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STUDY ON MARKETING OF BANANA IN VAISHALI DISTRICT OF BIHAR

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Abstract

Bananas are one of the most widely consumed fruits globally, known for their sweet taste, easy peel, and nutritional benefits. Rich in potassium, vitamins B6 and C, and dietary fiber, bananas contribute to heart health, digestive health, and energy levels. They are versatile, eaten raw, added to cereals, smoothies, and desserts, or cooked in various dishes. Grown in tropical and subtropical regions, bananas are a staple crop in many countries, providing a significant source of income for farmers. Their year-round availability and affordability make them a popular and essential part of diets worldwide. The present study entitled "An Economic Analysis on Marketing of Banana in Vaishali District of Bihar". It was founded that there are three marketing channels involved in marketing of banana in Ghazipur district of Uttar Pradesh (channe1- Producer-Consumer), (Channel 2- Producer-Wholesaler- Consumer) and (Channel 3- Producer- Wholesaler- Retailer – Consumer). The majorly preferred marketing channel by respondents in the study area is Channel 3. In channel I, the total marketing cost in channel I is Rs. 31, the price spread seen in channel 1 is Rs. 31 and marketing efficiency of Channel-I is. 117.74%. In Channel-II, total marketing cost is Rs. 210, total marketing margin in channel -II is Rs 330, price spread in channel -II is Rs 540 and marketing efficiency of channel – II is 6.85% and in Channel-III, total marketing cost in channel-III is Rs 219, total marketing margin in channel-III is Rs 544, price spread in channel -III is 763 and marketing efficiency in channel-III is 4.84%.

Keywords: *Marketing Channels, Marketing Cost, Marketing Margin, Price Spread, Respondents, Banana and Marketing Efficiency.*

INTRODUCTION

Bananas are a staple fruit globally, valued for their nutritional benefits, versatility, and accessibility. Belonging to the genus Musa, bananas are primarily cultivated in tropical and subtropical regions, with countries like India, China, and the Philippines being among the top producers. The fruit is characterized by its elongated, curved shape, smooth yellow skin when ripe, and soft, sweet flesh inside. Bananas are not only a dietary staple but also a significant cash crop, supporting the livelihoods of millions of farmers worldwide. **(Bhaskar N. Patil and A. J. Nirban 2016).** Nutritionally, bananas are rich in essential nutrients, particularly potassium, which is vital for maintaining healthy blood pressure levels and proper muscle and nerve function. They also provide a good source of vitamins B6 and C, as well as dietary fiber, which aids in digestion and promotes gut health. The natural sugars in bananas, such as fructose, sucrose, and glucose, make them an excellent source of quick energy, making them a popular choice among athletes and health enthusiasts.. **(Kumar and Shresta Singh 2018).** Bananas are incredibly versatile in their culinary uses. They can be consumed raw as a convenient snack or incorporated into various dishes, such as smoothies, desserts, and baked goods. In many cultures, unripe bananas are cooked and used in savory dishes, while ripe bananas add sweetness to desserts like banana bread, pancakes, and puddings. The fruit's adaptability extends to its use in producing banana chips, banana flour, and even as a natural sweetener in food processing. Beyond their dietary significance, bananas have cultural and economic importance in many regions. They are often used in religious rituals and traditional medicine. Economically, bananas contribute significantly to the export earnings of several developing countries, making them a critical component of global agricultural trade. Their year-round availability, affordability, and health benefits make bananas beloved fruit across diverse populations worldwide. **(Lower, Sarah and Anthony 2018**).

RESEARCH METHODOLOGY:

The methodology used to select the district, the blocks, the villages and the respondents was purposively cum random sampling. The district of Vaishali was selected in order to avoid the inconvenience and time constraints on the investigator. Hajipur block falling within the district of Kadapa were selected based on the majority of respondents involved in banana cultivation. A separate list of villages was prepared for the selected block, and five percent of the villages from the selected block with a high number of respondents cultivating banana were randomly selected. From the villages, a list of all banana farmers was prepared and then broken down into five size categories based on their land holding size. The size groups were: Marginal size (less than 1 hectare), Small size (1-2 hectares), Semi-medium size (2-4 hectares), Medium size (4-10 hectares), and Large size (more than 10 hectares). From a list of 100 farmers growing banana, 100 were randomly selected using proportionate random sampling. From the 5 wholesalers/10 distributor / 5 retailers, were selected to study post harvest losse, price spread,

producer's share in consumer's rupees and marketing efficiency in the study area. Primary data was collected through suitable designed schedule. Secondary data was collected from books/journal/report/records of district/blocks headquarters. Data from respondents were collected through survey methods via direct personal interview. Statistical tools were used to analyse the data and present the result. Data pertained to the agricultural year of 2022-2024.

Analytical Tools

- **Marketing Cost: C = Cf+ Cm1+ Cm2+ Cm3+ ..... + Cmn**
- **Market Margin: AMI=Pri-(Ppi+Cmi)**
- **Marketing Efficiency:** MME = FP/ MC+MM
- **Price Spread:** Consumer price paid price – Net price received by producer

RESULTS AND DISCUSSION

Table 1: Reveals the preferred marketing channel by the respondents

Sr. No.	Channel Type	No of respondent	Percentage
1	Channel – I	18	18.00
2	Channel -II	31	31.00
3	Channel-III	51	51.00
Total		**100**	**100.00**

Table 1: Reveals during the study that among 100 sample 18(18.00%) were preferring channel 1 to buy and sell Banana through channel- I, and 31 (31.00%) respondents were preferring channel -II to buy or sell Banana and left 51(51.00%) respondents were preferring channel -II to buy or sell Banana in the study area.

Table 2: Marketing cost, Marketing margin, Marketing efficiency and Price spread of Banana in Channel-I.

CHANNEL-I: Producer-Consumer

S. No	Particulars	Rs/Quintals
1	Producer's Sale price	3650
2	**Cost incurred by the producer**	
a	Packing cost	6
b	Packing material cost	2
c	Spoilage and losses	8
d	Miscellaneous charges	15
2	Total marketing cost	31
3	Net price received by producer	3619
A	**Total Marketing cost**	**31**
B	**Price spread**	**31**
C	**Marketing Efficiency**	**117.74%**

Table 2: Reveals that the marketing price of the Banana channel -I , supplied by the producer was Rs.3600/quintal and the net price received by producer Rs.3650 Meanwhile, the cost incurred by the producer in marketing is Rs.31. Eventually, the total marketing cost in channel I is Rs.31, the price spread seen in channel-I is Rs.31 and marketing efficiency of Channel-I is. 117.74%

Table 3: Marketing cost, Marketing margin, Marketing efficiency and Price spread of Banana in Channel-II.

CHANNEL-II: Producer-Wholesaler-Consumer

S. No	Particulars	Rs/Quintal
1	Producer's Sale Price to wholesaler	3700
2	**Cost incurred by the producer**	
a	Packing cost	8
b	Transportation cost	13
c	Loading and unloading charges	15
d	Miscellaneous charges	24
	Total Marketing cost	60
3	Net price received by producer	3640
4	**Wholesaler sale price to Consumer**	4180
5	**Cost incurred by the Wholesaler**	
a.	Loading and unloading Charges	18
b.	Carriage up to shop	27
c.	Grading and sorting charges	19
d.	Miscellaneous charges	21
e.	Spoilage and losses	65
	Total Marketing cost	150
6	Margin of Wholesaler	330
A	**Total Marketing cost**	**210**
B	**Total Marketing margin**	**330**
C	**Price Spread**	**540**
D	**Marketing Efficiency**	**6.85%**

Table 3: Reveals that the marketing price of the Banana channel -II , supplied by the producer was Rs. 37000/quintal, marketing cost incurred by producer is Rs. 60 , net price received by producer in channel -II is Rs.3640, marketing cost incurred by wholesaler in channel -II is Rs. 150, margin of wholesaler in marketing of 1 quintal of banana in channel -II is 330, thus wholesaler price to consumer is Rs. 4180. Eventually in channel II, total marketing cost is Rs. 210, total marketing margin in channel -II is Rs. 330, price spread in channel -II is Rs. 540 and marketing efficiency of channel – II is 6.85%

Table 4: Marketing cost, Marketing margin, Marketing efficiency and Price spread of Banana in Channel-III.

CHANNEL-III: Producer-Wholesaler-Retailer-Consumer

S. No	Particulars	Rs/Quintal
1	Producer sale price to Wholesaler	3700
2	**Cost incurred by the producer**	
a	Packing cost	8
b.	Transportation cost	13
c.	Loading and unloading charges	15
d.	Miscellaneous charges	24
	Total Marketing cost	60
3	Net price received by producer	3640
4	**Wholesaler sale price to Retailer**	4065
5	**Cost incurred by the wholesaler**	
a	Loading and unloading and repacking charges	21
b	Grading and sorting charges	21
c	Spoilage and losses	30
	Total Marketing cost	72
6	Margin of wholesaler	293
7	**Retailer Sale price to Consumer**	4403
8	**Cost incurred by the retailer**	
a.	Loading and unloading Charges	21
b.	Carriage up to shop	15
c.	Miscellaneous charges	21
d.	Spoilage and losses	30
	Total Marketing cost	87

9	Margin of Retailer	251
A	**Total Marketing cost**	**219**
B	**Total Marketing Margin**	**544**
C	**Price Spread**	**763**
D	**Marketing Efficiency**	**4.84%**

Table 4: Reveals that the marketing price of the Banana in channel -III , supplied by the producer was Rs. 3700/quintal, marketing cost incurred by produce is Rs. 60, net price received by producer in channel -III is Rs. 3640 marketing cost incurred by wholesaler in channel -III is Rs.72, margin of wholesaler in marketing of 1 quintal of banana in channel -III is Rs. 293, wholesaler sale price to retailer is Rs. 4065. Retailer sale price to Consumer is Rs 4403, marketing margin of retailer in marketing 1 quintal of banana through channel -III is Rs 251, marketing cost incurred by the retailer is Rs.87. Eventually, total marketing cost in channel-III is Rs 219, total marketing margin in channel-III is Rs 544, price spread in channel -III is 763 and marketing efficiency in channel-III is 4.84%

Table 5: Comparison between Marketing cost, Marketing margin, Marketing efficiency and Price spread in marketing of Banana through channel-I, channel-II and Channel-III in the study area.

Sr. No.	Particulars	Value in Rupees / quintal	Value in Rupees / quintal	Value in Rupees / quintal
		Channel I	Channel II	Channel III
1	Net price received by the producer	3619	3640	**3640**
2	Consumer paid price	3650	4180	4403
3	Total marketing cost	31	210	219
4	Total marketing margin	-	330	544
5	Price spread	31	540	763
6.	Marketing Efficiency	117.74%	6.85%	4.84%

Table 5: Reveals that comparison of marketing cost, marketing margin, price spread and marketing efficiency in marketing of banana in channel-I , channel-II and channel-III. In channel I, the total marketing cost in channel I is Rs. 31, the price spread seen in channel 1 is Rs. 31 and marketing efficiency of Channel-I is. 117.74%. In Channel-II, total marketing cost is Rs. 210, total marketing margin in channel -II is Rs 330, price spread in channel -II is Rs 540 and marketing efficiency of channel – II is 6.85% and in Channel-III, total marketing cost in channel-III is Rs 219, total marketing margin in channel-III is Rs 544, price spread in channel -III is 763 and marketing efficiency in channel-III is 4.84%.

CONCLUSION:

The marketing of bananas in Vaishali district of Bihar plays a crucial role in the local economy, supporting the livelihoods of numerous farmers and traders. However, the marketing process faces several challenges, including inadequate infrastructure, limited access to markets, and the

presence of middlemen who often reduce farmers' profit margins. To improve the marketing efficiency and profitability of banana farming in Vaishali, it is essential to enhance market linkages, develop better transportation facilities, and promote direct selling channels, such as farmer markets and cooperatives. Strengthening these areas will enable farmers to secure fair prices for their produce, reduce post-harvest losses, and increase their income. Additionally, the introduction of technology-driven solutions, such as market information systems, can empower farmers with real-time data on prices and demand, allowing them to make informed decisions. Overall, improving the marketing strategies for bananas in Vaishali has the potential to significantly uplift the socio-economic status of the farming community.

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