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ORIGINAL ARTICLE **OPEN ACCESS**

Marketing Channel of Tendu Leaves in Kanker District in Chhattisgarh

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ABSTRACT
The present investigation entitled "marketing channel of tendu leaves in kanker district in Chhattisgarh" was conducted at the Research kanker district in Chhattisgarh, during the period of March to June2016 - 2017. The results revealed that was price spread analysis of Tendu leaves was represented in the seen from that table the net price received by the collectors was highest being Rs. 1390 (92.67%) in channel – I. In 296 villages in koylibeda block district kanker.
Key Words: *Tendu leave production & marketing.*

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INTRODUCTION

Agroforestry is the combination of agriculture and silviculture in one system where the species changes between perennials, annuals and utilization of, for example green manure, coppicing, diverging crop rotation, mulching, contour hedgerows or alley cropping[1](Mercer., 2004). In agroforestry systems complementarily between the components is crucial to its success, and avoiding competition between different crops and trees are therefore one of the important factors to take into account when choosing species. This means that every agroforestry system must be adapted to the specific environment and socio-economic context [2]. *Diospyros melanoxylon*is a species of flowering tree in the family *Ebenaceae* that is native to India and Sri Lanka and that has a hard, dry bark. Its common name derives from Coromandel, the coast of south-eastern India. Locally it is known as *temburini* or by its Hindi name *tendu*. The leaves can be wrapped around tobacco to create the Indian beedi, which has outsold conventional cigarettes in India.Tendu leaves are used as a wrapper for Beedi .It provides a safety net, and can provide crucial cash income in an otherwise subsistence economy [3]. The state increased the pluckers' wages by 55% over 1988, and yet MFPFED made a profit of `290 crores, of which `150 crores was redistributed among tendu leaf pluckers as 'incentive wage' (called 'bonus' in common parlance), with the rest being retained by the government as royalty [4]. Thus, the government first created a state-level cooperative federation in 1984 and then, in 1988–89, launched a process of co-operativizing the entire tendu leaf collection and sale process [5]. The collection and sale of NTFPs forms a significant part of the livelihood of forest-dependent peoples in many parts of the world, not just in terms of its total contribution to income but also because this activity is often carried out during the lean season [6]. The traditional practice is to use pruning and fire, both of which are meant to 'injure' the tendu leaf plant and thereby stimulate the formation of new leaves that would be suitable for beedi-making [7]. Clearly, the objective was to prevent loss to government (or maximize revenues) and not to ensure returns to tendu leaf pluckers. Most studies suggest that, in practice, irregularities continued under the state monopoly system [8]. Kanker district is situated in the southern region of the state Chhattisgarh. Previously Kanker was a part of old Bastar district. But in 1999 Kanker got its identity as a independent district. Now it is surrounded by four districts of Chhattisgarh state, named Bastar, Dhamtari, Durg and Rajnandgaon. Kanker is situated within the longitudes 20.6-20.24 and latitudes 80.48-81.48. the total area of the district is 5285.01 suare kilometers. Small hilly pockets are seen throughout the area and increase the beauty. mainly the five rivers flow in the district named- doodh river, Mahanadi, Hatkul river, sindur river and Turu river.

MATERIAL AND METHODS

The present investigation entitled "marketing channel of tendu leaves in kanker district in Chhattisgarh" will be conduct at the Research kanker district in Chhattisgarh, during the period of March to June2016 - 2017. The Research revealed that tendu leaves production in Koylibeda block district kanker.The district includes seven blocks and among those koylibeda block were selected purposely for the research work. As on koylibeda, blocks were contents of 41 organizations. koylibeda blocks were contents of 296 villages. In the process of marketing (buying, selling and processing) of tendu leaves, the market functionaries are either Government agency, including Laghu Vanopaj Samiti through Self Help Groups (SHGs). Primary data was collected from the selected NTFP collectors through well prepared and tested schedule .The data includes cost of different operations and manpower and time involved in collection, marketing and primary processing of different NTFPs at farm level and help by the State Government and Forest Department. Data related to marketing and export of NTFPs from Government agencies Chhattisgarh Minor Forest Produce Co-operative Federation Limited were also collected.

Selection of market functionaries

In the process of marketing (buying, selling and processing) of tendu leaves, the market functionaries are either Government agency, including Laghu Vanopaj Samiti through Self Help Groups (SHGs). Therefore village level merchants along with at district level were selected interviewed for the purpose of calculating marketing costs, margins and processing charges involved. Information related to marketing of tendu leaves was also collected from bhanupratappur from kanker city.

Method of Enquiry and Data Collection:

Primary data was collected from the selected NTFP collectors through well prepared and tested schedule. The data includes cost of different operations and manpower and time involved in collection, marketing and primary processing of different NTFPs at farm level and help by the State Government and Forest Department. Data related to marketing and export of NTFPs from Government agencies Chhattisgarh Minor Forest Produce Co-operative Federation Limited were also collected.

RESULTS AND DISCUSSION

Table : Price Spread of Tendu leaves Under Different Marketing Channel (Value in Rupees/Standard bag) Channel – I: Collector – CGMFPMFED- Company

SL. NO.	Particulars	Channel I
1.	Price received by collector	1500.00
2.	**Cost incurred by collectors**	
i	Processing cost	50.00(2.38)
ii	Loading cost	5.00(0.24)
iii	Unloading cost	5.00(0.24)
iv	Cost of gunny bags	50.00(2.38)
3.	**Total cost (i-iv)**	110.00(5.24)
4.	Net price received by collector	1390 (92.67)
5.	**CGMFPMFED**	
I	Transportation charge	20.00(0.95)
Ii	Loading cost	5.00(0.24)
Iii	Unloading cost	5.00(0.24)
V	Other charges	50.00(2.38)
6.	**Total cost (i-v)**	80.00(3.81)
7.	Price paid by CGMFPMFED	1500.00
8.	Net margin of CGMFPMFED	410(19.52)
9.	**Total marketing cost**	**190(9.05)**
10.	**Price spread**	**600**
11.	**Sale price of CGMFPMFED / purchase price of company**	**2100.00 (100)**
12.	**Marketing Efficiency (in %)**	**3.50**

Economics of collection, marketing, marketing channel and cost of production of tendu leaves.

The research study indicates that there were marketing channel for tendu.

Channel – I: Collector – CGMFPMFED- Company

The price spread analysis of Tendu leaves was represented in the table. It can be seen from that table the net price received by the collectors was highest being Rs. 1390 (92.67%) in channel – I.

The table is clearly indicates that the marketing charges paid by the collectors in the marketing of tendu leaves is Rs. 110 per standard bag and the marketing charges paid by CGMFPMFED the Rs. 80 per

standard bag in channel – I and the marketing efficiency accounted to channel I was 3.50 per cent respectively.

CONCLUSION

The study indicated that there is marketing channel in tendu leaves. It can be seen from that table the net price received by the collectors was highest being Rs. 1390 (92.67%) in channel – I.

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