

# **A Case Study on Vegetable marketing of Mangalagiri [SLNS Temple] Rythu Bazar of Guntur District [AP]**

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## **ABSTRACT**

This study was taken-up to generate empirical information on marketing costs, marketing margins and price-spread in vegetables, in Mangalagiri (SLNS Temple) rythu bazar (farmers market) of Andhra Pradesh. The information on the problems of vegetable producers and consumers is also very crucial in framing suitable policies to safeguard their interests. The present study is an endeavor in this direction to examine the impact of rythu bazars mainly on the share of producers in the consumer's rupee. The findings of the study witness that the marketing costs for different vegetables were in the range of 7.00 to 14.66 per cent and the marketing margins were found to be in the range of 85.34 to 92.62 per cent (potato). The farmers price was found to be very high for ridge gourd (Rs.760/-) followed by Rs.600/- (tomato), Rs.560/- (brinjal and bhendi), and it was very low for bottle gourd (Rs.320/-). By direct selling of vegetables to the consumers, farmers are able to increase their income share, which otherwise goes to the middlemen. Of all problems faced by the farmers, the major ones are fear of shifting of rythu bazar and lack of permanent structure. On the other hand, the major problems of the consumers are; no difference between the rythu bazar prices and retail market prices and producers ignore pricelist. The suggestions offered by the farmers and consumers should be strictly considered for effective functioning of rythu bazar.

**Key words :**Marketing costs & margins, Producer's price, RMR, RBR,Rythu bazar, Vegetables.