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APPLICATION OF PRODUCTION PLANNING IN AGRICULTURAL MARKETING

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INTRODUCTION:

Agricultural marketing plays significant role in growth and development in agricultural sector. It has been described as the most important pillar of agricultural development. Today due to application of HYV seeds, increasing use of good quality inputs such as fertilizers, pesticides, insecticides, etc. and increasing irrigation source in all the parts of country results in sustainable increasing in Production of all agricultural produce like food grains, pulses, oil seeds, fruits, vegetables and medicinal plants. However at this juncture it is the need to apply modern marketing process for all types of agricultural produce which may help to preserve the quality of Productions to minimise the loss and assurance for remunerative price to the growers of agricultural produce. Application of Production planning is an important aspect of modern marketing process and integral part of marketing mix. Marketing mix is the combination of 'Production', 'Price', 'place' (distribution channel) and 'promotion'. The present study focus only on Production that is Production planning which covers demand forecasting, preparation of soil, application of quality seeds, use of standard inputs and make the Production ready to sale in the market.

KEYWORDS: *Agricultural marketing plays , agricultural development.*

OBJECTIVES

Present study is undertaken to achieve the following objectives:

1. To study the significance of Production planning in agricultural marketing.
2. To examine the practice of agricultural producers regarding Production planning.
3. To analyse the problems in use of Production planning in agricultural marketing.
4. To recommend appropriate measures for an effective use of Production planning as a part of modern marketing process.



RESEARCH METHODOLOGY:

The present study is mainly based on the primary data which is collected through the field work carried out by the researcher from the 10 villages all parts of Pandharpur Tehsil, during the visit contact made with five farmers in each village. In addition to this secondary data has been collected from the references, journals and periodicals.

SIGNIFICANCE OF PRODUCTION PLANNING:

Application of Production planning in modern agricultural marketing process has great significance in satisfying both the agricultural producers and consumers, because it may help to give remunerative price to the agricultural producers and can satisfied the consumer needs through providing good quality and fresh Production in reasonable price. In agricultural marketing system Production planning refers the planning for the agricultural produce to be produced (grown) through the proper utilization of the resources to achieve marketing goal. Under Production planning it is expected that farmers should use the Production planning process both quantitative and qualitative planning, should prepare soil properly. In addition to this it covers soil and water testing, use of standard and certified input, branding and packaging of Production. Production planning also important to the demand for Production for agricultural produce to be produced. An effective use of Production planning is useful to avoid the excess Production, to obtain better price through branding and packaging. Application Production planning is not entirely under control of producers because of fluctuation of climate, quality of soil, availability of seeds, etc. However to cope with the challenges of modern marketing at domestic and global level, the farmers should manage it scientifically, and use appropriate skills in the preparation and application of Production planning.

PRESENT PRACTICE BY AGRICULTURAL PRODUCERS:

Successful marketing depends on the matching between Production and market. It will be achieved only through proper Production planning, it involves to decide in advance that quality and quantity to be produced.

Response for Practice of Production planning:

Sr. No.	Practice of Production Planning			Nature of Production Planning		
	Response	No. of respondent	Percentage	Nature	No. of respondent	Percentage
1	Yes	14	28	Qualitative Planning	06	43
2	No	36	72	Quantitative Planning	08	57
3	--	--	--	Both	Nil	--
Total		50	100		14	100

Source- Compiled from primary data

Production Planning is an important aspect in farming activity. It provides direction toward crop to be taken, selection of land, selection of variety of seeds and input to be used. The above table reveals that only 28 percent farmers in the study area perform the Production planning. Out of these 43 percentage agricultural producers preparing the quantitative plan for produce to be produced and 57 percent growers of agricultural produce are thinking about the quality. It shows poor performance of the agricultural regarding the Production planning. It indicate that majority are not serious about Production planning. It is due to small land holding, limited irrigation sources and climatic fluctuation.

Response for Soil Testing and Its Frequency

Sr. No.	Practice for Soil Testing			Frequency of Soil Testing		
	Response	No.	Percentage	Frequency	No.	Percentage
1	Yes	22	44	Annually	02	9%
2	No	28	56	Once on 2 yr.	05	23%
3				Once in 5 yr.	07	32%
4				Need based	08	36%
Total		50			22	100%

Source- Compiled from primary data

Soil testing is an important aspect in modern marketing process as a part of Production planning which gives perfect information about strength and weakness of the soil, its fertility and helps to decide suitability of land for growing of particular crop. As evidence in the above table shows that only 44% of agricultural producers are testing the soil and as far as frequency is concerned very poor response in soil testing applied by the farmers in the study area majority are testing the soil on need base. It is also observed that farmers are giving the priority for testing the soil of irrigated land because this land gives more returns than rained agricultural land.

Application of Standard and Certified Input

Sr. No.	Status of Application	No.	Percentage
1	Regularly	11	22
2	Occasionally	14	28
3	Never	25	50
Total		50	100

Source- Compiled from primary data

It is important that to use standard seeds, certified fertilizers and pesticides to control diseases and maintain quality of agricultural produce. The table explaining the status of the farmers applying standard agricultural inputs in their farming activities only 22% of farmers are using standards and certified sheets branded fertilizers and quality pesticides regularly and majority are careless about application of standard and certified input.

FINDINGS:

During the study the researcher found following facts-

1. Poor performance of agricultural producers regarding the in Production planning both quantitative and qualitative.
2. Very poor response for regular soil testing practice by the agricultural producers.
3. Majority of farmers in the study area did not test the soil of agricultural land, even in single time in their duration of farming occupation.
4. Majority farmers are not applied standard and certified seeds, fertilizers and pesticides.

SUGGESTIONS:

1. Appropriate Production planning gives direction to the farmers in agricultural activity to be undertaken for quality quantity and Productivity therefore agriculture department should prepare an effective program to create awareness of Production planning among the farmers.
2. Soil testing gives perfect information of strength weakness and fertility of the soil which helps for application of suitable agricultural input and also save the cost of Production. Hence, the soil testing facility shall make available to the farmers in affordable price and with perfect result in the study area.

3. Agriculture department of state government should prepare good campaign for availability of standard and certified agriculture input.

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