

## **Costs, Returns and Marketing Pattern of Rapeseed and Mustard in Haryana**

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### **Abstract**

On the basis of primary data collected from randomly selected 240 respondents scattered in eight villages of Mahendragarh and Bhiwani districts of Haryana it was observed that gross returns and net returns were found higher on small farms as compared to medium and large farms in both the selected districts. Two major marketing channels observed were Channel-I : Producer—Commission agent—Oil - expeller/oil-miller—Retailer—Consumer, and Channel-II : Producer—Commission agent—Wholesaler—Oil-expeller/Oil-miller—Retailer—Consumer. Among both the channel-I is most prevalent route through which majority of the farmers sell more than three-fourth of their quantity sold in different markets of the area. The share of producers in consumer's rupee under channel-I was almost the same in all the four markets.

**Key words :** Rapeseed, Mustard, Marketing pattern, Costs, Returns.

The production of rapeseed and mustard in India decreased from 6.7 million tones to 5.9 million tones during the period from 1996-97 to 2003-2004, while the production of total oilseeds increased from 24.4 million tones to 25.0 million tones during the same period. Haryana occupies the eighth position in the production of rapeseed and mustard. The area under crop has increased from 198.0 thousand hectares to 619.2 thousand hectares during the period 1966-67 to 2003-04, while the production increased from 80 thousand tones to 965.0 thousand tones. It shows that the production in the state has been growing over the years with the highest area covered in Bhiwani district followed by Mahendragarh, Rewari, Gurgaon and Hisar. In 2002-03 the Bhiwani district occupied 177.5 thousand hectares under rapeseed and mustard with the production of 277 thousand tones during the same year (1—3).

### **Methods**

Out of main rapeseed and mustard growing districts in the state Bhiwani and Mahendragarh, districts were selected purposively for the present study based on higher average area and production under rapeseed and mustard for the last three years.

All the farmers growing rapeseed and mustard were divided into three size groups of holding, namely

small, medium and large farmers. Thirty farmers from each village proportionally from each group were selected randomly. In all 240 farmers from different groups were selected from eight selected villages. The required data pertaining to the costs, returns and marketing pattern for the crop year 2004-05 were collected by conducting personal interviews with the selected respondents. The tabular analysis technique was used to draw the inferences from the collected data.

### **Results and Discussion**

Table 1 shows that the per acre gross returns were worked out to be maximum of Rs 12,399 and Rs 12,900 in Bhiwani and Mahendragarh districts, respectively on small farms followed by medium farms (Rs 12,272 in Bhiwani and Rs 12,568 in Mahendragarh) and large farms (Rs 11,541 in Bhiwani and Rs 11,887 in Mahendragarh).

The total cost of cultivation was found to be highest on large farms i.e. Rs 9,708 followed by medium farms i.e. Rs 9,629 and small farms i.e. Rs 9291 in Bhiwani. The same trend was observed in Mahendragarh district. In Mahendragarh the total cost of cultivation was found to be highest on large farms i.e. Rs 9,982 followed by medium farms i.e. Rs 9,787 and small farms i.e. Rs 9,662. The average pro-

**Table 1.** Cost and returns of rapeseed and mustard on different sizes of farms in Bhiwani and Mahendragarh districts. (in Rs/acre).

Items	Bhiwani			Mahendragarh		
	Small	Medium	Large	Small	Medium	Large
Variable cost	4445	4720	4783	4628	4718	4890
Total cost	9291	9629	9708	9662	9787	9982
Yield (q/acre)	7.10	6.90	6.44	7.40	7.08	6.64
Gross returns	12399	12272	11541	12900	12568	11887
Returns over VC	7953	6431	5668	8272	6716	5897
Net returns	3108	2643	1833	3238	2781	1905
B:C ratio	1:1.34	1:1.28	1:1.19	1:1.34	1:1.27	1:1.19
Cost of production (Rs/q)	1156	1233	1338	1136	1222	1338

duction was highest on small farms in both the districts. While the cost of production per quintal was maximum on large farms (Rs 1,338).

The net returns per acre were found to be maximum on small farms (Rs 3,108) followed by medium farms (Rs 2,643) and large farms (Rs 1,833) in Bhiwani district and in Mahendragarh the net returns per acre were again found to be maximum on small farms (Rs 3,238) followed by medium farms (Rs 2,781) and large farms (Rs 1,905), due to efficient management practices and optimum utilization of family labor on small farms.

### Marketing Pattern

To examine the marketing pattern of rape seed

**Table 2.** Marketing pattern of rapeseed and mustard in Mahendragarh market.

Channel	No. of farmers	Percentage of farmers to the total farmers	Quantity sold (q)	Percentage to the total quantity sold
Channel-I	52	86.67	1809.25	84.32
Channel-II	8	13.33	336.37	15.68
Total	60	100	2145.62	100

**Table 3.** Marketing pattern of rapeseed and mustard in Narnaul market.

Channel	No. of farmers	Percentage of farmers to the total farmers	Quantity sold (q)	Percentage to the total quantity sold
Channel-I	50	83.33	1771.20	75.96
Channel-II	10	16.67	560.62	24.04
Total	60	100	2331.82	100

and mustard in the area, it was probed that how many number of farmers and quantity is sold through different channels prevailing in the area. It was observed that two major marketing channels were operating, namely, Channel-I : Producer—Commission agent—Oil-expeller/oil-miller—Retailer—Consumer ; and Channel-II : Producer—Commission agent—Wholesaler—Oil-expeller/Oil-miller—Retailer—Consumer.

Table 2 shows that 86.67% of the farmers dispose of their mustard through channel-I and 13.33% through channel-II. Further, 84.32% of the total quantity sold by the selected respondents in Mahendragarh market was routed through channel-I while rest 15.68% was sold through channel-II.

Table 3 reveals that 83.33% of the mustard growing respondents sold their produce through channel-I and remaining 16.67% disposed of their produce through channel-II in Narnaul market. Whereas 75.96% of the total quantity was sold through channel-I and rest 24.04% through channel-II.

Table 4 shows that in Bhiwani market 71.67% of the farmers dispose of their mustard through channel-I and 28.33% through channel-II. Further, 65.34% of the total quantity was sold by the selected respondents through channel-I while rest 34.66%

**Table 4.** Marketing pattern of rapeseed and mustard in Bhiwani market.

Channel	No. of farmers	Percentage of farmers to the total farmers	Quantity sold (q)	Percentage to the total quantity sold
Channel-I	43	71.67	1311.77	65.34
Channel-II	17	28.33	695.69	34.66
Total	60	100	2007.46	100

**Table 5.** Marketing pattern of rapeseed and mustard in Charkhi Dadari market.

Channel	No. of farmers	Percentage of farmers to the total farmers	Quantity sold (q)	Percentage to be total quantity sold
Channel-I	49	81.67	1516.84	79.69
Channel-II	11	18.33	386.46	20.31
Total	60	100	1903.30	100

through channel-II.

Table 5 reveals that 81.67% of the respondents of Charkhi Dadari market sold their produce through channel-I and remaining 18.33% disposed of their produce through channel-II. Whereas 79.69% of the total quantity was sold through channel-I and rest 20.31% through channel-II.

### Conclusion

Thus rapeseed and mustard were found to be more profitable on small farms in both the districts as highest benefit cost ratio (1 : 1.34) was observed on this category of farms. Further, the channel-I is most prevalent route through which majority of the farmers sell more than three-fourth of their quantity sold in different markets of the area.

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