A Study of Marketing of Paddy in District Sitapur, Uttar Pradesh

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Abstract:- **The survey was doneout in the field of rural area of Sitapur district of Uttar Pradesh, India. The study shows the gap between potential yield and existing yield (local and high yielding varieties) of rice paddy crop production in the Sitapur district, Uttar Pradesh, India. It has seen that biological and socioeconomic obstacles have more impact on actual production figures than a lack of research. The yield gap was larger in case of local varieties (57.4%) than high yielding varieties (HYV) (52.4%). The gap increases with a decrease in the size of holding in case of HYV. The analysis of input use showed that in general farmers were using more than the prescribed rate of seed in both local HYVs. This research deals with the details of the research area, the sampling techniques used, the technique of survey, the nature and sources of data and the various tools and techniques employed in analyzing the data. In this study an attempt has been made to describe the research methodology used for the study viz. selection of district, Block, farmers and marketing of paddy and method of data collection used for the analysis of the collected data.**

Keywords:- High yielding Varieties, Socioeconomic constraints, Sampling techniques, Methodology.

I. INTRODUCTION

Paddy is the seed of the grass species *Oryza sativa* (Asian rice) or *Oryzaglaberrima* (African rice). In the form of cereal grain, it is the most widely eaten staple food for a maximum part of the world's human population, specially in Asia. It is the agricultural good with the third-greatest wide-reaching production, after sugarcane and maize, according to 2012 FAOSTAT data.

Since a large section of maize crops are developed for purposes other than human expenditure, rice is the most significant grain with view to human nutrition and caloric intake, giving more than one-fifth of the calories inspired worldwide by fauna. About 1.3 billion people live in India. More than 65 percent of India's people live in village areas and their main work is agriculture. Agriculture is the back bone of Indian economy because it contributes to profitable and social well-being of whole nation through its pressure of the GDP and service. Agriculture part accounts for only 13.7 percent GDP (2012-13). Paddy is the most important cereal food crop of India. It occupies about 23.3 percent of gross cropped area of the country. It show business very

important role in the countrywide food grain supply. Rice contributes 43 percent of total food grain creation and 46 percent of the total cereal construction especially for most of the people of South-East Asia. Among the rice growing countries in the world, India has the largest area under rice crop and ranks second in manufacture next to China. The efficiency of rice in India is advanced than Thailand, Russian alliance and Nepal but much below the efficiency of Japan, China, U.S.A. and Indonesia. Average rice productivity in India at the end of eleventh plan (2006-07 to 2011-12) was 2258kg/ha. The output of rice was 668 kg/ha in 1950-51 has reached to 2177 kg/ha during 2010-11.It is a grain with the second highest worldwide making after Maize (corn). Asia accounts the 90 percent of the world's creation of paddy. China, India and Indonesia are most producing country of paddy. Only 6-7 percent of the world's paddy crop is traded in the world market.

➢ *Objective:*
   The objectives of the study are:
- To determine the Socio-economic profile of the sample respondent/grower in study area.
- To work out disposal pattern in different size of farms with different marketing channels.
- To workout price spared, producers shares in consumer rupees and marketing efficiency in different marketing channels.
- To study the problems faced by respondent in marketing of paddy and suggest suitable remedies.

➢ *Hypothesis:*
- **H₁:** Producer share in consumer rupee will enlarge with decrease of with middle man in marketing channels.
- **H₂:** Producer share in customer rupee will increase with increase of with middle man in marketing channels.

II. MATERIAL AND METHODS

➢ **Research Approach:** This study deals with the account of the study area, the sampling techniques used, the method of research nature and sources of data and the various tools and methods working in analyzing the data. In this study trails has been made to elaborate the research methodology used for the study viz. selection of district, Block, farmers and marketing of paddy and method of data collection used for the analysis of the collected data.

- ➤ **Design of sampling:** Multistage sampling procedure was made for collection of samples for present study.

- ➤ **Selection of Villages:** selected arbitrarily for the research. Unchakherakalan, Umariya, Brgadiya,

Bsaideeh, Kamlapur, Shivthana and Maholiwere selected arbitrarily on the basis of greatest area paddy farming.

S. No.	NAME OF THE SELECTED VILLAGES	RANDOM NO.
1.	Unchakherakalan	19
2.	Umariya	19
3.	Brdgdiya	18
4.	Basaideah	14
5.	Kamlapur	14
6.	Shivthana	20
7.	Maholi	16

Table 1

A total list of all villages was obtained from Kasmanda block development offices which were paddy growers, therefore the villages were set in climbing order, according to the area under paddy farming. For the current study, Sitapur district of Uttar Pradesh was chosen purposively as it has a most area under paddy farming in Uttar Pradesh.

- ➤ *Selection of growers/ respondents*
A total list of all paddy respondents were taken from the Gram Pradhan in each chosen village. The study restricted in the year 2016-2017. Therefore the respondent was set in climbing order of area under paddy farming and then respondent were secret into three size farm groups on the base of area under farming.

- ➤ **Nature and source of data:** Both primary as well as secondary data were used for the current study.
- ➤ **Analysis of data:** The collected data were analyzed by using a range of statistical tools to attain objectives of the study.
- ➤ **Method of Analysis:** The tabular analysis will be used for the analysis the data and explanation of consequences.

III. RESULT AND DISCUSSION

The current study regarding to promotion of Paddy in 'Kasmanda' Block of Sitapur district, U.P. The composed data were analyzed and the results of the study are interpreted in the following discussion. An attempt has been made to analyze the cost and returns of Paddy per hectare under different size of land holdings which constitute the first parts of the enquiry. The second part deals with the different promotion ways in the marketing of Paddy, and the analyze in concerning the cropping outline and provide chain, and price spread etc.

This chapter gives an feeling of the results and conversation, which are accessible objective wise into the following parts;

General condition of the farming was found essential to be studied be for taking up this study of the sample farmer to know the set-up, under which they operate. Therefore the information is given in the following tables.

- ➤ To determine the Socio-economic profile of the sample respondent/grower group in study area.
- ➤ To work out disposal pattern in different size of farms with different marketing channels.
- ➤ To workout price spared, producers shares in consumer rupees and marketing efficiency in different marketing channels.
- ➤ To study the problems faced by respondents in marketing of paddy and suggest appropriate remedies.

IV. CONCLUSIONS

From the research it was completed that the small property grows more food crops as compared to larger holdings. The factor wise break-up of the costs showed that half of the costs were covered by human labor, manure and fertilizer, bullock, labor; Tractor powered Irrigation charge, seeds. The making and net return's was found highest in group-I, followed by group – ii &iii. In universal the sample farmers have sold most of their manufacture through the charge agents. The producer's share in consumer's rupee was less and one – fourth of the consumer's rupee restricted marketing charges and middleman edge in paddy. Paddy, control III was more efficient due to higher % share of farmer in the consumer rupee and low price boost.

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