

## Original Research Article

# Market Channel Used by Cauliflower and Cabbage Growers in Patna District

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## ABSTRACT

Important vegetables grown in India are tomato, onion, brinjal, cabbage, cauliflower, peas etc. India contributes about 13 per cent of the world vegetable production and occupies first position in the cauliflower, second in onion and third in cabbage in the world. The present study was carried out during the year 2018-19 in Patna district of Bihar. A total of 80 respondents from 2 blocks were selected purposively by random sampling technique and data were collected by means of personal interview. The study revealed that majority of the respondents i.e. 87.5 percent sold their produce immediately after the harvest. It has also been revealed that majority of the respondents (56.25percent) sold their produce through middle man. The structured schedule was developed keeping in view the objectives & variables under study. The respondents were contacted personally for data collection. Thus, this study promotes useful information about the market channel which calls for carrying out dissemination of the knowledge about marketing channel of the farmers of Patna district.

### Keywords

Market channel,  
Cauliflower and  
cabbage, Patna

## Introduction

India ranks second in vegetables production in the world. India produces 184394 thousand metric tons of vegetables from area of 10,259 thousand hectares with productivity of 17.97 MT/ha. (National Horticulture Board, 2017-18). Vegetables are grown in every part of our country under varied agro-climatic and soil conditions. At present, India produces about 70 different varieties of leafy and starchy tuber. More than 40 kinds of vegetables belonging to different groups namely solanaceous, cucurbitaceous, leguminous, cruciferous (Cole crops), root crops and leafy vegetables are grown in India in tropical, subtropical and temperate regions. India contributes about 13 per cent of the

world vegetable production with first position in the cauliflower, second in onion and third in cabbage in the world. The vast production base offers India tremendous opportunities for export. The area and production of cauliflower in Patna district is 4480 hectare and 1532 metric tonnes (DAO, Patna 2017-18). The area of production of cabbage in Patna district is 3305 hectare and production is 44066 metric tonnes (DAO, Patna 2017-18).

## Materials and Methods

This study was conducted in Patna district. Patna district comprise of 23 blocks in which two blocks namely Khusropur and Bakhtiyarpur were purposively selected. Two

villages Baikathpur and Mohsinpur from Khusropur, two villages Hediapur and Majhauri from Bakhtiyarpur blocks were purposively selected and thus 80 growers were selected. Thus the total sample size was of 80 respondents were studied. The data were collected through personal interview with the help of pre structure schedule. The data were analyzed with the help of frequency distribution, mean standard deviation and correlation coefficient.

**Results and Discussion**

**Selling time of produce**

It has been revealed from the table that majority of the respondents i.e. 87.5 percent sold their produce immediately after the harvest as these produces are very perishable and cannot be stored for long period followed

by 12.5 percent of respondents sold their produce after keeping in house for 1 - 2 days due to price fluctuation.

**Selling place of the produce**

Table 2 shows that majority of the respondents (81.25 percent) sold their produce at local vegetable markets because they have no other alternative followed by 18.75 percent respondents sold their produce at own field and nearby villages.

**Channel of selling the produce**

It has been revealed from the table 3 that majority of the respondents (56.25percent) sold their produce through middle man followed by 31.25 and 12.50percent of Cauliflower and Cabbage growers sold their produce to local traders and by self.

**Table.1** Distribution of respondents according to selling time of produce

	<b>Frequency</b>	<b>Percentage</b>
Immediately after the harvest.	70	87.50
Stored for 1-2 days and sold later.	10	12.50

**Table.2** Distribution of respondents according to selling place of the produce

	<b>Frequency</b>	<b>Percentage</b>
Local vegetable markets	65	81.25
At village/field	15	18.75

**Table.3** Distribution of respondents according to channel of selling the produce

	<b>Frequency</b>	<b>Percentage</b>
Middle man	45	56.25
Local traders	25	31.25
Self	10	12.50

**Table.4** Distribution of respondents according to source of information

	Frequency	Percentage
Cell phones	45	56.25
Personnel visit in the market.	19	23.75
Other fellow producer/market.	16	20.00

**Source of price information**

The perusal of table 4 shows that majority(56.25 percent) of the respondents collect price information of their produce by cell phones followed by 23.75 and 20.00 percent respondents get the price information by personnel visit in the market and other fellow producer or market respectively.

In conclusion, the maximum of the respondents sold their produce just after the harvest and through middleman shows that there are no storage facilities for such perishable vegetables. Hence, efforts should be made for better selling practices and storage practices. According to the above study it has been also depicted that most of the vegetable growers sold their produce in village market getting less prices. Hence, efforts should made to better market practices for boosting production and productivity. It suggests therefore, while preparing strategies for reducing such technological issues influence of such variables should be considered.

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