



Research Article

Influence of SHGs on better market access for small holder farmers

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SUMMARY : Agricultural marketing is one area where the Indian farmer is still handicapped and calls for interventions from development professionals of all kinds. Marketing strategy for a marginal farmer is almost non-existent and the marketing channels used by them remain largely traditional even after many efforts to change them. The SHG movement that gained momentum during the current decade is said to have brought some changes to the situation but still the rural farmer remains downtrodden and getting disenchanted with agriculture. To look into the real situation of marketing, a study was undertaken among the marginal vegetable farmers of Kerala state. It helped to understand the difference in marketing behaviour of farmers who belonged to SHG groups and who did not belong to SHG groups. The study revealed that the SHG group of farmers mostly resorted to the farmer markets and secondarily to retail shops/ direct marketing which fetched them reasonable prices. The non-SHG groups heavily relied on commission agents who more or less leave the producer at disadvantage. The study pointed to the positive and appreciable effect, the SHG are generating in the rural scenario.

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