

Studying Problems and Challenges of Agricultural Marketing among Indian Farmers

*Ms. S. Varoodhini, #Dr. Rajeswari Panigrahi

*Research Scholar, #Associate Professor, Dept. of Marketing, GITAM Institute of Management, GITAM Deemed University, Visakhapatnam, India.

Abstract: The organized marketing of agricultural commodities in India has been promoted through a network of regulated markets. Most of the state governments have enacted legislations to provide for the regulation of agricultural produce markets. The advent of regulated markets has helped in mitigating the market handicaps of producers/sellers at the wholesale assembling level. The agriculture sector needs well-functioning markets to drive growth, employment and economic prosperity in rural areas of India. In order to provide dynamism and efficiency into the marketing system, large investments are required for the development of post-harvest and cold-chain infrastructure nearer to the farmers' field.

Keywords: Agriculture Market, Rural Market

I. INTRODUCTION

AGRICULTURAL MARKETING: - Agriculture refers to the practice of farming which includes cultivation of soil to grow crops and rear animals to provide food and other agricultural products to the consumers. Marketing is the process of moving the product from the point of production to the point of consumption. According to Thomson, Agricultural Marketing refers to the different activities and agencies which organize and conduct them to move the products produced at farm to market where the customers purchase. So this Agricultural Marketing comprises of marketing agencies, distribution channels, cost and price involved in producing, storing, packaging, transporting and distributing the farm output from farm to market (B.B.Mukherjee, 1960).

Agriculture Marketing connects the farm and non-farm sectors. Actually villagers use to interchange their products in the village itself, as the population was increasing there is a necessity to serve the farm output in towns and cities, so it is essential to develop the storage, transportation, distribution facilities in villages. So Agricultural Marketing is not just buying and selling the agricultural products but it goes on different stages to reach the customer. The National Commission of Agriculture had stated Agriculture Marketing as the process to produce saleable farm output which comprises of pre, post-harvest operations, assembling, grading, storage, transportation and distribution. The main objective of Agricultural Marketing is to study the problems faced by the farmers in distributing the farm products from farm to market and market to consumer.

Agricultural marketing involves many operations and processes through which the food and raw materials move from the cultivated farm to the final consumers. Agriculture provides goods for consumption and exports and manufacturing sectors. The suitable marketing system should be designed so as to give proper reward or return to the efforts of the tiller of the soil. Market information is a means of increasing the efficiency of marketing system and promoting improved price formation. It is crucial to the farmers to make informed decisions about what to grow, when to harvest, to which market produce should be sent and whether are not to store it. [1]

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. Some definitions would even include "the acts of buying supplies, renting equipment, (and) paying labor", arguing that marketing is everything a business does.[2]

In western countries considerable agricultural marketing support to farmers is often provided. In the USA, for example, the USDA operates the agricultural marketing service. Support to developing countries with agricultural marketing development is carried out by various donor organizations and there is a trend for countries to develop their own agricultural marketing or Agribusiness units, often attached to ministries of agriculture.[3]

There are several challenges involved in marketing of agricultural produce. There is limited access to the market information, literacy level among the farmers is low, multiple channels of distribution that eats away the

pockets of both farmers and consumers. The government funding of farmers is still at nascent stage and most of the small farmers still depend on the local money lenders who are leeches and charge high rate of interest. There are too many vultures that eat away the benefits that the farmers are supposed to get. Although we say that technology have improved but it has not gone to the rural levels as it is confined to urban areas alone. There are several loopholes in the present legislation and there is no organized and regulated marketing system for marketing the agricultural produce. The farmers have to face so many hardships and have to overcome several hurdles to get fair and just price for their sweat.

1.1 Agricultural Market Reforms

Be love are the certain measures that can be affected to bring out the reforms in agricultural marketing so as to ensure just and fair price for the farming community. Provide loans to the farmer at low rate of interest so that they will be freed from the clutches of local money lenders who squeeze them. It is said that farmer in born in to debt, lives in debt and dies in debt.

It is essential to provide subsidizes power supply and loans to the farmers as the expenses towards power consumption takes considerable amount of investments. Elimination of the existing loopholes in the present legislations is warranted. The existing legislations are outdated and are not in tune with the changing trends and technological inventions and the same need to be updated forthwith.

Bringing necessary reform coupled with proper price discovery mechanism through regulated market system will help streamline and strengthen agricultural marketing. 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.[4]

Agriculture in India has directly or indirectly continued to be the source of livelihood to majority of the population. Indian agriculture has seen a lot of changes in its structure. India, predominantly an agricultural economy, has healthy signs of transformation in agriculture and allied activities. India has seen agriculture as a precious tool of economic development as other sectors of production depend on it. Efficient backward and forward integration with agriculture has led to globally competitive production system in terms of cost and quality. Agricultural marketing can be defined as the commercial function involved in

transferring agricultural products consisting of farm, horticultural and other allied products from producer to consumer. Agricultural marketing includes all activities involved in moving agricultural produce from producer to consumers through time (storage), space (transport), form (processing) and transferring ownership at various levels of marketing channels. Agricultural is the backbone of India economy. Out of 320 million workforces, 170 million are employed in agricultural.

Agricultural marketing should be planned and well prepared. In developing countries like India, agricultural markets comprise of poor infrastructure, poor transport and communication, limited rule of law, limited access to finance etc. This result leads to market failure. The agricultural sector should now attempt to achieve greater market orientation nationally as well as internationally compared to its current focus on production orientation.

1.2 IMPORTANCE OF AGRICULTURAL MARKETING:

- It plays a significant role not only in increasing the production, consumption activities but also in the development of Indian Economy, as most of the population depends on cultivation for their survival. A well-organized Agricultural Marketing system utilizes the resources optimally, efficiently and increases the output by proper processing, storage and transportation, it increases the farmers income by reducing the number of intermediaries between farmers and customers, commissions paid on marketing farm products, it provides assurance for the farmers by selling the farm product at profitable price and persuading them to invest in purchasing modern inputs, utilizing modern technology and producing new types of products to increase farm output. It increases the imports and exports of agricultural products with a constant demand in the market and simultaneously it increases the farmers profits, it increases the growth of agro based industries, it helps to forecast the production schedules and meets the needs of customers, it provides employment for different categories of people by involving them in agri marketing activities like processing, packaging, storage and transportation. So finally it increases the economical abilities of farmers, their standard of living and it simultaneously increases the National per capita income. Marketing of a product includes cost and utility functions. There are four different types of marketing utilities. Form Utility changes the seeds into paddy or rice i.e it modifies the raw material into finished product, place utility moves the farm product from farmer to necessity area, time utility helps to store the product at the time when it is available to the time when it is stored, possession utility shifts the ownership from seller to buyer (F.A.O.Publication)

1.3 CHALLENGES OF AGRICULTURAL MARKETING: - The process of marketing and moving

the agricultural products in local and international markets from production to consumption. The activities of collecting, grading, processing, preserving, transportation and financing the agricultural products were involved in agricultural marketing (Aher.V.K, Shelke r.d, Bhosale.M.Y and Ghare, s.h2011) So while marketing the agricultural produce farmers, processors face some typical problems while marketing the agricultural produce: -

Small and fragmented lands: - Due to the division of lands into small parts, the process of production became very difficult, this had increased the cost of production, transportation and marketing of farm output.

Lack of ware housing and storage facilities: -Farmers were lack of storage and ware housing facilities at production and processing points, since the farm output was perishable therefore the farmers were offering the farm output at less price.

Lack of transportation facilities: - The agriculture sector was affected mostly by transportation facilities as most of the farmers were lack of refrigerated vetches to distribute the farm output from farm to market. Appropriate roads were not formed to distribute the farm output to mandis, so this had increased the transportation costs.

Lack of institutional credit facilities: - Due to the strict rules in giving loans for farmers in agriculture sector, they go for money lenders who offer the loan at high rate of interest which affects the farmers. In order to repay the amount the farmers sell the farm output at less price and they will not store the agricultural output until they get profitable price.

Lack of proper Grading and Standardization: - Due to improper grading and weighing facilities in agriculture sector the farmers were not able to measure the farm output accurately therefore they were selling the farm output at less price which does not give profits and just makes them to survive. Electronic weigh bridges were not found in all markets.

Poor handling, processing, packing and packaging facilities: - Due to improper and lack of technology in processing, packing and packaging facilities the farmers were selling the produce at less price.

Lack of market information: - Many villages in India were underdeveloped, due to the lack of infrastructure in villages, improper Information and Communication technology, farmers were not aware of present and future prices prevailed in the market, so they sell their farm output at the price offered by middlemen.

Existing large number of middlemen: - Due to improper transportation, storage and infrastructural facilities farmers were not able to sell their output directly to customers, so middlemen were involved to sell their output, the farmers sell the farm output to these middlemen at low prices as they were illiterate, they were not aware of minimum support prices announced by government and they cannot provide the above facilities.

Lack of farmers organizations: - The farmers in India do not have any voluntary organizations to form into a group, due to their illiteracy they cannot share their information among them, they cannot share their ideas, they cannot implement new technology in farming, they cannot use the government subsidies, schemes introduced to them simultaneously traders were formed into groups and able to get profitable prices for their produce.

Inadequate research on marketing: - The government was focused on increasing the farm output but it was giving less importance on new techniques to be implemented in processing, storage and distribution activities which show a major impact on profitability of farm output, they should conduct a survey on customers tastes and preferences so that the farmer can produce according to their needs.

High market charges: - Agricultural Produce Market Committees were permitted to collect the market fee of 0.5-2 percent sale value of the produce, commission charges range between 1 to 2.5 percent in food grains and 4 to 8 percent in fruits and vegetables, purchase tax, weightment charges and hamal charges are need to be paid so on and average it was around 15 percent which is very high and the farmers cannot pay the fee.

1.4 Opportunities

Our country is the third largest producer of fruits [27.83 MT] and 2nd largest of vegetables [54MT].At is 0.31%, it can be improved by greenhouse technology, timely transportation, storage facilities and good marketing policies. Indians existing facilities post-harvest processing capacity can handle only 0.5% of total annual production. But it can be increased by providing industry processing centers with infrastructural establishments. Every year the loss of fruits and vegetables due to lack of post-harvest processing is worth Rs 300 crores. The country must not therefore fitter away the opportunity to diversify and commercialize agriculture, add value to produce, generate employment and income, and export processed food. There is also much scope to promote agriculture through information and communication technology.[5]

The issues in agricultural marketing relate mainly to the performance of the marketing system, which depends on the structure and conduct of the market The performance of the marketing system has remained under continuous scrutiny and government took several initiatives to influence the structure and conduct of agricultural produce markets.[6]

Agricultural is the lifeblood of the rural economy and hence the agricultural development will positively foster rural development. Agricultural of marketing is nothing but commercialization of agricultural produce. In the context of agricultural development, the warehousing development cannot be sidelined. In this regard let us bring out the relationship between development of

warehousing agriculture which includes rural development too.

Development in agriculture could be brought about by commercialization of agriculture. Agriculture of marketing is nothing but commercialization of produce. Better agricultural marketing facilities enable the farmers to think beyond subsistence, expand production, enhance productivity and thus bring in more revenue. Good agricultural marketing is therefore a vital component of agricultural development in general and rural development in particular. Warehousing is one of the most significant aspects of agricultural marketing.

Agriculture is the largest sector of economic activity in India. Agriculture provides not only food and raw materials but also employment to very large section of population. As a result, the increase in the national output depends on the output in agriculture to a large extent. For the same reason, it has to provide the capital required for its own development and make available surplus for national economic development. Further, the exports of primary goods enable to earn valuable foreign exchange which can be used to import capital goods for the development of industry and infrastructure. Because of all these reasons, an improved and efficient agriculture is a dire necessity in our economy.[7]

1.5 Rural Market in India

Since the 1980’s the mass rural market was used to attract the marketers in India consumer market. The fact that 70% of country’s population was unaddressed, which was the major attraction for marketers. In recent time this attraction has increased with the additional money that come into hands of rural consumers due to green revolution, rise in Agri-produce prices and MNREGA spending.

Rural market constitute an important segment of overall economy, for example in USA, 55 million people reside in rural areas (kotni, 2012). Government agencies like IRDA (Insurance Regulatory and development Authority) and NCAER (National Council for Applied Economics Research) define rural as a village with a population less than 5000 with 75% male population engaged in agriculture, while Hindustan level, ITC and most FMCG companies define rural as any place with a population below 20,000.

Rural marketing is promotion of company’s product in the rural marketing by using strategies with differ from the urban market. The rural market is more prices sensitive but it has preference to quality. Rural marketing is confused with agriculture marketing. The later denotes marketing of produce of rural areas to the urban consumers or industrial consumers while rural marketing involves delivering manufactured or processed input or services to rural consumers.

1.6 Importance of Rural Marketing

Rural market is getting importance because of the saturation of urban market. So the marketers are looking for extending their product categories to an unexplored market i. e. the rural market.

Rural market is mystery for the companies. Due to lack of dipper insight into the psyche of the rural consumers, companies are hesitant to explore this territory.

Opportunities

The rural market has been growing gradually over the past few years and is now even bigger than the urban market. The saving to income percentage in rural area is 30% higher than urban area. At present 53% of all FMCGs and 59% of consumers durables are being sold in rural area.

Challenges

The peculiarities of rural markets and rural consumers pose challenges to marketers in reaching them effectively. There are a large number of small villages which are not easily accessible because of all weather roads.[8]

II. PROBLEMS AND CHALLENGES OF MARKETING PRODUCTS

This study is organized in agri state, Andhra Pradesh, India. About 431 farmer respondents are taken to know the problems and challenges faced in marketing of their products. The following tables show the demographic profile of the respondents and challenges involved in marketing of products.

Table1.Age group of the respondents.

| S.NO | Age group of the respondents | Frequency | Percentage |
|------|------------------------------|-----------|------------|
| 1. | 15-30 Yrs | 0 | 0 |
| 2. | 31 – 45 Yrs | 144 | 33.4 |
| 3. | 46 – 60 Yrs | 233 | 54.1 |
| 4. | 61 – 75 Yrs | 54 | 12.5 |
| | Total | 431 | 100.0 |

Table1 presents the average age group of the respondents showing that majority of the respondents belong to middle age i.e 233(54.1%) of the respondents belong to an average age group of 46-60 years, followed by 144(33.4%) of the respondents belong to an average age group of 31-45 years, 54(12.5%) of the respondents belong to an average age group of 61-75 years and finally 0(0%) of the respondents belong to an average age group of 15-30 years clearly representing that young generation is not involved in farming.

Table 2. Gender of the respondents.

| S.NO | Gender of the respondents | Frequency | Percentage |
|------|---------------------------|-----------|------------|
| 1. | Male | 334 | 77.5 |
| 2. | Female | 97 | 22.5 |
| | Total | 431 | 100.0 |

Table2 portrays the gender of the respondents representing that 334(77.5%) of the respondents are males followed by 97(22.5%) of the respondents are females showing their involvement in house hold works and taking care of their family.

Table 3.Educational Status of the respondents.

| S.NO | Educational Status of the Respondents | Frequency | Percentage |
|------|---------------------------------------|-----------|------------|
| 1. | Illiterates | 55 | 12.8 |
| 2. | Primary Education | 208 | 48.3 |
| 3. | Upper Primary Education | 163 | 37.8 |
| 4. | Higher Secondary Education | 2 | 0.5 |
| 5. | Graduation | 3 | 0.7 |
| | Total | 431 | 100.0 |

Table3 describes the educational status of the respondents presenting that 208(48.3%) of the respondents completed their primary education avoiding them to continue for higher studies, it is very important for them to have some education because it limits the public communication of knowledge. The NSS survey shows the importance of education for farmers to have advertence about bio-fertilizers, quality of seeds to be sown in the land, minimum support prices announced by the government for different types of crops, 163(37.8%) of the respondents had just completed their upper primary education, 55(12.8%) of the respondents are illiterates, 3(0.7%) of the respondents had done their graduation, showing that very less percentage of the respondents are educated and 2(0.5%) of the respondents had completed their higher secondary education.

Table 4. Marital status of the respondents.

| S. NO | Marital status of the respondents | Frequency | Percentage |
|-------|-----------------------------------|-----------|------------|
| 1. | Single | 9 | 2.1 |
| 2. | Married | 405 | 94.0 |
| 3. | Widowed | 17 | 3.9 |
| | Total | 431 | 100.0 |

Table4 presents the marital status of the respondents showing that 405(94.0%) of the respondents are married

followed by 17(3.9%) of the respondents are widowed and 9(2.1%) of the respondents are not married.

Table 5. Type of respondent's family.

| S.NO | Type of respondent's family. | Frequency | Percentage |
|------|------------------------------|-----------|------------|
| 1 | Joint | 350 | 81.2 |
| 2 | Individual | 81 | 18.8 |
| | Total | 431 | 100.0 |

Table5 presents the type of respondent's family portraying that 350 (81.2%) of the respondents belong to joint family and81 (18.8%) of the respondents belong to individual family.

Table6. Family Size of the respondents.

| S.NO | Family Sizeof the respondents | Frequency | Percentage |
|------|-------------------------------|-----------|------------|
| 1 | <= 3 Members | 120 | 27.8 |
| 2 | 4 – 7 Members | 298 | 69.1 |
| 3 | 8 –11Members | 13 | 3.0 |
| | Total | 431 | 100 |

Table6 outlines respondent's family size. It was found that majority of the respondents 298(69.1%) belong to an average group of 4-7 membersfollowed by 120(27.8%) of the respondents belong to less than or equal to three members, 13(3.0%) of the respondents belong to an average group of 8-11 members.

Table 7. Farm output available for sale.

| S.NO | Farm output available for sale | Frequency | Percentage |
|------|--------------------------------|-----------|------------|
| 1. | 0%-20% | 107 | 24.8 |
| 2. | 21%-40% | 44 | 10.2 |
| 3. | 41%-60% | 146 | 33.9 |
| 4. | 61%-80% | 97 | 22.5 |
| 5. | 81%-100% | 37 | 8.6 |
| | Total | 431 | 100.0 |

Table 7 outlines the farm output available for sale depicting that 146(33.9%) of the respondents opined that an average of 41%-60% of the farm output is available for sale, followed by107(24.8%) of the respondents opined that an average of 0%-20% of the farm output is available for sale as many of the respondents are small and marginal farmers producing less farm output, 97(22.5%) of the respondents opined that an average of 61%-80% of the farm output was available for sale, 44(10.2%) of the respondents opined that an average of 21%-40% of the farm output was available for sale, 37(8.6%) of the respondents opined that an average of 81%-100% of the farm output was available for sale. moderate loss while storing the agricultural produce.

Table 8 Sources of market information to respondents.

| S.NO | Respondents opinion | SA | A | N | DA | SDA | Total | Mean | SD |
|------|---------------------|-------------|------------|------------|------------|------------|-------------------|------|------|
| | Scale values(S) | 5 | 4 | 3 | 2 | 1 | | | |
| 1. | Newspaper(F) | 269 | 130 | 18 | 5 | 9 | 431 | 4.50 | 0.80 |
| | F*S | 1345 | 520 | 54 | 10 | 9 | 1938(89.9) | | |
| 2. | Magazines | 23 | 66 | 27 | 177 | 138 | 431 | 2.21 | 1.19 |
| | F*S | 115 | 264 | 81 | 354 | 138 | 952(44.1) | | |
| 3. | Radio | 9 | 35 | 90 | 185 | 112 | 431 | 2.17 | 0.97 |
| | F*S | 45 | 140 | 270 | 370 | 112 | 937(43.4) | | |
| 4. | Television | 150 | 166 | 51 | 44 | 20 | 431 | 3.89 | 1.13 |
| | R*W | 750 | 664 | 153 | 88 | 20 | 1675(77.7) | | |
| 5. | Usage of mobiles | 10 | 102 | 61X | 124 | 134 | 431 | 2.37 | 1.21 |
| | F*S | 50 | 408 | 183 | 248 | 134 | 1023(47.4) | | |
| 6. | Internet | 2 | 38 | 85 | 122 | 184 | 431 | 1.96 | 1.01 |
| | F*S | 10 | 190 | 255 | 244 | 184 | 883(40.9) | | |
| 7. | Government sources | 36 | 16 | 61 | 198 | 120 | 431 | 2.19 | 1.13 |
| | F*S | 180 | 64 | 183 | 396 | 120 | 943(43.7) | | |
| 8. | Private sources | 30 | 41 | 14 | 142 | 204 | 431 | 1.96 | 1.23 |
| | F*S | 150 | 164 | 42 | 284 | 204 | 844(39.1) | | |

Note- Figures in the brackets indicate percentage

Table 8 presents eight statements assessing the sources of market information to the respondents in agriculture sector. The first two statements describe the sources of print media which can be aware by the respondents who are literates, third, fourth, fifth and sixth statements evaluates the sources in mass media which communicates the information about market to the respondents, the seventh and eighth statements illustrates the government and private sources utilized by the farmers in agriculture sector.

The mean values for the print media sources of market information range between 5 to 1 portraying that majority of the respondents get more information from the newspapers compared to magazines, the mean values of mass media sources range between 4 to 1 illustrating that majority of the respondents use televisions compared to mobiles, radio and internet, and the mean values for government and private sources range between 2.5 to 1 which indicates the less usage of government and private sources by the respondents in agriculture sector.

The standard deviation values of all the statements in the table are less than 1.5 which means that the respondents opinions are less deviated and close to mean values describing that the respondents opined similarly and there

are no outliers in the response agree that the respondents mostly use newspapers and televisions in knowing the information about market.

Table 9. Marketing of Agricultural Products.

| S.NO | Marketing of Agricultural Products. | Frequency | Percentage |
|------|-------------------------------------|-----------|------------|
| 1. | Very Frequently | 6 | 1.4 |
| 2. | Frequently | 159 | 36.9 |
| 3. | Occasionally | 181 | 42.0 |
| 4. | Sometimes | 85 | 19.7 |
| 5. | Never | 0 | 0 |
| | Total | 431 | 100.0 |

Table 9 presents the marketing of agricultural products. 181(42.0%) of the respondents market their agricultural products occasionally, as the products produced by them are used for self consumption followed by 159(36.9%) of the respondents frequently market their agricultural products like maize and vegetables, 85(19.7) of the respondents market their agricultural products only sometimes, 6(1.4%) of the respondents market their agricultural products very frequently, 0(0%) of the respondents never market their agricultural products.

Table 10. Problems challenged by the respondents in marketing their products.

| S.NO | Respondents opinion | SA | A | N | DA | SDA | Total | Mean | SD |
|------|--|-------------|-------------|------------|------------|------------|-------------------|------|------|
| | Scale values(S) | 5 | 4 | 3 | 2 | 1 | | | |
| 1. | Lack of Finance in marketing the agricultural products | 0 | 0 | 10 | 252 | 169 | 431 | 1.63 | 0.52 |
| | F*S | 0 | 0 | 30 | 504 | 169 | 703(32.6) | | |
| 2. | Price of the product offered was less in the market | 144 | 157 | 125 | 5 | 0 | 431 | 4.02 | 0.82 |
| | F*S | 720 | 628 | 375 | 10 | 0 | 1733(80.4) | | |
| 3. | High Market tax | 1 | 11 | 96 | 204 | 119 | 431 | 2.00 | 0.78 |
| | F*S | 5 | 44 | 288 | 408 | 119 | 864(40.0) | | |
| 4. | High commission charges | 57 | 244 | 66 | 64 | 0 | 431 | 3.68 | 0.88 |
| | F*S | 285 | 976 | 198 | 128 | 0 | 1587(73.6) | | |
| 5. | Multiple taxes were paid by the farmers directly or indirectly on marketing activities | 160 | 144 | 22 | 94 | 11 | 431 | 3.81 | 1.22 |
| | F*S | 800 | 576 | 66 | 188 | 11 | 1641(76.1) | | |
| 6. | Price fluctuations on agricultural products | 105 | 166 | 45 | 27 | 88 | 431 | 3.40 | 1.44 |
| | F*S | 525 | 664 | 135 | 54 | 88 | 1466(68.0) | | |
| 7. | Too many intermediaries were existed between farmer and customers | 1 | 0 | 130 | 223 | 77 | 431 | 2.13 | 0.69 |
| | F*S | 5 | 0 | 390 | 446 | 77 | 918(42.5) | | |
| 8. | Lack of collateral management | 90 | 190 | 117 | 22 | 12 | 431 | 3.75 | 0.93 |
| | F*S | 450 | 760 | 351 | 44 | 12 | 1617(75.0) | | |
| 9. | Lack of coordinators and integration among various agencies | 186 | 140 | 85 | 19 | 1 | 431 | 4.14 | 0.89 |
| | F*S | 930 | 560 | 255 | 38 | 1 | 1784(82.7) | | |
| 10. | Inadequate infrastructure for storage | 312 | 101 | 18 | 0 | 0 | 431 | 4.68 | 0.54 |
| | F*S | 1560 | 404 | 54 | 0 | 0 | 2018(93.6) | | |
| 11. | Lack of cold storage infrastructure | 0 | 0 | 5 | 357 | 69 | 431 | 1.85 | 0.38 |
| | F*S | 0 | 0 | 15 | 714 | 69 | 714(33.1) | | |
| 12. | Lack of market information on agricultural goods | 142 | 175 | 101 | 13 | 0 | 431 | 4.03 | 0.82 |
| | F*S | 710 | 700 | 303 | 26 | 0 | 1739(80.6) | | |
| 13. | Inadequate network of information flow | 54 | 311 | 47 | 3 | 16 | 431 | 3.89 | 0.76 |
| | F*S | 270 | 1244 | 141 | 6 | 16 | 1677(77.8) | | |
| 14. | Lack of awareness of future market | 91 | 265 | 54 | 18 | 3 | 431 | 3.98 | 0.75 |
| | F*S | 455 | 1060 | 162 | 36 | 3 | 1716(79.6) | | |
| 15. | Grading and standardization of agricultural products | 45 | 305 | 45 | 14 | 22 | 431 | 3.78 | 0.86 |
| | F*S | 225 | 1220 | 135 | 28 | 22 | 1630(75.6) | | |
| 16. | Weights and Measures used to measure agricultural products | 122 | 229 | 28 | 5 | 47 | 431 | 3.87 | 1.16 |
| | F*S | 610 | 916 | 84 | 10 | 47 | 1667(77.3) | | |

Note- Figures in the brackets indicate percentage

Table 10 presents five segments which are divided into sixteen statements evaluating the marketing problems challenged by the respondents in agriculture sector. The first segment consists of six statements illustrating the marketing financial problems faced by the farmers in agriculture sector, the second segment consists of three statements portraying the marketing co-ordination problems faced by the farmers in agriculture sector, the third segment consists of two statements depicting the marketing infrastructure problems and the fourth segment consists of three statements which describes the marketing awareness problems, the fifth segment consists of two statements illustrating the weights and measures related problems in agriculture sector.

The first segment mean values range between 5 to 1 describing the respondents effects on prices offered for agricultural products, taxes paid by the farmers are high in

marketing agricultural products, high deviations in the prices of agricultural products. The mean values for the second segment varies between 4 to 2 illustrating the respondents perception that there are too many intermediaries between farmers and customers, the mean values of the third segment lies between 5 to 1 describing the respondents accessibility is less in storing agriculture, the mean values for the fourth segment fluctuate between 5 to 3 indicating the respondents possess less access to market information, the flow of information between the intermediaries are less, less access to future market and the last segment mean values range between 4 to 3 describing that the respondents highly face weights and measures related problems and grading and standardization related problems in agriculture sector.

The standard deviation values for all the statements in the table are less than 1.5 that the opinions of the respondents were less deviated and close to mean values indicating that majority of the respondents opined similarly and there are

no outliers in the response agree that the prices offered for agricultural products are less in the market.

III. CONCLUSION

A major portion of this investment is expected from the private sector, for which an appropriate regulatory and policy environment is necessary. Also enabling policies need to be put in place to encourage the procurement of agricultural commodities directly from farmers' fields and to establish effective linkage between the farm production and the retail chain and food processing industries.

The department of agriculture and Cooperation also formulated a model law on agricultural marketing for guidance and adoption by the state governments. The model legislation provides for the establishment of private markets/yards, direct purchase centers, consumer/farmers' markets for direct sale and promotion of public-private partnership (PPP) in the management and development of agricultural markets in India. Provision has also been made in the Act for constitution of state agricultural produce marketing Standards Bureau for the promotion of grading, standardization and quality certification of agricultural produce.

The department has recently taken the initiative to promote modern terminal markets for fruits, vegetables and other perishables in important urban centers in India. These markets would provide state-of-the art infrastructure facilities for electronic auction, cold chain and logistics and operate through primary collection centers conveniently located in producing areas to allow easy access to farmers.

The terminal markets would be built, owned and operated by a corporate/private/co-operative entity, either by itself, or through the adoption of an outsourcing model.

The department of agricultural and Cooperation has three organization dealing with marketing under its administrative control, namely, the Directorate of marketing and Inspection (DMI), Faridabad; the Ch. Charan Singh National Institute of agricultural marketing (NIAM), Jaipur; and the small farmers agri-Business Consortium (SFAC), New Delhi.

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