

**RESEARCH ARTICLE :**

# Constraints in marketing vegetables and suggestions as perceived by growers for improving vegetable marketing

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**ARTICLE CHRONICLE :****Received :**

15.07.2017;

**Accepted :**

30.07.2017

**SUMMARY :** The present study conducted to study the constraints faced by vegetable growers in marketing their produce in the khammam district of Telangana. Both purposive and random sampling followed for a total sample size of one hundred and twenty. The respondent indicated lack of market information, inadequate physical facilities in the market, fluctuation in market price, lack of reasonable support prices as their major problems in marketing vegetables. They suggested to provide regular information on market prices, increase in number of rythubazar (direct market), display of prices at each market place and fixing minimum price for the produce based on production cost. Market intelligence is inevitable in the daily fluctuating prices and a perfect model developed to disseminate information through smart technology. Enhancement in the delivery of government extension agencies to win the trust of the farmers.

**KEY WORDS :**

Constraints,  
Marketing  
vegetables, Prices,  
Market intelligence

**How to cite this article :** Chand, B. Gopi, Banerjee, P.K. and Bandi, Srikanth (2017). Constraints in marketing vegetables and suggestions as perceived by growers for improving vegetable marketing. *Agric. Update*, 12(TECHSEAR-5) : 1427-1429; DOI: 10.15740/HAS/AU/12.TECHSEAR(5)2017/1427-1429.

## BACKGROUND AND OBJECTIVES

Royal Commission on Agriculture (1926) pointed out that marketing of farmers produce is problematic and the need for its improvement. During the first and second five year plan, agricultural marketing was neglected. Even today it's constraint - in spite of several measures. Ironically, the burden of inefficient marketing procedures affects the farmers the most, when in fact as producers they are entitled to the benefits of a robust marketing system.

Vegetable cultivation, due to comparatively smaller crop cycle, is highly information intensive for undertaking effective and efficient operations across the vegetable value chain. The spread of vegetable cultivation in rural areas has created new problems, particularly of transport, handling, packing and storage which are still in their formative stage. There is also some regional specialization in growing some vegetables. Finally the farmer's share in consumer rupee determine the market efficiency. The present study investigates the following objectives:

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- To elicit the problems in vegetable marketing.
- To invite suggestions to overcome the problems.

## RESOURCES AND METHODS

The study was with the farmers from Khammam district of Telangana State. A sample size of 120 was taken with purposive and random sampling procedure for the study. Ex-post facto research design was followed using structured interview schedule. Primary source of data was taken from farmers and the secondary source of data incorporated from journals, thesis, internet and official records of horticulture department. The statistical tools used in the study included frequency, percentage, class interval and rank order. Twelve farmers each from ten vegetable growing villages selected randomly at the rate of two villages from each of five mandals comprising a total number of 120 respondents formed the sample for study. After conducting a Pilot study where discussions with the KVK associates, field level extension officials and district level officials as per the 15 per cent of respondents were personally interviewed for the purpose of pre testing of interview schedule for its reliability and validity and after necessary modifications, the final schedule was developed for eliciting responses from the farmers.

## OBSERVATIONS AND ANALYSIS

About 85.83 per cent of the vegetable growers informed lack of market information, inadequate physical facilities in the market/ fluctuation in market price (80% each), lack of reasonable support prices (68.33%), costliness of packing material (64.16%), absence of storage facilities (56.66%), more hamali charges (52.50%) and spoilage during transportation (50%) whereas delayed cash payment (10%) and inadequate transport facility (25.83%) were least felt problems faced by the vegetable growers. Other problems were no grading facilities (45%), lack of processing and value addition centre's (43.33%), high cost of transportation (35%), illegal deduction while selling (34.16%) and distance of vegetable markets (31.66%).

Lack of market information (85%) major problem faced by vegetable growers. The vegetable growers are under loss as they are unaware of market information. The government is also lagging behind in providing right information regarding market conditions, where to sell,

**Table 1 : Problems in vegetable marketing**

Marketing problem	f	%	Rank
Vegetable Markets are far away	38	31.66	XII
High cost of transportation	42	35.00	X
Fluctuation in market price	96	80.00	II
High commission charges of middle men	74	61.66	IV
Delayed cash payment	12	10.00	XV
Hamali charges are more	63	52.50	VI
Faulty system of weighment	37	30.83	XIII
Illegal deduction while selling	41	34.16	XI
Absence of storage facilities (cold storage)	68	56.66	V
No grading facilities	54	45.00	VIII
Inadequate physical facilities in the market	96	80.00	II
Costliness of packing material	77	64.16	IV
Lack of market information	103	85.83	I
Spoilage during Transportation	60	50.00	VII
Inadequate of transport facility	31	25.83	XIV
Lack of reasonable support prices	82	68.33	III
Lack of processing and value addition centre's	52	43.33	IX

when to sell and under what price to sell. So, the market intermediaries are taking advantage of the situation. The vegetable growers were unable to take their produce to the distant markets where prices are high. So, they sold their produce at nearby market or to village level traders at a less price.

The main aim of the farmers was to produce more and get better prices for their produce. But unfortunately, if the supply of produce increases, the demand and price of that produce decreases and vice versa as a result of which high fluctuations in the prices will prevail. Hence, the fluctuations in the market prices (80%) have been found to be a major problem in the marketing of vegetables by the farmers. Development of processing industries near vegetable growing regions will solve many problems of vegetable growers.

68.33 per cent of the vegetable growers expressed that Lack of reasonable support prices prevail in the market even though the prices were good. This was because of the domination of middle men in the market yard. The farmers were helpless and they had to pay more commission charges in order to market their produce at right time.

Vegetable growers suggested for providing regular information on market prices (92.50%) followed by increase in number of rythubazar (90.83%), providing lodging and boarding facilities at market place (85%), display of prices at each market place (83.33%), fixing minimum support price for the produce based on production cost (80.83%) whereas contract farming/hedging for reducing price risk (37.50%) and providing

**Table 2 : Suggestions to overcome the problems**

Suggestion	f	%	Rank
Increase in number of Rythubazars	109	90.83	II
Providing concession in transportation charges	48	40.00	XI
Fixing minimum labor charges	72	60.00	VI
Providing lodging and boarding facilities at market place	102	85.00	III
Display of prices at each market place	100	83.33	IV
Marketing Credit facilities	49	40.83	X
Fixing Minimum price for the produce based on production cost	97	80.83	V
Regular Information on Market prices	111	92.50	I
Provide Storage Facilities (cold storage)	63	52.50	IX
Contract Farming/ Hedging for reducing price risk	45	37.50	XII
Training on ICT tools and subsidy on procuring them (smart phones )	67	55.83	VII
Mobile extension services improvement (market intelligence)	65	54.16	VIII

concession in transportation charges (40%) were least suggested to overcome the problems faced by them. Other suggestions includes fixing minimum labor charges (60%), training on ICT tools and subsidy on procurement (55.83%), improvement of mobile extension services (54.16%), provision of storage facilities (52.50%) and marketing credit facilities (40.83%).

Majority 92.50% suggested that there is need to improve regular information on market prices as these fetches to sale the vegetables where prices were high. Increase in the number of rythu bazar's will enhance direct marketing without middle men involvement thus benefits only shared by the growers. Only 37.50 % suggested Contract Farming/ Hedging for reducing price risk, perhaps growers not aware of its advantage of them.

### Conclusion :

Regular supply of information using the new technologies, at the same time make farmer aware and train on social networking and mobile phone which is a perfect and easy way of disseminating market information at present scenario. Apart from this concerned organizations should take care in increase in number of Rythubazar, providing lodging and boarding facilities at market place, display of prices at each market place, fixing Minimum price for the produce based on production cost.

However, there is need to strengthen the post-harvest infrastructure facilities to stabilize the prices and improve marketing system for vegetable growers. High priority need to be given to remove some of the identified defects in the existing system. These measures can

contribute to a large extent to improve the marketing system for perishable commodities like vegetables and thereby contribute to increase the income of vegetable growers.

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