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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: $\chi 2 = \sum(Oi - Ei) / Ei$
2. Garre Ranking: 100 (Rij-0.5) /Nj

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 EFFICICENCY OF BANANA IN DIFFERENT MARKETING CHANNELS.

Particulars	**Units**	**Channel I**	**Channel II**
Consumer purchase price	Per Quintal	2960	**2905**
Total marketing price		980	**818**
Total net margin of intermediaries		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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