



# AWARENESS LEVEL OF FARMERS REGARDING MARKETING CHANNELS OF GROUNDNUT IN SUB-HUMID SOUTHERN PLAIN AND ARAVALI HILLS ZONE OF RAJASTHAN

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## ABSTRACT

Rajasthan is one of the major groundnut producing states of the country. It is grown on 2, 41,494 hectares state wide with a total production of 1, 65,750 tonnes. The agro-climatic zone Iva (Sub-humid Southern Plain and Aravali Hills) is major groundnut producing zone of the state. In this zone, the crop is grown in an area of 39,776 hectares with a production of 7578 tonnes per annum. Besides such a large production the farmers of the zone are not getting remunerative price of their produce due to non awareness about different marketing channels used to sale the groundnut produce. Therefore the present study was conducted in Chittorgarh and Bhilwara districts of agro-climatic zone IVa. It was found from the study that 54.17, 29.16 and 16.67 percent farmers possessed medium, low and high level of awareness about marketing channels respectively and large farmers have more awareness than small and marginal farmers. The study further revealed that majority of the groundnut growers were aware about marketing channel "village merchant" with the extent of 84.68 MPS and ranked first in priority of awareness about marketing channels. The marketing channels, 'village trader', and 'retailer', 'was accorded second, and third rank respectively by the farmers. Whereas, low awareness level was found among the farmers regarding marketing channels i.e. 'mandies at city', 'regulated market', 'co-operative societies', 'oil-expeller (miller)', 'whole seller' and 'commission agent'. It was also found that there was no significant difference between large, small and marginal groundnut growers regarding awareness of marketing channels in the study area.

**Key words :** Awareness, marketing channels, aravali hill zone, groundnut.

Groundnut is the world's fourth most important source of edible oil and third most important source of vegetable protein. India occupies the first position in respect of area and second in production of groundnut in the world. Rajasthan is one of the major groundnut producing states of the country. Groundnut is the principal oil seed crop of the kharif season of the state. It is grown on 2, 41,494 hectares state wide with a total production of 1, 65,750 tonnes. The agro-climatic zone IVa (Sub-humid Southern Plain and Aravalli Hills) is major groundnut producing zone of the state. Groundnut is grown in this zone in an area of 39,776 hectares with a production of 7578 tonnes per annum. Besides such a large production of groundnut the farmers is not getting remunerative price of their produce. One reason behind this may be non awareness about different marketing channels could be used to sale the groundnut produce. Keeping these facts in view the present study entitled "Extent of

Awareness about Marketing Channels to Sell the Groundnut by the Farmers of Zone IVa of Rajasthan" was conducted with following specific objectives.

- To study the extent of awareness regarding different marketing channels to sell groundnut by the farmers.
- To see difference among large, small and marginal farmers regarding awareness of different marketing channels to sell groundnut by the farmers.

## RESEARCH METHODOLOGY

The present study was conducted in agro-climatic zone IVa of Rajasthan. From this zone, Chittorgarh and Bhilwara districts were selected on the basis of maximum area under cultivation of groundnut. From these identified districts, Chittorgarh and Begun tehsils of Chittorgarh and Mandalgarh and Bijolia tehsils from Bhilwara district and four villages from each identified

tehsil (Total 16 villages) were selected on the basis of maximum area under groundnut cultivation. To select the respondents, five marginal, five small and five large (Total 15) groundnut growers were selected randomly from each identified village. Thus, in all 240 farmers (80 marginal, 80 small and 80 large farmers) were included in the sample of study. A schedule consisting all possible important marketing channels was constructed to know the extent of awareness of marketing channels to sell the groundnut produce by the farmers. Thereafter data were collected through face to face interview technique was from the selected respondents and then data were analyzed and hypotheses were formulated to arrive at specific conclusions.

## RESULTS AND DISCUSSION

To get an overview of level of awareness of marketing channels groundnut growers were classified into three categories i.e. low, medium and high awareness level on the basis of calculated mean and standard deviation of the awareness scores obtained by the groundnut growers.

The data contained in table-1 reveal that majority of the respondents, 130 (54.17%) had medium level of awareness. It was followed by 70 (29.16%) respondents possessing low level of awareness, while 40 (16.67%) respondents fell under the category of high level of awareness of marketing channels.

A critical look at table 1 brings to focus that in case of small groundnut growers, majority (60.00%) of the respondents had medium level of awareness followed by 27.50 per cent having low awareness level and 12.50 per cent having high level of awareness of marketing channels. Further in case of marginal farmers, majority (55.00%) of the respondents had awareness up to medium level. This was followed by

35.00 per cent having low level of awareness and only 10.00 per cent having high level of awareness.

Besides, in case of large farmers, 47.50 per cent of the respondents had medium level of awareness regarding marketing channels. However, large farmers who possessed high and low level of awareness were 27.50 and 25.00 per cent respectively. High literacy percentage, active social participation and better extension contact of the large farmers might have paved the way for them to possess medium to high level of awareness of marketing channels for selling groundnut produce. Similar findings are reported (1, 2).

The extent of awareness of groundnut growers about each marketing channel was found. The mean percent score was calculated for each channel and the results about the same have been presented in table 2.

It is apparent from table 2 that the large, small and marginal groundnut growers were aware of marketing channel 'village merchant' with the extent of 83.64, 84.90 and 85.50 MPS, respectively and ranked first by all the three categories of farmers. The extent of awareness of marketing channel 'village trader' was 79.50, 80.40 and 81.30 MPS by the large, small and marginal groundnut growers, respectively and placed on second rank by the farmers. The marketing channel 'retailer' was placed on third rank by all the three categories of farmers viz. large, small and marginal farmers with the extent of 76.25, 77.25 and 78.50 MPS, respectively. Further analysis of table shows that awareness level about 'broker at home' was 74.25, 76.10 and 77.80 MPS by large, small and marginal farmers and it was assigned fourth rank. The extent of awareness of selling the produce in 'local market' was found 65.70, 63.70 and 62.85 per cent by large, small

**Table-1** : Distribution of groundnut growers according to their awareness of marketing channels.

n = 240

S. No.	Awareness level	Large farmers		Small Farmers		Marginal farmers		Total	
		Frequency	%	Frequency	%	Frequency	%	Frequency	%
1.	Low (< 6)	20	25.00	22	27.50	28	35.00	70	29.16
2.	Medium (6-10)	38	47.50	48	60.00	44	55.00	130	54.17
3.	High (> 10)	22	27.50	10	12.50	8	10.00	40	16.67
	Total	80	100.00	80	100.00	80	100.00	240	100.00

F = Frequency, % = Per cent

**Table-2** : Extent of awareness of groundnut growers about marketing channels

n = 240

S. No.	Marketing Channel	Large farmers		Small farmers		Marginal farmers		Total	
		MPS	Rank	MPS	Rank	MPS	Rank	MPS	Rank
1.	Village merchant	83.64	1	84.90	1	85.50	1	84.68	1
2.	Village trader	79.50	2	80.40	2	81.30	2	80.40	2
3.	Consumer	48.75	7	49.35	7	50.75	7	49.61	7
4.	Local farmers	58.30	6	60.70	6	61.40	6	60.13	6
5.	Broker at home	74.25	4	76.10	4	77.80	4	76.05	4
6.	Retailer	76.25	3	77.25	3	78.50	3	77.33	3
7.	Oil expeller (miller)	41.35	10	40.80	10	39.75	10	40.63	10
8.	Commission agent	45.85	8	43.75	8	40.90	9	43.50	8
9.	Whole Seller	44.20	9	42.85	9	41.50	8	42.85	9
10.	Local market	65.70	5	63.70	5	62.85	5	64.08	5
11.	Co-operative societies	39.45	11	37.25	11	35.75	11	37.48	11
12.	Regulated market	37.85	12	35.90	12	33.80	12	35.85	12
13.	Mandies at city	34.50	13	32.60	13	30.70	13	32.60	13

MPS = Mean Per cent Score.

and marginal farmers respectively and accorded fifth rank by the farmers. Table further indicates that all the three categories of farmers i.e. large, small and marginal groundnut growers were aware of marketing channel 'local farmer' with the extent of 58.30, 60.70 and 61.40 MPS, respectively and placed on sixth rank. This was followed by the marketing channel 'consumers' who were placed on seventh rank by the respondents with the extent of awareness 48.75, 49.35 and 50.75 MPS among large, small and marginal farmers.

The awareness level about 'commission agent' was 45.85, 43.75 and 40.90 MPS among the large, small and marginal Farmers respectively and assigned eighth rank by large and small farmers and ninth rank by marginal farmers. The extent of awareness among large, small and marginal farmers regarding 'whole seller' was found 44.20, 42.85 and 41.50 MPS respectively and accorded ninth rank by large and small farmers whereas, it was placed on eight rank by marginal farmers

The data presented in table-2 further shows that large, small and marginal farmers had awareness of 'oil expeller (miller)' with the extent of 41.35, 40.80 and 39.75 MPS, respectively and placed on tenth rank by them. The awareness level of all the three

categories of farmers i.e. large, small and marginal regarding 'co-operative societies' was to the extent of 39.45, 37.25 and 35.75 MPS respectively and it was accorded eleventh rank by the farmers. Whereas 'regulated market' was placed on twelve rank by the large, small and marginal farmers with extent of 37.85, 35.90 and 33.80 MPS respectively. The marketing channel 'mandies at city' was placed on the last rank by all the three categories of farmers i.e. large, small and marginal with 34.50, 30.60 and 30.70 MPS respectively.

The awareness of large farmers of various marketing channels was quite high due to the reason that they have more cosmopolitan outlook and higher production of groundnut than small and marginal farmers in the study area.

Analysis of variance test was applied to find out the significant difference among three categories of groundnut growers viz. large, small and marginal farmers with regard to awareness of marketing channels used by the farmers to sell the produce.

### Hypotheses

**NH<sub>01</sub>** : There is no significant difference among large, small and marginal groundnut growers regarding awareness of marketing channels.

**RH<sub>1</sub>** : There is significant difference among large,

**Table-3** : Comparison of awareness of marketing channels among large, small and marginal groundnut growers

n = 240

S. No.	Source of variation	d.f.	S.S.	M.S.S.	'F' cal.
1.	Between the categories of farmers	2	75.80	37.90	0.91 NS
2.	Within the categories of farmers (Error)	237	9825	41.45	
	Total	239	9900.80		

NS = Non significant

small and marginal groundnut growers regarding awareness of marketing channels.

Table-3 reveals that the calculated 'F' value 0.91, which is lower than the tabulated 'F' value at 5 per cent level of significance and 2 degree of freedom. Thus, the null hypothesis ( $NH_{04}$ ) entitled "there is no significant difference among large, small and marginal groundnut growers regarding awareness of marketing channels" was accepted and alternative hypothesis ( $RH_1$ ) was rejected. It means that there was no significant difference among all the three categories of farmers with regard to awareness of marketing channels used by the groundnut growers.

## CONCLUSION

It was concluded that 54.17 29.16and 16.67 percent farmers possessed medium, low and high level of awareness about marketing channels respectively. The large farmers have more awareness than small and marginal farmers. The study further revealed that majority of the groundnut growers were aware about marketing channel "village merchant" with the extent of

84.68 MPS and ranked first in priority of awareness about marketing channels by the farmers. The marketing channels, namely 'village trader', 'retailer', 'broker at home', 'local market', 'local farmers' and 'consumer' was accorded second, third, fourth, fifth, sixth and seventh rank respectively by the farmers. The low awareness level was found among the farmers regarding marketing channels i.e. 'mandies at city', 'regulated market', 'co-operative societies', 'oil-expeller (miller)', 'whole seller' and 'commission agent'. It was also found that there was no significant difference between large, small and marginal groundnut growers regarding awareness of marketing channels to sale the produce in the study area.

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