RESEARCH ARTICLE :

An analysis of marketing pattern followed by the soybean growers of north Karnataka

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SUMMARY : The present investigation was undertaken to find out the marketing pattern followed by the soybean growers. The study covered 15 villages from 3 taluks of Dharwad district to form a sample of 150 respondents. A pre-tested structured interview schedule was used to collect the data from the respondents by personal interview method. The results indicated that, 56.00 per cent of the respondents sell their produce immediately after the harvest if the prices are favourable, followed by 54.66 per cent of the farmers collect the price information from their relatives, friends and neighbours who visit the market, 47.33 per cent farmers sold their produce in local market at village level, 44.00 per cent of the respondents store their produce for short time to get better price if the prices are less at the time of harvest, whereas only 22.66 per cent of the respondents had followed grading of the produce.

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BACKGROUND AND OBJECTIVES

Soybean cultivation in India has gained momentum in oil front with the steady increase in the area and production. In recent years, soybean has become an important oilseed crop of our country, occupying the fourth place next to groundnut, rapeseed and mustard in area and production. This crop has a greater potentiality to substitute different oilseeds and pulses to overcome the shortage of edible oil and protein rich food.

Soybean besides having high yield potential of 20-25 q/ha, provides 20 per cent of cholesterol free oil and 40 per cent of high quality protein. It is a versatile crop with innumerable possibilities of improving agriculture and supporting industry. Soybean protein is receiving more attention than any other sources of protein today. Besides, it contains several vitamins, calcium, phosphorus and iron. Utilization of soybean include beverages, fermented products like soya sauce and yoghurt, cheese analogous like fried and roasted nuts, sarouts etc. Small quantities of soybean flour are already being used in baked goods, primarily biscuits and in snacks. Soya flour is also used in substantial quantity in place of besan in sweets, papads and similar products.

Soybean should prove a boon to the large population of children in India suffering from acute protein malnutrition. Even from the view

point of calorie deficiency and food for poor, soybean can play an important role. A kilogram of soya can produce 10 litres of milk which can serve as a cheap source of the milk for the poor. Industrial uses of soybean in the pharmaceutical, farming, plywood glues, asphalt cements, detergent products, paper boards, laminations, fibre boards, and shoe polish, textiles, printing inks etc. are well accepted. It is also used for industrial production of antibiotics such as streptomycin and oxytetracycline etc. Japanese experts have recommended the use of soybean oil as a source of carbon for commercial production of penicillin. Keeping this in view the present study was undertaken with the objective of an analysis of marketing pattern followed by the soybean growers in North Karnataka.

RESOURCES AND METHODS

The study was an *"ex post-facto"* research carried out in Dharwad district of Karnataka state during the year 2013- 14. Dharwad district comprises of five taluks *viz.,* Dharwad, Hubli, Kalaghatagi, Kundagol and Navalagund. Among these three taluks *viz.,* Dharwad, Hubli and Kalaghatagi were selected based on highest area under Soybean crop cultivation. In selected taluks, seven villages were selected from Kalaghatagi based on highest area under Soybean crop, similarly five villages from Dharwad and three villages from Hubli taluks are selected. From each village, ten farmers were selected randomly.

Hence, the study covered 15 villages from 3 taluks of Dharwad district to form a sample of 150 respondents. A pre-tested structured interview schedule was used to collect the data from the respondents by personal interview method. The marketing pattern of the respondents was studied by asking them to indicate the nature of marketing, which included where, when, to whom and through which channel, they sell their produce. Responses obtained from the farmers were expressed in frequencies and percentages.

OBSERVATIONS AND ANALYSIS

The data presented in Table 1 reveals that, 54.66 per cent collect the price information from their relatives, friends and neighbours who visit the market. The possible reason to prefer farmers who visited market due to the fact that they all belong to same farming community and

social groups and usually farmers believe their fellow farmers than any others. Newspapers were preferred by 24.00 per cent, because they carry general information and day to day market price list of different commodities. Through radio 12.00 per cent and personal visit to the market 9.33 per cent. of growers had personal contact with market officials, whenever they visited the market for their purchase.

Nearly half of the respondents 47.33 per cent of the respondents expressed that they sold their produce in local market at the village level, because of they might have taken loan or inputs on credit basis with local traders. Followed by 30.66 per cent of farmers sold their produce in agro processing units, the reason for this could be get good price and immediate cash payment. Whereas, 22.00 per cent of respondents sold their produce in APMC, the reason might be due to fair price obtained as it is a Government agency.

About 56.00 per cent of the respondents sell their produce immediately after the harvest if the prices are favourable. While, 44.00 per cent of the respondents store their produce for short time to get better price if the prices are less at the time of harvest. The reason for this could be immediate need of money and lack of storage facility in the village.

It could be seen from the Table that, majority of the farmers had transported their produce to market by using tractor 55.33 per cent, followed by Goods vehicles 38.66 per cent, trucks 4.00 per cent, and by Bullock cart 2.00 per cent. One of the contributing reasons could be that as majority of the respondents were medium land holders and they hire the tractor for ploughing and same used for transportation of agricultural goods. Small land holders are using goods vehicles because they sold in small quantity and also transportation cost also low compared to tractor.

Only 22.66 per cent of them followed grading of their produce. The probable reason might be the lack of knowledge, illiteracy and lack of grading facility amongst those who followed grading 82.35 per cent of the respondents graded based on size and shape and remaining 17.64 per cent of the respondents graded based on shrinked / shrivelled grains. The possible reason might be that, the graded produce usually get good price.

Further, Majority of the respondents 44.00 per cent had followed storage of their produce, among 63.63 per cent of the farmers stored in bag storage and 36.36 per

Table 1 : Marketing pattern followed by the soybean growers			(n=150)
Sr. No.	Statements	Number	%
1.	Source of price information		
	News paper	36	24.00
	Radio	18	12.00
	Personally visiting market	14	9.33
	Relatives, friends, neighbours who visit market	82	54.66
2.	Selling		
	Local market at the village level	71	47.33
	APMC	33	22.00
	Agro processing units	46	30.66
3.	Time of selling the produce		
	Sale after the harvest if prices are favourable	84	56.00
	Store for short time and selling the produce	66	44.00
4.	Mode of transportation		
	Bullock cart	03	02.00
	Tractor	83	55.33
	Goods vehicles	58	38.66
	Trucks	06	04.00
5.	Grading		
	Followed	34	22.66
	Size and Shape	28	82.35
	Shrinked / Shrivelled	06	17.64
	Not followed	116	77.33
6.	Storage		
	Followed	66	44.00
	Bag storage	42	63.63
	Bulk or heap storage	24	36.36
	Not followed	84	56.00

cent of the farmers stored in loose/ heap storage. The sole reason for these findings might be lack of knowledge, illiteracy, and damage during the storage period, lack of storage facilities and also immediate need of money. The important reasons for storing the produce by a few farmers were for getting good prices, for seed purposes and for own consumption. The findings are in accordance with Hanumanaikar (1995); Nijagonda (2000); Sureshkumar (2009) and Manasolanki *et al* (2014).

Conclusion :

The study reported that majority of the soybean growers collect the price information from neighbours who visit the market, few followed storage of their produce and among them very few farmers followed the grading, nearly half of the farmers sold their produce in local market at the village level immediately after the harvest if the prices are favourable. Thus, there is a need to train the farmers on collect the market information from formal sources, storage facilities for the farmers at the warehouses and advantages of grading. In this aspect Government should establish warehouses even at taluk and hobli level will facilitate the farmers to store their produce till they get good price.

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