

A CASE STUDY

Farmers' own marketing system : Study of vegetable cultivating farmers in south Gujarat

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ABSTRACT

Vegetable cultivation in India is growing rapidly. Farmers in all parts of India are now shifting from traditional crop cultivation to vegetable cultivation. But due to poor marketing system and involvement of so many value chain players, farmers are not getting optimum prices for their produce; on the other hand money goes into the hands of agents or middlemen. Vegetable being a perishable product cannot be stored for a long time which forces farmers to sell their products regardless of the price offered to them at the local level. Every agent or middleman plays a role in the value chain; which has a cost component. After accounting for the costs, the middleman retains certain profit. If the roles performed by the middlemen can be replaced by a less costly system; the profit can go to the farmers themselves. The Forest Department has tried to do the same in case of vegetable farmers in Mandvi range of Surat Forest Division. Basically, 'Farmers' Own Marketing System' has been established.

KEY WORDS : Collective marketing, Collection centre, Trading centre, Self-help groups

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