



**Research Paper**

## Marketing channel and problem faced by turmeric growers in Navsari district of Gujarat

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**ABSTRACT :** There were three different marketing channels found in Navsari district of Gujarat. The Channel-III was more efficient compared to channel-I and Channel-II because producer share in consumer rupee was more (67.45 %) in Channel-III, then Channel-II (56.74%) and Channel-I (54.28%) in Navsari market. Production constraint Majority of the turmeric growers in the study area expressed the problem of high cost of seed materials (Rhizomes) was the major constraint followed by unavailability of seed materials (Rhizomes), unavailability of labour in time, high cost of labour, Inadequate sources of finance, damage due to unfavourable condition of weather, lack of technical knowledge about the crop and lack of irrigation facilities. Marketing constraints Majority of turmeric growers in the study area expressed the problems of fluctuation in market price was the major constraint followed by low price, high cost of transportation, absence of regulated market and market intelligence, lack of storage facility, lack of Grading facility and delayed payment.

**KEY WORDS :** Channels, Rhizomes, Irrigation-facilities, Fluctuation, Market-intelligence, Delayed payment

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