



RESEARCH NOTE :

Marketing opportunities of farm machinery- small and marginal farmers

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ARTICLE CHRONICLE :

Received :

17.07.2017;

Accepted :

01.08.2017

SUMMARY : Farm mechanisation is an important factor to increase agricultural productivity. Increased production results from introduction of new techniques that put into practise on farm. About 85% of farm holdings in India belong to small and marginal farmers (cultivating less than 2 hectares). Small and marginal farmers are resource poor, have limited access to technology, inputs, credit, capital and marketing. Through timeliness of operations, increase in land productivity, saving in labour requirement and reduction in human drudgery, farm mechanisation leads to increase in output and productivity, safety and ease in farming with improved returns and profitability. While farm machinery is not affordable for an individual farmer, if the crop is not sown or harvested in a given time frame, the risk of crop failure increases. Efficient machinery that cater to the needs of small and marginal farmers are need of the hour. Purchasing power of small and marginal farmers can be improved through farmer groups and Farmer Producer Organisations (FPOs). This aggregation approach also helps small and marginal farmers in accessing various benefits of government schemes for rural development. Custom Hire Centres (CHCs) provide necessary farm machinery at reasonable rates.

KEY WORDS:

Farm mechanisation,
Farmer producer
organisations,
Custom hire centres

How to cite this article : Mrunalini, Kancheti and Prasad, M.L.V.V. (2017). Marketing opportunities of farm machinery- small and marginal farmers. *Agric. Update*, 12(TECHSEAR-6) : 1739-1740; DOI: 10.15740/HAS/AU/12. TECHSEAR(6)2017/1739-1740.

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