MARKETING OF FOX NUT IN SAHARSA DISTRICT OF BIHAR

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ABSTRACT: The Present study was conducted under the title "Marketing of Fox Nuts in Saharsa District of Bihar." **It was** found that the Fox nut business needed two marketing channels for the steady and speedy marketing, like: Path I → Producer ---- Processor --- Store --- Consumers, and Path II Producer ---- Processor --- Store- -- Wholesaler ---- Retailer ----- Consumers. The most important marketing channel used by the research participants to purchase Fox Nuts in the study area is Channel II. In channel, I, the total marketing cost of 1 kg of Fox nut was Rs. 123, and the total profit of marketing one kg of Fox nut through channel I is Rs. 414.20. The business efficiency of channel I is 1.23 percent, the cost difference in trading one kg bag of Fox nut through channel I is 221.60, the total operating cost of trading 1 kg bag of Fox nut in channel II is 144 rupees, the total market profit is Rs 441.63, the market share of Channel II is 1.13 percent, and the total market profit is Rs 441.63, the market share of Channel II is 1.13 percent, and the spread of Channel II is Rs. 270.03.

Keyword: Marketing channels, marketing efficiency, marketing cost, marketing margin and price spread

Fox nut, also known as fox nuts or lotus seeds, is a popular and nutritious snack in India and other Asian countries. Originating from the lotus flower, it is low in calories and fat, but rich in essential nutrients like protein, carbohydrates, fibber, and minerals. It is a healthy snack option and gluten-free alternative to processed snacks. Fox nut is also recommended in traditional Ayurvedic medicine for its cooling properties and digestive benefits. It is versatile in cooking, serving both sweet and savoury dishes. Roasted Fox nut is a common snack, seasoned with spices for added flavour. It is also used in religious and cultural ceremonies in India, holding symbolic significance in Hinduism. Fox nut's natural properties, including being low in cholesterol and high in antioxidants, have made it a popular choice among health-conscious consumers. The sustainable cultivation of lotus seeds makes Fox Nut an environmentally friendly food choice (Sharma & Mishra 2020).

RESEARCH METHODOLOGY

District Selection:
There are 38 District and 9 divisions in Bihar State. Out of these, Saharsa district of Bihar was selected purposefully for the present study on the basis of the maximum area under Fox nut cultivation.

Block Selection:
There are 10 blocks in the district. These blocks were arranged in ascending order. Among them, Mahishi was selected purposefully for the study. Due to the climatic conditions of the block is most favourable for the Fox Nut cultivation. It is suitable for the Fox nut farming. The farmers of this block have been practicing Fox nut farming for several years.

Choosing Villages:
Selection of the village is the third stage of the sampling. A complete list of the villages was obtained from the Block Development Office (BDO) of the Mahishi block. These blocks were arranged in ascending order among them, and five percent of the villages were selected randomly out of the total villages in Mahishi block.

Choice of Respondents:
A list of the Fox nut cultivators was obtained from the Block Development Office. These cultivars were arranged in ascending order. Of the total, ten percent of cultivars were selected randomly. The selected cultivars were classified on the basis of the size of the pond into the following categories: Small (Less than 1500 meters square), Medium (1500–300 meters square), and Large (more than 3000-meter square)

Table 1: Choice of Respondents:

District	Block	Village	Respondents			
			Small (<1500 M. Sq.)	**Medium (1500–3000- M. Sq.)**	**Large (> 3000- M. Sq.)**	**Total**
Saharsa	Mahishi	Kandaha	17	11	6	34
		Bijwar	11	7	8	26
		Lohaur	19	2	1	22
		Telbadha	7	9	2	18
Gand Total			54	29	17	100

Analytical Tools

The data analysis for marketing of produced following formula's was used:

1. Cost of Marketing :

$C = C_f + C_{m1} + C_{m2} + C_{m3} + ... + C_{mn}$

2. Marketing Margin

$AMI = P_{ri} - (P_{pi} + C_{mi})$

3. Marketing Efficiency

$MME = FP / MC + MM$

4. Spread in Price

$PS = MC + MM$

RESULTS AND DISCUSSION

Table 2: Classification based on participants' marketing channel preferences

Channel I: Manufacturer, Distributor, and End User

Channel II: Manufacturer, Distributor, Retailer, and End-User

S. N.	Channels	Total	Category of respondents			
			Small	Medium	Large	Percent (%)
1	Channel- I	17	8	7	2	17.00
2	Channel -II	83	46	22	15	83.00
	Total	100	54	29	17	100.00

Table 2: It was announced that 100 samples were selected from Bihar's Saharsa district for the Fox nut industry. It was determined that the majority of the samples were purchased from method II, 83 (83.00per cent) and 17 (17.00per cent) were purchased from method I Fox nut.

Table- 3: Cost of marketing of Fox nut through Channel I

S. N	Particulars	Fox Nut Value in Rs. / 1 kg of Fox nut
1.	Producer sale price to Wholesaler	789
	Processing fee incurred by producer	102
2.	Cost incurred by the producer	
i	Packing cost	2
ii	Packing material cost	5
iii	Transportation cost	3
iv	Market cost	4
vi	Loading and Unloading cost	2
vii	Miscellaneous charges	5
	Total cost (i-vii)	21
Net Price received by producer		666
Margin of Producer		315.60
Wholesaler sale price to Consumer		887.60
Margin of Wholesaler		98.60
A	Total Marketing cost	123
B	Total Market margin	414.20
C	Marketing Efficiency	1.23per cent
D	Price Spread	221.60

Table 3: Fox nut Channel-I has reportedly been offered by the manufacturer at a market price of Rs. 789, the amount received by the Fox nut developer is Rs. 666. Meanwhile, the market price and operating cost of Fox nut producers in the market was Rs.123 and the profit was Rs.315 for a 1 kg bag of Fox nut. Meanwhile, consumers purchased Fox nut 1kg bags from wholesalers for Rs 887.60. The seller's profit from 1 kg bag of Fox nut is Rs 98.60.

Finally, the total market value of 1 kg bag of Fox nut on channel 1 is Rs.123 and the total market profit of marketing 1 kg bag of Fox nut through channel 1 is Rs. 414.20, channel-I's market share is 1.23per cent, while trading 1 kg bag Fox nut from channel-1, the price difference is 221.60.

Table 4: Cost of marketing of Fox Nut through Channel II

S. N	Particulars	Fox nut
		Value in Rs. / 1 kg bag
1.	Producer sale price to Wholesaler	789
	Marketing cost incurred by producer	123
	Margin of Producer	315.60
	Net price received by producer	666
2.	Cost incurred by the Wholesaler	
i	Loading and unloading charges	2
ii	Carriage up to shop	3
iii	Weighing charges	2
iv	Transportation charges	5
v	Labour cost	4
vi	Miscellaneous charges	5
	Total cost (i-vii)	21
	Wholesaler price to Retailer	874.80
	Margin of Wholesaler	64.80
	Retailer price to Consumer	936.03
	Margin of Retailer	61.23
A	Total Marketing cost	144
B	Total Market margin	441.63
C	Marketing efficiency	1.13per cent
D	Price Spread	270.03

It is depicted in the marketing of Fox Nut, Channel II, that the producer sold Rs. 789 to the wholesaler. The net amount received by the producer is Rs. 666. Meanwhile, the operating price and operating cost of Fox nut makers in the business were Rs. 123, and the profit of 1 kg of Fox nut was Rs. 315.60. The selling price of 1 kg of Fox nut from wholesalers to retailers is 874.80 rupees. Retailers sell 1kg bags of Fox nuts to consumers for Rs 936.03. The retailer's revenue stood at Rs. 61.23, Kundan (2014) Finally, the total cost of marketing Fox nut 1 kg bag from channel II is Rs 144, the total profit of marketing Fox nut 1 kg bag from channel II is Rs 441.63, the marketing work on channel 2 is 1.13per cent and the price difference is Rs 270.03, as depicted in Table 4.

Table 5: Comparative cost distribution of channel I and channel II Fox nut

Sr. No.	Particulars	Value in Rupees / 1 kg bag of Fox nut	Value in Rupees / 1 kg bag of Fox nut
		Channel I	Channel II
1	Net price received by the producer	666	666
2	Consumer paid price	887.60	936.03
3	Total marketing cost	123	144
4	Total marketing margin	414.20	441.63
5.	Marketing Efficiency	1.23per cent	1.13per cent
5	Price spread	221.60	270.03

A comparison of market value, market value, market economy and spread of 1kg of Fox nuts in Channel I and Channel II markets is presented. In Path, I, the amount received by the producer is Rs. 666, the price paid by the consumer for a 1 kg bag of Fox nut is Rs 887.60, the total market value generated by channel I is Rs 123, the total profit of channel I is Rs 414.20, 1.23 percent, the cost transmitted on channel I is 221, 60 Path I and the cost received by the producer in Path II is Rs. 666, the price paid by consumers for a 1 kg bag of Fox nut is Rs. 936.03, the total business value of Channel II is Rs. 144, the total business profit of Channel II is Rs. 441.63, the business efficiency of Channel II is 1.13 percent, and the spread of Channel II is Rs. 270.03. Type, as stated, is Table 5, Prakash and Choudhary (2020)

CONCLUSION

The study revealed that there are two economic paths in the Fox nut industry in Bihar's Sahasa

district: Path I (producer-retailer-consumer) and Path II (producer-goods-products-customers). With a total of 83 responses, Channel II is the most widely used commercial channel for Fox Nut in the Sahasak region. In channel, I, the total profit of marketing 1 kg bag of Fox nut through channel I is Rs. 414.20. The business efficiency of channel I is 1.23 percent; the cost of 1 kg bag of Fox nut through channel I is Rs. 123; and the total profit of marketing 1 kg bag of Fox nut through channel I is Rs. 414.20, business efficiency of channel I is 1.23 percent, the cost difference in trading 1 kg bag Fox nut through channel I is 221.60, total operating cost of trading 1 kg bag Fox nut in channel II is 144 rupees; the spread of Channel II is 1.13 percent; and the spread of Channel II is 1.13 percent; and the spread of Channel II is Rs. 270.03.

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