

“AN ANALYSIS OF PROBLEMS AND PROSPECTS IN AGRICULTURALMARKETING IN INDIA”**Dr.HANUMANTHAPPA.K.M****Assistant Professor of Economics****Govt.First.Grade College****Harihara, Davanagere. (Dist)****Karnataka State-577601**

ABSTRACT ; India is an agricultural country and one third population depends on the agricultural sector directly or indirectly. Agriculture remains as the main stay of the Indian economy since times immemorial. Indian agriculture contribution to the national gross domestic product (GDP) is about 25 per cent. With food being the crowning need of mankind, much emphasis has been on commercializing agricultural production. For this reason, adequate production and even distribution of food has of late become a high priority global concern.

INTRODUCTION:

Agricultural marketing covers the services involved in moving an agricultural product from the farm to the consumer. Numerous interconnected activities are involved in doing this, such as planning production, growing and harvesting, grading, packing, transport, storage, agro-and food processing, distribution advertising and sale. Agricultural Marketing continues to be the mainstay of life for majority of the Indian population. It contributes around 25% of the GDP and employs 65% of the workforce in the country. The Government of India under the ministry of agriculture has also set up specific commodity Boards and export promotion council for monitoring and boosting the production,consumption,marketing and export of various agricultural commodities. Some of these organisations /boards are Cotton Corporation of India (CCI), Jute Corporation of India (JCI), Tea Board, Coffee Board, Spice Board, National Horticulture Board (NHB), National Agricultural Marketing Federation (NAFED), Agricultural Products Export Development Authority (APEDA), etc. The farmer's universe of buyers is restricted only to traders or commission agents licensed to operate in the area under a particular APMC. In most cases, multiple licences are required to trade in different mandis within the same state.

Key words : Agriculture, Cultivation, productivity , yield ,fertility. And use of man power,
- Marketing, food and commercial crops.

Agriculture-Marketing;

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All the activities like transportation processing, storage, grading are including in the agriculture marketing. These activities are inadequate in the economy of every country. what is now being envisaged, based on the proposal cleared by the Cabinet Committee on Economic Affairs on Wednesday, is a National Agriculture Market (NAM) online trading portal where farmers can offer their produce to buyers in any part of the country.

"This virtual marketplace will allow a farmer from, say, Narsinghpur in Madhya Pradesh to sell his chana to a dal miller in Delhi who may be willing to pay a higher price. The miller, too, benefits by virtue of not having to be physically present in Narsinghpur or being forced to depend on traders in that APMC area," Pravesh Sharma, Managing Director, Small Farmers' Agribusiness Consortium (SFAC), t

The APMC-regulated mandis will, in fact, gain through the significant increase in turnover volumes likely from more buyers bidding for produce. "The NAM e-platform basically gives farmers the choice to accept the bids of local traders or price offers by online buyers. In either case, the APMC is not deprived of revenues through mandi fees. The portal will provide an integrated platform for transferring the money to the accounts of farmers and the APMC after ensuring delivery of the produce to the buyer," Sharma said.

"The future lies with those companies who see the poor as their customers." - C. K. Prahalad , the global management-guru.

India is basically an agrarian society where sole dependence has been on agriculture since time immemorial. In the olden days, the agricultural produce was fundamentally barter by nature where farmers exchanged goods for goods and also against services. Gradually the scenario changed with the changing times and agriculture produce began being sold with an element of commercial value. Trading of agriculture produce began for exchange of money. And from trading to marketing of agricultural produce began although mostly it is a way of traditional selling. The marketing as a term is broader than traditional trading. And agricultural marketing as a concept is still evolving in the Indian agrarian society.

There are several complexities involved in agricultural marketing as agricultural produce involves element of risk like perish ability and it again depends on the type of produce. If the agriculture produce happens to be a seasonal one it involves another kind of risk. Likewise, there are several risk elements involved in agricultural marketing. The pricing of the produce depends on factors like seasonality and perish ability and it depends on the demand and supply also. And all these are interwoven and ultimately make a deep impact on agricultural marketing.

GLOBALISATION: The globalization has brought drastic changes in India across all sectors and it is more so on agriculture, farmers and made a deep impact on agricultural marketing. It is basically because of majority of Indians are farmers. It has brought several challenges and threats like uncertainty, turbulence, competitiveness, apart from compelling them to adapt to changes arising out of technologies. If it

is the dark cloud there is silver lining like having excellent export opportunities for our agricultural products to the outside world.

Important of agricultural marketing in economic development

1. Break the vicious circle of poverty
2. Optimum utilization of agricultural resources
3. Enhance the standard of living
4. Basis of employment opportunity
5. Basis of industrial development
6. Creation of utilization
7. Basis of foreign trade
8. Source of national revenue
9. Create the environment for investment

AGRICULTURAL MARKETING IN INDIA: Principles of Marketing has stated that information is one key to increase marketing success for everyone. A market information system is an important tool used by modern management to aid in problem solving and decision making. Market Information System is a process of gathering, processing, storing and using information to make better marketing decisions and to improve marketing exchange. Subrahmanyam and Mruthyunjaya (1978) based on their study on marketing of fruits and vegetables in Bangalore suggested for proper dissemination of market intelligence and information through all possible means of communication, for improving the marketing efficiency of fruits and vegetables. In his conceptual analysis of Management Information System (MIS) and Management Science opined that though computers have of course a role to play in MIS, all computerized systems do not necessarily mean MIS or does MIS necessarily imply computerized processing of data to create information, reported that the growers received low prices in Bangladesh because of lack of market information which resulted in wide inter-market price variation. Around 53% of the land has been brought under irrigation with areas of Punjab, Haryana giving very high per hectare yield. Over the years, due to growing industrialization and overall growth of tertiary sector, spite of numerous problems like High dependency on irregular Monsoon, lack of irrigation facilities and growing facilities.

SALIENT FEATURES OF INDIAN AGRICULTURE:

- **Subsistence Agriculture:**
- As mentioned earlier, most parts of India have subsistence agriculture. This type of agriculture has been practised in India for several hundreds of years and still prevails in a larger part of India in spite of the large scale change in agricultural practices after independence.
- **Pressure of population on Agriculture:** Despite increase in urbanization and industrialization, about 70% of population is still directly or indirectly dependent on agriculture.
- **Mechanization of farming:** Green Revolution took place in India in the late sixties and early seventies. After more than forty years of Green Revolution and revolution in agricultural machinery and equipments, complete mechanization is still a distant dream
- **Dependence upon Monsoon**

- Since independence, there has been a rapid expansion of irrigation infrastructure. Despite the large scale expansion, only about one third of total cropped area is irrigated today. As a consequence, two third of cropped areas is still dependent upon monsoon. As you know, monsoon in India is uncertain and unreliable. This has become even more unreliable due to change in climate.
- **Variety of Crops** Can you guess why India has a variety of crops? As mentioned in the beginning of the lesson, India has diversity of topography, climate and soil. Since India has both tropical and temperate climate, crops of both the climate are found in India. There are very few countries in the world that have variety comparable to that of India. You would realize that when we would discuss the different type of crops in detail. Look at the table No.1 to get an idea.
- **Predominance of Food Crops** Since Indian agriculture has to feed a large population, production of food crops is the first priority of the farmers almost everywhere in the country. However, in recent years, there has been a decline in the share of land used for food crops due to various other commercially most advantageous uses of this land.

PROBLEMS OF AGRICULTURAL MARKETING :-

underdeveloped countries agricultural marketing is not well organized and farmers are facing many problems to sell their products.

Following are the main problems of agricultural marketing :

1. Lack of Transportation Facility :-

It is the main obstacle in the way of efficient marketing. The rural areas are not linked with the market by roads. A lot of agricultural product is wasted due to transport problem.

2. Poor Quality of Product :-

Farmer is not using the improved seeds and fertilizers so quality of production is very poor and its prices are low in the market.

3. Role of Middleman :-

The middleman also takes a big share of farmer's income without doing anything. A poor farmer borrows the money from them and sells his product at lower rates.

4. Lack of Grading :-

In case of agricultural commodities the mixing of good and bad products is very common in developing countries like India and Pakistan. There is no proper method of grading these crops. It creates a problem of marketing inside and outside the country.

5. Lack of Credit Facilities :-

The credit facilities are not adequate to meet the farmer's requirement. Poor farmer is borrows the money from private money lenders at tied conditions.

6. Problems of Produce Collection :-

The collection of produce from small farmers is very expensive and a difficult process. It is a great problem for the efficient marketing.

7. Lack of Storage Facility :-

The storage facilities are required by the producers as well as by the government. The farmers need storage to sell their product at a suitable time. The government needs stores for keeping reserve stocks. Due to lack of storage facilities a lot of product is damaged on railway stations and in open air.

8. Weight and Measures :-

In various parts of weight and measures are not same. So a farmer suffers a loss at the time of buying selling of his product.

9. Market News :-

Most of farmers in underdeveloped countries are uneducated and they know nothing about the market conditions. So farmer is unable to achieve the real price of his product

MEASURE TO IMPROVE THE AGRICULTURAL MARKETING:-

Following measures can be adopted to improve the agricultural marketing :

1. Improved Transport Facilities :-

The government should increase the road facilities and rural areas should be linked with the markets. It will enable the farmer to sell his product in the market directly in the hands of consumers.

2. Increase in the Credit Facilities :-

The government should increase the credit facilities to the small farmers. No doubt all the commercial banks are providing this facility to the farmers but still it is not sufficient.

3. Increase in Storage Facility :-

The government should provide loan to the farmer for storage facilities. The government should also construct the stores to keep the stocks of various goods.

4. Market Reforms :-

The government should improve the market system in the country. Market committee should be reorganized. Market inspectors should check the prices of agricultural products. The strict laws should be introduced.

5. New Markets :-

The government should build the new markets near the producing centers. It will enable the farmer to get proper reward.

6. Cold Storage :-

This is an important part of organized markets. These are very useful for the perishable goods like fruits and vegetable. The government should expand the scope of cold storage.

7. Market Information :-

Market demand and supply condition can be provided to the farmers through radio, T.V and newspaper. The government should also pay special attention to this side.

8. Grading of Product :-

There are various agencies which are busy in grading agricultural product. There is a need to expand these organizations for effective of marketing system,

9. Marketing Research :-

The government should allocate a sufficient amount on marketing research to make the agricultural marketing more effective.

SUGGESTIONS:

- ✓ Indian industries should show greater enthusiasm in agri businesses and be more active to market the country's farm produce.

- ✓ Agricultural growth, particularly in staple crops, is among the best routes for achieving these and other development goals in developing countries.
- ✓ The world's agriculture and food systems must become more productive, more resource-efficient, more resilient, and less wasteful.
- ✓ There are multiple technology choices and paths for agriculture. Those resources must be exploited.

CONCLUSION:

Agricultural marketing is mainly the buying and selling of agricultural products. In earlier days when the village economy was more or less self-sufficient the marketing of agricultural products presented no difficulty as the farmer sold his produce to the consumer on a cash or barter basis. In order to avoid isolation of small-scale farmers from the benefits of agricultural produce they need to be integrated and informed with the market knowledge like fluctuations, demand and supply concepts which are the core of economy. Marketing of agriculture can be made effective if it is looked from the collective and integrative efforts from various quarters by addressing to farmers, middlemen, researchers and administrators. It is high time we brought out significant strategies in agricultural marketing with innovative and creative approaches to bring fruits of labor to the farmers

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