

Problems in Agriculture Marketing in India

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Abstract

Agricultural marketing refers to all those processes which relate to taking the agricultural product from the farmers to the consumers. Agricultural marketing includes gathering the agricultural produce, their standardization and grading, their storage, sending them to the market through various middlemen, selling in the market and arranging the required finance etc. Even though India is an agricultural country, still its agricultural marketing has been defective. The Indian farmers are unable to get reasonable price for the products even after their hard work and are fully exploited by the middlemen.

Keywords : Agriculture Marketing, productivity,

1. Introduction :

Agricultural marketing is inferred to cover the services involved in moving an [agricultural](#) product from the [farm](#) to the [consumer](#). It is also the planning, organizing, directing and handling of agricultural produce in such a way as to satisfy the farmer, producer and the consumer. Numerous interconnected activities are involved in doing this, such as planning production, growing and [harvesting](#), [grading](#), [packing and packaging](#), transport, [storage](#), agro- and [food processing](#), [distribution](#), [advertising](#) and sale. Effectively, the term encompasses the entire range of supply chain operations. The inappropriate marketing system is so deep laden in India that about 5% of the amount is deducted from the farmer's produce in the name of donations, 'dharmada', 'chanda' etc. The farmers are paid low price, as they lack appropriate knowledge about market prices, their fluctuations, government policies etc. Thus, by keeping the rates secret, the farmers are cheated. Before the sale, large amounts of grains are taken from the farmers as samples. By declaring the product to be of sub standard quality minimum prices are paid for it.

2. Definition :

Agriculture marketing is a complex system that requires regulation and management. An agricultural enterprise is not self-supporting, so there is a constant exchange of resources and information between it and the surrounding marketing environment. The very fact of its existence and

further survival depend on the influence of the environment. To continue its operation, the agricultural enterprise is forced, on the one hand, to adapt to changes in the external marketing environment, and on the other hand to influence it by virtue of its capabilities by developing various agricultural marketing campaigns.

3. Objectives :

The objectives of the paper as below :

- 1) To study the meaning of agriculture marketing.
- 2) To find out the problems in agriculture marketing in India.

4. Methodology :

The research paper is based on the secondary data which is available in periodicals, various books, , journals and internets.

5. Problems In Agriculture Marketing in India

1. Defective Weights and Scales

One of the biggest defects of agricultural marketing arises due to weights and scales. Usually, in rural areas bricks, etc. are used as weights and in urban markets also defective weights are found. Thus, the grain of the farmer is weighed by a heavier weight for their own gain. Most of the traders keep separate weights for purchase and sale of grain.

2. Illiteracy and Lack of Unity among Farmers

The Indian farmers are illiterate who are easier be fooled by the money lenders, traders, middlemen, due to their simple nature. Similarly, lack of unity among farmers also causes their exploitation because Indian farmers are spread in distant areas in rural places. They are unable to meet with each other and resolve their

problems, as a result they do not get a fair price for their produce.

3. Lack of Financial Resources

In the rural areas there is lack of financial resources, due to which even their emergency requirements are not fulfilled. In such conditions the farmers sell their produce before its ripening. Similarly, some financial facilities, like, installments on loans for pumping-set, tractor, thrasher etc. have to be paid on monthly or quarterly basis due to which they have to sell the product as soon as possible. Thus, as the lack of financial assistance, is a problem for the farmers; so does the receipt of loan also puts them in problem.

4. Lack of Organized Marketing System

The agricultural marketing is also very defective in India because here organised marketing is not in vogue, like, cooperative societies, government marketing activities, regular markets etc. As a result, the farmer remains entangled in exploitation. Thus, lack of organised marketing system is harmful for the farmers. That is -why; the farmer sells his product personally to different people. The middle take full advantage of the unorganized farmers.

5. Lack of Transport Facilities

The roads from Villages to cities are usually unmade which are not capable of transport during the rainy season. The bullock carts can take the product only up to a limited area. During lack of transport facilities the farmer is unable to take his produce to the appropriate market and is unable to receive a fair price for his product.

6. Lack of Store Houses

An important deficiency of Indian agricultural marketing is lack of store houses. Due to lack of this facility the farmer is unable to keep his product safely until it can fetch a fair price, and he is forced to sell his product at a low price. The insufficient and unscientific facilities of shortage which are available, waste large quantities of grains. Approximately 20% to 30% grains are lost due to rats, insects etc. and the farmers have to bear crores of loss due to lack of these facilities.

7. Lack of Standardization

The lack of standardization and grading is clearly visible in the Indian Agricultural marketing, due to which fixing a deal in relation to these products becomes difficult. Due to lack of proper standardization and grading the customers have problem in purchasing the product.

8. Lack of Awareness of the Market

The Indian farmer has no knowledge about marketing. He believes on information acquired from

the businessmen and money lenders of the village. Mostly, the Indian farmers are illiterate so they cannot read the newspaper. Thus, they do not have sufficient knowledge about the market. Now, government transmits the rates of the market on the radio, which has definitely benefited them.

9. Corrupt Policies of the 'Mandis'

If we observe the condition of the mandis, this fact is no more hidden that the middlemen and the traders jointly make fool the simple farmers. The Indian Organizing Society has clarified the following facts relating to the corrupt policies of the mandis

6. Conclusion :

Agricultural marketing system is an efficient way by which the farmers can dispose their surplus produce at a fair and reasonable price. Improvement in the condition of farmers and their agriculture depends to a large extent on the elaborate arrangements of agricultural marketing. The term agricultural marketing include all those activities which are mostly related to the procurement, grading, storing, transporting and selling of the agricultural produce. Thus Prof. Faruque has rightly observed: "Agricultural marketing comprises all operations involved in the movement of farm produce from the producer to the ultimate consumer. Thus, agricultural marketing includes the operations like collecting, grading, processing, preserving, transportation and financing."

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