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Study on marketing of groundnut in Aligarh district of Uttar Pradesh

¹Arun Kumar and ²Jayant Zechariah

¹Research Scholar (P.G), Department of Agricultural Economics, SHUATS, Naini, Prayagraj, Uttar Pradesh, India

²Assistant Professor, Department of Agricultural Economics, SHUATS, Naini, Prayagraj, Uttar Pradesh, India

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Corresponding Author: Arun Kumar

Abstract

The Groundnut (*Arachis hypogaea* L.) is an important legume crop cultivated for food, oil, and industrial purposes. This study was conducted in Aligarh district of Uttar Pradesh to analyze the socio-economic profile of groundnut growers, marketing channels, efficiency, price spread, and constraints in production and marketing. A multistage stratified random sampling method was used to select 100 farmers from three purposively selected villages in Atrauli block, classified by landholding size. Primary data were collected through personal interviews, while secondary data were obtained from government records, reports, and literature. Results revealed that the majority of farmers were marginal (37.71%) and smallholders (27.30%), predominantly young (20-35 years, 43%) and male (77.78%). Marketing of groundnut involved three channels, with the Producer → Wholesaler → Retailer → Consumer channel being most preferred (53.33%) but less efficient (2.15%). Key production constraints included high input costs and lack of awareness regarding plant protection measures, while marketing was hindered by price fluctuations and insufficient market information. The study highlights the need for improved extension services, quality input availability, and transparent marketing practices to enhance productivity and profitability for groundnut farmers in Aligarh.

Keywords: Groundnut, marketing efficiency, price spread, socio-economic profile, Aligarh

Introduction

Organic Groundnut (*Arachis hypogaea* L.), commonly known as peanut, earthnut, or goober, is an important legume crop cultivated primarily for its edible seeds. Belonging to the Fabaceae family, it is valued globally as a food, oil, and industrial crop due to its high nutritional content, versatility, and adaptability to diverse agro-climatic conditions. Originating in South America, archaeological evidence suggests its domestication as early as 5800 BCE, with subsequent introduction to Africa, Asia, and Europe by explorers and traders (Lampkin, 2000; White, 1987) ^[5, 7].

Groundnut is an annual herbaceous plant with pinnate leaves and yellow, self-pollinating flowers. Its unique geocarpic nature allows pods to develop underground, protecting seeds from environmental stress and predation. The crop thrives in tropical and subtropical regions with well-drained sandy or loamy soils, optimal temperatures of 20-30°C, and moderate rainfall of 621-1000 mm. Cultivation involves land preparation, sowing, weeding, pest management, fertilization, irrigation, and harvesting, with Rhizobium inoculation enhancing nitrogen fixation.

Economically, groundnut contributes significantly to farmers' incomes, rural employment, and value addition through oil, cakes, and confectionery products. Nutritionally, it is rich in protein, healthy fats, fiber, vitamins, and minerals, making it a crucial dietary component. Industrially, its shells and by-products are used for biofuels, particleboard, and animal feed.

In Uttar Pradesh, groundnut cultivation is concentrated in

districts like Agra, Mathura, Aligarh, Etah, and Firozabad, where sandy loam soils and favorable climate conditions support production. The crop plays a vital role in crop rotation, soil fertility enhancement, and economic diversification, particularly for small and marginal farmers. However, challenges such as climate variability, pests, diseases, market fluctuations, and inadequate infrastructure limit productivity and profitability. Government initiatives, including subsidies, extension services, and research programs, aim to improve production, marketing, and value addition.

This study focuses on groundnut production and marketing in Aligarh district of Uttar Pradesh, addressing issues related to production efficiency, market access, and income generation. The findings are expected to guide farmers, policymakers, and researchers in enhancing productivity, profitability, and sustainable cultivation practices in the region.

Research Methodology

The present study was conducted in Aligarh district of Uttar Pradesh, a prominent region for groundnut cultivation. Atrauli block was purposively selected due to its highest area under groundnut farming. Three villages Abhaypur, Bahlolpur, and Abunasirpur were randomly chosen based on their groundnut cultivation area. From each village, fifteen farmers were selected, resulting in a total sample of 100 respondents, stratified by landholding size into marginal (below 1 ha), small (1-2 ha), semi-medium (2-3 ha),

medium (3-10 ha), and large (above 10 ha) categories. Primary data were collected through personal interviews using structured schedules, while secondary data were obtained from government records, published reports, books, and journals. The study also incorporated market-level data by selecting primary (Atrauli) and secondary (Aligarh) markets and their functionaries, including wholesalers and retailers, to understand marketing costs, price spread, and efficiency. The study employed multistage stratified random sampling, starting from the selection of the district, block, villages, and finally, respondents. Analytical tools included averages, percentages, and simple ranking methods. Marketing parameters were analyzed using formulas for marketing cost, market margin, and price spread. Garrett's ranking technique was applied to assess problems faced by farmers and intermediaries in cultivation, processing, and marketing of groundnut. The climatic, soil, and socio-economic characteristics of the study area were considered to ensure representative and reliable data for the 2023-24 agricultural year.

Results and discussion

The study evaluated the socio-economic profile of groundnut growers, marketing channels, efficiency, and constraints in Aligarh district, Uttar Pradesh. A total of 100 respondents were surveyed using multistage stratified random sampling.

1. Socio-Economic Profile of Farmers

Farm Size: Majority were marginal farmers (<1 ha, 37.71%), followed by small (27.30%), semi-medium (17.71%), medium (10%), and large (5.55%) (Table 1).

Table 1: Distribution of Farmers by Farm Size

Farm Size (ha)	Respondents	Percentage (%)
Marginal (<1)	37	37.71
Small (1-2)	27	27.30
Semi-Medium (2-3)	18	17.71
Medium (3-10)	10	10.00
Large (>10)	7	5.55
Total	100	100.00

Age & Education: Most respondents were young (20-35 years, 43%) and had high school education (21.11%), while 33.33% were illiterate.

Gender & Family Type: Males dominated (77.78%), and nuclear families were common (71.11%).

Annual Income: 37.71% earned <₹1 lakh/year; 35.55% earned ₹1-2.5 lakh/year (Table 2).

Table 2: Distribution by Annual Income

Income (₹/year)	Respondents	Percentage (%)
<1,00,000	37	37.71
1,00,001-2,43,000	35	35.55
2,43,001-5,00,000	20	20.00
>5,00,001	7	5.57
Total	100	100.00

2. Marketing Channels

Groundnut was marketed via three channels. Most

respondents preferred Channel III (Producer → Wholesaler → Retailer → Consumer, 53.33%), followed by Channel II (33.33%) and Channel I (13.33%) (Table 3).

Table 3: Marketing Channel Preference

Channel	Respondents	Percentage (%)
I	13	13.33
II	33	33.33
III	54	53.33
Total	100	100.00

3. Marketing Cost, Margin, Efficiency, Price Spread

Table 4: Marketing Performance (Rs/Quintal)

Channel	Producer Price	Marketing Cost	Net Price	Consumer Price	Margin	Efficiency (%)	Price Spread
I	5800	43	5757	5800	-	3.21	43
II	5750	73	5707	6328	462.24	2.25	621
III	5750	71	5707	6552.25	774.25	2.15	845.25

Costs and margins increased with intermediaries, while efficiency slightly decreased.

4. Constraints in Marketing

Price fluctuation (55.10) was the most critical constraint, followed by lack of price information (51.51) and malpractices by traders (51.03) (Table 5).

Table 5: Marketing Constraints

Constraint	Garrett Score	Rank
Price fluctuation	55.10	I
Lack of price information	51.51	II
Malpractices by traders	51.03	III
High market charges	43.10	IV
Transportation issues	35.51	V-VI
Credit & market info	33.37-30.10	VII-IX

5. Production Constraints

Key production constraints included lack of awareness and high price of pesticides (55.17), high input costs (55.03), and fertilizer shortage (53.73) (Table 6).

Table 6: Production Constraints

Constraint	Garrett Score	Rank
Lack of awareness/high pesticide price	55.17	I
High input cost	55.03	II
Shortage of fertilizers	53.73	III
High production expenditure	52.22	IV

Discussion: Groundnut farming in Aligarh is dominated by smallholders with modest income and limited education. Marketing relies heavily on intermediaries, increasing costs and reducing efficiency. Price fluctuation, insufficient market information, and high input costs are key challenges, highlighting the need for extension services, improved infrastructure, and policy support to enhance productivity and marketing efficiency.

Conclusion

The Groundnut cultivation in Aligarh is dominated by marginal and small farmers, mostly young and with low education levels. Marketing primarily involves

intermediaries, with the Producer → Wholesaler → Retailer → Consumer channel being most common, though less efficient. Major production constraints include high input costs and lack of awareness, while marketing is hindered by price fluctuations and limited market information. Improving awareness, access to quality inputs, and market transparency can enhance productivity and profitability.

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