

Marketing Efficiency of Different Market Channels For Brinjal in Odisha

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ABSTRACT

The study was undertaken with the main objectives to compare marketing efficiency of different market channels for brinjal in Odisha. Three market channels were identified in the study area *viz.*, channel I: producers-commission agents-wholesalers-retailers-consumers, channel II: producers-wholesalers-retailers-consumers, Channel III: producers-corporate retailer's collection centre-corporate retail market's city processing centre- retail outlets-consumers. Channel III was found to be more efficient compared to other two market channels both by Acharya's method and Shepherd's method. In market channel III producer's share in consumer's rupee was 50.06 percent whereas for channel I and channel II it was 35.95 percent and 37.55 percent respectively.

Key words : Marketing efficiency, Market channels, Odisha.