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Abstract: Jharkhand state spreading over an area of 79,714 Km² is characterized by forest land & tribal population, which is about 86, 45,042 which is 26.20% of the state's population (Census 2011). The Forest cover in the state is 22,977 Km² which is 28.82% of the state's geographical area. Forest products grouped into Timber products & Non-timber products are used in our daily livelihood. Non timber forest produces consists of "all goods of biological origin other than wood in all its form, as well as services derived from forest or any land under similar use." Tribals are the most dominant group of communities who live inside the forest areas and depend on the forest for meeting their maximum needs. Forest dwellers or people live near the forest extract non-timber forest produces (NTFPs) from forest for both commercial as well as self consumption purpose, thus NTFPs are poor men's sustenance as it provide, food security to large low income populations, particularly during drought or famines; they also have Ethno-botanical importance in Tribal's life. Mahua has a special status among NTFPs as it is linked to the tribal livelihood systems in different ways. Apart from meeting food and other requirements, it is also an important source of seasonal income. Mahua (*Madhuca indica*) belonging to the family Sapotaceae, is one of those multipurpose forest tree species that provide an answer for the three major Fs, i.e. food, fodder and fuel. Its flowers are used to brew country liquor which is very popular in the tribal areas of the country. The tree has religious and aesthetic value in tribal culture. Mahua

flowers and seeds, which have medicinal and nutritional properties, are collected and dried. Mahua provides livelihood security to poor households who collect it both for self consumption and for sale the income is used to purchase daily household items. Therefore present experiment was conducted on the "assessment on production and sales of Mahua produce in Ranchi district" in nine (9) villages near to three (3) markets of three (3) blocks of Ranchi district, Jharkhand. The study was conducted in the year 2013 at three markets, i.e. Urghuttu, Ormanjhi and Mandar situated in Ranchi districts. The survey was done in the villages namely Gashwey, Surid and Salhan villages of Burmu Block, Kulhi, Kucchu and Gurhu Villages of Ormanjhi Block and Naro, Kanijari and Mahuajari villages of Mandar Block. These villages are situated near by the forest and their livelihood depends upon the collection of NTFP produces from the forest. In the above market people of these villages are sale their mahua produces. The study area was surveyed through household survey with the help of predesigned questionnaire using simple random sampling technique with 15% sampling intensity, taking the household as sampling unit. Data collection is done through market surveys, field surveys, and household surveys. The various parameters for collection of data used in this survey was; a) Socio economic status of the villagers in which People involved in collection and marketing of various mahua produce, Family size and structure, Annual family income, and Contribution of Mahua in household income and b) Collection and marketing of Mahua produces by the villagers in which Mahua produce used by local household, Seasonal availability, Market value/opportunity costs of the item, Quantities of Mahua produce gathered from forest at household level etc., Potential of adjoining forest area with respect to production of Mahua produce was studied. The total number of family found in the study areas are 2868. Among the villages the maximum number of family belongs to Kuchu village, which is 535 followed by Naro (500) and the minimum number of family belonged to Surid (105). The total number of Mahua tree species found in the study area was 956. The marketwise study of number of family was II found maximum in Ormanjhi market (1263) followed by Mander Market (1008) and least was found in Urghuttu market (597). Similarly the marketwise study of mahua tree was found maximum in Urghuttu market (743) followed by Ormanjhi market (109) and least was found in Mander market (104). The average one way distance travelled for Mahua flower collection by the villagers of Urghuttu market varied from 0.2km to 3km, by the villagers of Ormanjhi market is from 0.2km to 2.5km and by the villagers of Mandar market is varies from 0.1km to 2.0km. The average time spent to collect Mahua flower by the villagers of Urughuttu market area is more in comparison to other two areas. All the categories of the family such as male, female and child are involved in collection of Mahua produces in all the market area. The average monthly income of villagers of Urghuttu market is Rs. 3583.00, the average monthly income of villagers of Ormanjhi market is Rs. 3050.00 and the average monthly income of villagers of Mandar market is Rs. 3017.00. The time spent on per day basis to collect Mahua seed/fruits by the villagers residing in vicinity of three market areas indicated variation from village to village i.e. 1 hr to 2 hr. The average quantity of flowers and seeds collected (kg/tree) by the villagers of Urghuttu market is from 75kg/tree to 90 kg/tree flowers and 10kg/tree to 15kg/tree. The average quantity of flowers and seeds collected (kg/tree) by the villagers of Ormanjhi and Mandar market is from 70kg/tree to 85 kg/tree flowers and 10kg/tree to 12kg/tree seeds by Ormanjhi market, while 10kg/tree to 15kg/tree by Mandar market. The total quantity of flowers and seeds collected (qtl.) in a season by the villagers varied from 178.50qtl. to 238.50qtl. for flowers and 23.80qtl. to 39.75qtl. for seeds in Urghuttu market, in Ormanjhi market 20.30qtl. to 45.05qtl. flowers and 2.90qtl. to 6.36qtl. seeds and in Mander market 22.40qtl. to 36.55qtl. flowers and 2.80qtl. to 6.45qtl. seeds. The sale price of Mahua flower varied from Rs. 15.00 to Rs. 22.00 and Rs. 10.00 to Rs. 15.00 for seeds in study market area. The market price of mahua flowers is maximum in Ormanjhi (Rs. 21.00 per kg) whereas, for seed in mandar, i.e. (Rs. 14.00 per kg). The revenue generated by the sale of flowers varied from Rs. 2124.00 to Rs. 2718.00 by the villagers of Urghuttu market followed by Mandar market from Rs. 1710.00 to Rs. 2070.00 whereas, the least amount received, i.e. Rs. 1530.00 to Rs. 1944.00 in Ormanjhi market. In Urghuttu market, the mahua produces are sold on every Saturday, in Ormanjhi market on every Tuesday and Friday, whereas in Mandar market, it is on every Sunday. Among the Mahua produces, only flowers and seeds are sold in the market whereas other produces are not sold in the market. In case of value-added Mahua produces, only liquor prepared from the Mahua flower. Mainly three type of value added Mahua produce are found in the study area which is Mahua liquor, Mahua oil and Mahua cake. In case of value-added Mahua produces, only liquor sold in market. The Mahua oil used mainly for self consumption for cooking of meal. Lastly, the Mahua cake used as a fertilizer. The marketing of value added produce (liquor) is maximum in Urghuttu market area whereas,

price for liquor maximum in Ormanjhi. The Marketing channel for sale of Mahua flower and seed/fruit for local collectors are three way i.e. directly sale to weekly market, or sale to village level wholesaler or to the middle man/ village trader. The consumer basically liquor making industries get Mahua flower directly from village level wholesaler or by village weekly market and similarly, industries like soap maker etc. are get Mahua seed/fruit directly from village weekly market or from wholesaler The interesting observation is that collectors, who sell flower, again become consumer and purchase Mahua flower from retailer/ wholesaler/ middle men on high price.

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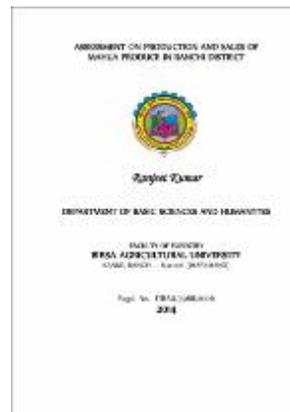
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