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Poonam Kumari
Senior Research Fellow, RKVY,
DEE, AU, Jodhpur, Rajasthan,
India

Garbar Singh
Senior Research Fellow, FFP,
DEE, AU, Jodhpur, Rajasthan,
India

Dropati Saran
Ph. D Student at COA SKRAU
Bikaner, Rajasthan, India

Thanuja P
Ph. D Student at RCA, MPUAT
Udaipur, Rajasthan, India

Constraints face by the farmers in the marketing of Pearl millet in Jhunjhunu district of Rajasthan

Poonam Kumari, Garbar Singh, Dropati Saran and Thanuja P

Abstract

The major constraints in marketing of pearl millet were high fluctuation in prices and high cost of labour. Cent per cent farmers faced these problems. The other constraints were lack of storage facilities, high cost of transportation, malpractices by middleman, lack of market intelligence and delay in cash payment. The study suggested that more storage facilities should be constructed at the village level under Gramin Bhandaran Yojana. The malpractices in the market should also be checked so that the farmers get a fair deal. Subsidized transportation facilities should be provided during the post-harvest period to the farmers. The study further recommended that there is need to establish sound market intelligence system by the government so that the farmers can sell their produce in those markets where prices are favourable.

Keywords: Constraints in marketing of pearl millet, price of marketing in pearl millet

Introduction

Pearl millet accounts for about 50% of the total global production of millets. India is the largest single producer of the crop, both in terms of area (9.3 million hectares) and production (8.3 million tons) although the area has been declining in the traditional growing states of Gujarat, Rajasthan and Haryana. Rajasthan is the highest-producing state in India with an annual production of 4.45 million tons. More than 90 million desperately poor people depend on pearl millet for food and income. They generally live in the drier parts of Africa and Asia, places where most other crops just don't grow, and local farm households literally have nowhere else to turn for food security. Fortunately, pearl millet is not just a resilient and dependable source of energy, but also a good source for other dietary needs, especially micronutrients.

Pearl millet goes by several common names, including Bulrush millet, Babala, Drunk (in the Sudan), and Bajra (in India). It appears to have emerged and domesticated in the Sahel zone of West Africa, which is known to be the crop's main center of diversity. It has been grown in Africa and on the Indian subcontinent since prehistoric times. Recent archaeological and botanical research has confirmed the presence of domesticated pearl millet in the Sahel region of Northern Mali about 4,500 years ago. Cultivation subsequently spread to Northern India, where it took root five centuries later, spread throughout the country.

Pearl millet (*Pennisetum glaucum*) is the most widely grown type of millet. Because of its tolerance to difficult growing conditions such as drought, low soil fertility and high temperature, it can be grown in areas where other cereal crops, such as maize (*Zea mays*) or wheat (*Triticum aestivum*), would not survive. Pearl millet production is concentrated in the developing countries which account for over 95% of the production and acreage. Pearl millet is usually grown as a dry land dual purpose grain and fodder crop although it is sometimes irrigated in India, particularly the summer crop grown mainly as a forage crop. Pearl millet grain is the staple diet for farm households in the world's poorest countries and among the poorest people. In the Sahelian region of Africa and rural regions of north-western India, pearl millet is an important cereal for consumption. Pearl millet stover is a valuable livestock feed in the growing regions of India and Africa. It is generally sensitive to low temperatures at the seedling stage and at flowering. High day time temperatures are needed for the grain to mature. It germinates well at soil temperatures of 23 to 30 °C. Emergence occurs in 2 to 4 days under favourable conditions. The crop is grown where rainfall ranges from 200 to 400 mm.

Exports and imports of pearl millet grain are negligible suggesting low demand, and/or unreliable availability of marketable surpluses for this commodity in world markets. Pearl millet production in India was characterized by subsistence cultivation during 1970s with a small marketable surplus. But in recent years, it is being geared into a more market oriented crop owing to the change in utilization from mainly food use to many other alternative uses

Correspondence

Poonam Kumari
Senior Research Fellow, RKVY,
DEE, AU, Jodhpur, Rajasthan,
India

such as animal feed, potable alcohol, processed food, etc. However, data on utilization of pearl millet for food and other uses are not readily available.

Bajra, as it is commonly known, is also called as pearl millet. It is not expensive like pearl but it definitely has pearl like quality which is beneficial to the body. Hundred grams of bajra has the following nutritional values: energy 360 calories, moisture 12g, protein 12g, fat 5g, mineral 2g, fiber 1g, carbohydrate 67g, Calcium 42mg, phosphorus 242mg, and iron 8mg.

Pearl millet is one of the major coarse grain crop and considered to be the poor man's staple nourishment and suitable to cultivate in dry lands. Pearl millet is major food source in arid and semi-arid regions of the world. Pearl millet can also be used as valuable animal fodder. The crop grows easily in harsh climate due to its ability to withstand tough weather conditions.

Objective

- To study constraints in marketing of pearl millet.

Methodology

Sampling Framework

Multi-stage sampling was used for the selection of the farmers for the present study.

Selection of District

Jhunjhunu district was selected because it had substantial area and production of pearl millet.

Selection of tehsil

There are eight tehsils in Jhunjhunu district viz., Jhunjhunu, Malsisar, Chirawa, Surajgarh, Khetri, Buhana, Nawalgarh, and Udaipurwati. The Jhunjhunu tehsil had the foremost position in area and production under pearl millet in the district. Hence, Jhunjhunu tehsil was selected for the study.

The major constraints perceived by farmers in pearl millet marketing

Table 1

Constraints	Farmer's response pattern (in per cent)
Lack of storage facilities at farm level	Yes/No
Lack of transportation facilities	Yes/No
High cost of transportation	Yes/No
Malpractices by middleman	Yes/No
High fluctuation in prices	Yes/No
High cost of labour	Yes/No
Delay in cash payment	Yes/No
Lack of market intelligence	Yes/No

Result and Discussion

Constraints in marketing of pearl millet in Jhunjhunu district of Rajasthan

Constraints in marketing of pearl millet in the study area. This table reveals that the major constraint faced by the farmers in marketing of pearl millet was high fluctuation in prices and high cost of labour. Cent per cent farmers faced these problems. The problem of storage facilities at farm level was reported by 32 per cent of the farmers. The problem of high cost of transportation was reported by 50.00 per cent of farmers. On an average, 28.00 per cent farmers faced the problem of transportation facilities. 44.00 per cent of the farmers faced the problem of malpractices by middleman. The

problem of delay in cash payment and, lack of market intelligence was reported by 16 per cent and 4 per cent farmers respectively.

Table 2: Constraints in marketing of pearl millet faced by farmers

Constraints	Farmer's response pattern (in per cent)
1. Lack of storage facilities at farm level	32.00
2. Lack of transportation facilities	28.00
3. High cost of transportation	50.00
4. Malpractices by middleman	44.00
5. High fluctuation in prices	100
6. High cost of labour	100
7. Delay in cash payment	16
8. Lack of market intelligence	4

Conclusion

The study of constraints in marketing revealed that the major constraints faced by the farmers in marketing of pearl millet were high fluctuation in prices and high cost of labour. Cent per cent farmers faced these problems. The problem of storage facilities at farm level was reported by 32 per cent of the farmers. The problem of high cost of transportation was reported by 50.00 per cent of farmers. On an average, 28.00 per cent farmers faced the problem of transportation facilities. 44.00 per cent of the farmers faced the problem of malpractices by middleman. The problem of delay in cash payment and lack of market intelligence was reported by 16 per cent and 4 per cent farmers respectively.

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