



ISSN Print: 2664-844X
ISSN Online: 2664-8458
NAAS Rating: 4.97
IJAFS 2025; 7(5): 355-356
www.agriculturaljournals.com
Received: 07-03-2025
Accepted: 09-04-2025

Sanjeev Pal
P. G. Research Scholar,
Department of Agricultural
Economics, SHUATS, Naini,
Prayagraj, Uttar Pradesh,
India

Dr. Mukesh Maurya
Assistant Professor,
Department of Agricultural
Economics, SHUATS, Naini,
Prayagraj, Uttar Pradesh,
India

Corresponding Author:
Sanjeev Pal
P. G. Research, Department of
Agricultural Economics,
SHUATS, Naini, Prayagraj,
Uttar Pradesh, India

Study on marketing of banana in Kaushambi district of Uttar Pradesh

Sanjeev Pal and Mukesh Maurya

DOI: <https://www.doi.org/10.33545/2664844X.2025.v7.i5f.423>

Abstract

This study looks at the marketing and processing methods used by banana growers in Uttar Pradesh's Kaushambi area. It is essential to comprehend the potential and difficulties in banana processing and marketing given the rising demand for processed fruits and changing market conditions. The district's 100 banana growers were surveyed using a standardised interview schedule. Analytical instruments such as Garrett's Ranking Technique, cost and margin analysis, and percentage analysis were used. The results show that although most farmers use conventional marketing methods, very few process bananas because of a lack of facilities and connections to markets. A little portion of consumer rupees goes to farmers, while marketing expenses are very significant. The absence of processing facilities, price volatility, and post-harvest losses are the main obstacles. To increase farmers' incomes and decrease losses, the report suggests training for value addition, investing in local processing facilities, and creating effective marketing connections.

Keywords: Banana, processing, marketing channels, cost and margin, Kaushambi district

Introduction

A major source of income for small and marginal farmers, bananas are one of the most significant fruit crops grown in India. Kaushambi district in Uttar Pradesh has become a major banana-growing area because of its ideal agroclimatic conditions. Processing, post-harvest management, and marketing provide significant obstacles for farmers despite high output. Farmers receive reduced revenues since a large amount of food is sold fresh with little value added. The problem is made worse by a lack of organised marketing, inadequate infrastructure, and a shortage of cold storage.

The objectives of this study are to examine the socioeconomic characteristics of banana growers, pinpoint current marketing avenues, calculate marketing expenses and price differentials, and appraise processing and marketing limitations. Making recommendations for practical institutional and regulatory changes to increase profitability and lower losses is the aim.

Materials and Methods

The research was conducted in Kaushambi district, Uttar Pradesh. A purposive sampling method was used to select banana cultivators from the major banana-growing blocks. A total of 100 respondents were selected randomly.

Data Collection Tools

- Structured interview schedule.
- Field observations.
- Discussions with local traders and cooperatives.

Analytical Techniques

1. Percentage Analysis.
2. Marketing Cost, Margin, and Price Spread Calculation.
3. Garrett's Ranking Technique for constraint analysis.
4. Formula: Per cent position = $100(R_{ij} - 0.5)/N_j$.

Results and Discussion

Table 1: Socio-Economic Profile of Banana Growers

Category	Frequency	Percentage (%)
Age (31-50 years)	46	46%
Education (Secondary)	40	40%
Farm Size (Small: 1-2 ha)	55	55%
Income (Rs. 10,000-30,000/month)	50	50%

Discussion: Most farmers are in their productive years, moderately educated, and cultivate small land holdings, indicating limited capital and mechanization.

Table 2: Existing Marketing Channels for Bananas

Marketing Channel	Description
Channel I	Farmer → Local Trader → Wholesaler → Retailer → Consumer
Channel II	Farmer → Commission Agent → Retailer → Consumer
Channel III	Farmer → Processing Unit → Packager → Retail Chain

Observation: Channel I is the most common due to ease of access, though it offers lower returns to farmers.

Table 3: Marketing Cost, Margin, and Price Spread

Item	Amount (Rs./Quintal)
Farmer's Selling Price	₹800
Marketing Cost	₹150
Wholesaler Margin	₹200
Retailer Margin	₹250
Consumer Price	₹1400
Producer's Share in Consumer Rupee	57.1%

Discussion: High marketing costs and margins reduce the farmer's share. Streamlining intermediaries could enhance profitability.

Table 4: Constraints Faced by Farmers (Garrett Ranking)

Constraint	Garrett Score	Rank
Lack of Processing Units	72.3	I
Price Fluctuation	65.1	II
Post-Harvest Losses	59.2	III
Inadequate Storage	52.8	IV
Poor Market Access	46.9	V

Discussion: Infrastructure limitations and market risks are the top challenges. Post-harvest losses further reduce income.

Conclusion

The research draws attention to the major processing and marketing difficulties that the banana producers in the Kaushambi area confront. The majority of farmers depend on conventional methods, which restricts their ability to make money. The main limitations include post-harvest losses, price instability, and a lack of processing infrastructure. Sustainable income growth depends on addressing these problems through value-added investment, training, and public-private partnerships.

Recommendations

1. Set up local banana processing and cold storage units through government-private sector collaboration.
2. Conduct training programs on value addition (banana chips, pulp, powder).
3. Develop farmer-producer organizations (FPOs) to enhance collective bargaining and direct marketing.
4. Implement MSP-like schemes or price support mechanisms for bananas during glut periods.
5. Strengthen road and market infrastructure in banana-growing areas for better connectivity.

References

1. Yadav R, Tiwari M. Marketing channels and constraints in banana marketing. *Indian J Agric Mark.* 2020;34(2):105-112.
2. Kumar V. Post-harvest losses in fruits: a case of banana in Eastern UP. *J Agribus Rural Dev.* 2019;29(1):45-51.
3. Singh D, Prasad R. Role of processing in enhancing banana farmer income. *Fruit Sci Res.* 2021;38(4):123-129.
4. Government of Uttar Pradesh. Banana Cluster Development Report - Kaushambi. Lucknow: Department of Horticulture and Food Processing; 2023.
5. FAO. Banana market review and outlook. Rome: Food and Agriculture Organization of the United Nations; 2022.