

Title A study in the marketing system of fruits and plantation crops in an urban market (Haat) of West Bengal

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Abstract

The important fruit crops grown in West Bengal, India are mango, banana, litchi, guava, pineapple, sapota etc. The production of the fruits has shown many fold increase due to technological advancement. Higher production of fruits which are highly perishable resulted with marketing problem and thus farmers realize poor price. Plantation crops assemble in the market under study are: coconut, arecanut and betel vine. Coconut is marketed both as husked and nonhusked. Arecanut is sold in the market to the middleman. Betel vine being perishable is marketed for the local area. Marketing system of an urban area market has been discussed. Lack of infrastructural facilities has been identified as major constraints for all round development of marketing. It has been suggested that marketing system needs to be directed linked with farmers without involvement of middleman for their remunerative price.