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**Om Prakash Maurya**

Associate Professor &  
Incharge, Department of  
Agricultural Economics &  
Statistics, R.S.M. (P.G.)  
College, Dhampur, Bijnor,  
Uttar Pradesh, India

**Lalit Kumar Verma**

Research Scholar, Department  
of Agricultural Economics &  
Statistics, R.S.M. (P.G.)  
College, Dhampur, Bijnor,  
Uttar Pradesh, India

**Corresponding Author:**

**Lalit Kumar Verma**

Research Scholar, Department  
of Agricultural Economics &  
Statistics, R.S.M. (P.G.)  
College, Dhampur, Bijnor,  
Uttar Pradesh, India

## Marketing channels of mango in Dhampur block of Bijnor district of Uttar Pradesh

**Om Prakash Maurya and Lalit Kumar Verma**

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### Abstract

Marketing of agricultural commodities has assumptive greater importance with the gradual switch over from subsistence farming to commercial farming. In this background, the present study was conducted in Dhampur block, Bijnor district of western Uttar Pradesh. The present study attempts to examine the marketing aspects of mango in the study area. It included marketing functionaries/agencies, marketing channels, marketing costs and margins and producer's share in the consumer's price in mango marketing. The study reveals that three major marketing channels were identified in the study area. The Marketing cost in channel I was Rs. 980 and for channel II and III it accounted for Rs. 960 and Rs. 945, respectively. The Marketing margin calculated for these three channels were Rs. 730, Rs. 695 and Rs. 795 respectively. The price spread through different marketing channels revealed that the producer's share in consumer's rupee was 68.56 per cent in channel I, 51.80 per cent in channel II and 52.81 per cent in channel III. The highest producer's share in consumer's rupee *i.e.*, 68.56 per cent was achieved in channel I in the study area.

**Keywords:** Marketing efficiency, price spread and consumer price

### Introduction

Horticulture contributes 29.5 per cent of agricultural GDP with 8.5 per cent area and 10 per cent of the total agricultural earning. India is second largest producer of fruits in the world with an annual production of 43 million tons from an area of 4 million hectares. India ranks first in the world for the production of mangoes. Mango is cultivated in largest area *i.e.*, 2516 thousand hectare (2014) which is 34.9 per cent of total area under the fruit crop production.

The total production of mango in India was 18.44 million ton (2014) which is 20.70 per cent of total fruit production with productivity 7.3 (Tons/ha). In India Uttar Pradesh is the leading state in mango production having 250.73 ('000 ha) area under mango cultivation and 4347.50 ('000 Tons) production ranked third having the productivity 17.33 Tons/ha, 11 per cent of total area and 26.54 per cent of total production of mango.

Mango is the national fruit of India, Pakistan, and the Philippines, and the national tree of Bangladesh. In several cultures, its fruit and leaves are ritually used as floral decorations at weddings, public celebrations, and religious ceremonies. The mango is now cultivated in most frost-free tropical and warmer subtropical climates; almost half of the world's mangoes are cultivated in India alone, with the second-largest source being China.

This seasonal fruit captures the markets, streets, roadsides and homes in India during the summer months of April-July. The fruit after harvest has to pass through several agencies before reaching the consumer. As producers do not generally undertake wholesale distribution, it is a common practice to lease out the orchards to pre-harvest contractors who take care of watch and ward of the crop till maturity and then dispose the produce as it suits them. There is a wide disparity in the prices of standing crop from place to place and even from year to year in the same area and from one orchard to another. It is mainly due to the irregular bearing habit of mango trees. Income from mango orchards therefore, is very uncertain. Usually, contractors are financed by commission agents or wholesalers. Thus, the pre-harvest contractor is obliged to sell the produce through the leading commission agents. Sometimes they dispose the produce directly to wholesalers or retailers. Commission agents, generally known as arhatiyas or dalals also include the forwarding agents who own the responsibility of proper packaging and transit. They are the most important link in the marketing of mango and about two thirds of the total market is controlled by these agents. They are located in both the assembling (producing) and consumption centres. At some

places, they not only sell fruits on commission basis but also transact wholesale business on their own account. In big cities like Mumbai, Kolkata, Lucknow and Delhi, there are separate commission agents for imported fruits and for local produce.

Distribution of mango starts from primary to terminal market. Mangoes grown in different parts of the country are transported to the big cities for marketing. The fruits produced in Andhra Pradesh and Tamil Nadu find markets in Nagpur, Bombay, and Calcutta. The important wholesale mango markets in India are Calcutta, Delhi, Bombay, Madras, Ahmedabad, Pune and Nagpur. Mangoes for these big markets are usually collected at the central places in all the mango growing areas, e.g., in Uttar Pradesh, Lucknow and Varanasi; in Gujarat, Gandevi, Gadat and Amalsar talukas; and in Maharashtra, Ratnagiri and Vengurla. Delhi and Bombay are the most important markets for despatch of mangoes. At Delhi all the mangoes are assembled at Sabzimandi, Ashoka market, and at Bombay at Crawford and Byculla markets for distribution.

**Materials and Methods**

**Sampling procedure**

A two stage random sampling technique was adopted to select the block, villages, mango orchardist, market and market functionaries etc. The district bijnor was selected purposively. The sampling technique was subdivided into following stages,

- a. Selection of the Block and Village
- b. Selection of the farmers/ orchardists
- c. Selection of Market & Market functionaries

**Selection of the Block and village**

The district has been divided into Eleven blocks out of which one block Dhampur were selected purposively for further investigation. Because Dhampur block is dominated in mango cultivation and its good will in mango production and having highest area under mango orchards. A list of all villages of Dhampur block, having mango orchard was prepared. From the four villages selected randomly.

**Selection of the Mango producers/ Mango orchardists**

A list was prepared of all common gardeners in the selected villages having orchards of different planting periods (irrespective of their size groups). The mango orchards were divided into 4 categories according to the age of their plantation. These were 0-5 years (establishment age), 6 to 10 years, 11 to 15 years, and 16 to above years. From this list, 40 mango growers/orchards were randomly selected based on their proportion falling under each group of classified orchards.

**Selection of Market & Market functionaries**

In order to study the marketing of mango, two markets, one whole sale market 'local Dhampur Mandi' and another market 'district mandi', selected purposively, because of higher mango arrivals. All the functionaries involved in its marketing were studied.

**Methods of data enquiry**

The enquiry was conducted by survey method. The sample was conducted through personal interview and pretested schedule. The primary data was collected during the year 2023-24, and the required secondary data were also collected from the various published records of government

offices, block development officer, published reports, journals, books and other related agencies sources.



**Fig 1:** Mango orchard Side View



**Fig 2:** Mango orchard isometric View



**Fig 3:** Collecting information related to Mango Marketing from mango orchardists

**Analytical Tools**

The analytical procedure followed to accomplish the objectives under the study is explained below. The data pertaining to marketing cost of jaggery and marketing systems were analyzed by tabular method with a view of studying the marketing costs, margins and marketing practices adopted by the mango producers.

**Total cost of marketing**

The total costs incurred in the marketing channel have been worked out by using the following formula.

$$C = C_1 + C_{m1} + C^{m2} + C_{m3} + \dots + C_{mi}$$

**Where,**

C = The total cost of marketing of the commodity

$C_f$  = Cost paid by the producer/farmers from the time the produce leaves the farm till sells it.

$C_{mi}$  = Cost incurred by the  $i^{th}$  middleman in the process of buying and selling of the commodity.

**Marketing margin of  $i^{th}$  middle man**

Concurrent margin method was used for computing the marketing margin of  $i^{th}$  middle man. The marketing margin received by  $i^{th}$  middle man in transacting the agricultural produce is given by,

$$A_{mi} = P_{Ri} - (P_{Pi} + C_{mi})$$

**Where,**

$A_{mi}$  = Absolute margins of  $i^{th}$  middleman

$P_{Ri}$  = Total value of receipts per unit (sale price)

$P_{Pi}$  = Purchase value of goods per unit (purchase price)

$C_{mi}$  = Costs incurred by  $i^{th}$  middleman

**Producer share in consumer's rupee**

It is the price received by the Producer ( $P_f$ ) expressed as percentage of the retail price ( $R_p$ ) *i.e.*, the price paid by the consumer. The producer's share in the consumer's rupee ( $P_s$ ) may be expressed as follows.

$$P_s = \frac{P_f}{R_p} \times 100$$

**Where,**

$P_s$  = Producer's price

$P_f$  = Price received by producer

$R_p$  = Retail price of the product

**Modified measure of marketing efficiency**

Acharya's measure of marketing efficiency was used for comparing the efficiency of alternate channels of marketing. The efficiency has been calculated by using the following formula.

$$MME = FP \div (MC+MM)$$

**Where,**

MME = Modified measure of marketing efficiency

FP = Price received by the farmer/Producer

MC = Marketing cost

MM = Marketing margin

**Results and Discussion**

**Channels involved in the marketing of Mango**

Three marketing channels were observed for the higher arrival of mango in the study area. they are-

**Channel I:** Producer → commission agent → Wholeseller → Retailer → Consumer

**Channel II:** Producer/Pre-harvest contractor → commission agent → Retailer → Consumer

**Channel III:** Pre-harvest contractor → Wholeseller → Retailer → Consumer

**Marketing Cost involved in the marketing of Mango**

This included all marketing charges in the marketing process from local assembling to retailing. Marketing costs limit producer income, affect the purchasing power of consumers, and reduce the profits of marketing agencies. The marketing cost incurred by the grower/pre-harvest contractor, wholesaler and retailer in the process of marketing mango is given in Table No. 1.

**Table 1:** Marketing cost incurred by the producer/ Pre-harvest contractor, commission agent, wholeseller and retailer (Rs. /qtl.)

Sr. No.	Particulars	Channel I	Channel II	Channel III
<b>A. Charges paid by producer/ pre-harvest contractor</b>				
1.	Cost of box	-	500	500
2.	Cushion materials	-	70	65
3.	Transportation	50	60	50
4.	Loading unloading	20	20	20
5.	Token fee	10	10	10
6.	Arhat	40	40	40
7.	Mandi charges	35	35	35
	Total	155	735	720
<b>B. Charges paid by commission agent</b>				
1.		40	40	-
2.	Miscellaneous charges	35	45	-
	Total	75	85	-
<b>C. Charges paid by wholesaler</b>				
1.	Packing charges	500	-	-
2.	Transportation	50	-	40
3.	Loading unloading	20	-	20
4.	Storage cost	25	-	25
5.	Mandi fees	35	-	35
	Total	630	-	120
<b>D. Charges paid by retailer</b>				
1.	Transportation	40	60	35
2.	Unloading	20	20	20
3.	Storage cost	35	35	30
4.	Mandi fees	25	30	20
	Total	120	145	105

Table No. 1 shows that marketing cost incurred by pre-harvest contractor stood highest (Rs. 735 per quintal) in channels II only. The Overall Marketing cost in channel I was came to Rs. 980 and for channel II and III it accounted

for Rs. 960 and Rs. 945, respectively.

**Marketing Margins involved in the marketing of Mango**

It covered all the expenses and profits of the marketing



agencies/ functionaries. It is that part of consumer's rupee above the farmer's share. The marketing margins (marketing cost + margin profit) in mango marketing for different channels have been given in table no. 2.

Table no. 2 shows the Marketing margin calculated for these three channels were Rs. 730, Rs. 695 and Rs. 795 respectively.

**Table 2:** Total marketing margins (Rs./qtl.)

Sr. No.	Particulars	Channel I	Channel II	Channel III
<b>A.</b>	<b>Marketing cost</b>			
1.	Paid by producer/pre-harvest contractor	115	735	720
2.	Paid by commission agent	75	85	-
3.	Paid by wholesaler	630	-	120
4.	Paid by retailer	120	145	105
	Total (A)	980	960	945
<b>B.</b>	<b>Margin of profit</b>			
1.	Paid by producer/pre-harvest contractor	-	90	90
2.	Commission agent	165	165	-
3.	Wholesaler	240	-	265
4.	Retailer	325	440	440
	Total (B)	730	695	795
	Total (A+B)	1710	1655	1740

In mango marketing, total marketing margin varied from Rs. 1655 to Rs. 1740 per quintal in various channels, depending upon the length of marketing channel.

#### Price spread in the marketing of Mango: Producer's share in the consumer's Rupee

Generally, it refers to the difference between two prices, *i.e.*, the price paid by the consumer and the price received by the producer. The study of price transmission involves ascertaining not only the actual prices at various stages of the marketing channel, but also the costs incurred in the

process of movement of the produce from the farmer to the consumer and the margins of various middlemen.

#### Producer's share in the consumer's Rupee

The table no. 3 shows the price spread through different marketing channels revealed that the producer's share in consumer's rupee was 68.56 per cent in channel I, 51.80 per cent in channel II and 52.81 per cent in channel III. The highest producer's share in consumer's rupee *i.e.*, 68.56 per cent was achieved in channel I.

**Table 3:** Price spread in the marketing of mango under various channels (Rs./qtl.)

Sr. No.	Particulars	Channel-I	Channel-II	Channel-III
1	Price received by producer	2500	2600	2550
2	Cost incurred by producer/Pre-harvest contractor	155	735	720
3	Net price received by producer	2345	1865	1830
4	Commission agents' profit margin	165	165	-
5	Cost incurred by wholesaler	630	-	120
6	Profit margin of wholesaler	240	-	265
7	Wholesaler sales	2895	-	3360
8	Cost incurred by retailer	120	145	105
9	Retailer profit margin	320	440	440
10	Price paid by consumer	3420	3600	3465
11	Total profit margin (Rs./qtl.)	730	695	795
12	Percentage margin on consumers price	21.35	19.30	33.94
13	Price spread	1635	1485	1650
14	Percentage of Price spread	47.80	41.25	47.62
15	Producers share in consumers rupee (%)	68.56	51.80	52.81
16	MME	1.60	1.41	1.11

The producer's share was low due to presence of a long chain of middlemen in the marketing process. Besides this, the wholesaler of Bijnor mandi has to bear higher marketing cost due to higher transportation charges. In channel II, there was no wholesaler and the retailer purchased the produce directly from pre-harvest contractor through commission agent, while in channel III, there was no commission agent and the wholesaler made direct purchase from pre-harvest contractor, resulting in higher share of producer in the price paid by the consumer.

The percentage share of price spread in total price paid by consumer; it varied from channel to channel. In channel I, the price spread came to 47.80 per cent while in channel II it was 41.25 per cent and in channel III it was 47.62 per cent

only.

#### Conclusion

It may be concluded that the marketing of mango three major marketing channels was identified in the study area. The Marketing cost in channel I was came to Rs. 980 and for channel II and III it accounted for Rs. 960 and Rs. 945, respectively. The Marketing margin calculated for these three channels were Rs. 730, Rs. 695 and Rs. 795 respectively. The price spread through different marketing channels revealed that the producer's share in consumer's rupee was 68.56 per cent in channel I, 51.80 per cent in channel II and 52.81 per cent in channel III. The highest producer's share in consumer's rupee *i.e.*, 68.56 per cent

was achieved in channel I in the study area.

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