

# Constraints and prospects of agricultural marketing in North-east India

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## ABSTRACT

Since the economy of the NE region is essentially agro-based having 77 per cent of the working population engaged in agricultural operations, the development of agricultural marketing system bears considerable importance. Marketing of agricultural commodities in the northeastern states, by and large, is dominated by the private traders due to the absence of proper implementation of Market Regulation Act by the State Agricultural Marketing Boards. The northeastern states have observed high production of fruits, spices and cashew in the recent past but could not fetch market price to the farmers at par with the markets in the other states. The topography of the NE states is not favourable for the movement of the products. Besides, the infrastructure, procurement practices, marketing approaches and processing facilities are also observed as the major constraints in the rural marketing in the NE region. The social and cultural taboos are also responsible to a large extent in not developing agro-industries in the region to provide better value addition to the horticultural crops. It is hence, necessary to diagnose the problems in the NE region for providing improved marketing environment and value added economic benefits to the farmers through better management of various post-harvest functions of the agricultural crops. The proposed paper is targeted to examine the existing position of agricultural marketing in NER with a view to ascertain its problems and prospects with a primary objective of suggesting lines of development in future.

**KEY WORDS :** Agri-marketing, Consumer, Horticultural crops, Constraints, Suggestions

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**A**gricultural marketing has a pivotal role to play in the socio-economic transformation of the predominantly agrarian economy like India. This is now a well-recognized fact that our nation cannot march ahead on the road of economic growth without ensuring a remunerative price to the farmers for their produce. Development experiences have demonstrated that efforts to increase agricultural production have generally been frustrating unless there were parallel developments in marketing. A good agricultural

marketing system, especially food marketing, is crucial for effective agricultural and rural development, particularly with regards to sustained increase in agricultural production and farmer's income and improvement of the food security capabilities of concerned countries. According to National Commission on Agriculture, "Agriculture marketing is a process which starts with a decision to produce a saleable farm commodity and it involves all aspects of market structure or system, both functional and institutional, based on technical and academic considerations and includes pre and post harvest operations, assembly, grading, storage, transportation and distribution". Thus, in agricultural marketing we are concerned with demand and supply conditions, marketing operations including marketing functions, functionaries and cost, price fixation, market structure, conduct and performance and market efficiency. The success of any agricultural development programme rests ultimately on the efficiency of

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