



# Identify Marketing Channel & Marketing Efficiency, Marketing Margin, Marketing Cost, Price Spread of Gobindobhog Rice in Purba Bardhaman District of West Bengal, India

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## Authors' contributions

This work was carried out in collaboration among all authors. All authors read and approved the final manuscript.

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## ABSTRACT

The present study entitled "*IDENTIFY MARKETING CHANNEL & MARKETING EFFICIENCY, MARKETING MARGIN, MARKETING COST, PRICE SPREAD OF GOBINDOBHOG RICE IN PURBA BARDHAMAN DISTRICT OF WEST BENGAL, INDIA*". It was founded that there are two marketing channels involved in marketing of Gobindobhog in Purba Bardhaman district of West Bengal (Channel 1 – Producer/Rice mill-Wholesaler-Consumer), (Channel 2- Producer/Rice Mill-Wholesaler- Retailer-Consumer). The majorly preferred marketing channel by respondents in the study area is Channel 2. In channel 1, total marketing cost is Rs.25, total marketing margin is Rs

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595, marketing efficiency of channel 1 is 2.58% and Price spread seen in channel 1 is Rs.550. In channel 2, total marketing cost is Rs.255, total marketing margin in channel 2 is Rs. 800, marketing efficiency of channel 2 is 1.71% and Price spread seen in channel 2 is Rs.755.00.

*Keywords: Marketing efficiency; marketing margin; marketing cost; price spread.*

## 1. INTRODUCTION

Rice is a staple food that is widely consumed and cherished by people around the world. It is a versatile grain that comes in different varieties, shapes, sizes, and colors. The cultivation of rice dates back thousands of years and it remains one of the most important crops globally. Rice is primarily grown in warm, humid regions with abundant water supply, such as Asia, where it has been a dietary staple for centuries. It is a major source of carbohydrates, providing energy and fuelling the body. Additionally, rice is low in fat and cholesterol, making it a healthy choice for many individuals. There are various types of rice, including long-grain, medium-grain, and short-grain varieties [1-3]. Each type has its own distinct characteristics and culinary uses. For instance, long-grain rice tends to remain fluffy and separate when cooked, making it suitable for dishes like pilaf or stir-fries [4-6]. On the other hand, short-grain rice is sticky when cooked, making it ideal for sushi or rice puddings. Rice is incredibly versatile and can be prepared in countless ways. It can be steamed, boiled, fried, or used to make a variety of dishes, such as biryani, risotto, paella, and jambalaya. It also serves as a base for many traditional dishes, including fried rice, rice bowls, and rice porridge. Gobindobhog rice is a unique and aromatic variety of rice that is primarily grown in West Bengal, a state in eastern India. It is named after Lord Gobindo, an incarnation of the Hindu god Krishna, and "bhog," which means offering or food offered to deities. Gobindobhog rice is known for its distinct fragrance and delicate flavour, which sets it apart from other types of rice. It is characterized by its short grains, which are plump and slightly sticky when cooked. The grains have a golden hue, adding to its visual appeal [7,8]. The unique fragrance and flavor of Gobindobhog rice make it a preferred choice for traditional Bengali dishes. It is commonly used to prepare sweets like payesh (rice pudding), puli pitha (rice dumplings), and bhapa doi (steamed yogurt). The rice is also used in savory dishes such as khichuri (a type of mixed rice dish) and

biryani, adding a distinctive taste and aroma to these preparations. In recent years, Gobindobhog rice has gained popularity beyond West Bengal and has found its way into the kitchens of rice enthusiasts worldwide. Its unique characteristics, rich cultural heritage, and culinary versatility make it a cherished rice variety, both in its place of origin and beyond.

## 2. RESEARCH METHODOLOGY

### 2.1 Selection of the District

There are 23 Districts and 5 divisions in West Bengal state. Out of these Purba Bardhaman district of West Bengal was selected for the present study on the basis of maximum area under paddy cultivation,

### 2.2 Selection of Block

There are 23 blocks in the district. Out of these Memari-I was selected purposely for the study.

### 2.3 Selection of Villages

A complete list of all villages of Memari-I block was obtained from the block development office. Thereafter these villages were arranged in ascending order on the basis of area of paddy cultivation. Thus, out of total villages 5% villages were selected randomly for the present study.

### 2.4 Selection of Respondents

From the selected village, a list of all the paddy cultivators was obtained from the block development office in each selected village. Ascending order on the basis of size of their land holding for the selection of cultivators from families was listed and 10% farmers from each village were randomly selected and then the selected farmers were classified into five sizes of groups.

**Table 1. Selection of respondents**

District	Block	Villages	Respondents					Total
			Marginal	Small	Semi-medium	Medium	Large	
Purba Bardhaman	Memari-I	Adityapuí	15	14	5	3	1	38
		Anduí	4	4	2	2	0	12
		Bahabpur	6	5	3	3	0	17
		Baharampur	5	4	4	2	1	16
		Barar	3	3	1	1	1	9
		Bharpota	2	2	2	1	1	8
		<b>Total</b>			<b>35</b>	<b>32</b>	<b>17</b>	<b>12</b>

**2.5 Analytical Tools**

**Mean:**

**Marketing Efficiency:**

$$m = \frac{\text{sum of the terms}}{\text{number of terms}}$$

$$\frac{(\text{Net price received by producer's} - \text{Consumer price})}{\text{Total marketing cost}}$$

**Marketing Cost:**

$$\text{Marketing Cost (MC)} = \frac{\Delta TC}{\Delta Q}$$

**Price Spread:**

$$\text{Consumer price paid price} - \text{Net price received by producer}$$

**Marketing Margin:**

$$\text{Marketing Margin} = \text{Producer price} - \text{Raw material}$$

**3. RESULTS AND DISCUSSION**

Table 2 reveals the marketing price of the Gobindobhog channel -I, supplied by the rice mill for 25 kg bag was Rs. 1300 and the net price received by rice mill for 25 kg bag is Rs. 1050. Meanwhile, the marketing cost incurred by the rice mill in marketing 25 kg bag is Rs.20, and the processing cost incurred by rice mill for 25 kg

bag 230. Rs.300, as profit per 25 kg bag of gobindobhog rice. Simultaneously, the consumer purchased a Gobindobhog 25 kg bag from the wholesaler as Rs.1600 /25 kg bag of gobindobhog rice. With Rs.295 as profit, by wholesaler for 25 kg bag of gobindobhog rice. Eventually, the Marketing Efficiency of channel 1 in marketing of 25 kg of gobindobhog rice is 2.58%, total marketing cost incurred in marketing of 25 kg bag of gobindobhog rice is Rs 25, total marketing margin of channel 1 is Rs 595 and the price spread in channel 1 is Rs 550.

Table 3 reveals that the marketing price of the Gobindobhog channel -I, supplied by the rice mill for a 25 kg bag was Rs. 1300 and the net price received by the rice mill for 25 kg bag is Rs. 1050. Meanwhile, the marketing cost incurred by the rice mill in marketing 25 kg bag is Rs.20, and the processing cost incurred by the rice mill for 25 kg bag 230. Rs.300, as profit per 25 kg bag of gobindobhog rice. The marketing price of the gobindobhog 25 kg bag supplied by the wholesaler was Rs. 1680 the cost of marketing incurred by Gobindobhog wholesaler is Rs 5, with Rs.375 as profit per gobindobhog rice 25 kg bag. The selling price from retailer to consumer for a 25 kg bag of gobinfobhog rice bag is Rs 1805, Rs 125 as profit margin of retailer. Eventually the marketing efficiency of channel 2 in marketing of gobindobhog 25 kg bag of rice is 1.71%, total marketing cost incurred in marketing of gobindobhog rice 25 kg bag is 255, total marketing margin in marketing of gobindobhog rice 25 kg bag is Rs 800. Price spread in channel 2 is Rs 755.

**Table 2. Marketing efficiency, marketing cost, marketing margin and price spread in marketing of gobindobhog rice from channel 1**

**Channel 1. Rice mill/producer -wholesaler-consumer**

S. No	Particulars	Gobindobhog rice
		Value in Rs. / 25 kg bag
1.	Rice mill/producer sale price to Wholesaler	1300
2.	Cost incurred by the Rice mill	
i	Packing cost	3
ii	Packing material cost	8
iii	Transportation cost	2
v	Labour cost	2
vi	Loading and Unloading cost	3
vii	Miscellaneous charges	2
<b>Total cost (i-vii)</b>		<b>20</b>
	Processing cost incurred by rice mill for 25 kg rice	230
	Net Price received by rice mill	1050
	Margin of Producer	300
	Wholesaler price to Consumer	1600
	Marketing cost incurred by wholesaler	
	Loading and unloading charge	3
	Storage charges	2
	Total cost incurred by wholesaler	5
	Margin of Retailer	295
A	Total Marketing cost	25
B	Total Market margin	595
C	Marketing Efficiency	2.58%
D	Price spread	550

**Table 3. Marketing efficiency, marketing cost, marketing margin and price spread in marketing of gobindobhog rice from channel 2**

**Channel 2. Ricemill/producer- wholesaler-retailer- consumer**

S. No.	Particulars	Gobindobhog rice
		Value in Rs. / 25 kg bag
1.	Rice mill/producer sale price to Wholesaler	1300
	cost incurred by rice mill	20
	Processing cost incurred by rice mill	230
	Margin of Producer	300
	Net price received by producer	1050
2.	Cost incurred by the Wholesaler	
i	Loading and unloading charges	2
ii	Storage cost	2
lii	Transportation cost	1
<b>Total cost (i-ii)</b>		<b>5</b>
	Wholesaler price to Retailer	1680
	Margin of Wholesaler	375
	Retailer price to Consumer	1805
	Margin of Retailer	125
A	Total Marketing cost	255
B	Total Market margin	800
C	Marketing efficiency	1.71%
D	Price Spread	755

#### 4. CONCLUSION

In conclusion, the marketing of Gobindobhog rice presents unique opportunities and challenges. Gobindobhog rice is a premium and highly aromatic variety with cultural significance in West Bengal. To effectively market Gobindobhog rice, it is essential to emphasize its distinct fragrance, delicate flavor, and golden grains. Targeting the niche market of rice enthusiasts, traditional Bengali households, and individuals seeking authentic and high-quality rice is crucial. Building awareness about the cultural importance and religious significance of Gobindobhog rice can also create a sense of exclusivity and appeal among consumers. Key marketing strategies should include highlighting the traditional and festive uses of Gobindobhog rice in Bengali cuisine, positioning it as a premium and sought-after rice variety. Packaging design that reflects the rice's unique characteristics and cultural heritage can further enhance its appeal. Promotion efforts should leverage digital platforms, social media, and online marketplaces to reach a broader audience beyond the local market. Engaging storytelling and content that educates consumers about the rice's origins, cultivation methods, and culinary applications can create a sense of connection and authenticity. Collaborating with local farmers, cooperatives, and organizations involved in the production of Gobindobhog rice can establish a transparent and ethical supply chain, adding value to the brand. Obtaining geographical indication (GI) certification can strengthen the rice's authenticity and provide legal protection against imitation. In conclusion, successful marketing of Gobindobhog rice requires a comprehensive understanding of its unique qualities, cultural significance, and target consumers. By highlighting its distinct features, leveraging digital platforms, and emphasizing its traditional and premium positioning, Gobindobhog rice can capture the attention of rice enthusiasts and create a loyal customer base.

#### COMPETING INTERESTS

Authors have declared that no competing interests exist.

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