

# **Marketing Efficiency and Marketing Constraints of Rice Fallow Maize in Guntur District of Andhra Pradesh**

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## **ABSTRACT**

Maize has the highest average national grain productivity followed by sorghum and bajra. In view of increased area and grain output, the present research paper is intended to analyse its marketing efficiency and marketing constraints. The net price received by the farmer is highest with Rs 800 per q/ha, the marketing costs and margins are lowest, the producers share in consumers rupee is 90.91 per cent and the marketing efficiency was highest with 10, in case of channel -1 i.e producer - marketed - consumer than other channels studied. Lack of remunerative price, lack of storage, lack of regulated markets and lack of procurement were identified as major constraints.

**Key words :** Maize, Marketing constraints, Marketing efficiency.