ABSTRACT

Key words: Marketing efficiency, financial feasibility, technical efficiency

The present study was undertaken in Manavadar and Junagadh talukas of Junagadh district to estimate the price spread and marketing efficiency of groundnut. Primary data was collected from 100 farmers, 20 wholesalers and 5 groundnut oil manufacturing company. Four marketing channel were observed in sale of groundnut. Total consumption of groundnut was 4 per cent and marketed surplus was 96 per cent. Channel-IV (farmer – oil miller) has been found most efficient with marketing efficiency of 84.23 compared to channel-I (farmer – broker – wholesaler – oil miller), channel-II (farmer – wholesaler – oil miller) and channel-III (farmer – APMC – broker – oil miller). Groundnut oil processing unit was financial viable based on positive NPV i.e., 393.66 lakhs, having BCR was 1.85 is more than one and IRR was also found 48.70. Data Envelopment Analysis (DEA) has been used to calculate the technical efficiency measures of five groundnut oil manufacturing company. Within DEA framework, the input oriented Constant Return to Scale (CRS) model is used for the study of Decision Making Units (DMUs). Among five groundnut oil manufacturing company three company were technically efficient.