

## MARKETING OF BETEL LEAVES IN VIDARBHA REGION OF MAHARASHTRA

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**ABSTRACT :** The present study was based on primary data collected purposively from two tahsil of Akola and Amravati districts in Vidarbha region of Maharashtra. Forty-six betelvine growers were randomly selected. Six marketing channels were observed in the betel leaves marketing in the study area. Out of this, two most prevailing channels (i.e., Channel-III&V) were observed in the present study. The producer's share in consumer's rupee in Akot and Anjangaon (Surji) market was worked out to 70.73 per cent and 67.62 per cent, respectively, which showed that, these market for a betel leaves grower was more beneficial as compared to Akola and Amravati market. It was also observed that, the marketing efficiency of betel leaves growers in Akot, Anjangaon (Surji), Akola and Amravati tahsil was worked out to 2.41 per cent, 2.09 per cent, 1.5 per cent and 1.18 per cent, respectively. Lack of storage facilities, absence of grading and finance inadequacy and these major problems were faced by the betel leaves growers in marketing.

**Key Words :** Marketing, marketing of betel leaves and marketing efficiency.