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To study of marketing of bajra (RHB-121) in Jaipur district of Rajasthan

¹Rahul Choudhary and ²Dr. Sanjay Kumar

¹P.G. Scholar, Department of Agricultural Economics, Sam Higginbottom University of Agriculture, Technology and Sciences (SHUATS), Naini, Prayagraj, Uttar Pradesh, India

²Assistant Professor, Department of Agricultural Economics, Sam Higginbottom University of Agriculture, Technology and Sciences (SHUATS), Naini, Prayagraj, Uttar Pradesh, India

Corresponding Author: Rahul Choudhary

Abstract

This paper explores the marketing channels of Bajra in Jaipur, Rajasthan, focusing on the distribution pathways, marketing costs, and margins associated with each channel. Utilizing an exploratory research design, the study conducted structured interviews and surveys with 120 Bajra growers across six villages in the Jobner Block. Three primary marketing channels were analyzed: direct sales from producers to consumers (Channel I), sales through wholesalers to consumers (Channel II), and sales involving wholesalers and retailers (Channel III). The findings indicate that Channel I, where producers sell directly to consumers, is the most efficient, characterized by the lowest price spread and the highest producer share in consumer spend (91.35%). This channel also exhibited the highest marketing efficiency (10.57), suggesting it minimizes costs while maximizing returns for producers. Channels II and III introduce additional costs and intermediaries, leading to higher price spreads and reduced producer shares. The study underscores the importance of streamlined marketing channels in enhancing the profitability and sustainability of agricultural practices in rural India.

1. Introduction

Pearl millet, commonly known as bajra, holds a significant position in India's agrarian economy, primarily cultivated in arid and semi-arid regions due to its resilience to challenging growing conditions. As the largest producer, India focuses extensively on the improvement of bajra through various research initiatives like the All India Coordinated Research Project on Pearl Millet (AICRP-PM). (Yadav *et al*. 2012) [2] This project assesses newly developed cultivars across multiple locations to ensure their performance and adaptability, utilizing advanced statistical methods like GGE biplots for precise genotype evaluations. (Bhattacharjee *et al*. 2007) [1].

Marketing channels for bajra are influenced by several factors, including production costs, pricing dynamics, and market demand. (Rai *et al*. 2016) [6] The marketing efficiency of traditional channels has been assessed, with findings indicating that farmers often retain a significant portion of consumer prices (Vadeza *et al*. 2013) [5] when they take proactive marketing initiatives (Kumar *et al*. 2018) [4]. Additionally, economic studies highlight the fluctuating market prices and the impact of global market trends on local bajra pricing and farmer incomes, emphasizing the need for robust marketing strategies and government support to stabilize income and promote sustainability. (Gupta *et al*. 2016) [3].

Research underscores the nutritional benefits of bajra, rich in micronutrients like iron and zinc, which enhances its market appeal in health-conscious segments. Future marketing strategies could leverage these health benefits, alongside improved cultivars, to expand both domestic and international market shares.

2. Materials and Methods
2.1 Sampling design: The research methodology for the study conducted in Jaipur, Rajasthan, focused on Bajra production, utilized an exploratory research design to identify variables and refine problem statements. A multistage sampling procedure was adopted, starting with the purposive selection of Jaipur District due to its agricultural significance. Within Jaipur, Jobner Block was chosen, and six villages were randomly selected. The respondents were identified through a random selection of 10% of Bajra growers from each village, leading to a total of 120 respondents. Primary data was gathered via structured interviews and surveys, while secondary data was sourced from the District Agriculture Office and related publications. This comprehensive approach enabled a detailed examination of both farmer and market functionary perspectives within the Bajra market.

3. Results and Discussion
3.1 The existing marketing channels of Bajra

Table 1: Marketing channels involved in the marketing of Bajra

Channel I:	Producer > Consumers
Channel II:	Producer > Wholesaler > Consumers
Channel III:	Producer > Wholesaler > Retailers > Consumers

Table 1 illustrates the marketing channels used for distributing Bajra, showcasing three different paths from producer to consumers. Channel I represents the most direct route where producers sell directly to consumers. Channel II involves an intermediary stage where producers sell to wholesalers, who then sell to consumers. Channel III expands further by including both wholesalers and retailers, making it a three-step distribution channel where the producer sells to a wholesaler, the wholesaler to retailers, and finally, retailers sell to the consumers.

3.2 Marketing cost, marketing margin, and price spread in different marketing channels of Bajra

3.2.1 Channel I: Producer > Consumer

Table 2: Price distribution of Bajra in Channel I

S. No.	Particulars	Value in INR/Q
1.	Producer sale Price	3700
	Cost incurred by Producer	
i.	Packaging Cost	40
ii.	Transportation Cost	50
iii.	Storage Cost	20
iv.	Miscellaneous Cost	40
Total Marketing cost by producer (i-iv)		**150**
v.	Margin of Producer	200
2.	Final Price to Customer	4050
A.	Total Marketing Cost	150
B.	Total Market Margin	200
C.	Price Spread	8.6%
D.	Producers share in consumer rupees	91.35%
E.	Marketing Efficiency	10.57

Table 2 details the price distribution of Bajra in Channel I, where the product moves directly from producer to consumer. The producer's sale price is set at INR 3700 per quintal. The costs incurred by the producer include packaging (INR 40), transportation (INR 50), storage (INR 20), and miscellaneous expenses (INR 40), summing up to a total marketing cost of INR 150. Additionally, the producer earns a margin of INR 200. Consequently, the final price to the customer amounts to INR 4050. The total marketing cost stands at INR 150, with a market margin of INR 200. The price spread, indicating the difference between the producer's selling price and the final customer price, is 8.6%. The producer's share in consumer rupees, which reflects the percentage of the final retail price that goes back to the producer, is notably high at 91.35%. The marketing efficiency, a measure of how well the market channel

functions, is calculated at 10.57.

3.2.2 Channel II: Producer > Wholesaler > Consumer

Table 3: Price distribution of Bajra in Channel II

S. No.	Particulars	Price/Q
1	Net price by a producer	3700
	The cost incurred by the producer	
a	Packing cost	13.35
b	Packing material cost	12
c	Transportation cost	19.01
d	Loading and unloading charges	8.33
e	Miscellaneous charges	53
	Marketing cost of producer (a-e)	105.69
2	Sale price of producer/Purchase price of Wholesaler	3805.69
	Marketing Cost incurred by the wholesaler	
a	Loading, Unloading and repacking cost	34.23
b	Grading charges	22
c	Spoilage and losses	23
	Total marketing cost by wholesaler	79.23
d	Net Margin of Wholesaler	225
3	Sale price of wholesaler/ purchase price of consumer	4109.92
A.	Total Marketing Cost	184.92
B.	Total Market Margin	225
D.	Price Spread	9.97%
	Producers share in consumer rupees	90.02%
	Marketing Efficiency	10.02

Table 3 outlines the price distribution of Bajra within Channel II, which involves transactions from a producer to a wholesaler, and then to the consumer. The producer's net price for Bajra is INR 3700 per quintal. The producer incurs costs totaling INR 105.69 for activities such as packing, transportation, and miscellaneous charges, leading to a sale price of INR 3805.69 at the producer level. The wholesaler then incurs additional marketing costs of INR 79.23, covering loading, unloading, repacking, grading, and losses due to spoilage, and earns a net margin of INR 225. This brings the sale price for consumers up to INR 4109.92. The total marketing cost across the channel sums to INR 184.92, with a total market margin of INR 225. The price spread, indicating the percentage increase from the producer's net price to the consumer's purchase price, is 9.97%. The producer's share of the consumer's spending remains high at 90.02%, with a marketing efficiency of 10.02, highlighting effective distribution despite multiple stages.

3.2 Channel III: Producer > Wholesaler > Retailers > Consumers

Table 4: Price distribution of Bajra in Channel III

S. No.	Particulars	Price/Q
1	Net Price received by the producer	3700
	The cost incurred by the producer	
a	Packing cost	13.35
b	Packing material cost	12
c	Transportation cost	19.01
d	Loading and unloading charges	8.33
e	Miscellaneous charges	53
	Total Marketing Cost by Producer (a-e)	105.69
f	Net Margin of Producers	500
2	The sale price of producer/Purchase price of Wholesaler	3805.69
	The cost incurred by the wholesaler	

a	Loading, Unloading, and repacking cost	34.23	
b	Grading charges	22	
c	Spoilage and losses	23	
	Total marketing cost by wholesaler	79.23	
d	Net Margin of Wholesaler	225	
3	The sale price of wholesalers/ purchase price of retailers	4109.92	
	The cost incurred by the retailers		
a	Loading and unloading Charges	9.08	
b	Carriage up to shop	11	
c	Miscellaneous charges	47	
d	Spoilage and losses	29	
	Total Marketing cost by Retailer	96.08	
e	Net margin of retailers	110	

Table 4 details the price distribution of Bajra in Channel III, where the marketing chain includes a producer, wholesaler, and retailer. The producer starts with a net price of INR 3700 per quintal, incurring costs for packing, transportation, loading, and other miscellaneous expenses, totaling INR 105.69. After accounting for these costs, plus a net margin of INR 500, the sale price to the wholesaler is set at INR 3805.69. The wholesaler then faces additional costs for loading, unloading, repacking, grading, and spoilage totaling INR 79.23, and earns a net margin of INR 225. This sets the purchase price for retailers at INR 4109.92. Retailers further incur costs including loading, transportation to the shop, miscellaneous expenses, and spoilage, totaling INR 96.08, and make a net margin of INR 110. This sequence of transactions incorporates multiple layers of costs and margins, reflecting the complex distribution and handling processes involved from producer to consumer.

4. Conclusion
The research conducted on the marketing channels of Bajra in Jaipur, Rajasthan, reveals significant insights into the distribution patterns and their associated costs. Among the three studied channels, Channel I-direct sales from producers to consumers-proves to be the most efficient. It offers the highest producer share of consumer rupees at 91.35% and the highest marketing efficiency at 10.57. This channel not only ensures a smaller price spread of 8.6% but also allows producers to retain a significant portion of the final consumer price, thereby maximizing their profit and minimizing the layers of transaction that can dilute earnings. While Channels II and III involve intermediaries like wholesalers and retailers, adding complexity and costs, Channel I's simplicity and efficiency make it the most advantageous for both producers and consumers in the context of Bajra marketing.

5. References
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