

## **PROBLEMS AND PROSPECTS OF AGRICULTURE MARKETING IN INDIA**

**V.Rajamannar\***

### **Abstract**

Agriculture is unique in relation to industry and assumes a huge job in the monetary improvement of a country. India thriving relies on the agrarian success. There are numerous sorts of agrarian items delivered in India and the showcasing of all these homestead items by and large will in general be a perplexing procedure. Horticultural promoting includes numerous tasks and procedures through which the sustenance and crude materials move from the developed homestead to the last buyers. Horticulture gives products to utilization and fares and assembling segments. The reasonable advertising framework ought to be structured to give appropriate reward or come back to the endeavors of the tiller of the dirt. Market data is a methods for expanding the proficiency of advertising framework and advancing improved value arrangement. This paper explains the problems and prospects in the marketing and how much profit to the farmers. For this study, 20 household from each village are considered as population in the Hosur. Descriptive research is applied. Questionnaire is considered as a research tool. Sample respondents were selected based on random sampling technique.

### **Introduction**

Indian horticulture can assume an imperative job in financial improvement. It is in this manner horticultural generation ought to be ventured up. The expansion in rural creation requires a concurrent improvement in the promoting framework. Hence for the nation prevalently subordinate upon farming the proficient horticultural advertising framework is exceptionally fundamental and crucial. The agrarian part today is confronting genuine dangers and difficulties. The ranchers are so neediness stricken and obligated. As an outcome, the loss of life of ranchers' suicides is quickly expanding at a disturbing rate. The commitment of horticulture to GDP has been declining a seemingly endless amount of time after year. There is move in farming work power. The measurable information uncover that farming work powers are moving towards the development business, material industry and other sloppy segments, causing shortage of work power. The overabundance utilization of manure, pesticides further influences the efficiency.

The presentation of the advertising framework has stayed under constant examination and government took a few activities to impact the structure and lead of rural produce markets. Rural is the soul of the rustic economy and thus the farming advancement will emphatically

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\* Assistant Professor cum Liaison officer, DDE-Annamalai University.

cultivate country improvement. Rural of showcasing is only commercialization of rural produce. With regards to rural improvement, the warehousing advancement can't be sidelined. In such manner let us draw out the connection between advancements of warehousing agribusiness which incorporates provincial improvement as well. Rustic advertising is advancement of organization's item in the country showcasing by utilizing methodologies with contrast from the urban market. The rustic market is more costs delicate yet it has inclination to quality. Rustic promoting is mistaken for agribusiness advertising. The later means showcasing of produce of rustic regions to the urban purchasers or modern buyers while country promoting includes conveying fabricated or handled information or administrations to provincial consumers. Development in agribusiness could be realized by commercialization of horticulture. Farming of promoting is only commercialization of produce. Better rural showcasing offices empower the ranchers to think past subsistence, grow generation, upgrade profitability and thus acquire more income. Great farming showcasing is subsequently an essential segment of horticultural advancement when all is said in done and country improvement specifically. Warehousing is a standout amongst the most noteworthy parts of rural advertising. Co-usable advertising social orders are farming non credit social orders composed by the makers for the closeout of their wares. Their fundamental targets are to make courses of action for the closeout of rural produce, to allow harvest credit office to the agriculturists, to urge the individuals to become the most recent improved and institutionalized assortments of produce, to organize godown office for the capacity of produce, to orchestrate handling, consequently, guarantee the ranchers a superior cost, etc. Agrarian advertising can be characterized as the business capacities associated with moving rural items comprising of ranch, green and other partnered items from maker to purchaser. Farming showcasing additionally mirror another measurement from supply of produce from provincial to rustic and country to urban and from provincial to modern shoppers. In the former times selling of agrarian produce was simple as it was immediate between the maker to the customer either for cash or for trade. It brief, it was selling not advertising. In the advanced world it ended up testing with the most recent advances and inclusion of brokers, commission operators who keep their edges and move the produce further. As it is notable more the quantity of mediatory more will be the expenses as every exchange brings about costs and welcomes benefits. Eventually with regards to the maker the expense of the produce goes up soak. In the whole procedure of promoting the maker gets the most reduced cost and a definitive buyer pays the most elevated as the inclusion of more agents in the whole dissemination process. The essential goal of setting up a system of controlled markets has been to guarantee sensible increase to the ranchers by making condition in business sectors for reasonable play of free market activity powers, direct market rehearses and accomplish straightforwardness in exchanges. In any case, in the pre-Independence time, the farming produce markets were tormented with wasteful aspects and were vigorously stacked against the maker. The maker was exposed to countless collects and charges, without having any state in the reasonable use of the sum paid by him. He was likewise precluded an enormous part from securing his produce by control and imperfect utilization of loads and scales in the market. Numerous commissions and councils were set up

by the Government of India to prescribe measures to amend the circumstance. It was prescribed to sanction a market enactment to direct the business sectors. The majority of the state governments and Union Territories have since instituted enactments (Agriculture Produce Marketing Committee Act) to accommodate advancement of horticultural produce markets and to accomplish an effective arrangement of purchasing and selling of rural wares.

### **Review of literature**

Shakeel-Ul-Rehman et al.,( 2012) examined that effective in reverse and forward reconciliation with horticulture has prompted all inclusive aggressive creation framework as far as expense and quality. Cooperatives appear to be very much situated to organize item separation at the homestead level and to incorporate forward into worth included handling exercises. Indian horticulture can be adjusted and made effective through legitimate and better administration rehearses. The present examination brings out over a significant time span situation of horticultural promoting winning in India, its difficulties and future suggestions. Also the open doors give by agrarian showcasing ought to be tapped successfully by the advertisers.

Amrutha (2009) found that the market data is a significant encouraging capacity in the farming advertising framework. It encourages advertising choices, manages the aggressive market procedure and improves showcasing components. Market data is a methods for expanding the productivity of showcasing framework and advancing improved value development. It is essential to the ranchers to settle on educated choices about what to develop, when to collect, to which market produce ought to be sent and whether to store it. Improved data should empower brokers to move produce beneficially from a surplus to a shortfall advertise and to settle on choices about the reasonability of completing stockpiling where in fact conceivable

Penn State College of Agricultural Sciences - Agricultural Marketing (2012) distributed that agrarian showcasing covers the administrations associated with moving a rural item from the homestead to the shopper. Various interconnected exercises are associated with doing this, for example, arranging generation, developing and collecting, reviewing, pressing, transport, stockpiling, agro-and nourishment preparing, appropriation promoting and deal. A few definitions would even incorporate "the demonstrations of purchasing supplies, leasing hardware, (and) paying work", contending that promoting is everything a business does. Such exercises can't happen without the trading of data and are frequently vigorously subject to the accessibility of appropriate money (Penn State College of Agricultural Sciences - Agricultural Marketing, 2012).

### **Agricultural Marketing In India**

#### **Problems and Prospects**

There are a few difficulties engaged with promoting of agrarian produce. There is constrained access to the market data, education level among the ranchers is low, various channels of dispersion that destroys the pockets of the two ranchers and buyers. The administration subsidizing of ranchers is still at early stage and a large portion of the little ranchers still rely upon the neighborhood moneylenders who are parasites and charge high rate of premium. There are such a large number of vultures that consume the advantages that the ranchers

should get. Despite the fact that we state that innovation have improved yet it has not gone to the rustic levels as it is limited to urban regions alone. There are a few provisos in the present enactment and there is no composed and controlled showcasing framework for promoting the horticultural produce. The ranchers need to confront such a significant number of hardships and need to conquer a few obstacles to get reasonable and simply cost for their perspiration. There are a few difficulties associated with advertising of farming produce. There is restricted access to the market data, proficiency level among the ranchers is low, various channels of conveyance that destroys the pockets of the two ranchers and purchasers. The administration financing of ranchers is still at beginning stage and the vast majority of the little ranchers still rely upon the nearby moneylenders who are parasites and charge high rate of premium. There are an excessive number of vultures that consume the advantages that the ranchers should get. In spite of the fact that we state that innovation have improved however it has not gone to the country levels as it is kept to urban regions alone. There are a few escape clauses in the present enactment and there is no composed and managed promoting framework for advertising the farming produce. The ranchers need to confront such a significant number of hardships and need to defeat a few obstacles to get reasonable and simply cost for their perspiration. The globalization has acquired radical changes India over all parts and it is all the more so on agribusiness, ranchers and had a profound effect on agrarian promoting. It is fundamentally a result of lion's share of Indians are ranchers. It has brought a few difficulties and dangers like vulnerability, choppiness, intensity, aside from convincing them to adjust to changes emerging out of advancements. On the off chance that it is the foreboding shadow there is silver coating like having phenomenal fare open doors for our agrarian items to the outside world. In India, the composed advertising of horticultural items has been advanced through a system of directed markets. Most state governments and UT organizations have authorized enactments to accommodate the guideline of farming produce markets. While before the finish of 1950, there were 286 controlled markets in the nation, their number as on 31 March 2006 remained at 7566. Moreover, India has 21780 rustic periodical markets, around 15 percent of which capacity under the ambit of guideline. The approach of directed markets has helped in alleviating the market impairments of makers/merchants at the discount amassing level. Be that as it may, the rustic occasional markets when all is said in done and the ancestral markets specifically, stayed out of its formative ambit.

### **Challenges Of Agricultural Marketing**

The major challenges in domestic agricultural marketing are as follows:

- Changes in Market Fees/Market Charges
- Neglection of Rural Markets
- No Common Trade Language
- Supervision of Essential Commodities Act
- Changes are in Entry Tax/Octroi and Sales Tax
- Etc.

### **Farmers Role In Marketing**

Direct marketing of the agrarian produce is the need of great importance. Endeavors might be made to give offices to lifting the whole stock that ranchers are eager to sell with motivator

cost. There ought to be arrangement for putting away the stocks, for example, godowns and stockrooms. It causes the ranchers to hold the stocks till the costs are settled. Typically promptly soon after the collect the costs would be low and if the ranchers are persistent in holding the equivalent for quite a while it would bring better costs. The representatives make the recreations during the exchanging of the rural stocks which the ranchers don't have the foggiest idea and acknowledge on account of inappropriate data about the market costs. The agents with no venture and with their exchange aptitudes move stocks by purchasing at low costs and selling at more expensive rates to the opposite end. The ranchers should be taught in such manner. There ought to be all-round defense and institutionalization of the costs through authoritative methods. By and by there is immense hole between the promoting techniques of farming produce in India and abroad and similar should be connect. Expel the different acts of neglect predominant in the present framework. There is have to set up showcasing advisory groups which has the portrayal of producers, dealers, neighborhood bodies, brokers and candidates from the govt. There should be aggregate and integrative endeavors and energies from all quarters for guaranteeing just and cost for ranchers.

### Objectives of the study

1. To study the present scenario of agriculture and allied activities.
2. To find out the various existing problems of agriculture development.
3. To find the prospects of agriculture development.

### Research Methodology

The study was conducted during the year 2015. All the important data related to agriculture like, types of crop grown, methods, harvesting and marketing, existing problems, etc. were collected by visiting and interviewing the villagers using pre structured questionnaire. For data collection 20 household from each of the villages were selected in Hosur area randomly. Besides, the discussion was also made with the teachers, educated youth and administrative officials for understanding the different aspects of agricultural problems and development.

### Analysis and Discussion

#### 1.1 Relationship between cultivating areas and elements of marketing

Elements	Rural		Semi Rural		Urban	
	r-value	p-value	r-value	p-value	r-value	p-value
Mode of collection of crops	0.556	0.001*	0.594	0.001*	0.560	0.001*
Mode of collection of payment	0.930	0.001*	0.624	0.001*	0.585	0.001*
Price paid	0.930	0.001*	0.923	0.001*	0.339	0.001*

Time taken in selling crop	0.515	0.001*	0.57*	0.001*	0.534	0.001*
Packing facility	0.941	0.001*	0.392	0.001*	0.412	0.001*

It is hypothesized that marketing mix factors are not having relationship with agricultural marketing.

Table 1.1 explains the relationship between consumer behavior and direct marketing. In order to examine the above stated hypothesis, Pearson correlation analysis is applied. The calculated correlation values are found to be significant. Hence, the stated hypothesis is rejected. It is inferred that the behavior of the consumer is related with the direct marketing.

From the correlation value, it is noted that the packing facility( $r=0.941$ ) and price paid( $r=0.930$ ) are having higher level of relationship with rural areas. But, time taken in selling the crop ( $r=0.515$ ) are having the least level of relationship with rural areas.

Price Paid ( $r=0.923$ ) and mode of payment ( $r=0.624$ ) are having higher level of relationship with semi-rural areas. Mode of payment( $r=0.585$ ) is highly related with urban areas.

### 1.2 Effect of marketing mix factors on agricultural marketing

R	R Square	Adjusted Square	R	F-value	P-value
0.821	0.586	0.582		96.590	0.001*

Predictors	Unstandardized Coefficients		Standardized Coefficients	t-value	P-value
	B	Std.Error	Beta		
(Constant)	-0.699	0.893	-	-0.782	0.434(NS)
Quality of inputs	0.864	0.566	0.150	1.526	0.128(NS)
Timely availability of inputs	2.877	0.672	0.510	4.280	0.001*
Price of inputs	1.780	1.195	0.180	1.490	0.137(NS)
Weighing system of different inputs	-0.176	0.490	-0.033	-0.359	0.720(NS)
Quality of consumer goods	5.250	1.143	0.422	4.593	0.001*
Price of consumer goods	2.492	0.887	0.182	2.808	0.005*

It is hypothesized that marketing mix factors do not influence the agricultural marketing.



Table 1.2 indicates the effect of marketing mix factors on agricultural marketing. Here, quality of inputs, timely availability of inputs, price of inputs, weighing system of different inputs, quality of consumer goods and price of consumer goods treated as independent variables and overall mean score of agricultural marketing considered as dependent variable.

Further multiple regression is applied, to test the above stated hypothesis. The measure of strength of association in the regression analysis is given by the coefficient of regression determination denoted by adjusted R-square value is found to be 0.582 which implied that 58.2 percent of the variation on the level of agricultural marketing is explained by the independent variables such as quality of inputs, timely availability of inputs, price of inputs, weighing system of different inputs, quality of consumer goods and price of consumer goods. The calculate p-value is significant at one percent level. Hence, the stated hypothesis is rejected.

The unstandardised co-efficient beta value indicates the relative importance of the predictors of the independent variables on the dependent variable. The strength of relationship is expressed by the equation.

Marketing Factors= 0.699+ 5.250(quality of consumer goods)+ 2.877(timely availability of inputs)+ 2.492(price of consumer goods)

From the regression analysis, it is inferred that the quality of consumer goods, timely availability of inputs and price of consumer goods are positively influenced the agricultural marketing.

From the regression beta values, it is observed to have one unit increases in the agricultural marketing, quality of consumer goods is influenced at 5.250 levels on the marketing factors, when other factors remain constant. Similarly, timely availability of inputs is influenced at 2.877 levels on the marketing factors. Price of consumer goods at 2.492 levels on the marketing factors influenced the marketing factors. Here, quality of consumer goods, timely availability of inputs and price of consumer goods influenced at higher level of the marketing factors.

### Conclusion

Marketing is the core of the entire nourishment and rural issue in practically all creating nations. It is futile to expand the agrarian generation just as efficiency, except if means could be found to move the farming produce from the makers' field to the buyers' store room at a value which speaks to reasonable compensation to the makers on the one side and the buyers' capacity to pay on the opposite side. It is in this regard, the rural advertising social orders in India give a sorted out discussion to selling the rural produce of ranchers at a reasonable cost and furthermore offer solid and present day intends to rival the private endeavors which is better set as far as innovative and money related assets. The job of the co-agents has dynamically extended in the field of agrarian promoting. Moreover, there are numerous co-employable agro preparing units that guarantee additional standard potential to help the Indian Economy. Consequently, the horticultural advertising and the agri-business co-agents involve a significant spot in the general methodology for

agrarian advancement in India. Consequently, the showcasing co-employable social orders are irreplaceable for the development of horticultural network and the administration must find a way to resuscitate them from their lethargy and in this manner empower the agriculturists to get the most extreme potential costs.

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