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Abstract: Vegetable crops are essential part of our daily diet for maintaining the physiological processes and metabolic activities of human body. These crops also play an important role in the farm economy of our country as they give much higher yield as compared to field crops and generate sustainable employment during the labour intensive cultivation process. There are also possibilities for earning valuable foreign exchange by exporting vegetables to other countries during different seasons. Thus the present study was undertaken to study the economics of production, marketing and export potential of vegetables in Ranchi district of Jharkhand. For this purpose, a sample of 150 farmers (109 marginal and 41 small) were selected from six villages and two blocks of Ranchi district. The study revealed that the cost of cultivation per hectare was Rs. 35631.35 for potato, Rs. 24744.74 for okra, Rs. 24235.67 for Kharif season cauliflower, Rs. 24378.86 for Rabi season cauliflower, Rs. 23784.45 for onion, Rs. 22355.39 for Kharif season tomato and Rs. 22193.72 Rabi season tomato, on the marginal farms and Rs. 32898.91 for potato, Rs. 22614.85 for okra, Rs. 21148.83 for Kharif season cauliflower, Rs. 21783.28 for Rabi season cauliflower, Rs. 21114.12 for onion, Rs. 19699.71 for Kharif season tomato and Rs. 19739.06 for Rabi season tomato per hectare, on the small farms. The yields of these crops were observed as 145.79, 113.60, 115.22, 125.17, 116.98, 114.91 and 133.29 quintal per hectare, respectively on the marginal farms and 149.49, 128.85, 118.40, 128.45, 129.54, 117.52 and 136.35 quintal per hectare on the small farms. The marginal farmers were obtaining a net income of Rs. 30119.94, Rs. 86015.26, Rs. 214500.17, Rs. 62238.78, Rs. 36811.19, Rs. 81293.43 and Rs. 55514.34 per hectare, respectively whereas, the small farmers were enjoying a net income of Rs. 34521.08, Rs. 103013.90, Rs. 224175.97, Rs. 67104.12, Rs. 45987.60, Rs. 86303.33 and Rs. 59752.99 per hectare, respectively from cultivation of these crops. The input output analysis revealed that expenditure on seed, manures and fertilizers and irrigation expenses were having significant influence on yield of potato, okra and onion whereas, the expenditure incurred on seed and manures and fertilizers were significantly influencing the yield of cauliflower and tomato on different categories of farms. Thus it was recommended to increase the level of use of these inputs for maximization of profit. The vegetables produced on the sample farms were marketed through various channels of marketing i.e. 'producer-consumer', 'producer-retailer-consumer' and 'producer- wholesaler/ commission agentsretailer- consumer' etc. The producers share on consumers rupee was the highest on the first channel and the lowest on the third channel from marketing of potato, okra, onion and tomato however, the third marketing channel offered the highest producers share from marketing of cauliflower as the entire Kharif season cauliflower were sold through this channel to the markets located in Kolkata city at a very premium price. The functional analysis for marketed surplus revealed that the most influencing factor for the marketed surplus of the selected vegetables was level of production for all crops however, annual income and price in potato, family size in okra and family size and annual income in cauliflower was also affected the marketed surplus of these vegetables. The study revealed that a huge quantum of additional production is possible by bridging the yield gap between farmers' field and demonstration plot for these vegetables which can be exported to potential overseas markets at certain periods of the year. However, certain quality criteria imposed by the respective importing countries and Hazard Analysis Critical Control Point (HACCP) criteria should be strictly followed for making an entry into the global markets.

Description: ECONOMIC ANALYSIS OF PRODUCTION, MARKETING AND EXPORT POTENTIAL OF SELECTED VEGETABLES IN RANCHI DISTRICT OF JHARKHAND

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