



**RESEARCH ARTICLE :**

## An analysis of the marketing effectiveness of the farmers

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**SUMMARY :** This research was aimed at assessing the effectiveness of marketing services. The study was conducted in Faridabad from Haryana, Hapur from Uttar Pradesh and North-West Delhi from Delhi selected purposively to explore the marketing extension system as they adequately represent the peri-urban agriculture. 90 farmers, 30 rice, wheat and tomato grower farmers from each district were selected to constitute the total sample size. Interview schedule were used in eliciting information from the farmers. Effectiveness were analysed using indicators specifically marketable surplus, producer share in consumer prices, middlemen share in consumer prices, marketing cost, marketing margin, price spread and marketing efficiency using Shepherd's equation. The study found that marketing cost is high when more intermediaries are involved in marketing of produce. Producer's share in consumer's price is high when produce is directly sold to consumer by producer. Marketing efficiency of cereals is high than vegetable crop because of heavy transport and post harvest losses occur in vegetables.

**KEY WORDS :**

Marketing effectiveness,  
Price spread,  
Marketing margin

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