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## **Marketing of milk and constraints faced by womens self help groups in Marathwada region of Maharashtra**

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In case of marketing of buffalo milk, most of the respondent sold their milk to milk vender. In marketing of buffalo milk three channels were found like channel - I (Producer- local consumer), channel - II(Producer- milk vender- consumer),channel- III(Producer- sweetshop owner- consumer).producer share in consumer rupee was higher in channel - I than that of channel - II and channel - III. On the contrary in absolute from net price received by producer was higher in channel- III. marketing of young goat , three channels were found like channel - I (Producer- goat rearing consumer), channel - II(Producer- rural trader- consumer),channel- III(Producer- butcher-Sweetshop owner- consumer).producer share in consumer rupee was higher in channel - I than that of channel - II and channel - III. On the contrary in absolute from net price received by producer was higher in channel- III. The majority of respondents in both SHG faced the problem of high cost of concentrate, unavailability of quality breed, poor veterinary services and conflict among group.

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## **Economics of marketing of Marigold in Kolhapur and Sangli district of Maharashtra**

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The study pertains to Kolhapur and Sangli district of Western Maharashtra where marigold is cultivated extensively. The study examined various economic aspects of marigold such as assessment of price spread, producer's share in the consumer's rupee, marketing cost and margins, marketing practices, channels involved in the marketing of marigold and problems faced by the growers in marketing of marigold. A sample of thirty farmers each were drawn from six randomly selected villages in the Hatkanangale tehsil of Kolhapur and Miraj tehsil of Sangli, total sixty sample farmers were selected for the study. Following three marketing channels were identified in the study area for marketing of marigold. Channel I: Producer - Commission agent - Wholesaler - Retailer - Consumer. Channel II: Producer - Wholesaler - Retailer - Consumer. Channel III: Producer - Consumer. Among these channels, 33.29 per cent quantity of marigold was moved through channel- I, 41.77 per cent moved through channel- II and 24.93 per cent moved through channel- III. Marketing cost in the sale of marigold was . 684.03 , . 400.13 and . 40.42 per quintal in channel-I, channel- II and channel- III , respectively. As such marketing cost is lower in channel- III and higher in channel- I. Marketing margins earned by the different agencies were highest in the channel- I ( . 390.19 per quintal) and it was lowest in Channel- II ( . 277.53 per quintal). The producer's net share was maximum in channel - III (100 per cent) and minimum in channel - I (85.74 per cent) which was favorable to the producer. Out of all farmers 95.00 per cent reported the problem of higher commission charges followed by delay in payment, high cost of transportation, lack of skilled labour for grading of flowers and lack of information of market prices in the study area.

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