*Journal Crop and Weed, 11(Special Issue):10-13(2015)*

**Analysis of marketing efficiency of water chestnut (*Trapa natans*L*.)***

**in 24 – Parganas (North) of West Bengal**

**A. K. MAITI AND S. KUNDU**

*Department of Agricultural Economics,*

*Bidhan Chandra Krishi Viswavidyalaya,*

*Mohanpur-741252, Nadia, West Bengal*

*Received:15-09-2014; Revised:22-12-2014; Accepted:31-12-2014*

**ABSTRACT**

*Water chestnut (Trapa natans) is one of the most important and popular minor aquatic fruit crops grown in India. It is mainly*

*grown in the tropical and sub-tropical regions as submersed plant community. It is also grown in the soft nutrient freshwater*

*wetlands, lakes, ponds and streams. In India, it is most commonly used as edible nuts. The kernel of water chestnut contains a*

*large amount of protein (up to 20%), starch (52%), tannins (9.4%), fat (up to 1%), sugar (3%), minerals, etc. It is most popular*

*and aquatic fruit crop and can easily be grown in neglected and marshy areas, where the other fruit plants cannot be grown*

*successfully. But because of faulty marketing system, the production and technological improvement has not gain momentum. Its*

*marketing system is not organized. Nadia and 24-Parganas (North) are two districts where water chestnut is cultivated in a large*

*scale and the study is restricted to 24-Parganas (North) district of West Bengal and data relates to the agricultural year 2011-12.*

*The study is mainly focused on to identify the marketing channels involved in the marketing of water chestnut and to analyse the*

*price spread of water chestnut and marketing efficiency. Farmer – Secondary Wholesaler – Retailer – Consumer is found to be*

*more dominant as 38% of the produce of the sample area are enrooted through this channel. In Barrackpur-1block, channel-I is*

*found to be most efficient channel (marketing efficiency-1.92) and in Rajarhat-1 block, channel-III is most efficient channel*

*(marketing efficiency-2.01). Efficiency of marketing channels varies from block to block. Profits reaped by the traders determine*

*the efficiency of the marketing channel.*

***Keywords* :** Marketing channel, marketing efficiency, marshy land