



A Case Study

Agricultural marketing system in Etawah district of central U.P.

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ABSTRACT : Vital element in the development of agricultural process is the marketing infrastructure, which affects the basic economic function of production, distribution and consumption. Improved marketing infrastructure and appropriate organization of marketing are essential, if full advantage is to be taken of favourable production opportunities. The increased surplus available for market calls for market for rapid improvement in the marketing system. In this context agricultural marketing system plays a vital role in economic development, not only physically distributing increased production through incentives but also distributing the benefits and growth. Although, many government efforts/policies to develop the marketing system but still some constraints emerged to process in marketing system. The district Etawah was selected purposively for the present investigation. Twenty five farmers were selected on random basis from each block. A sample of 100 respondents was selected through proportionate random sampling technique and the investigator himself collected data with the help of pre-tested interview schedule. Assured accurate weight and measures by using the new technology (to avoid locally weight measures according to number of bags). Developing human resource development in marketing, empowering poor, women and marginalized groups in rural. Resolving political and non-economic preferences. Government should be established value addition plants as well as innovative storage. Indian Agricultural marketing as compared to other countries may be good because very well 1-Agro climate 2-Natural resource and 3-ABARD and IDBI encourage 4-Labour availability 5-Infrastructure facility in India. The profit of production of crop dependent on its income which is merely based that how efficiency the product is marketed.

KEY WORDS : Producer, Market infrastructure, Marketing system, Economics

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