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AN ECONOMIC ANALYSIS OF MAIZE MARKETING IN KARNATAKA: A CASE STUDY OF DAVANGERE DISTRICT

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ABSTRACT

Maize occupies a pride place among the world. It is commonly called as "queen of coarse cereals". In India maize used 36% of food production, 2% of seeds, 12% livestock's, 40% poultry feed and 10% starch industries etc. maize meals is also used as a replacement for wheat flour to make corn bread and other backed products and it's the main ingredient for tortillas and many other dishes of Mexican food, corn syrup is used as a sweetener instead of sugar in 1000s products including soda, candy cookies and bread. In my study relationship between market performance of maize and the study of the market concentration and the role of mediators will be greater relevance to the policy makers to assess the market predominance and remove the bottleneck if any in the system of marketing of maize, to improve the income of the farmers. My study based on two objectives that is to document the problems faced in Production and marketing of Maize, to get an insight into the cost in the production of maize and returns from the same. Maize is high profitable crop comparatively cost. Therefore, many of the farmers are cultivating maize crop.

KEYWORDS

APMC market, cost, returns, world maize market.

INTRODUCTION

Maize occupies a pride place among the world. It is commonly called as "queen of coarse cereals". Maize (*Zea Mays L*) has been cultivated for thousands of years during archeological excavations in Mexico, Grains of Maize and parts of Maize ears were found in cave and rock shelters, which are thought to be about 4500 years old or even earlier origin pollen grains of *Zea*, *Trip Scum* and *Euchleana* are said to have been found at a depth of more than 50 meters under México city (Weather Wax and Randolph 1955). At the time of the discovery of the new world was already cultivated in many parts of the United State of American.

Maize is primarily used as feed for livestock, suggesting the dependence of livestock, food grains for human consumption; it is being used for manufacturing industrial product like starch, syrup, alcohol, acetic and lactic acids glucoses, paper, plastic, textile, adhesive, synthetic rubber etc. in addition it's also used as an important feed and fodder for animals.

In India maize used 36% of food production, 2% of seeds, 12% live stocks, 40% poultry feed and 10% starch industries etc. maize meals is also used as a replacement for wheat flour to make corn bread and other backed products and it's the main ingredient for tortillas and many other dishes of Mexican food, corn syrup is used as a sweetener instead of sugar in 1000s products including soda, candy cookies and bread.

During year 2000 these amounts had shifted to 40% of poultry, 36% food, 10% starch, 12% livestock, 2% seeds and corn which is used to 500 different uses of corn include filler for plastics, packing materials, insulating materials, adhesives, chemicals, explosive, paint, paste, abrasive, dyes, insecticides pharmaceuticals, organic acid, solvents rayon, soaps, antifreeze and so on.

In the year 2012 maize production automatically come down for the reasons are uncertainty of rain, less subsidy, interference of mediator, lack of support price etc. Thus farmer cannot interest to sell their product directly in APMC market, they are depending on mediators. In my study relationship between market performance of maize and the study of the market concentration and the role of mediators will be greater relevance to the policy makers to assess the market predominance and remove the bottleneck if any in the system of marketing of maize, to improve the income of the farmers.

WORLD MAIZE MARKET SITUATION AND OUTLOOK 2014-2015

TABLE NO. 1: WORLD CORN PRODUCTION BY COUNTRY 2015 (IN THOUSAND MILLION TONS)

Country	Production (in world market in 000 mt)	Percentage share in world market
U.S.A	361091	36
China	215646	21
Brazil	85000	8
European union	75793	8
Ukraine	28450	3
Argentina	27000	3
Mexico	25480	3
India	23670	2
Canada	11487	1
Russia	11325	1
Other	144052	14

Source: www. AIMS. Com

From the table 1.7, it is clearly indicates that Andhra Pradesh ranks first in area under production of Maize that is 0.97 hectares of land, production of Maize 4.81 million /hectre and the productivity is 4959 million /hectre. Punjab rank least area under production of Maize that is 0.13 hectares of land, production of Maize 0.23 million /hectre and the productivity is 1769 million hectre.

TABLE NO 2: DAVANGERE MAIZE MARKET SITUATION AND OUTLOOK 2010 TO 2016

Sl.No	Year	Arrivals/dispatches (100kg/quantal)	Minimum price (in Rs)	Maximum price (in Rs)
1	2010-2011	1559656	710	1095
2	2011-2012	988319	880	1300
3	2012-2013	1289690	980	1500
4	2013-2014	1288550	980	1555
5	2014-2015	1204242	860	1400
6	2015-2016	1463544	1010	1580

Source: APMC Market Davangere

From the table 1.12, it is clearly indicating that 2010 -2011 highest Maize arrivals and Dispatches that is 1559656 hundred kg per quantal and 710 Rs minimum price per quantal and 1095 Rs maximum price per quantal. in the year 2014 -2015 lowest Maize arrivals and Dispatches 1204242 hundred kg per quantal and 860 Rs minimum price per quantal and 1400 Rs maximum price per quantal.

STATEMENT OF THE PROBLEM

The present study is covers the economics of marketing of Maize and identify the problems faced by the maize cultivator in its cultivation and marketing it envisages to suggest possible corrective measure to bring about the desired important in marketing of maize crop.

OBJECTIVES OF THE STUDY

1. To document the problems faced in Production and marketing of Maize.
2. To get an insight into the cost in the production of maize and returns from the same.

HYPOTHESIS

H₀: marketing mechanism used and types of farmers are independent

H₁: marketing mechanism used and types of farmers are not independent

H₀: Growing maize because of the low production cost and the type of farmer are independent H₁: Growing maize because of the low production cost and the type of farmer are not independent.

METHODOLOGY

The maize crop plays a vital role in Davangere district, for this purpose of study has been conducted to know the production and marketing of maize crop in Davangere district. Hence the study area is of Davangere district, which includes two taluks namely Davanagere & Channagiri. In Dvanagere taluk three villages were selected namely Lingadahalli, Siddanur & Iguru. In Channagiri Taluks three villages were selected namely Herekogalur, Giriyapura & Mallapura. Both primary and secondary data are collected the information. The primary data was colleted through questionnaire and the secondary data are collected through internet, DSO, Davanagere, KSO, Bengaluru, Visiting University Libraries, articles etc. The sample size is of 301 farmers. The statistical tools used on this study are percentage, ratio method, Standard Deviation, ANNOVA, X² test etc. The study as taken for the year 2012 to 2016.

REVIEW OF LITERATURE

Ramanna and Chandrashekar (2000) in his thesis “Cost and Returns of hybrid maize production in Bangalore district” indicated that labours was a major component of the cost of production especially on farms with high cost and low net returns so the average cost of cultivation and returns is very high.

State of Indian agriculture report on (2012-2013) explained India maize accounts for only about 2.4 percent of the world geographical area 4 percent of its water resources but has to support 17 percent of the world’s human population and 15 percent of the livestock. Agriculture is an important sector of Indian economy, accounting for 14 percent of the nation’s GDP about 11 percent of its exports about half of the population still relies on agriculture as its principle source of income and it is a sources of raw material for a large number of industries. The rate of area, production and productivity of maize crop relatively changed compared to 10 th 11 th plan.10 th plan maize crop covered 3.77 percent area, produced 4.02 percent and yield -0.15 percent but its change 11 th plan (2007 to 20132).the area 2.16 percent production 8.90 and yield 6.47 percent of it.in the year 2012-2013 requirement of maize is 12.1 quilting of hybrid seed but it available 12.5 percent maize is the major coarse cereals accounting for a little more than half of the production of coarse cereals.the total production of maize has increased from 15.10 MT in 2006-07 to 21.76 MT in 2011-12.so the government fixed the MSPs of various agricultural crops on the recommendation of the commission of agricultural cost and prices (CACP)the views of concerned state government and control ministries /department as well as other factors considered relevant for fixing MSP.

Ranganath et.al (2013) in their article “structure and competitiveness of the maize market in Davangere” they said that India is the 6th largest maize producer in the world. It is contributing to 2.3% of the global production. among the major producing states Andhra Pradesh tops list with the contribution of 19% to the total Indian maize production other producers are Karnataka (17%), Behar (10%)and Madhya Pradesh (5%). Davangere is the major maize producing district.it contribute 30% of the state production (0.95MTs).Davangere is the major maize market in the country.it’s also delivery centre approved by NCDEX.here they used to collect the primary data for collecting 30 traders from Davangere market and they used for analyzing market structure at traders levels to manures their concentration of market power and competitiveness of the market in the study area. The Lorenz co-efficient of inequality was found to be 0.206 which revealed that their existed a higher degree of competitiveness for maize in Davangere as market concentration was less. The maize traders from Davangere established linkage with the poultry feed manufacturers of the district among the three poultry feed units in the study area. Feeds India private limited stood first for price and procurement reasons and the feeds were preferred for payment reasons

Jimjel Zalkuwi et.al (2014) in their journal “analysis of cost and returns of maize production in Numan local government area of Adamawa state Nigeria” studied that maize is one of the most important cereal crops in Nigerian agriculture. The crop occupies a crucial place than other cereal crops since it is used as a food, feeds, fodder and other industrial raw material. The study analyzed the socio-economic characteristic of maize farmers and cost and returns per hectre. Multi stage technique was employed to select 97 maize producing farmers for the study, data for the study were collected using structured questionnaires. The result of the analysis showed that the mean age for respondents was 46 years while more than half of them were literates. The major source of finance for the farmers was personal savings while the average land area cultivated was 2.6 hactres. The average gross margin analysis was estimated to be 7,228.71 per hectare indicating that maize production is profitable in the study area. Other economic indicates that the farmers got higher return/ also the operating ratio was 0.815 all pointing towards how profitable the venture in the study area.

TABLE NO. 3: CROSS TABULATION OF THE MARKETING MECHANISM USED AND THE TYPE OF FARMER

Count		Type of farmer			Total
		Small farmer	Medium farmer	Large farmer	
Marketing Mechanism	Direct market	12	14	10	36
	APMCs	60	109	51	220
	Middlemen	6	5	11	22
	Retailer	8	15	0	23
Total		86	143	72	301

Source: Primary Data

From the table 4.60 shows that among the small farmers, almost 70% used the APMCs, 14% used direct market, 9.3% used the retailer and only 7% took help from middlemen. Among medium farmers, 76.2% used the APMCs, 10.5% used the retailer, 9.8% used direct market and only 3.5% took help from middlemen. Among large farmers, 70.8% used the APMCs, 15.3% took help from middlemen, 13.9% used direct market and no one used the retailer. On the whole, majority of the farmers utilized the APMCs as the marketing mechanism.

TABLE NO. 4: CHI-SQUARE TESTS OF THE MARKETING MECHANISM USED AND THE TYPE OF FARMER

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	17.888 ^a	6	.007
Likelihood Ratio	22.397	6	.001
Linear-by-Linear Association	.734	1	.392
N of Valid Cases	301		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 5.26.

A chi-square test of independence was performed to examine the relation between the marketing mechanism used and types of farmers. The relation between these variables was significant, $\chi^2(6, N = 301) = 17.888, p < 0.05$. We reject the null hypothesis that the marketing mechanism used and type of farmer are independent and conclude that marketing mechanism used is directly associated with the type of farmer.

TABLE NO. 5: CROSS TABULATION OF THE PROBLEMS RELATING TO MARKETING AND TYPES OF FARMERS

			Types of farmers			Total
			Small farmer	Medium farmer	Large farmer	
Problems relating to marketing ^a	Marketing_Problem_Middlemen	Count	37	41	22	100
	Marketing_Problem_Storage	Count	57	45	34	136
	Marketing_Problem_Grading	Count	26	41	21	88
Total	Count	76	77	49	202	

Source: Primary Data

From the table 4.65 shows the major marketing problems faced by farmers. Among the small farmers, most (75%) had storage difficulties, 48.7% faced problems from middlemen and 34.2% had difficulties in grading. Among the medium farmers most (58.4%) had storage difficulties and equal percentages (53.2% each) faced problems from middlemen and from grading. Among the large farmers, most (69.4%) had storage difficulties, 44.9% faced problems from middlemen and 42.9% had difficulties in grading. Overall, during marketing, most of the respondents suffered from problems relating to storage. Some suffered from more than one problem.

TABLE NO. 6: VARIATION IN COSTS FOR VARIOUS ACTIVITIES IN MAIZE CULTIVATION IN THE PERIOD FROM 2012 TO 2016

Year	Land preparation cost (Rs)	Cost of seeds (Rs)	Cost of sowing (Rs)	Fertilizers cost (Rs)	Inter cultivation harvesting and transportation (Rs)	Wages (Rs)	Total cost per acre (Rs)
2012	1948	1469	1295	3750	2302	1226	12508
2013	2017	1331	1436	3821	2457	1308	12474
2014	2226	1604	1365	3579	2515	1534	12484
2015	3378	1927	1471	3789	2557	2479	13686
2016	3325	2239	2125	4212	3217	2500	13791

Source: Primary Data

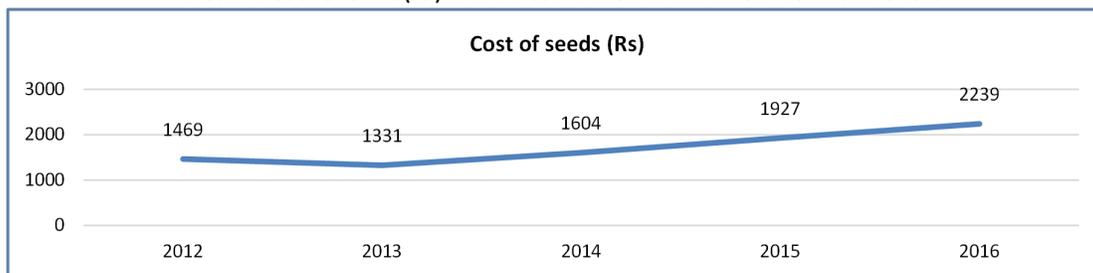
From the table 4.70 shows the variation in costs for various activities in maize cultivation in the period from 2012 to 2016, for land preparation, seeds, sowing, fertilizers, inter cultivation harvesting and transportation, wages and the total cost per acre.

FIGURE 1: LAND PREPARATION COST (RS) IN MAIZE CULTIVATION IN THE PERIOD FROM 2012 TO 2016



This figure depicts that between 2012 and 2014, there was only a slight increase in costs of land preparation. However, costs rose quite a lot in 2014-15, but decreased very little/ remained almost constant in 2015-16.

FIGURE 2: COST OF SEEDS (RS.) IN MAIZE CULTIVATION IN THE PERIOD FROM 2012 TO 2016



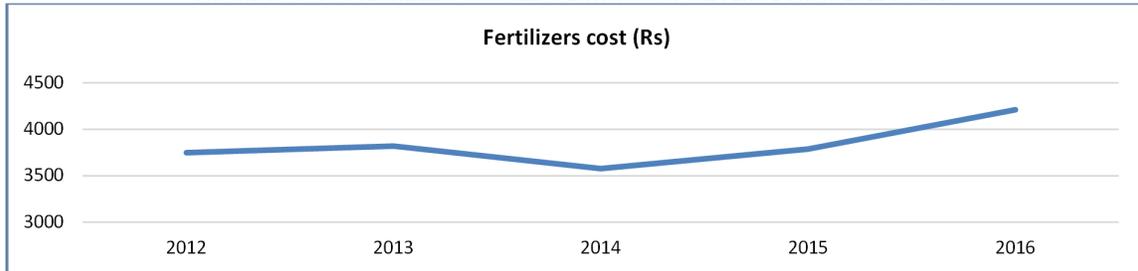
This figure depicts that between 2012 and 2016, there has been a gradual rise in the cost of seeds, though it had decreased slightly in 2013.

FIGURE 3: COST OF SOWING IN MAIZE CULTIVATION IN THE PERIOD FROM 2012 TO 2016



The curve indicates that costs of sowing maize was almost constant from 2012 to 2015, but then costs suddenly went upwards in 2015-16.

FIGURE 4: COST OF FERTILIZERS IN MAIZE CULTIVATION IN THE PERIOD FROM 2012 TO 2016



This figure depicts that though the cost of fertilizers for maize briefly came down in 2014, it again increased a lot in 2014-16.

FIGURE 5: INTER CULTIVATION HARVESTING AND TRANSPORTATION (Rs.) IN MAIZE CULTIVATION IN THE PERIOD FROM 2012 TO 2016



From the figure depicts that costs of inter-cultivation harvesting and transportation in maize cultivation was almost constant, though there has been a gradual rise from 2012-16.

FIGURE 6: WAGES IN MAIZE CULTIVATION IN THE PERIOD FROM 2012 TO 2016



The upward curve in the above figure depicts that wages paid have been rising, the greatest increase being during 2014-15, after which it has remained constant in 2015-16.

FIGURE 7: TOTAL COST PER ACRE IN MAIZE CULTIVATION IN THE PERIOD FROM 2012 TO 2016



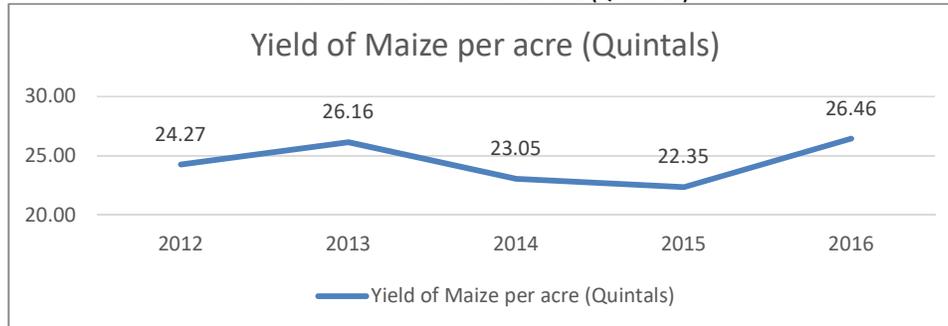
The curve in the above figure indicates that the total cost per acre in maize cultivation was constant during 2012-14, after which there was a sudden hike in costs in 2014-15, after which it has remained fairly constant in 2015-16.

TABLE NO. 7: VARIATION IN YIELD, REVENUE AND PROFIT IN MAIZE CULTIVATION IN THE PERIOD FROM 2012 TO 2016

Year	Yield of Maize per acre (Quintals)	Total revenue (Rs)	Net profit (Rs)
2012	24.27	23415	13701
2013	26.16	24589	13498
2014	23.05	26166	13701
2015	22.35	24617	13309
2016	26.46	25271	14296

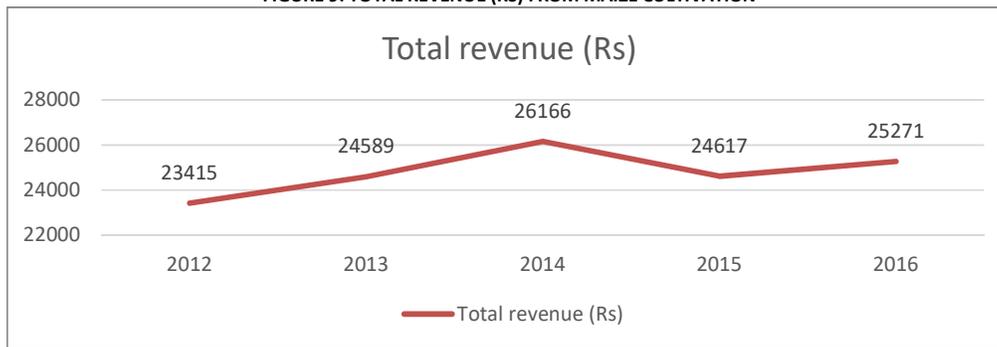
Source: Primary Data

FIGURE 8: YIELD OF MAIZE PER ACRE (QUINTALS)



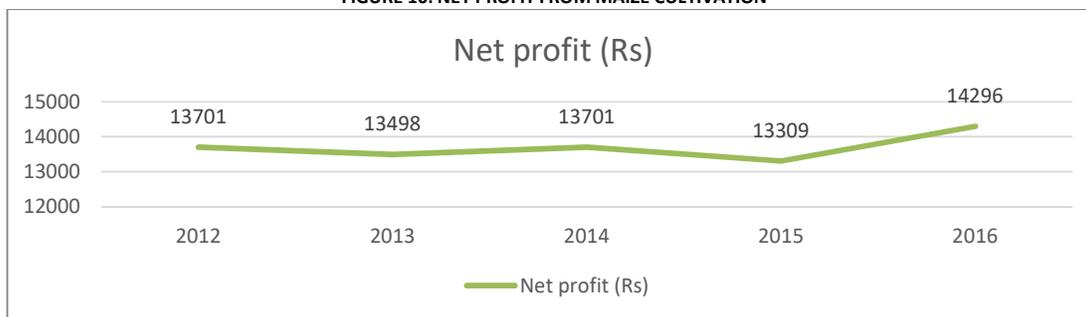
The above curve depicts that the yield of maize per acre has kept changing. Yield increased in 2013, but decreased in 2013-14, and went down further the next year. However, there has been an upward curve in 2015-16, implying a good yield, actually the highest in the period of 2012-16.

FIGURE 9: TOTAL REVENUE (RS) FROM MAIZE CULTIVATION



From the curve depicts that the total revenue from the cultivation of maize has been almost constant, though it was highest in 2014 and fell the next year.

FIGURE 10: NET PROFIT FROM MAIZE CULTIVATION



The net profit from maize cultivation was constant during 2012-14, but it declined slightly in 2014-15. The highest profit was earned in 2016.

SUGGESTIONS

- APMCs provide modern storage facilities to the Maize farmers which they produced.
- Middle men and commission agent’s problems should be remove and existence of direct link between farmers and the department.
- Good seeds and fertilizers are available to the farmers at proper time is made by the government.
- Government should give subsidy for purchasing of modern agricultural implements.
- Awareness programmes regarding froud seed and fertilizers should be announced by the government.
- Marketing facilities should be made easily by the government.
- Broadcasting of marketing information through mass Media’s regularly.

CONCLUSION

Through Maize is one of the food crops of India the farmers are facing to many problems regarding labour, cost of cultivating, harvesting, pest and insects, credit problems, water problems, fair price problems etc. still Maize cultivation is a mass cultivation in food grains. If government provide hand in hands helps with the Maize farmers regarding his problems in cultivation of Maize crop no doubt the bumper Maize crop production can be achieved. Since increase in production of Maize is must for meeting domestic and export requirement and for increasing the income of the farmers and also helps in increasing rural unemployment. Because in rural areas the Maize cultivation is popularly high profitable crop. Finally, I concluded that maize is high profitable crop and less returns.

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