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Shobha Rani T. G .

Lecturer in Economics , Seshadripuram Composite PU College , Bangalore.

ABSTRACT:

Agricultural Marketing involves activities such as assembling, storage, processing, transporting, packing , grading and distribution of agricultural commodities across the country and also across the world.

The paper deals with the concepts related with marketing of agricultural produce it involves problems in agricultural marketing in developing countries when compared to developed countries and the reforms required to rectify the problems.

KEYWORDS: *Agricultural Marketing , agricultural produce*

INTRODUCTION :

Agricultural Marketing covers the services involved in moving an agricultural product from the farm to the consumer.

It involves number of activities such as assembling, storage, processing , transporting, packing , grading and distribution of agricultural commodities across the country and also across the world.

In the part, agriculture was carried on by the farmers in India on the subsistence level i.e for their self-consumption. But after the adoption of new agricultural strategy, agriculture is being carried on commercial basis mostly for the sale in the market and not for self-consumption.

Again a large number of ach or commercial crop such as sugarcane, cotton, tea, coffee etc

are grown only for sale in the market consequently there is a need for an efficient agricultural marketing system so as to enable the formers to reduce the cost of marketing and get fair prices for their produce.

OBJECTIVE OF THE STUDY :

1. This paper deals with Marketing of agricultural produce
2. There are many stages in agricultural marketing which are discussed in detail.
3. We have also discussed some reform brought by the government in this context.
4. We have discussed about the implementation of agricultural produce act
5. The measures taken such that the cost of marketing is reduce and farmers get fair price for their produce

REVIEW OF LITERATURE:

- 1)Agricultural Marketing in

India has been primarily concerned with government policies towards distribution and processing of form produce.

2) After 20 years of neglect by international donors agricultural is now again in the headlines because of higher food prices are increasing food insecurity and poverty.

3) Agricultural Marketing requires finding viable solutions to a number Of complex, technical , institutional and policy issues including land markets, research on needs and inputs , agricultural extension credit rural infrastructure connection to markets And food price stabilisation.

4) This paper reviews on economic literature has to say on these topics.

5) Agricultural marketing in india has been primarily concerned with government policies towards distribution and processing of form produce.

6) This review examines the role of these alternative theoretical approaches.

AGRICULTURAL MARKETING SYSTEM IN KARNATAKA :

Government of Karnataka has established department of Agricultural Marketing in 1972 with the objective of enforcing better regulation of sale and purchase of agricultural produce brought by the agriculturalist to the market yards and also to provide a platform to ensure competitive correct payment.

The activities of department include implementation of Karnataka Agricultural produce marketing act, implementation of hence aspect of Karnataka warehouses act and the implementation of agricultural produce act to the extent of establishment of agmark grading laboratories and issue of agmark certificates in the state .

APMC's in Karnataka :

There are 146 APMC's in Karnataka . There APMC's have established many market yards and submarket yards for trading of notified agricultural commodities

There are 146 market yards 352 submarket yards in the state each market committee is managed by 18 members representing all the sections of people involved in agricultural marketing.

Importance of Agricultural Marketing :

Agricultural marketing is specific part of marketing . It is related to agricultural products only . It is the base of most of the economics activities of a country.

The importance of agricultural marketing are

- 1) Provides' raw materials for industries.
- 2) Provides food grains for the entire population and fodder for cattle.
- 3) Provides a base for expansion of intentional market also when marketed found in excess of demand of a country fetches a considerable amount of foreigner exchange.

At present most of the farmers sell their produce through village level markets, fairs, mandies, co-operative societies and government also purchases agricultural produce direct from farmers.

DEFECTS OF AGRICULTURAL MARKETING :

1. Inadequate transport facilities :-

The transport facilities are inadequate rural areas, the farmers are forced to pay heavy transport changes for taking their agricultural produce from producing centre to distant marketing centres.

2. Absence of credit facilities:-

The farmers in india do not have adequate credit facilities for the production As a result they are forced to borrow money for their requirements from local money lenders at very higher interest rates

3. Presence of Long chain of middlemen in agricultural Marketing :

There is a long chain of middlemen in agricultural in agricultural marketing. These middleman act as a broker between ultimate consumer and farmer.

4.Lack of adequate and Market Information on agricultural Produce :-

Adequate market information on agricultural products is not available it may be About market stock in the market demand and supply.

5.Presence of long chain of middleman in agricultural marketing :-

These is a long chain of middleman in agricultural marketing. These middlemen Take away a large portion of prices paid by the ultimate consumers for Agricultural products.

6. Product quality :-

Many of the farmers are not aware of need for quality seeds and fertilizers. The poor quality seeds and fertilizers in land will result in poor product quality.

MEASURES OF AGRICULTURAL MARKETING :**1) Extension of transport facilities to rural areas :**

The Government has also extended transport facilities connecting rural areas with the marketing centres.

The extension of transport facilities to rural areas has helped the farmers to take their produce to distant markets and get better prices for their produce.

2) Provision of market information :

The Government has made arrangements to provide market information about the current prices of agricultural crops through the radio and the press.

The market information about the prices of goods will be helpful to the farmers in their produce at the best prices.

3) Establishment of regulated markets :

Regulated markets are the markets set up by state government in towns and cities for the efficient marketing of agricultural produce.

Regulated markets have been set up in all important towns and cities of India for improving agricultural marketing system.

4) Standardisation of weights and measures :

The Government has standardised the weights and measures (Introduced uniform weights and measures throughout the country)

Today metric system of weights and measures are used throughout the country. The standardisation of weights and measures has helped the farmers to protect themselves against exploitation.

5) It is essential to provide subsidised power supply and loan to the farmers.**Functions of agricultural Marketing :**

It involves

- a. concentration
- b. Grading
- c. Processing
- d. Warehousing
- e. Packaging
- f. Distribution

FINDING AND CONCLUSION :**Finding :**

- 1) Middlemen are benefited here
- 2) Farmers don't know how to store their produce
- 3) As they are illiterate, people are exploiting the farmers.

CONCLUSION :

The government should provide proper transport facilities, microfinance and special markets for farmers where the farmers will get better price for their products and avoid middlemen, though the government has taken measures like Raithara, Santhi and Hopcoms, but still measures are needed.

Farmers should be educated so they will get proper information about the available facilities.

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