



An Analysis of Marketing of Mat in Paschim Medinipur District of West Bengal

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The study was carried out to examine the marketing of a traditional village product mat made of synthetic fiber, cotton, bamboo and mat-stick (*Cyperus tegetum*) which is used as interior decorative of house. The handicraft plays an important role in livelihood of rural economy in some rainfed areas of West Bengal due to its employment potential as well as export earnings. To analyze the marketing efficiency and price spread of finished mat, primary data was collected from three primary wholesale markets viz. Sabong, Temathani and Dashagram market of Paschim Medinipur district for the agricultural year 2011-12. The average price of a pair of finished mat was Rs. 100, Rs. 200 and Rs. 350 for small, medium and large category, respectively. The results of the study revealed that the producer's share in consumer's rupee varies from 57 per cent to 72 per cent indicating that the maximum share of marketing gain from this cottage industry directly goes to the rural artisans residing in remote hamlets. The marketing efficiency of mat has been worked out using Shepherd's method. It was observed that the mat of larger size has a greater degree of marketing efficiency. The inter market comparison revealed that Sabong market was more efficient for marketing of mat followed by Temathani and Dashagram market.

(**Key words:** *Cyperus tegetum*, Marketing cost, Marketing efficiency, Mat production, Price spread)

Mat is an interior decorative of house, made of synthetic fiber, cotton, bamboo and mat-stick etc. The demand of hand-made mat is declining over the year due to increased competition from low priced factory made synthetic mat. Though the present market system is not favourable for handmade indigenous mat products but this type of cottage industry has capacity to absorb surplus labour available in the rural area especially the women (Joy and Kani, 2013). In the present era of globalization the rural artisans also changed their mind set and are bringing various mat products having attractive features. The handicraft industry has a good export potential as the products are completely eco-friendly in nature but this industry yet has not received much attention from both the government and private sector and facing acute shortage of finance and marketing infrastructure. The artisan habitually depends on market intermediaries for their produce (Dash, 2011). The mat-stick is made from a wetland weed *Cyperus tegetum*, economically grown in rainfed areas of West Bengal (Banerjee *et al.*, 2014). Paschim Medinipur, North 24 Parganas and Nadia are major the districts of the state where growing and weaving of mat was done traditionally from long back. Some communities of Paschim Medinipur district of West Bengal are specialized in weaving of different type of mats and mat products through their traditional in heritage of rich

indigenous technical knowledge and engagement in mat industry for generations. It is opined to be a good source of income and provides gainful employment to family member who otherwise have remained idle (Maiti and Das, 2012). Beside cultivator and weavers, a good number of people earned their livelihood from mat marketing. The marketing of mat is unorganized but mainly centered in Barabazar market, Kolkata of West Bengal. Considering its importance in providing employment and being a source of income, the present work was intended to examine existing marketing system of mat with special focus on price spread, producer's share in consumer's rupee and marketing efficiency of mat weaved by rural artisans of West Bengal. Though mat-stick is mainly cultivated in Paschim Medinipur, North 24 Parganas, Nadia and other districts of the state but Paschim Medinipur district is well known for its quality weaved mat and concentration of cultivators and weavers. Hence, the present study is restricted to Paschim Medinipur district only.

MATERIALS AND METHODS

In order to study the marketing of mat, primary data was collected from three primary wholesale markets viz. Sabong, Temathani and Dashagram bazaar of Paschim Medinipur district were selected purposively as the bulk of mat weaved in the district are marketed through these

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markets. One secondary wholesale market *viz.* Barabazar market of Kolkata is selected purposively because of most of mat is transacted through this market. Beside, 10 retail markets were selected randomly. From the existing marketing channels, 10 secondary wholesalers, 20 primary wholesalers, 20 commission agent, 20 paikers and 40 retailers were selected for the present study. Market information are collected with the help of pre-tested survey schedule by interviewing personally.

Average cost per mat is calculated by considering the total mat-stick produced per hectare and number of mats presumably prepared by that amount of mat-stick in addition to it the expenses incurred for processing of mat from mat stick. Producer's share in consumer's rupee, marketing margin of middleman, cost of marketing, price spread for each market were analyzed following conventional method and index of marketing efficiency is worked out by using Shepherd's method.

The price spread in agriculture is assessed by estimating price received by the farmers expressed as a percentage of the retail price (i.e. the price paid by the consumer). If it is the retail price, the weaver share in the consumer's rupee (Ws) is expressed as follows.

$$Ws = \frac{\text{Net Price received by the producer}}{\text{Price paid by the consumer}} \times 100$$

The efficiency measurement methods used in the study are presented as follows:

$$\text{Shepherd's method: } ME = \frac{RP}{MC + MM} = \frac{RP}{GMM}$$

Where,

ME: Marketing efficiency

MME: Modified measure of marketing efficiency

MC: Total marketing costs

MM: Total net marketing margin

GMM: Gross marketing margin

RP: Retailer's price or Price paid by the consumer

RESULTS AND DISCUSSIONS

The present study intended to analyze the producer's share in consumer's rupee, marketing efficiency and price spread of finished mat marketed through different markets in Paschim Medinipur district. Table 1 represents the marketing cost of mat from Sabong market of the district during the year 2011-12. Mat is noted to passing through four stages of marketing namely, weaver, primary wholesaler, secondary wholesaler and

retailer. The maximum cost of marketing in Sabong market is found at secondary wholesaler level and least at retailer level. At each level, this cost has increased with the increase in size of mat. Octroi is observed only at weaver's level. Transportation cost of mat contributed the maximum in total cost of marketing.

Table 2 depicts the price spread of mat at Sabong primary wholesale market. It is evident from the results that weaver's share in consumer's rupee, marketing cost, and middleman profit has a strong positive relation with the size of mat. According to per cent share of weaver's in price paid by consumer, it was found to be maximum in medium size and least in case of larger size mat. With respect to percentage share in price paid by consumer, middlemen's profit is observed to be highest in case of small size mat and lowest in case of medium size mat.

Table 3 presents the marketing cost of mat in Temathani primary wholesale market of Paschim Medinipur district. Transportation cost noted to be most expensive component, except at weaver's stage in the marketing of mat. This cost increased with the increase in size of mat. Cost of storage was another major cost incurred which varies according to the bulkiness of the product. Finished mat takes considerable time to reach the ultimate consumer and hence may required higher cost in storing the mat. It was noted to be more at retail level. However, all these cost as well as middleman's net marketing margin have a direct relationship with the size of mat.

Table 4 exhibits price spread of mat at Temathani primary wholesale market of Paschim Medinipur district. It is clear from the table that weaver's share in consumer's price has increased with the increase in size of mat. A similar observation is also noted in case of marketing cost, middlemen's profit and price paid by consumer. But according to percentage share in the price paid by the consumer, marketing cost has decreased with the increase in size of mat. The weaver's share is noted to be maximum in case of medium sized mat and lowest in case of small sized mat.

Table 5 exhibits marketing cost of mat marketed through Dashagram primary wholesale market of Paschim Medinipur district. Marketing cost is observed to be maximum in case of secondary wholesaler level and least in case of retailer level. Here octroi charge was also found at weaver level. It is also found that the total amount of cost has increased with the increase in size of

Table 1. Marketing cost of mat in Sabong market of Paschim Medinipur district(Rs. pair of mat⁻¹)

Sl. No.	Item	Size of Mat		
		Small	Medium	Large
a)	Cost incurred by the weaver			
	Transport	0.46	0.51	0.63
	Octoroon	1.03	1.25	1.48
	Misc.	0.40	0.46	0.63
	Sub total	1.88	2.22	2.74
b)	Cost incurred by Primary wholesaler			
	Transport	0.51	0.68	0.80
	Packaging	0.57	0.74	0.91
	Loading & unloading	0.34	0.40	0.51
	Storage	0.30	0.40	0.40
	Misc.	0.21	0.29	0.34
	Sub total	1.93	2.51	2.96
c)	Cost incurred by Secondary wholesaler			
	Transport	2.62	3.19	3.59
	Packaging	0.32	0.34	0.51
	Loading & unloading	0.41	0.51	0.57
	Storage	0.29	0.34	0.34
	Market fees	0.23	0.34	0.57
	Misc.	0.40	0.57	0.86
	Sub total	4.26	5.30	6.44
d)	Cost incurred by Retailer			
	Transport	0.51	0.74	0.80
	Loading & unloading	0.14	0.29	0.40
	Storage	0.40	0.63	0.57
	Market fees	0.29	0.34	0.57
	Misc.	0.23	0.29	0.34
	Sub total	1.56	2.28	2.68

Table 2. Price spread of mat by size from Sabong market of Paschim Medinipur district

Particular	Rs. pair of mat ⁻¹			% share in price paid by consumer		
	Small	Medium	Large	Small	Medium	Large
1. Weaver's share or net receipt of the farmer	62.93	139.42	249.38	63.67	71.50	70.94
2. Marketing cost	9.63	12.31	14.82	9.75	6.31	4.22
3. Middlemen's Profit	26.28	43.26	87.35	26.59	22.19	24.85
4. Price paid by the consumer	98.84	195.00	351.54	100.00	100.00	100.00

mat. Storage is one of the influential costs of mat marketing. Though it increase the marketing cost but required to maintain the quality of mat.

It is noted from the table 6 that the percentage share of weaver in the consumer's rupee is minimum in small size mat and maximum in case of larger size mat. The

fewer shares of weavers in case of medium and larger size mat are mainly due to increase in the percentage share of profit of middlemen in this market. It is also observed from the table that weavers share in consumer's price, marketing cost, middlemen's profit and price paid by consumer have increase in size of mat.

Table 3. Marketing cost of mat from Temathani market of Paschim Medinipur district(Rs. pair of mat¹)

Sl. No.	Item	Size of Mat		
		Small	Medium	Large
a)	Cost incurred by the weaver			
	Transport	0.46	0.63	0.74
	Octoroon	0.91	1.25	1.48
	Misc.	0.23	0.34	0.46
	Sub total	1.60	2.22	2.68
b)	Cost incurred by Primary wholesaler			
	Transport	0.97	0.74	0.91
	Packaging	0.46	0.57	0.68
	Loading & unloading	0.40	0.40	0.51
	Storage	0.29	0.34	0.34
	Misc.	0.17	0.29	0.32
	Sub total	2.28	2.34	2.77
c)	Cost incurred by Secondary wholesaler			
	Transport	2.57	3.42	3.88
	Packaging	0.34	0.40	0.40
	Loading & unloading	0.34	0.40	0.46
	Storage	0.23	0.29	0.40
	Market fees	0.29	0.34	0.51
	Misc.	0.29	0.34	0.34
	Sub total	4.05	5.19	5.99
d)	Cost incurred by Primary wholesaler			
	Transport	0.57	0.63	0.80
	Loading & unloading	0.14	0.29	0.46
	Storage	0.34	0.63	0.74
	Market fees	0.23	0.34	0.46
	Misc.	0.29	0.34	0.57
	Sub total	1.56	2.22	3.02

Table 4. Price spread of mat from Temathani market of Paschim Medinipur district

Particular	Rs. pair of mat ¹			% share in price paid by consumer		
	Small	Medium	Large	Small	Medium	Large
1. Weaver's share or net receipt of the farmer	60.14	126.37	242.04	60.40	69.16	68.47
2. Marketing cost	9.48	12.03	14.85	9.53	6.58	4.20
3. Middlemen's Profit	29.95	44.31	96.59	30.08	24.25	27.33
4. Price paid by the consumer	99.57	182.71	353.49	100.00	100.00	100.00

Table 7 furnishes market wise and mat wise marketing efficiency of mat in Paschim Medinipur district during the year 2011-12. It is observed from the table that marketing efficiency is of the highest degree in case of larger size and minimum in case of small size mat

for all three markets during the study period. But inter market comparison reveals that Sabong market is observed to be most efficient one, followed by Temathani and Dashgram market during the study period. The higher efficiency of marketing may be due to location of

Table 5. Marketing cost of mat from Dashagram market of Paschim Medinipur district(Rs. pair of mat⁻¹)

Sl. No.	Item	Size of Mat		
		Small	Medium	Large
a)	Cost incurred by the weaver			
	Transport	0.68	0.74	0.91
	Octoroon	0.97	1.25	1.48
	Misc.	0.29	0.34	0.46
	Sub total	1.94	2.34	2.85
b)	Cost incurred by Primary wholesaler			
	Transport	0.86	0.91	0.11
	Packaging	0.40	0.57	0.68
	Loading & unloading	0.29	0.40	0.51
	Storage	0.23	0.29	0.40
	Misc.	0.29	0.40	0.57
	Sub total	2.05	2.57	2.28
c)	Cost incurred by Secondary wholesaler			
	Transport	0.29	0.34	3.99
	Packaging	0.29	0.51	0.63
	Loading & unloading	0.34	0.57	0.51
	Storage	0.40	0.57	0.34
	Market fees	0.23	0.34	0.46
	Misc.	0.23	0.46	0.34
	Sub total	1.77	2.79	6.27
d)	Cost incurred by Retailer			
	Transport	0.46	0.513	0.627
	Loading & unloading	0.17	0.23	0.29
	Storage	0.40	0.46	0.57
	Market fees	0.17	0.29	0.46
	Misc.	0.29	0.40	0.34
	Sub total	1.48	1.88	2.28

Table 6. Price spread of mat from Dashagram market of Paschim Medinipur district

Particular	Rs. pair of mat ⁻¹			% share in price paid by consumer		
	Small	Medium	Large	Small	Medium	Large
1. Weaver's share or net receipt of the farmer	55.08	120.04	232.28	57.75	61.86	65.77
2. Marketing cost	9.80	12.65	14.36	10.28	6.52	4.07
3. Middlemen's Profit	30.50	61.35	106.53	31.97	31.62	30.16
4. Price paid by the consumer	95.38	194.05	353.17	100.00	100.00	100.00

Table 7. Market wise and mat size wise marketing efficiency of mat in Paschim Medinipur district during 2011-12

Name of market	Size of Mat		
	Small	Medium	Large
Sabong	1.75	2.51	2.44
Temathani	1.52	2.24	2.17
Dashagram	1.37	2.62	2.92

the market because of its easy accessibility. However, marketing system of mat is noted to be efficient as the indices are noted to be more than unity in all the case.

CONCLUSIONS

Three different size of mat was found to be marketed through the selected markets. The price of these mats has been observed to increase with increase in

size of mat. The total cost of marketing of finished mat was observed to be maximum at secondary wholesaler level. The transportation cost is most expensive cost in the marketing of mat. It was also found that the percentage share of weaver in price paid by the consumer has a direct relation with the size of mat whereas marketing cost is inversely related with the size of mat. As per the calculations on marketing efficiency of mat, Sabong market was found to be the most efficient market irrespective of size of mat. The higher efficiency in marketing may be due to locational advantages of different markets due to ease in accessibility. However, marketing of mat is found to be efficient one as the indices were noted to be more than unity.

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