

A STUDY ON MARKETING OF BANANA (VARIETY: G9) IN ANANTAPUR DISTRICT OF ANDHRA PRADESH

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ABSTRACT

Banana (Musa spp.) is a major horticultural crop in Andhra Pradesh, with the G9 variety being one of the most commercially cultivated in the Nandyal district. This research aims to assess the current marketing structure, price realization, supply chain, and key challenges faced by farmers in marketing the G9 banana. The study incorporates field surveys, stakeholder interviews, and market analysis to provide actionable insights that can help improve farmer income and streamline banana marketing in the region.

Keywords: *Banana, G9 variety, Anantapur, marketing, supply chain, price realization, Andhra Pradesh*

INTRODUCTION

Banana is an elongated edible fruit- botanically a berry- produced by several kinds of large herbaceous flowering plants in the genus *Musa*. In some countries, cooking bananas are called plantains, distinguishing them from dessert bananas. The fruit is variable in size, color and firmness, but is usually elongated and curved, with soft flesh rich in starch covered with a peel, which may have a variety of colors when ripe. It grows upward in clusters near the top of the plant. Almost all modern edible seedless (parthenocarpy) cultivated bananas come from two wild species – *Musa acuminata* and *Musa balbisiana*, or hybrids of them. Banana (*Musa paradisica*) is one of the oldest fruits known to mankind and also a rich source of energy (104cal/100gram). It is highly nutritive and very delicious. The probable origin of this crop is the southeast Asia. Banana is the largest produced and maximum consumed amongst the fruits cultivated in India. India ranks first amongst the banana cultivating countries of

the world. The important banana growing states are Maharashtra, Tamil Nadu, Andhra Pradesh, Kerala, Karnataka, Bihar and Gujarat. Banana is staple fruit and an economically significant crop cultivated worldwide, especially in tropical and subtropical regions. As one of the most traded fruits globally, bananas contribute substantially to the income of farmers, rural communities, and national economies. The marketing of bananas involves complex processes that include cultivation, harvesting, transporting, storage, and sales in various markets, from local to international. The research methodology forms the foundation of any scientific study. It provides a systematic plan for collecting, analyzing, and interpreting data to achieve the study objectives. This chapter outlines the methodological framework adopted for the present study, including the selection of the study area, sampling design, selection of respondents, and tools used for the data collection.



ANALYTICAL TOOLS

1. Chi-Square: $\chi^2 = \sum (O_i - E_i) / E_i$
2. Garre Ranking: $100 (R_{ij} - 0.5) / N_j$

RESULTS AND DISCUSSION

4.2 AGE OF RESPONDENTS

Age Group (Years)	No. of Respondents	Percentage (%)
Below 30	20	15.38
30 – 45	55	42.31
46 – 60	40	30.77
Above 60	15	11.54
Total	130	100.00

4.2.1 GENDER OF RESPONDENTS

Gender	No. of Respondents	Percentage (%)
Male	118	90.77
Female	12	9.23
Total	130	100.00

4.2.2 EDUCATION LEVEL

Education Level	No. of Respondents	Percentage (%)
Illiterate	20	15.38
Primary Education	40	30.77
Secondary Education	45	34.62
Higher Secondary	15	11.54
Graduate & above	10	7.69
Total	130	100.00



4.2.3 LANDHOLDING CAPACITY

Landholding (in acres)	No. of Respondents	Percentage (%)
< 1 acre	35	26.92
1 – 2 acres	50	38.46
2 – 3 acres	30	23.08
> 3 acres	15	11.54
Total	130	100.00

Objective 2: To find out the different existing marketing channels involved in marketing of banana in the study area.

Channel 1:

In the channel 1 banana is supplied to commission agent from where it is supplied to retailer buys it and finally to consumer.



TABLE 4.2.4 PRICE SPREAD OF BANANA IN CHANNEL 1

S. No	Particulars	Rs/Qlts
1	Net price received by producer	2100
2	Cost incurred by the producer	
a	Packing cost	10
b	Packing material cost	10
c	Transportation cost	10
d	Loading and unloading charges	20
e	Miscellaneous charges	30
3	Marketing cost	80
4	Sale price of producer/Purchase price of Commission agent	3480
5	Cost incurred by the Commission agent	
a	Loading, Unloading and repacking cost	30
b	Spoilage and losses	20
6	Marketing cost	50
	Margin of commission agent	125
7	Sale price of Commission agent/ purchase price of wholesaler	3655
8	Cost incurred by the wholesaler	
a	Loading and unloading and repacking charges	20
b	Grading and sorting charges	20

c	Spoilage and losses	30	
9	Marketing cost	70	
10	Margin of wholesaler	150	
	Sale price of Wholesaler/Purchase price of retailer	3875	
	Loading and unloading Charges	20	
	Carriage up to shop	15	
	Miscellaneous charges	20	
	Spoilage and losses	30	
	Marketing cost	85	
	Margin of Retailer	300	
11	Sale price of retailer/ Purchase price of consumer	2960	
	Total Marketing cost	285	
	Net margin	575	
	Price Spread	860	
	Producer's share in consumer rupee	70.94%	

4.2.4 reveals about the price spread, total marketing cost, net margin and producer's share in consumer rupee of Banana in which total marketing cost was 285, net margin was 575, price spread was 860 and producer's share in consumer rupee was 70.94%.

Channel 2:

In the channel 2 banana is supplied to commission agent from where it is supplied to wholesaler from where retailer buys it and finally retailer sells it to the consumer.



TABLE 4.2.5 PRICE SPREAD OF BANANA IN CHANNEL 2

S. No	Particulars	Rs/Qlts
1	Net price received by producer	2150
2	Cost incurred by the producer	
a	Packing cost	10
b	Packing material cost	10
c	Transportation cost	15
d	Loading and unloading charges	20
e	Miscellaneous charges	20
3	Marketing cost	75
4	Sale price of producer/Purchase price of Commission agent	3575
5	Cost incurred by the Commission agent	
a	Loading, Unloading and repacking cost	30
b	Spoilage and losses	30
6	Marketing cost	60
	Margin of Commission agent	150
7	Sale price of commission agent/ purchase price of retailer	3785
	Loading and unloading Charges	20
	Carriage up to shop	25
	Grading and sorting charges	20



	Miscellaneous charges	20
	Spoilage and losses	60
8	Marketing cost	145
9	Margin of retailer	325
10	Sale price of retailer/ purchase price of consumer	2905
	Total Marketing cost	280
	Net margin	475
	Price Spread	755
	Producer's share in consumer rupee	74.01%

4.2.6 MARKETING EFFICENCY OF BANANA IN DIFFERENT MARKETING CHANNELS.

Particulars	Units	Channel I	Channel II
Consumer purchase price		2960	2905
Total marketing price		980	818
Total net margin of intermediaries	Per Quintal	505	410
Net price received market intermediaries		2100	2150
Marketing efficiency by Conventional method		3.017	2.69

4.2.6 reveals about the marketing efficiency of different marketing channels in which marketing efficiency of channel 1 is 3.017 and marketing efficiency of channel 2 is 2.69. the total marketing price was high in channel 1 in comparison of other channels. The maximum net price received by the farmer is high in channel 2. The maximum net margin received by market intermediaries is highest in channel 1.

4.2.7 MARKETING CONSTRAINTS

Constraint	Garrett Score	Rank
Lack of storage facilities	65.80	I
Price fluctuation	62.75	II
High transportation cost	60.30	III
Involvement of middlemen	57.40	IV
Inadequate market information	55.20	V
Lack of government support/subsidy	51.85	VI
Perishability of produce	48.90	VII



SUMMARY AND CONCLUSION

The study titled "*Marketing of Banana in Anantapur District of Uttar Pradesh*" was designed to investigate and analyze the current marketing practices, socio-economic characteristics of banana growers, and the performance of different marketing channels. A comprehensive sample survey of 130 banana growers was conducted along with the involvement of traders, commission agents, and retailers to understand their roles and margins in the banana marketing chain. The study concludes that banana marketing in Anantapur District is facing several bottlenecks that significantly reduce farmer profitability. The prevalent marketing structure is heavily dependent on middlemen and intermediaries, which not only lowers the producer's share but also increases the marketing cost and price spread. The shorter marketing channel (Channel I) was found to be more efficient and farmer-friendly, yielding a higher net price and a greater share in the consumer's rupee. Yet, due to lack of infrastructure, awareness, and institutional support, many farmers remain stuck in the less beneficial longer channels.

It is evident that improving infrastructure (such as storage, transport, and direct market access) and enabling policy interventions will go a long way in strengthening the banana marketing system in the district.

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