**Wholesaler's margin**	**350**
4	Vyapari ka margin	300
5	Paid price for consumer	2600
A	**Total marketing amount**	**78**
B	**Cumulative marketing margin**	**650**
C	**Marketing efficiency**	2.60%
D	**Price Spread**	700

The selling price of one quintal of maize to a wholesaler is Rs. 1950, the producer's marketing expenses for marketing one quintal of maize are Rs. 50, and the net price that producers earn when marketing one quintal of maize through channel 3 is Rs. 1900, according to Table 3. The wholesaler charged Rs. 2300 for a quintal bag of maize, and the wholesaler's marketing expenses came to Rs. 28 for a quintal of maize, with a profit of Rs. 350 per quintal of maize. Retailer selling price of 1 quintal maize to consumer is Rs.2600/quintal, with the profit margin of Rs.300 per 1 quintal maize. Finally, these willing price of maize to consumer is Rs 2600.Total marketing cost incurred in marketing of 1 quintal maize through channel 3 is Rs 78. Total market margin in marketing of 1 quintal maize through channel 3 is Rs 650. Eventually, the Marketing Efficiency of 1 quintal maize through channel 3 is2.5%and price spread seen while marketing of 1quintal maize through channel 3 is Rs 700.

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

Serial number	specifications	barambarta	rank
1	Price fluctuation	56.91	**I**
2	uanavailability price information	51.61	**II**
3	Malpractices by traders	51.04	**III**
4	High market charges	50.12	**IV**
5	High charges of transportation	49.08	**V**
6	Lack of transportation	46.51	**VI**
7	Unavailability of credit	44.37	**VII**
8	Unavailabity of market yard	42.13	**VIII**
9	Lack market information and intelligence	40.1	**IX**

Table 4 reveals that among nine constraints that are faced in marketing of maize in Bulandshahr district of Uttar Pradesh is Price fluctuation with highest garret score 56.91 ranked I, followed by Lack of price in formation with 51.61 garret score ranked II, followed by Malpractices by traders with 51.04 garret score ranked III, followed by High market charges with 50.12 garret score ranked IV, followed by High charges of transportation with 49.08 garret score ranked V, followed by Lack of transportation with 46.51 garret score ranked VI, followed by Lack of credit facilities with 44.37 garret score ranked VII, followed by Lack of market yard with 42.13 garret score ranked VIII, and lastly Lack market information and intelligence with 40.10 garret score ranked IX.

Constraints in marketing of maize

indicates that the main production limitations faced by farmers who cultivate maize are listed in Table 4.12. With Garrett's score of 55.17, it is evident from Table 4.12 that the most significant constraint related to maize production was the lack of knowledge and cost of plant protection (insecticide, herbicide, etc.). This was followed by high input costs for maize cultivation (55.00), a shortage of fertilizer and manures (54.83), higher production expenditure (52.22), the inability to find labor when needed and the higher labor charge (49.39), the lack of sufficient quality seed (48.30), the inability to obtain credit (46.01), and farmers' ignorance of new technology and practices (39.33).

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.

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