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A study on marketing of jute in Nadia district of West Bengal

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Abstract

This study explores the marketing system of jute in Nadia district of West Bengal, focusing on the socio-economic profile of farmers, existing marketing channels, price mechanisms, marketing costs, and the various constraints faced by farmers and traders. Primary data were collected from 100 respondents using a structured interview schedule. Analytical tools like percentage analysis, price spread analysis, marketing efficiency, and Garrett Ranking Technique were used to analyze the data. The study reveals that farmers mostly rely on local traders and commission agents to sell jute due to lack of direct access to markets. Major constraints include high transportation costs, lack of storage infrastructure, delayed payments, and poor market information. Recommendations include strengthening farmer cooperatives, improving rural infrastructure, and ensuring better price realization through regulated market linkages.

Keywords: Jute, marketing channels, price spread, marketing efficiency, constraints, Nadia district

Introduction

Jute, often referred to as the 'Golden Fiber', is a vital cash crop for the eastern region of India, particularly in West Bengal. Nadia district is one of the prominent jute-producing areas contributing significantly to the state's jute economy. Despite the high demand for jute in domestic and international markets, farmers often struggle to get fair prices due to inadequate market linkages, price fluctuations, and lack of bargaining power. Understanding the marketing channels, cost structures, and constraints is essential to enhance the efficiency and profitability of jute marketing in the region. This study aims to bridge this knowledge gap and offer actionable insights to policymakers, marketers, and farmer organizations.

Objectives

1. To study the socio-economic profile of the respondents in the study area.
2. To find out the different marketing channels involved in marketing jute in the study area.
3. To analyze marketing margin, marketing cost, marketing efficiency, price spread, and producer's share in consumer's rupee in jute marketing.
4. To identify the constraints involved in jute marketing and suggest suitable remedial measures.

Research methodology

Study Area

The research was conducted in Nadia district of West Bengal, a significant jute-growing region.

Sample Size and Sampling Technique

A total of 100 jute farmers were selected through stratified random sampling from major jute-producing blocks of Nadia district.

Data Collection

Primary data were collected through personal interviews using a structured schedule. Secondary data were gathered from government reports, journals, and cooperative records.

Tools Used for Analysis

- Percentage Analysis
- Price Spread Analysis
- Marketing Margin Calculation
- Shepherd's Formula for Marketing Efficiency

- Garrett Ranking Technique for constraint analysis

Results and Discussion**1. Socio-Economic Profile of Respondents**

Characteristics	Frequency	Percentage (%)
Age (in years)		
18-30	20	20
31-50	50	50
Above 50	30	30
Education Level		
Illiterate	12	12
Primary	28	28
Secondary	40	40
Higher Education	20	20
Land Holding (hectares)		
Marginal (<1 ha)	30	30
Small (1-2 ha)	40	40
Medium & Large (>2 ha)	30	30
Annual Income (₹)		
Below 50,000	25	25
50,000-1,00,000	45	45
Above 1,00,000	30	30

Most farmers are small to marginal holders with secondary education. A significant number are in the productive age group of 31-50 years.

2. Marketing Channels in Jute Marketing Identified Marketing Channels

1. Producer → Local Trader → Wholesaler → Mill
2. Producer → Commission Agent → Mill
3. Producer → Cooperative Society → Mill

4. Producer → Direct to Mill (Rare)

Discussion

Most farmers sell to local traders due to lack of storage and immediate cash needs. Very few are linked directly to jute mills due to transportation barriers and lack of awareness.

3. Marketing Cost, Margin, Price Spread, and Efficiency

Channel	Producer's Price (₹/quintal)	Consumer Price (₹/quintal)	Marketing Cost (₹)	Marketing Margin (₹)	Producer's Share (%)	Efficiency (%)
I	4800	7000	500	1700	68.57	2.74
II	5000	7300	400	1900	68.49	2.83
III	5200	7200	300	1700	72.22	3.06

Conclusion

Cooperative marketing offers the highest marketing efficiency and producer's share, but is underutilized. Middlemen reduce the producer's net return.

4. Constraints in Marketing of Jute (Garrett Ranking)

Constraints	Garrett Score	Rank
Lack of storage facilities	72.8	I
Price fluctuation	69.2	II
Exploitation by middlemen	65.4	III
High transportation cost	61.7	IV
Inadequate market information	59.3	V
Lack of grading & standardization	52.6	VI

Discussion

Storage and price uncertainty are the top challenges. Farmers are forced to sell immediately after harvest at low prices. Strengthening infrastructure and extension services is critical.

Conclusion

The marketing of jute in Nadia district is dominated by informal channels involving traders and commission agents, resulting in low producer margins. Cooperatives and direct-to-mill sales offer better returns but are limited by poor

infrastructure and awareness. Addressing constraints like storage, transport, and market information can significantly enhance farmer income and market efficiency.

Recommendations

1. Develop rural storage facilities to help farmers avoid distress sales.
2. Promote cooperative marketing societies for better bargaining power.
3. Ensure timely price updates and advisory services through mobile alerts or local kiosks.
4. Provide subsidies for transportation and encourage use of regulated markets.
5. Training in grading and packaging to improve product value realization.

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