

Vol 3 Issue 4 Jan 2014

Impact Factor : 1.6772 (UIF)

ISSN No : 2249-894X

*Monthly Multidisciplinary
Research Journal*

*Review Of
Research Journal*

Chief Editors

Ashok Yakkaldevi
A R Burla College, India

Flávio de São Pedro Filho
Federal University of Rondonia, Brazil

Ecaterina Patrascu
Spiru Haret University, Bucharest

Kamani Perera
Regional Centre For Strategic Studies,
Sri Lanka

Welcome to Review Of Research

RNI MAHMUL/2011/38595

ISSN No.2249-894X

Review Of Research Journal is a multidisciplinary research journal, published monthly in English, Hindi & Marathi Language. All research papers submitted to the journal will be double - blind peer reviewed referred by members of the editorial Board readers will include investigator in universities, research institutes government and industry with research interest in the general subjects.

Advisory Board

Flávio de São Pedro Filho Federal University of Rondonia, Brazil	Horia Patrascu Spiru Haret University, Bucharest, Romania	Mabel Miao Center for China and Globalization, China
Kamani Perera Regional Centre For Strategic Studies, Sri Lanka	Delia Serbescu Spiru Haret University, Bucharest, Romania	Ruth Wolf University Walla, Israel
Ecaterina Patrascu Spiru Haret University, Bucharest	Xiaohua Yang University of San Francisco, San Francisco	Jie Hao University of Sydney, Australia
Fabricio Moraes de Almeida Federal University of Rondonia, Brazil	Karina Xavier Massachusetts Institute of Technology (MIT), USA	Pei-Shan Kao Andrea University of Essex, United Kingdom
Catalina Neculai University of Coventry, UK	May Hongmei Gao Kennesaw State University, USA	Loredana Bosca Spiru Haret University, Romania
Anna Maria Constantinovici AL. I. Cuza University, Romania	Marc Fetscherin Rollins College, USA	Ilie Pinte Spiru Haret University, Romania
Romona Mihaila Spiru Haret University, Romania	Liu Chen Beijing Foreign Studies University, China	
Mahdi Moharrampour Islamic Azad University buinzahra Branch, Qazvin, Iran	Nimita Khanna Director, Isara Institute of Management, New Delhi	Govind P. Shinde Bharati Vidyapeeth School of Distance Education Center, Navi Mumbai
Titus Pop PhD, Partium Christian University, Oradea, Romania	Salve R. N. Department of Sociology, Shivaji University, Kolhapur	Sonal Singh Vikram University, Ujjain
J. K. VIJAYAKUMAR King Abdullah University of Science & Technology, Saudi Arabia.	P. Malyadri Government Degree College, Tandur, A.P.	Jayashree Patil-Dake MBA Department of Badruka College Commerce and Arts Post Graduate Centre (BCCAPGC), Kachiguda, Hyderabad
George - Calin SERITAN Postdoctoral Researcher Faculty of Philosophy and Socio-Political Sciences Al. I. Cuza University, Iasi	S. D. Sindkhedkar PSGVP Mandal's Arts, Science and Commerce College, Shahada [M.S.]	Maj. Dr. S. Bakhtiar Choudhary Director, Hyderabad AP India.
REZA KAFIPOUR Shiraz University of Medical Sciences Shiraz, Iran	Anurag Misra DBS College, Kanpur	AR. SARAVANAKUMARALAGAPPA UNIVERSITY, KARAIKUDI, TN
Rajendra Shendge Director, B.C.U.D. Solapur University, Solapur	C. D. Balaji Panimalar Engineering College, Chennai	V.MAHALAKSHMI Dean, Panimalar Engineering College
	Bhavana vivek patole PhD, Elphinstone college mumbai-32	S.KANNAN Ph.D , Annamalai University
	Awadhesh Kumar Shirotriya Secretary, Play India Play (Trust), Meerut (U.P.)	Kanwar Dinesh Singh Dept.English, Government Postgraduate College , solan

More.....

Address:-Ashok Yakkaldevi 258/34, Raviwar Peth, Solapur - 413 005 Maharashtra, India
Cell : 9595 359 435, Ph No: 02172372010 Email: ayisrj@yahoo.in Website: www.isrj.net



ANALYTICAL STUDY OF MARKETING PROBLEMS BEFORE AGRICULTURE DEVELOPMENT IN NANDED DISTRICT

CHOUDHARI GOVIND PANDURANG

Asst. Professor , Department of Commerce Pansare Mahavidyalaya, Arjapur Tq. Biloli Dist. Nanded

Abstract:

The increase in production from agriculture and allied activities has undoubtedly a very prominent role in the process of economic development. But in a predominantly agrarian economy like that of Nanded district, where the pressure of population on land is already very high and is constantly increasing, the solution to the slow progress of economic growth and living standard lies in the diversification of major economic activity, a process which largely depends on the rapidity of industrial development.

KEY WORDS:

Analytical , Agriculture , economic development , Methodology.

INTRODUCTION:

Hence, the researcher interested to find out the marketing problems of farmers, retailers and commission agents before agriculture development in Nanded district. Apart from this, the present study will definitely be useful to tress out remedies for overcoming the problems of agriculture development in the district.

RESEARCH METHODOLOGY OF THE STUDY:

In order to collect the primary data following methodology has been adopted. The investigation in economics starts with selection of appropriate numbers of respondent's preparation of scheduled selection of proper tools of analysis for the collection of data. Details regarding the plan of investigation i.e. sampling design, nature & sources of data, Statistical tools & Techniques etc. adopted for the study are presented in this paper under the following heads:

Sampling design:

Since the study has aimed at finding out the marketing problems before agriculture in Nanded district, the sample for the study necessarily involves the selection of cultivators as well as marketing intermediaries for gathering relevant data on the above aspects of the study.

In this study for the selection of cultivators multistage sampling techniques have been followed with district as the first unit, tehsils as the second unit and villages as the third and final unit.

Selection of district:

The agro climatic conditions prevailing in Nanded district of the Marathwada region in

Maharashtra state are congenial for agriculture. Similarly, there is a good network of canals in the district, which enables to increase water table of the wells in the command area of the canals. This offers good scope for agriculture development. Hence, Nanded district has been selected purposively for the present study.

Selection of tehsils:

There are sixteen tehsils in Nanded District and all the talukas are selected as samples for the present study.

Selection of villages:

In this study, five villages from each taluka are selected randomly. These total samples villages are 80 from sixteen talukas have been selected for the present study.

Selection of farmers:

20 farmers from each taluka totaling 320 have been selected randomly (purposive random selection method). The list of farmers of selected villages has been obtained from the land holding.

Selection of markets:

Agricultural Production in Nanded district is marketed either in Nanded or Hyderabad market. Hence, the researcher has been selected as market of the production area and the latter as market of the consuming area.

Selection of market functionaries:

From Nanded market 10 commission agents and 30 retailers and 2 commission agents and 10 retailers from each taluka level market have been selected randomly. The Primary cross sections data have been collected by the survey method through conducting personal interviews of head of the respondent family. The data have been gathered with the help of well-structured specially designed pre-tested schedules separately for agriculture crop cultivators and each marketing functionary involved in the problems & prospectus of agriculture.

Objective of the study:

To identify the marketing problems of the farmers, retailers and commission agents before agriculture development in Nanded District.

Hypothesis of the study:

In-depth qualitative rather than quantitative information was used for the purpose to answer the research questions. Farmers, Retailers and the commission agents were interviewed to gather information.

Following is the hypothesis of the present study.

Farmers, retailers and commission agents of Nanded district are encountering the main marketing problems of agro products i.e. transportation, availability of markets, market information, price fluctuations, price rates and receipt of payment.

Statistical Tools & Techniques:

The following tools are used for analysis and interpretation of the study as wherever they are suitable/applicable.

- A. Percentages
- B. Ratios
- C. Growth Rates
- D. Chi-Square Analysis

E.Figures

Main Marketing Problems of Agro Products:

Views of the farmers, retailers and commission agents in respect of various problems of marketing faced by them are brought out in following table.

From the table, it may be revealed as under, Majority 419 i.e. about 77.60% are satisfied with the transport facility while only 22.40% (i.e. 121 respondents) have facing the problem of transport facility.

As in case of Availability of Markets problem, about 87.60% respondents are suffering from availability of markets and only 12.40% were facing the problem of unavailability of markets.

Regarding the Market Information, 289 respondents (about 53.52%) are satisfied with availability of market information regularly while 46.48% respondents suffering from the unregularly availability of market information problem.

As regards to the Price Fluctuation Problem, 463 (about 85.74%) samples are facing the problem of price fluctuation while other only 77 respondents about 14.26 % are not facing the problem of price fluctuations.

In respect of Price Rates Problem, 404 (about 74.81%) respondents are satisfied with proper price rates by other 136 i.e. 25.19% respondents are not satisfied about improper price rates.

As relates to Receipt of Agro Produced Payment Problem, 413 samples (about 76.48%) having the receipt of agro produce payment instantly while 127 samples i.e. 23.52% facing the problem of receipt of agro produce payment lately.

TABLE
VIEWS ABOUT MARKETING PROBLEMS OF THE RESPONDENTS

Sr. No.	Problems	No. of Respondents			Total	%
		Farmers	Retailers	Commission Agents		
A) Transport Facility						
01	Available	255	132	32	419	77.60
02	Unavailable	65	48	8	121	22.40
Total		320	180	40	540	100.00
($X^2=2.81$, table value @ 5% level = 5.99)						
B) Availability of Markets						
01	Available	288	153	32	473	87.60
02	Unavailable	32	27	8	67	12.40
Total		320	180	40	540	100.00
($X^2=4.94$, table value @ 5% level = 5.99)						
C) Availability of Market Information						
01	Regularly	112	144	33	289	53.52
02	Unregularly	208	36	7	251	46.48
Total		320	180	40	540	100.00
($X^2=108.36$, table value @ 5% level = 5.99)						
D) Price Fluctuation						
01	Facing	278	156	29	463	85.74
02	Not facing	42	24	11	77	14.26
Total		320	180	40	540	100.00
($X^2=6.19$, table value @ 5% level = 5.99)						
E) Price Rates						
01	Proper Prices	254	128	22	404	74.81
02	Improper Prices	66	52	18	136	25.19
Total		320	180	40	540	100.00
($X^2=13.17$, table value @ 5% level = 5.99)						
F) Receipt of Agro Produce Payment						
01	Instantly	242	136	35	413	76.48
02	Lately	78	44	5	127	23.52
Total		320	180	40	540	100.00
($X^2=2.91$, table value @ 5% level = 5.99)						

Source: - Field Survey

Testing of Hypothesis:

From the calculations based on the above table, following results are available.

Availability of Transportation:

Calculated value of Chi-Square is worked out as 2.81 whereas Table Value at 5% degree of freedom is 5.99. Calculated value of Chi-Square is less than the table value. Therefore the hypothesis is accepted. It can be said that the farmers of Nanded district are availing adequate transport facility.

Availability of Markets:

Calculated value of Chi-Square is worked out as 4.94 whereas Table Value at 5% degree of freedom is 5.99. Calculated value of Chi-Square is less than the table value. Therefore the hypothesis is accepted. It can be said that the farmers of Nanded district are satisfied about the availability of markets.

Markets Information:

Calculated value of Chi-Square is worked out as 108.36 whereas Table Value at 5% degree of freedom is 5.99. Table value is less than calculated value of Chi-Square. Therefore the hypothesis is rejected. It can be said that the farmers of Nanded district are not regularly getting the market information i.e. selling price.

Price Fluctuations:

Calculated value of Chi-Square is worked out as 6.19 whereas Table Value at 5% degree of freedom is 5.99. Calculated value of Chi-Square is the nearest to the table value. Therefore the hypothesis is near about accepted. It can be said that majority of the farmers of Nanded district are facing the problem of price fluctuations.

Price Rates:

Calculated value of Chi-Square is worked out as 13.17 whereas Table Value at 5% degree of freedom is 5.99. Calculated value of Chi-Square is more than the table value. Therefore the hypothesis is rejected. It can be said that the farmers of Nanded district are not getting proper prices for their agro products.

Receipt of Payment:

Calculated value of Chi-Square is worked out as 2.91 whereas Table Value at 5% degree of freedom is 5.99. Calculated value of Chi-Square is less than the table value. Therefore the hypothesis is accepted. It can be inferred that the farmers of Nanded district are getting the receipt of agro produce payment instantly/timely.



CHOUDHARI GOVIND PANDURANG

Asst. Professor , Department of Commerce Pansare Mahavidyalaya, Arjapur Tq. Biloli
Dist. Nanded

Publish Research Article International Level Multidisciplinary Research Journal For All Subjects

Dear Sir/Mam,

We invite unpublished research paper.Summary of Research Project,Theses,Books and Books Review of publication,you will be pleased to know that our journals are

Associated and Indexed,India

- ★ International Scientific Journal Consortium Scientific
- ★ OPEN J-GATE

Associated and Indexed,USA

- DOAJ
- EBSCO
- Crossref DOI
- Index Copernicus
- Publication Index
- Academic Journal Database
- Contemporary Research Index
- Academic Paper Databse
- Digital Journals Database
- Current Index to Scholarly Journals
- Elite Scientific Journal Archive
- Directory Of Academic Resources
- Scholar Journal Index
- Recent Science Index
- Scientific Resources Database

Review Of Research Journal
258/34 Raviwar Peth Solapur-413005,Maharashtra
Contact-9595359435
E-Mail-ayisrj@yahoo.in/ayisrj2011@gmail.com
Website : www.isrj.net