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A financial clarification of aspects of vermicompost in Balod area of Chhattisgarh

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Abstract

Vermicompost is the item of the composting handle utilizing different species of worms, ordinarily ruddy wigglers, white worms, and other worms, to form a heterogeneous blend of breaking down vegetable or nourishment squander, bedding materials, and vermicompost, moreover called worm castings, worm humus or worm fertilizer, is the end-product of the breakdown of natural matter by an worm. These castings have been appeared to contain reduced levels of contaminants and a better immersion of supplements than do natural materials before vermicomposting. Vermicompost industry has much divided, producers are for the most part within the India and Southeast Asia. Total cost of per cubic meter vermicompost production was (Rs. 2458.92). Total gross return of par cubic meter vermicompost production obtained by vermicompost producer was Rs. 3979.41. Per cubic meter net income and total cost was Rs. 1520.49. Benefit-cost ratio of per cubic meter was (1:0.61). Per quintal average marketing cost was Rs. 190.99 and average sell received was Rs 809.01. In marketing of vermicompost, as it were one channel was utilized, wherein the Producer-Government Agencies-Consumer channel was utilized for showcasing. And a few parts promoted and dispersed through producer-consumer channels. With respect to issue related to generation it was famous that 100% vermicompost makers confronted the issue of non accessibility of quality night crawler culture & assault of ants and 66.66% vermicompost makers uncovered that there was non-availability of water in time for generation of vermicompost.

Keywords: Earthworm, heterogeneous mixture, breakdown, per cubic meter, gross return, average marketing cost, net income and total cost

1. Introduction

The vermicompost advertise has seen critical development over a long time due to the expanding utilize of vermicompost for different purposes like agribusiness, domestic planting, arranging and cultivation. The expanding request for vermicompost from private research facilities, colleges and tall schools for inquire about and classroom needs is driving the advertise development. The Worldwide Vermicompost Showcase report gives a generally assessment of the showcase. The report presents a comprehensive investigation of key fragments, patterns, drivers, limitations, competitive scene and components that play a noteworthy part within the showcase. Among them, India Generation esteem accounted for less than 9.50% of the overall esteem of worldwide Vermicompost in 2015. MyNOKE is the world driving producer in worldwide Vermicompost showcase with the showcase share of 8.79% in 2015. Compared to 2014 [2], Vermicompost advertise overseen to extend deals by 24.89% to 38.09 M USD around the world in 2015. In general, the Vermicompost execution is positive, in spite of the powerless financial environment. The average marketing price of vermicompost for Galore, Sangamner and Nasik districts was calculated at Rs. 279, Rs. 4802 and Rs. 31.48 respectively. The significant marketing cost items were by and big transport, commission charges, packing, Amber (1993) [1]. The issue of rural marketing in India, from a development perspective. The nature of three input markets (seeds, fertilizers, pesticides) is examined to arrive at the marketing mix problems and the issues. Strategies are discussed for specific input marketing as well as rural marketing in general. The identification of problems in product usage and efficiency is one of the major steps involved in better marketing management, Singh (1999) [4]. Marketing through cooperatives was found to be more proficient as compared to promoting through dealer since both producers' share and promoting effectiveness list was higher for previous as compared to afterward. From the money related practicality think about we seem conclude that vermicompost generation was doable undertaking. Suitable supply chain of natural squander and dairy animals' fertilizer may draw in individuals to create vermicompost on a expansive scale. At display setting request for vermicompost was expanding and government was moreover giving appropriation which was thankful.

2. Materials and Methods

2.1 Research Method

The study are conducted in Balod district of Chhattisgarh. There district are selected purposively where production and marketing is progressive in nearest from my village.

2.2 Selection of districts and blocks
The state of Chhattisgarh comprises 28 districts, out of these 28 districts, Balod district comprises 5,669 SHGs and 859 SHG's in Dondi Lohara, which is 15.15% of the total district of SHGs and hence Balod district will be deliberately selected for the study. There are 5 blocks in Balod district, namely Balod, Dondi, Dondi Lohara, Gunderdehi and Gurur 1 block out of 5 blocks i.e. Dondi Lohara block will be selected from the district as it represents the nearest area from my village.

2.3 Selection of villages and SHG's
The study has been conducted in Dondi Lohara block of Balod district of Chhattisgarh, I have selected three SHGs which are near to my place of residence and my selected block. In which I am meeting all the objectives of the primary data for my thesis. In which the following SHGs and Respondents.

Name of SHGs No. of respondents
1. Jai Gau Mata SHG, Ghina - 8
2. Bhagya Vidhata Swayam Sahata Samuh, Ahi. Nawagaon-13
3. Bharat Mata Vahni SHG, Bhendi - 10

2.4 Primary Data
The primary data recorded regarding socio-economic characteristics of the vermin-compost producers, farm assets, fixed and variable cost of Vermi-compost production, operation wise labour utilization, total quantity sold, price of vermi compost, agency to whom sold, place of sell and expenditure incurred during marketing of produce etc. The primary data were also collected from rural vendors and other channel of marketing prevailing in the study area. Each of selected samples of Vermi-compost producers were approached personally for recording relevant data.

3. Method of Analysis
The information collected from the respondents were edited for adequacies and accuracies and cross examined before they were subjected to tubular analysis. The primary data were classified and tabulated in the light of stated objectives of the study and analyzed as per the suitable statistics and economic tools as follow.

3.1 Concept Related to Marketing
3.1.1 Marketing cost of vermi compost
Cost marketing cost includes all the marketing charges from local assembling to reeling in the marketing process.

3.1.2 Marketable surplus of vermi compost
The quantity available for marketing which was equal to household net output (gross output less rent paid and seed, feed and wastage) minus consumption, and marketed surplus as the net quantity marketed which was equal to gross sales minus gross purchases.

$$MS = P - C$$

Whare,
MS = Marketable surplus
P = Total production
C = Total requirement (family consumption, farm need, payment to labor, artisans, landlord and payment for social and religious work).

3.1.1 Marketing channels for vermi compost marketing
3.1.1.1 Marketing Margin
Margin is calculated by subtracting the net farm value equivalent of food sold at retail of the farm product from the retail price.

MM = Product price – raw material

4. Results and Discussion
4.1 The marketing pattern of vermi-compost
4.1.1 Per quintal marketing cost of vermi compost (Rs./qt)
Per quintal cost of marketing incurred by vermi compost producer is presented in Table 1. Labor charge of Unit-A, Unit-B and Unit-C are Rs. 128.78, Rs. 161.90 and Rs. 141.66 respectively, the packaging cost of Unit-A, Unit-B, Unit-C are Rs. 48.48, Rs. 32.65 and Rs. 59.52 respectively, whereas, the total cost by Unit-A, Unit-B, Unit-C are Rs. 177.26, Rs. 194.55 and Rs. 201.18.
The total marketing cost of Unit-A, Unit-B and Unit-C are Rs. 177.26, Rs. 194.55 and Rs. 201.18 respectively, whereas, the sell received by Unit-A, Unit-B and Unit-C are Rs. 822.74, Rs. 805.45 and Rs. 798.82.

Table 1: Per quintal marketing cost of vermi compost (Rs./qt)

Unit	Labor Charge	Packaging Cost	Total Cost	Selling Price	Sell Received
Unit-A	128.78	48.48	177.26	1000.00	822.74
Unit-B	161.90	32.65	194.55	1000.00	805.45
Unit-C	141.66	59.52	201.18	1000.00	798.82
Average	144.11	46.88	190.99	1000.00	809.01

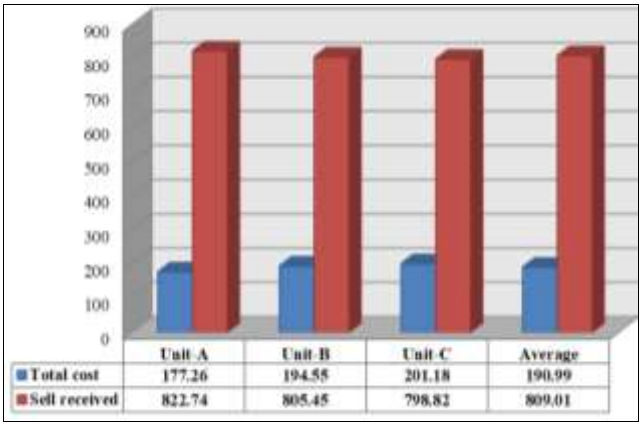

Fig 1: Total cost and sell received of vermi compost marketing/Rs

4.1.2 Marketable surplus of vermi compost in quintal.
Marketable surplus of vermi compost in quintal was calculated in table 2. It was shows that production quantity of unit-A, unit-B and unit-C was 13.20 qt, 10.50 qt and 12 qt respectively.
The amount of product producers kept for their own use in unit-A, unit-B and unit-C are 2.00 qt, 2.00 qt and 4.00 qt respectively, whereas, selling quantity for same are 11.20 qt, 8.50 qt, and 35.50 qt respectively.

Table 2: Marketable surplus of vermi compost (qt)

Unit	Production Quantity	Own use	Selling Quantity	Selling Percentage
Unit-A	13.20	2	11.20	84.84
Unit-B	10.50	2	8.50	80.95
Unit-C	12	4	8	66.66

Fig 2: Marketable surplus of vermi compost.

4.3.3 Marketing channels for vermi compost marketing in study area

Vermi compost distribution through different marketing channels in study area is presented in Table 3. The marketing channel for unit-A was producer- consumer channel, producer-who where as unit-B and unit-C have only producer- consumer channel to sell their product.

In unit-A 26.09% of total amount sold by producer-consumer channel where as 73.21% of total amount sold by producer – Govt. agencies - consumer channel was. In unit-B was 100 per cent of total amount was sold through producer- Govt. agencies - consumer channel In Unit-C 37.50% of the total amount sold by the producer-consumer channel, where 62.50% of the total amount was sold by the producer – govt. agencies - consumer channel.

It was observed that vermi compost distribution through producer- govt. agencies-consumer channel is more used by producers than other channels of distribution.

Table 3: Vermi compost distribution through different marketing channels in study area (qt)

Unit	Production Quantity	Vermin-compost Marketing through different channels			Total Sale Quantity	Percentage of total amount sold (%)		
		Producer – Consumer channel	Producer – Wholesaler – Retailer-Consumer channel	Producer- Govt. agencies-Consumer channel		1	2	3
Unit-A	13.20	3	-	8.20	11.20	26.09	-	73.21
Unit-B	10.50	-	-	8.50	8.50	-	-	100
Unit-C	12	3	-	5	8	37.50	-	62.50

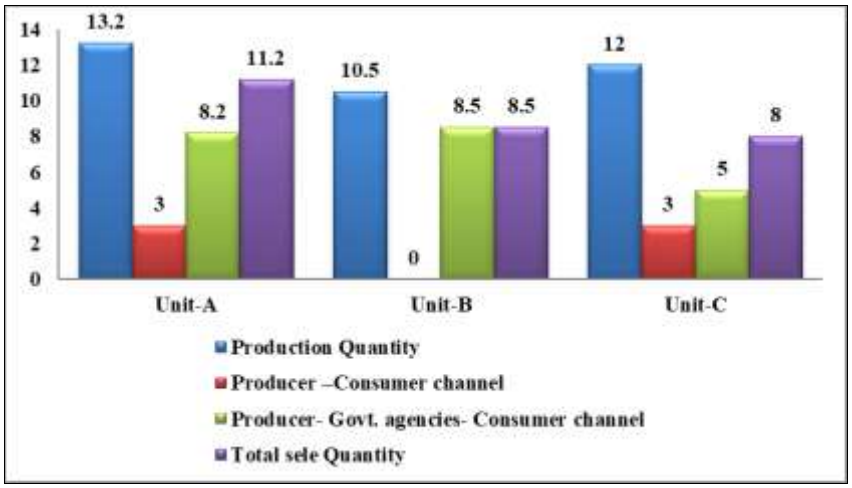

Fig 3: Vermi compost distribution through different marketing channels.

5. Conclusion

1. The total average marketing cost per quintal of vermi compost is Rs 190.99
2. The Average packaging cost and labor charges per quintal of vermicompost and marketing cost are Rs. 46.88 and Rs. 144.11 respectively.
3. In Vermicompost production it was observed that producer-government agency-consumer channel was used the most for marketing. In which mainly Unit-A, Unit-B and Unit-C have 73.21, 100 and 62.50 percent respectively.

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