

## MARKETING PRACTICE OF AGRICULTURAL FARMERS IN SMALL VILLAGE AT CAUVERY DELTA ZONE

J.D.Aarthi Dhakshana\*

Dr.K.V.R.Rajandran\*

### ABSTRACT

The paper deals with concepts relates with marketing practice of agricultural farmers. The core concept is problem faced by the farmers in agricultural marketing. To find out these problems promptly, a pilot study was attempted in small village of cauvery delta area. The paper also provides various suggestions that could help the farmers in better and efficient marketing in agriculture.

**Key words: Marketing practice, problems, empower farmers**

### 1. Introduction

An agricultural marketing plays an important role in the economic development of India and also it is excite to consumption as well as production. The share of agriculture GDP growth is 17.9 (2014)(Source: CIA Face book, Sector-wise contribution of Indian GDP). India has ranked second in the farm output of agriculture.(Source: Common services centre scheme (CSC), Department of Electronics and Information Technology Government of India) Agricultural marketing is buying and selling of agricultural products. In ancient period of time farm producer produce the product for their self use and surplus will be exchange under barter system. Currently agricultural marketing system and practice has given many opportunities on farmers to be engaged in various marketing activities between the producers to consumers.

\* **Research scholar, Periyar Maniammai University, Vallam, Thanjavur**

The main context of agricultural marketing is to empower the farmers. Developing the farmers marketing strategy, allow the farmers to decide what to grow, when to harvest, where to sell, when to sell, whether to store it or not. Government had taken various measures and schemes to encourage the farmers in agricultural sector. In 1960's to 1970's India's agricultural policy was framed with the objective of attaining food security and price stability. These policies were based on controls on marketing, pricing, storage, transport, and quantitative research on trade. All government reform processed after the agreement with WTO in 1995. Even though government had taken lot of reforms and policies; farmers facing more challenges in marketing practices such as high marketing cost, inadequate storage, poor credit facilities, lack of awareness, high level of input price, poor linkage in marketing channels, poor infrastructure facilities, hindrance of middlemen, lack on education, poor sales techniques. A well organized and efficient marketing system is a pre-requisite to bring reasonable returns to the farmers and make goods available to customer satisfaction. As to obtain optimum level, more research is needed and some changes required in the marketing practice. This study was attempted to asses current marketing practice of agricultural farmers in small village of Cauvery delta zone.

## 2. Review of literature

Agricultural marketing competitive strategies and innovative practices in Greece By John Bouris, Panagiotis Kaldis, George Alexopoulos, Alexia Giannouzakou International scientific conference eRA-6, Suggested that instead of seeing these demands as a burden, EU farmers have real opportunity to turn them to their advantage – by delivering exactly what consumers want, clearly distinguishing their products in the market place, and gaining premiums in returns.

Concluded that the alignment of innovative marketing strategies focuses on strengthening the identity of the product, increasing the bargaining power of producers so the added value to remain and distribute mainly in the local community by strengthening the social fabric and fuelling capabilities to mobilize endogenous resources and development.

Dr.Gaurav Bissa, Vijay Vyas, Study of Infrastructural status in agricultural marketing. Indian Journal of Research (ISSN No.2231-6655) Vol.4 No.1 (January-June 2014 Issue). The sound market infrastructure system provides nourishment to production activity, income generation and

positive effect on income distribution. Improved infrastructure is primary driving force under every condition for commercialization. The benefit of commercialization and specialization to a large extent depend upon infrastructure and both have push and pull relationship.

Prakash C, Problem and expectation of the farmers in marketing paddy in Tiruvarur district, Tamilnadu. Published in asian journal of management research – 2012. ISSN 2229-3795. The agriculture marketing in india is beset with many defects. “The farmer, in general, sells his produce at an unfavorable place and at unfavorable time, and usually gets very unfavorable terms.”

According to Ms.K.Kiruthiga, 2 Dr.R.Karthi, 3 Ms.B.Asha Daisy, (April, 2015) In International Journal, Agricultural Marketing Overview. In order to avoid isolation of small scale farmers from the benefits of agricultural produce they need to be integrated and informed with market knowledge like fluctuations, demand and supply and concepts which are core of the economy.

According to Shakeel-Ul-Rehman, Arth Prabhand: Agricultural Marketing Services, A Journal of Economics and Management Vol11, Issue 3, June 2012, ISSN 22-78-0629, Implied that ,Social mobilization, community participation and decentralized approach are necessary to make the market available at low cost to the farmers’ community. Private trade in agricultural commodities must be enforced. Moreover there should be an agricultural marketing awareness program, which should have a reach the whole country.

Concluded that, the primary agricultural marketing institutes and organizations providing agricultural assistance in India at large, still much of the agricultural produce is getting spoiled due to inefficient storage facilities, overtime delivery and mismanagement. So much more is need as; India has huge potential for agricultural production, because it has a wide geographical range. As most of the rural people in India are engaged in agriculture and its allied activities, more and more provisions must be made available to integrate the marketing system for agriculture, which must be available all over the country.

According to Mr.A.Vadivelu and B.R.Kiran (August 2013) In International Journal of Agricultural and Food Science, Problems and prospectus of agricultural marketing in India: An

Overview, Awareness of farmers on different components of market information and its utility was very poor (11 to 37%) as compared to that of traders (75%). Out of the expectations of farmers on grades, quality, prices in potential markets, price projections; only real time arrivals and prices were documented and disseminated with traditional approach. Hence there is need to create awareness among the farmers through agricultural extension agencies like the state department of agriculture, krishi vigan kendras so that the marketing information on agricultural commodities are incorporated in the extension services along with the production aspects to the farmers.

### 3. Objective of the study

- To understand the marketing system of the farmers in the sample village
- To study about the marketing problems faced by the farmers in the sample area.
- To suggest the various measures to improve the marketing of agricultural products based on the finding of my study.

### 4. Research methodology

#### Methodology

A pilot study was conducted and the study is descriptive in nature. Survey method approach was adopted, based on the questionnaire designed for to test the reliability. Both primary and secondary data were used in this study

#### Data Collection

Primary data were collected from the farmers conducting sample structure surveys, adopting simple random sampling method. Secondary data were collected from e-books, journal, websites, newspaper, books.

#### Data Collection Tool

A well structured interview schedule was conducted in this study to elicit the information from the sample farmers.

**Population of the study**

Sample of 63 farmers were selected randomly for this study from the village

**Samples from farmers**

The sample respondents were classified into A & B, Here A denotes Less than 10 acres of farmers and B denotes the greater than 10 acres of farmers as per area under the crops. Utmost concentration was taken on each respondent to retrieve the clarity answer as accurately as possible without ambiguity. The retrieved data was thoroughly checked and ensured as correctness and data consistency

**Hypotheses used in the study**

The efficient Chi-square test is used to evaluate the problems faced by the farmers in marketing system in the study area. It is a non parametric test.

The null hypothesis is generally symbolized as H<sub>0</sub> and alternative hypothesis as H<sub>a</sub>

**5. Findings & Testing**

In this study Chi-square test was employed for test the hypothesis.

$$X^2 = \sum \frac{(O_i - E_i)^2}{E_i}$$

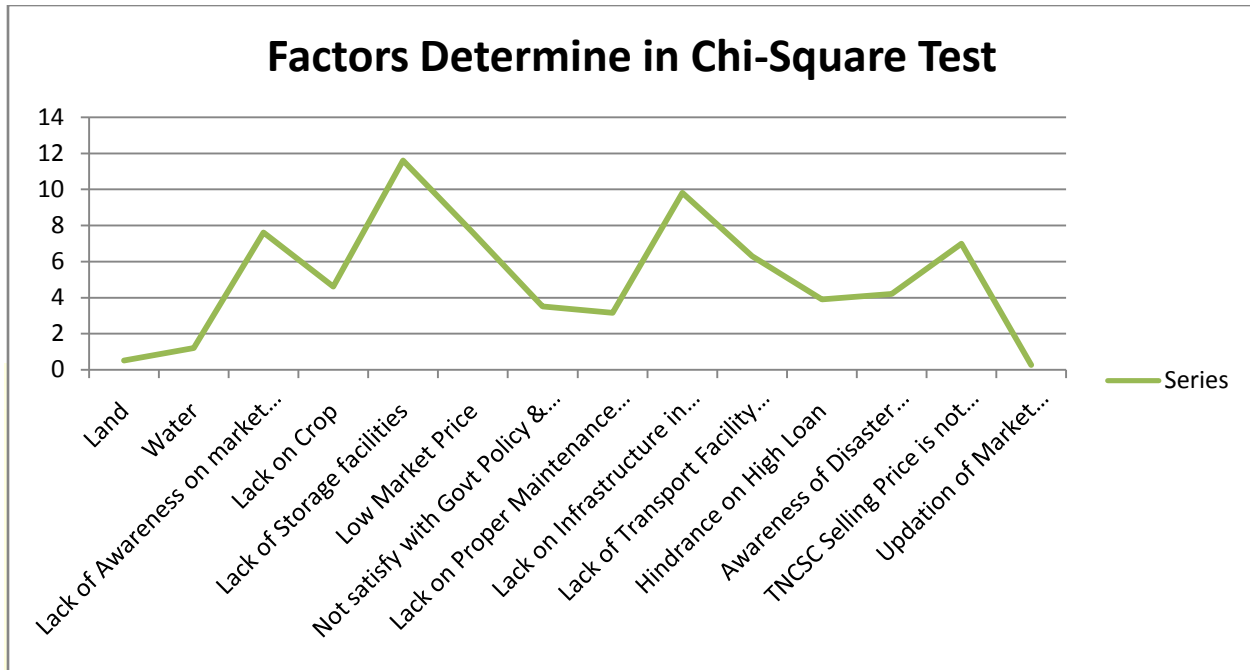
Where O= Observed Frequency, E=Expected Frequency, Degree of freedom, (Row – 1) x (Column – 1)

**TABLE: Relationship Between factors and problems faced by the farmers in Marketing.**

S.No	Problem faced by the farmers in marketing	Chi Square Value	P-Value	Result
1.	Land	0.5	0.4795	Not Statistically Significant

2.	Water	1.2	0.2733	Not Statistically Significant
3.	Lack of Awareness on market demand	7.6	0.0058	Very Statistically Significant
4.	Lack on Crop Information	4.6	0.0320	Statistically Significant
5.	Inadequate Storage facilities	11.6	0.0007	Extremely Statistically Significant
6.	Low Market Price	7.6	0.0058	Very Statistically Significant
7.	Not satisfy with Govt Policy & Procurement and Price Fixation	3.5	0.0614	Not Quite Statistically Significant
8.	Lack of Proper Maintenance of Accounts	3.15	0.0759	Not Quite Statistically Significant
9.	Lack on Infrastructure in TNCSC	9.8	0.0017	Very Statistically Significant
10.	Lack of Transport Facility (Road)	6.3	0.0121	Statistically Significant
11.	Hindrance on High Interest Loan	3.9	0.0483	Statistically Significant
12.	Awareness of Disaster Management	4.2	0.0404	Statistically Significant
13.	TNCSC Selling Price is not Satisfied	6.98	0.0082	Very Statistically Significant
14.	Updating of Market Information	0.26	0.6101	Not Quite Statistically Significant

The table reveals the problems faced by the farmers of marketing system in the study area.



## 6. Suggestion

In order to improve efficiency marketing in the sample area, the following recommendation are made based on the findings of study,

- The farmer should encourage acquiring more training in crop selection. Integrated and informed of based on market knowledge about fluctuation on demand and supply.
- The farmers should enhance the improvement in production operation to get high yielding. The innovative production technique should process.
- Most of the farmers facing an inadequate storage facility problem in their marketing practice and its proportion also high. The authority board should have to take some measure to improve this facility.
- The government MSP fixation is not up to satisfactory level, in this case the agricultural marketing board can take initiatives for helping the farmers.
- The government can take responsibility to conduct awareness program to farmers on disaster management on both land and crop.
- The farmers mostly getting credit to meet out their production process due to high input prices. The government may reduce the prices in order to help the farmers.

- Almost all farmers sell their crop to the TNCSC, it also one of cause for poor marketing. Direct marketing and other marketing channels are the alternative way.
- The TNCSC infrastructure should develop, and its selling period should to be extent.

## 7. Conclusion

Finally in this study area, almost all farmers had used paddy as a main crop, and TNCSC procured their output. The authorities should be sincere, loyal and honest to the farmers. The work suggestions would expect the efficient marketing practices and farmers can obtain optimum earning for their production.

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