

Future strategy for marketing of agricultural produce

■ O.P. SHARMA AND RUCHIRA SHUKLA

Received : 04.09.2012; Revised : 28.02.2013; Accepted : 24.03.2013

ABSTRACT

The present investigation was undertaken in Jaipur district of Rajasthan state with 200 farmers as respondents. It can be concluded from the findings of the present investigation that the marketing aspects like; “There should be stringent action against black marketers and hoarders who buy the stocks from farmers at cheap prices and create artificial demand and then sell the stocks at higher prices”, “Farmers should be protected from middlemen exploitation”, “Provide loans to the farmers at low rate of interest so that they will be freed from the clutches of local money lenders who squeeze them”, “Generate a new distribution network that connects the farmers directly to the consumers to get maximum returns”, “There should be policy intervention for providing appropriate and sustained market intelligence in rural areas”, “There is need to create local outlets at each village where the farmers sell their stocks directly to the consumers”, “There is need to provide incentives and create suitable provisions for post harvest processing and value addition of agricultural produce”, and “Government should levy single entry tax instead of levying multiple entry taxes either directly or indirectly for the transactions and activities that are involved in agricultural marketing such as transportation, processing, grading etc., as it would benefit both farmers and consumers directly”, should be taken care of while formulating the future marketing strategy for agricultural produce. Furthermore, the statements ranked least important by “the farmers should also be given weightage as per their rank for benefit of the farming community and marketing system as well”.

KEY WORDS : Marketing, Agricultural produce, Middlemen, Future marketing strategy

How to cite this paper : Sharma, O.P. and Shukla, Ruchira (2013). Future strategy for marketing of agricultural produce. *Internat. J. Com. & Bus. Manage*, 6(1) : 87-89

In India, agriculture was practiced formerly on a subsistence basis; the villages were self-sufficient, people exchanged their goods, and services within the village on a barter basis. With the development of means of transport and storage facilities, agriculture has become commercial in character; the farmers grow those crops that fetch a better price. Marketing of agricultural produce is considered as an integral part of agriculture, since an agriculturist is encouraged to make more investment and to increase production. Thus, there is an increasing awareness that it is not enough to produce a crop or animal product; it must be marketed as well.

Direct marketing of the agricultural produce is the need of the hour. Efforts may be made to provide facilities for lifting the entire stock that farmers are willing to sell with incentive price (Sharma and Sharma, 2000). Considering the fact in mind the present investigation has been carried out.

METHODOLOGY

The present research study was undertaken in Jaipur district of Rajasthan state. Twenty villages were purposively selected considering maximum agricultural production area. Ten farmers were randomly selected from each village. Thus, there were 200 respondents in all for the present investigation. An interview schedule consisting fifteen statements was developed after due consultation with competent subject matter specialists followed by its pre-testing. The data were collected following personal interview method. The data so collected were tabulated and analyzed with appropriate statistical tools.

MEMBERS OF THE RESEARCH FORUM

Correspondence to:

O.P. SHARMA, Agricultural Technology Information Centre (ATIC), Navsari Agricultural University, NAVSARI (GUJARAT) INDIA

Authors' affiliations:

RUCHIRA SHUKLA, ASPEE Institute of Agribusiness Management, Navsari Agricultural University, NAVSARI (GUJARAT) INDIA

Table 1 : Future strategy for marketing of agricultural produce

Sr. No.	Statement	Frequency	Percentage	Rank
1.	There should be a body to disseminate market information in rural areas for the benefit of the producers and consumers.	135	67.5	XIV
2.	There is need for appropriate marketing policies in rural areas.	148	74.0	XII
3.	Farmers should be protected from middlemen exploitation.	195	97.5	II
4.	Frequent and regular transportation facilities should make available in rural areas.	161	80.5	XI
5.	There should be policy intervention for providing appropriate and sustained market intelligence in rural areas.	179	89.5	V
6.	Provide loans to the farmer at low rate of interest so that they will be freed from the clutches of local moneylenders who squeeze them.	186	93.0	III
7.	Generate a new distribution network that connects the farmers directly to the consumers to get maximum returns.	181	90.5	IV
8.	There should be stringent action against black marketers and hoarders who buy the stocks from farmers at cheap prices and create artificial demand and then sell the stocks at higher prices.	200	100.0	I
9.	There is need to create local outlets at each village where the farmers sell their stocks directly to the consumers.	176	88.0	VI
10.	The crucial role of Non-Governmental Organizations (NGOs) is needed in this context.	108	54.0	XV
11.	The existing legislations are outdated and are not in tune with the changing trends and technological inventions and the same need to be updated forthwith.	169	84.5	IX
12.	At the village level there should be counseling centers for farmers about the worth of their stocks so that they can get fair price.	144	72.0	XIII
13.	Government should levy single entry tax instead of levying multiple entry taxes either directly or indirectly for the transactions and activities that are involved in agricultural marketing such as transportation, processing, grading etc., as it would benefit both farmers and consumers directly.	171	85.5	VIII
14.	There should be all-round rationalization and standardization of the prices through legislative means.	166	83.0	X
15.	There is need to provide incentives and create suitable provisions for post-harvest processing and value addition of agricultural produce.	173	86.5	VII

ANALYSIS AND DISCUSSION

The data presented in Table 1, reveal that the statement, “There should be stringent action against black marketers and hoarders who buy the stocks from farmers at cheap prices and create artificial demand and then sell the stocks at higher prices”, was ranked at first position with the support of cent per cent respondents followed by the statements, “Farmers should be protected from middlemen exploitation” “Provide loans to the farmer at low rate of interest so that they will be freed from the clutches of local moneylenders who squeeze them”, “Generate a new distribution network that connects the farmers directly to the consumers to get maximum returns”, “There should be policy intervention for providing appropriate and sustained market intelligence in rural areas”, “There is need to create local outlets at each village where the farmers sell their stocks directly to the consumers”, “There is need to provide incentives and create suitable provisions for post-harvest processing and value addition of agricultural produce”, and “Government should levy single entry tax instead of levying multiple entry taxes either directly or indirectly for the transactions and activities that are involved in agricultural marketing such as transportation, processing, grading etc., as it would benefit both farmers and consumers directly”, which were ranked at second, third, fourth, fifth, sixth, seventh and eighth rank, respectively according to the responses recorded from the respondent farmers and should be considered important while formulating the future marketing strategy for agricultural produce.

Moreover, the data of Table 1 also reflect that the

statement, “The existing legislations are outdated and are not in tune with the changing trends and technological inventions and the same need to be updated forthwith”, was ranked at ninth position followed by the statements like, “There should be all-round rationalization and standardization of the prices through legislative means”, “Frequent and regular transportation facilities should make available in rural areas”, “There is need for appropriate marketing policies in rural areas”, “At the village level there should be counseling centers for farmers about the worth of their stocks so that they can get fair price”, “There should be a body to disseminate market information in rural areas for the benefit of the producers and consumers” and “The crucial role of Non-Governmental Organizations (NGOs) is needed in this context” which were ranked at tenth, eleventh, twelfth, thirteenth, fourteenth and fifteenth ranks, respectively as per the responses of the farmers. The present findings are in the line of Dhaka and Poonia (2010) who also suggested that the farmers should be protected from the middle man and from wrong practices of Mandis.

REFERENCES

- Dhaka, B.L. and Poonia, M.K. (2010). Identification of constraints encountered by farmers in production and marketing of vegetables in Bundi district of Rajasthan, *Indian J. Agric. Mktg.*, **24** (1) : 20.
- Sharma, O.P. and Sharma, B.M. (2000). Future training strategy for extension personnel, *Indian J. Soc. Res.*, **39** (3&4):247-251.