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A Study on a Market Analysis of Cotton at Bodeli Region in Gujarat

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Abstract: ***Agriculture is essentially unique in relation to industry and it assumes a critical part in the financial improvement of a country. In the line of assault, India's thriving relies on agrarian success. There are numerous sorts of horticultural items delivered in India like Cotton, Tobacco, Paddy, Wheat, Sugarcane, and so forth. The promoting of this multitude of homestead items by and large will in general be a complicated cycle. Farming advertising includes numerous activities furthermore processes through which the food and natural substances move from the homestead to the last shoppers. Agriculture gives products to utilization and commodities and assembling areas. A reasonable advertising framework ought to be planned in order to give a legitimate award or return to the endeavors of the turner of the dirt. Thus, the specialist is planned to distinguish the current and arising possibilities in the development and creation of Cotton in the Bodeli region as well as to examine the radiated and expanding issues in showcasing of Cotton to show up at suitable validation and individual revival.***
Keywords: ***Agriculture, Cotton Cultivation, Marketing, Rejuvenation.***

I. INTRODUCTION

Cotton is driving fiber yield and money gather of India and it anticipates a focal part in the cultivation and current economy of the country. Cotton gives a significant crude substance (cotton fiber) to the cotton material industry. Cotton gives direct work to 60 lakh farmers and around 4-5 crore individuals are utilized in cotton exchange and its managing in India. In India, there are ten fundamental cotton-making states which are disengaged into three zones, viz. north zone, focus zone, and south zone. North zone covered Punjab, Haryana, and Rajasthan. focus zone merges Madhya Pradesh, Maharashtra, and Gujarat. Andhra Pradesh, Telangana, Karnataka, and Tamil Nadu are covered by South Zone. In another ten States, cotton advancement has gained energy in the Eastern Parts State of Orissa. Cotton is also evolved in little areas of land in Tripura, West Bengal, and Uttar Pradesh. Displaying cotton is a particular action with no others incorporating managing, pressing progression of cotton bundles then, at that point, evaluating after quality tests and issues of the piece. When stood separated from other cash crops, the cotton needs to go through an alternate number of go-between relationships, as cotton needs to defeat a long course going before showing up toward the end client. The progression of cotton began from the completion of the gathering of kappas and terminations after the cotton create is gotten by the plant chairmen. Between these two communities, the cotton goes through a couple of stages, explicitly, the proposition of kappas in fundamental and assistant business areas, ginning and taking care of, limit, transport to terminal business areas, and deal of move toward the consuming production lines.

A. Objective

1) The main objective of this study was to examine the production and marketing of cotton in the Bodeli Region
2) To ascertain marketing channels for marketing of cotton crops in the study area and
3) To identify production and marketing constraints of cotton crops in the study area

B. Scope of the study

Cotton crop is one of the major irrigated and rainfed commercial crops which small and marginal farmers prefer to grow. Present days farmers are more interested in growing commercial crops, among the commercial crops cotton is one of the most important crops. studying different aspects of cotton cultivation like the constraints, cost, and production techniques of cotton and its marketing chain will be of great significance to understand the constraints faced by cotton growers and suggest remedial measures to enhance efficiency in cotton cultivation.

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II. REVIEW OF LITERATURE

Odedukun et. al. (2015) found out that supply is yet to satisfy the level of demand for cotton. This means that there is a situation of an in-equilibrium between demand and supply cotton as raw-material and this has brought about great concern in the textile cotton fiber supply condition in the rural areas market and export profile in the country thereby having a declining effect in its contribution to the agricultural economy of the country.

Asogwa & Okwoche (2012) found out that promoting rural items starts at the ranch when the farmers collect their items and the items are collected can't for the most part go specifically to the customers. Initially, it is probably going to be found some separation from the place of utilization in customary and persistent path consistently.

Nwaruet. al. (2011) the study indicated that agricultural marketing involves all those physical, legal, and economic activities, which are necessary to distribute products from the point of production to the point of consumption. In this way establishing of form, place, time, and possession utilities is derived from agricultural marketing.

Hosaman (2007) revealed that a good marketing system is very essential for the progress and success of the cotton production business. The production of quality seed will be of no use if it does not distribute to the farmers at the right time.

Gupta & Chandak (2005) showed that little farmers sold the limit of their delivery in the confine advertise, that is week after week showcase and to country territory sales rep and got less cost when contrasted with discount showcase and as against other size gatherings. A contrary result was found on account of extensive size gatherings.

A. Hypothesis

Ho: There is no significant relationship between revenue from raw cotton and net profit from raw cotton.

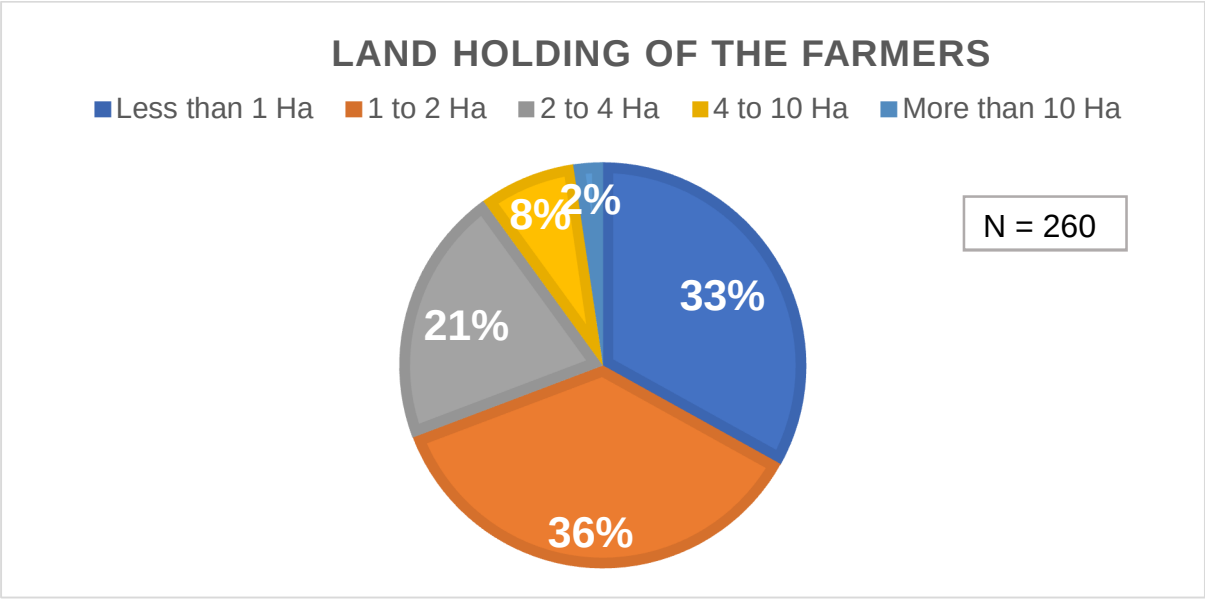
Ha: There is a significant relationship between revenue from raw cotton and net profit from raw cotton.

III. RESEARCH METHODOLOGY

This study relies upon the field review investigation driven with the assistance of a coordinated inquiry for study and gatherings with ranchers who are creating and advancing cotton. The review is bound to the Bodeli district region and the fundamental data was accumulated from 260 respondents likewise using the Cluster and Random Sampling information assortment strategy. An engaging examination was done in this exploration.

IV. DATA ANALYSIS AND INTERPRETATION

A. How Much Land do Farmers Have?

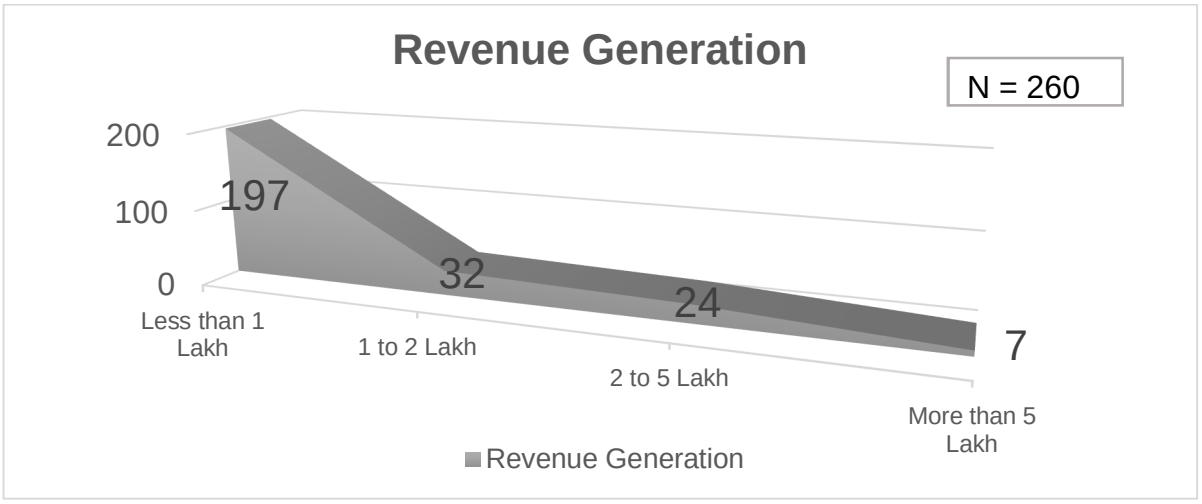


(*Source: Primary Data)

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According to the above Pie Chart, we found there are 36% of farmers holding 1 to 2 Ha of lands which is the highest percentage followed by 33% of farmers holding Less than 1 Ha of land, 21% of farmers holding 2 to 4 Ha of lands and 8% of farmers holding 4 to 10 Ha lands followed by 2% of farmers holding More than 10 Ha which is the least of all the percentages.

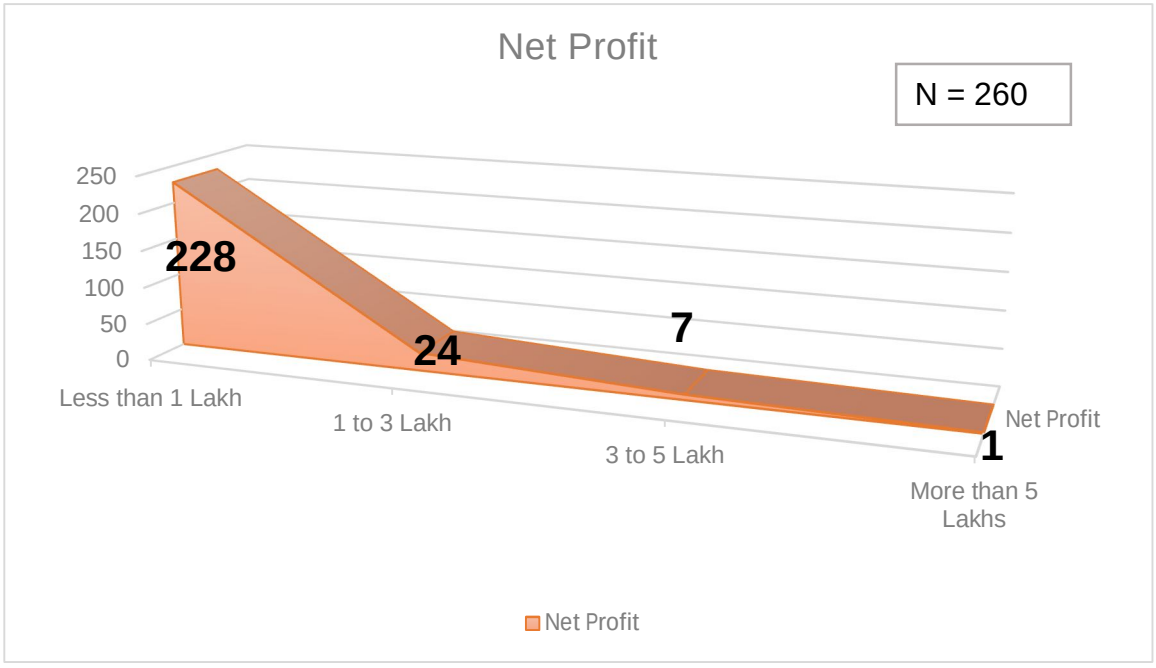
B. How Much Revenue is Generated From Cotton Cultivation?



(*Source: Primary Data)

According to revenue generated from cotton cultivation, when revenue is less than 1 lakh the outcome is approx. 76%, 1 to 2 lakh the outcome is approx. 12%, 2 to 5 lakh the outcome approx. 9% and more than 5 lakh the outcome is approx. 3% respectively.

C. How Much Net Profit is Generated from Cotton Cultivation?



(*Source: Primary Data)

According to net profit are generated from cotton cultivation, when revenue is less than 1 lakh the outcome is approx. 88%, 1 to 3 lakh the outcome is approx. 9%, 3 to 5 lakh the outcome approx. 2.5% and more than 5 lakh the outcome is approx. 0.5% respectively.

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V. CHI-SQUARE ANALYSIS

How much net profit is generated from cotton cultivation? * How much revenue is generated from cotton cultivation? Crosstabulation

Count

		How much revenue is generated from cotton cultivation?				
		Less than 1 Lakh	1 to 2 Lakh	2 to 5 Lakh	More than 5 Lakh	Total
How much net profit is generated from cotton cultivation?	Less than 1 Lakh	197	31	0	0	228
	1 to 3 Lakh	0	1	23	0	24
	3 to 5 Lakh	0	0	1	6	7
	More than 5 lakhs	0	0	0	1	1
Total		197	32	24	7	260

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	467.729[a]	9	.000
Likelihood Ratio	213.028	9	.000
Linear-by-Linear Association	200.645	1	.000
N of Valid Cases	260		

a. 10 cells (62.5%) have an expected count of less than 5. The minimum expected count is .03.

(Source: Primary Data)

In the chi-square test, we found that the calculated value is 467.729. The degree of freedom is 9 and the significant level is 0.000 is less than 0.05. Therefore, the null hypothesis is rejected. There is a significant relationship between revenue from raw cotton and net profit from raw cotton.

VI. FINDINGS

A. The majority of farmers have 1 to 2 ha of land.
B. The majority of farmers' generated revenue from cotton cultivation is less than 1 lakh.
C. The majority of farmers generated net profit from cotton cultivation is less than 1 lakh.

VII. SUGGESTIONS

A. The lack of storage facilities for cotton affects the farmers to protect their cotton properly. If the authorities of the markets notify the problems, farmers may be benefited more by the way of timely sales.
B. The other equally important inference of the study is finance-related problems. To safeguard the grower-sellers from the exploitative activities emerging out of lack of adequate finance, the grower-sellers may be given the necessary financial assistance by the Regulated and the Co-operative Marketing societies at nominal rates of interest.
C. The study revealed facts that the care taken by the regulated and cooperative marketing society in protecting the stored cotton in their godowns is satisfactory compared to the care taken by the commission agents. In this context, the authority concerned may take extra efforts and satisfy the storage needs of the cotton cultivators.

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VIII. CONCLUSIONS

Since India is the mass cultivator for developing cotton, the public authority can urge the farmers to send it out straightforwardly to different nations to empower them to have a decent amount of the benefit acquired through global exchange and unfamiliar trade. Cotton farmers are impacted by the cotton value which is not stable, so the public authority should settle on a decent cost. The government should work with the promotion of cotton, as cultivators are being tricked by the middle man because of inappropriate deals, so the public authority needs to purchase cotton straightforwardly from the producers. The demand for cotton can be accessed through the export promotion council in and outside India. The government could approach to stretch out the credit offices to the cotton cultivators as per their necessities even by tolerating the swearing of their future development and production of cotton.

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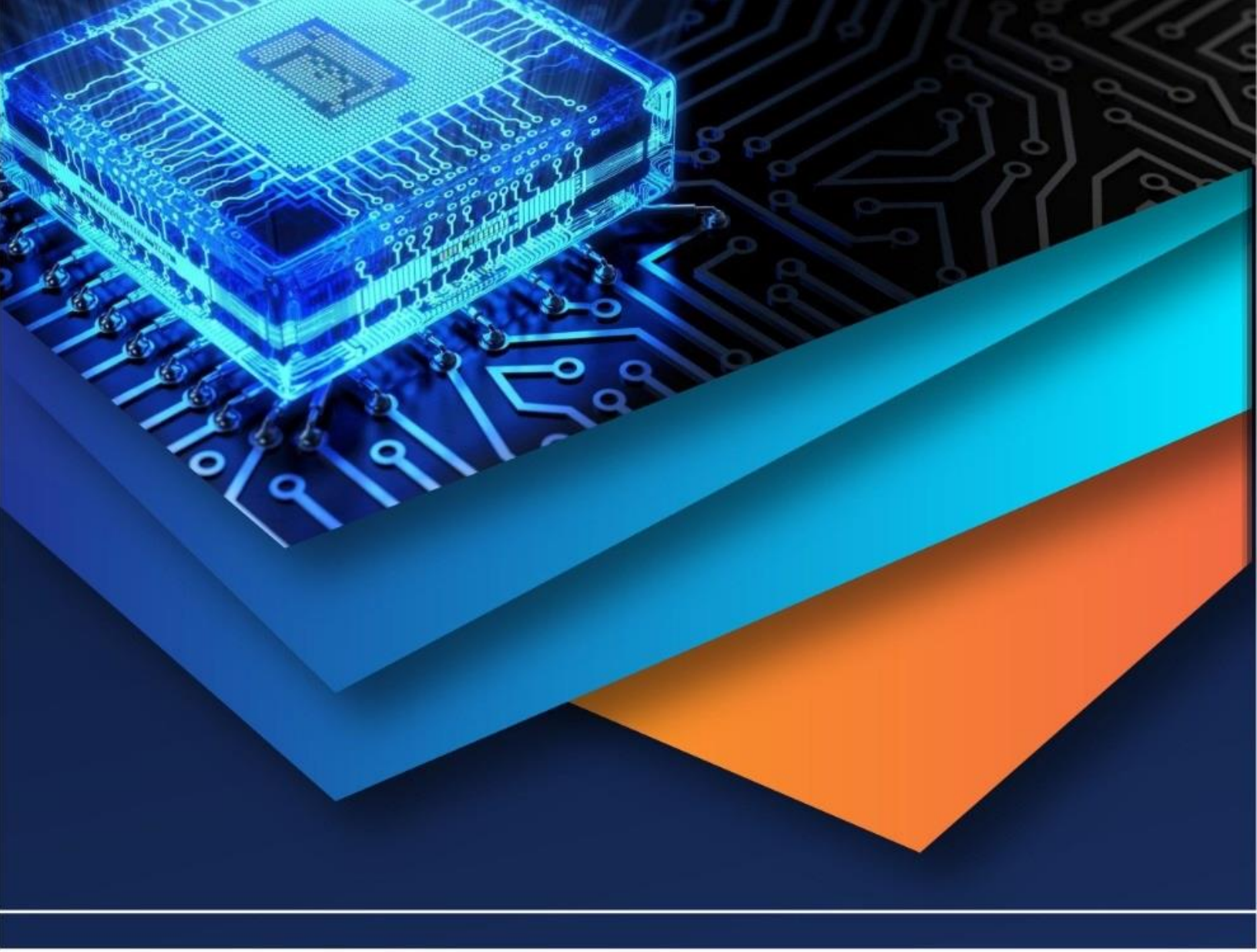
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