TO STUDY THE DIFFERENT MARKETING CHANNEL OFMAKHANA IN MADHUBANI DISTRICT OF BIHAR

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Abstract:

The Present study entitled **"***To Study The Different Marketing Channel Of Makhana In Madhubani District Of Bihar*.**"** it was found that the majority of respondents were having small size farm followed by medium size farm and large size farm. In age category it was founded that majorly the young age group is involved in production of makhana followed by middle age group and old age group. In education category it wasfound that 31 out of total respondents were illiterate and 89 respondents are literate under different categories of education. In gender category it was found that male proportion is highthat is 95 as compared to female that is 25 which were involved in production and marketing of makhana in madhubani district. In caste category it was found that majorly the respondentswere in General category followed by OBC category and Sc/St category. In family type category it was found that the majorly of respondents were living in joint family that is 104 followed by 16 respondents were living in nuclear family. In religion category it was found that the majorly the respondents were Hindu followed by Muslim and Christian. In the studyit was found that there are two marketing channel which were involved in marketing of makhana in madhubani district of bihar is channel 1 (producer-wholealer-consumer) and channel 2 (producer-wholesaler-retailer-consumer). The majorly preferred channel in marketing of makhana in madhubani district is channel 2 with 95 respondents response and 25 respondents response in channel 1. In channel 1 that total marketing cost is Rs 221, total marketing margin seen in channel 1 is Rs 360, marketing efficiency of channel 1 is 1.23%and producer's share in consumer rupee is 52.63%. In channel 2 that total marketing cost isRs 243, total marketing margin seen in channel 1 is Rs 407.80, marketing efficiency of channel 2 is 1.21% and producer's share in consumer rupee is 47.98%.

Keyword: Marketing Channels, Marketing Efficiency, Marketing Cost, Producer's Share.

Introduction

Makhana, also known as foxnuts or lotus seeds, are a type of seed that come from thelotus plant. They are commonly consumed in many parts of India and other Asian countries as a nutritious snack or used in various dishes. Makhana is low in fat and high in carbohydrates, protein, and fiber, making it a healthy snack option. It is also a good source of several minerals, including calcium, magnesium, and potassium. Makhanaplants germinate from the left over seeds of the previous season. When makhana is grownfor the first time in a new pond, the rate of sowing is 80 kg/ha. However when sowing is done annually, 35 kg3 of seed is required for 1 ha of water spread. Sprouting takes place by December-January and the early leaves appear on the pond surface during January- February. During April-may, the entire water surface gets covered with huge, sprawling and thorny leaves, which float on the surface of water. Flowering begins in the month of April when the temperature is around 30 degree Celsius and maximum flowering occursin the month of May. Makhana flowers stay afloat for two days and then submerge inside water. Fruiting begins by mid of May and each plant bears around 10-20 4 fruits. Each fruit contains 40-70 seeds and roughly 100 seeds weigh around 80-100 gm. On anaverage, a plant of makhana yields around 450-700 gm of seeds.

Research Methodology:

Selection of the District:

There are 38 District and 9 division in Bihar state. Out of these Madhubani district of Biharwas selected for the present study on the basis of maximum area under Makhana cultivation,

Selection of Block:

There are 21 block in the district. Out of these Pandaul was selected purposively for the study**.**

Selection of Village:

A complete list of all villages of Pandaul block was obtained from the block development office. Thereafter these villages was arranged in ascending order on the basis of area of Makhana Cultivation . Thus, out of total villages 5% villages was selected randomly forthe present study.

Selection of Farmers:

From the selected village, list of all the makhana cultivator was obtained from the block development office in each selected village. Ascending order on the basis of size of their land holding for the selection of cultivators from families was listed and 10% farmers from each village were randomly selected and then the selected farmers were classified into threesizes of groups.

Table 1: Selection of Respondents:

District	Block	Village	Respondents			
			Small	Medium	Large	Total
Madhubani	Pandaul	Ajodhya	20	15	5	40
		Andah	30	20	10	60
		Bagban	12	5	3	20
Total			62	40	18	120

Analytical Tools

$$m = \frac{\text{sum of the terms}}{\text{number of terms}}$$

Mean
Marketing Efficiency

Consumer paid price
Total marketing cost + Total marketing margin
Marketing Cost:
Marketing Cost (MC) = $\frac{\Box TC}{\Box Q}$

Producers Share in Consumer's Rupees: Net price received by producer x 100 Consumer Price

Result And Discussion

Table 2: Distribution of respondents based on their preference on marketing channels.

S. No.	CHANNEL	Respondents number	Respondents			
			Small	Medium	Large	Percentage
1	CHANNEL- 1	25	10	10	5	20.84%
	CHANNEL -2	95	52	30	13	79.16%
	Total	**120**	**62**	**40**	**18**	**100%**

Table 2: Reveals that among 120 sample selected in Madhubani district of Bihar formarketing of makhana. It is founded that majority of sample are purchasing from Channel-2 which is 95 (79.16%) and 25(20.84%) were purchasing makhana from Channel -1.

Table 3: Reveals the marketing cost, marketing efficiency and Producer's share in consumer rupee in marketing of makhana through channel 1

.**Channel 1 : Producer☐Wholesaler☐Consumer**

S. No	Particulars	Makhana Value in Rs. / 10 kg bag
1.	Producer sale price to Wholesaler	600
	Processing fee incurred by producer	**200**
2.	Cost incurred by the producer	
i	Packing cost	2
ii	Packing material cost	5
iii	Transportation cost	3
iv	Market cost	4
vi	Loading and Unloading cost	2
vii	Miscellaneous charges	5
	Total cost (i-vii)	**21**
Net Price received by producer		**379**
Margin of Producer		**240**
Wholesaler sale price to Consumer		**720**
Margin of Retailer		**120**
A	**Total Marketing cost**	221
B	**Total Market margin**	360
C	**Marketing Efficiency**	**1.23%**
D	**Producer's Share in ConsumerRupees**	52.63%

Table 3: Reveals the marketing price of the Makhana channel -I , supplied by the producer was Rs. 600 and the net price received by producer of makhana is Rs. 379. Meanwhile, the marketing cost and processing fee incurred by the makhana producer in marketing is Rs.221,
Rs.240 as profit per 10 kg bag of Makhana. Simultaneously, the consumer purchased Makhana 10 kg bag from the Wholesaler as Rs.720. With Rs.120 as profit, by wholesaler for 10kg bag of Makhana. Eventually, the Marketing Efficiency of 10kg makhana bag

was seen to be 1.23% rupees, the total marketing cost over 10 kg bag of makhana in channel 1 is Rs 221 and total market margin in marketing of 10 kg bag of makhana through channel 1 is Rs.360 and producer's share in consumer rupee seen while marketing of 10 kg bag of Makhana is 52.63% .

Table 4: Reveals the Marketing Cost, Marketing Efficiency and Producer's Share in Consumer Rupee in marketing of makhana through Channel 2.

Channel 2: Producer☐Wholesaler☐Retailer☐Consumer.

S. No	Particulars	Makhana Value in Rs. / 10 kg bag
1.	Producer sale price to Wholesaler	600
Marketing cost incurred by producer		221
Margin of Producer		240
Net price received by producer		379
2.	Cost incurred by the Wholesaler	
i	Loading and unloading charges	2
ii	Carriage up to shop	3
iii	Weighing charges	2
iv	Transportation charges	5
v	Labour cost	4
vi	Miscellaneous charges	6

Total cost (i-vii)		22
Wholesaler price to Retailer		718
Margin of Wholesaler		96
Retailer price to Consumer		789.80
Margin of Retailer		71.80
A	Total Marketing cost	**243**
B	Total Market margin	**407.80**
C	Marketing efficiency	**1.21%**
D	Producer's Share in ConsumerRupees	**47.98%**

Table 4. Reveals that the reveals the marketing price of the Makhana channel -II , supplied by the producer was Rs. 600 and the net price received by producer of makhana is Rs. 379. Meanwhile, the marketing cost and processing fee incurred by the makhana producer in marketing is Rs.221, Rs.240 as profit per 10 kg bag of Makhana. Sale price of makhana 10 kg bag from wholesaler to retailer is Rs 718, the marketing cost incurred by wholesaler in marketing of 10 kg bag of makhana is Rs 22, with profit margin of Rs 96 per 10 kg bag of makhana. Sale price of 10 kg bag of makhana from retailer to consumer is Rs 789.80. the profit margin of retailer is Rs71.80. Eventually the total marketing cost in marketing of makhana 10 kg bag through channel 2 is Rs 243, the total market margin of makhana 10 kg bag through channel 2 is Rs 407.80, the marketing efficiency seen in channel 2 is Rs 1.21% and the producers share in consumer rupee is 47.98%.

Conclusion:

In the study it was found that there are two marketing channel which were involved in marketing of makhana in madhubani district of bihar is channel 1 (producer-wholealer-consumer) and channel 2 (producer-wholesaler-retailer-consumer). The majorly preferred channel in marketing of makhana in madhubani district is channel 2 with 95 respondents response and 25 respondents response in channel 1. In channel 1 that total marketing cost is Rs 221, total marketing margin seen in channel 1 is Rs 360, marketing efficiency of channel 1is 1.23% and producer's share in consumer rupee is 52.63%. In channel 2 that total marketingcost is Rs 243, total marketing margin seen in channel 1 is Rs 407.80, marketing efficiency ofchannel 2 is 1.21% and producer's share in consumer rupee is 47.98%.

Reference

1. **Anholt Disuja, (2015)** mentioned in his study the real benefit for the brand-owner occurs over time as the loyalty of the consumers to the brand and the cheapness of retaining these loyal customers compared to the costs of attracting new ones make it a profitable enterprise for a branding firm Elsevier Butterworth-Heinemann, Oxford.

2. **Khadatakar Anil et al. (2020)** mentioned that cultivation, harvesting and processing of makhana is a highly laborious and time consuming activity which involves a lot of drudgery as well. Bihar Journal of Horticulture1 (1): 71-2.

3. **Kundan Krishan (2014)** Makhana (Euryale ferox Salisb.) is an aquatic herb cultivated for itsnutritional and edible seeds. Discussion Paper 08-06. New Delhi: Indian Statistical Institute.

4. **Lalitha patel, et al. (2018)** mentioned in his research that brand name's failure to guarantee quality to its consumers seems symptomatic of the problems of enforcing intellectual property rights in a number of developing countries, including India. World Development 38 (12): 1775–1787.