

**“A STUDY OF RURAL MARKETING”****Sahebrao Daulat Nikam**

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Abstract :

The research paper deals with the concept related with the marketing of agricultural Produce. It covers problems of agricultural marketing and the reforms required to solve the problems.

Keywords : Marketing, Planning, Buying, Selling Goods, Retailer etc.

Introduction :

The Agricultural Marketing included many activities that starts from production process till its retailing. Such as planning, production, growing and harvesting, grading, packing, transport, storage, food processing, advertising and sale. In the chain of agricultural Marketing number of connection links such a farmers, suppliers, importers, exporters, external beneficiaries and customers are involved.

Objective :

- 1) To study various problems of Agricultural Marketing in India.
- 2) Suggest remedies to solve the problems of agricultural marketing in India.

Definition :

Agricultural Marketing can best be defined as "Series of Services involve in moving a product from the point of production to the point of consumption"

Research Methodology :

This study is based on secondary data. This data is to obtained from various books and websites etc. are important source of the research paper.

Marketing, Product, Grading, Transport, Buying, selling etc. Problems with Agricultural Marketing in India. There are various problems in the agricultural marketing in India are discussed below :

- 1) Malpractices in Buying and selling :** According to this system the buyers and their Representative their rate by rising the fingers of the commission agent under a piece of cloths a number of unlawful deductions and cheating of the ignorant farmers with respect to grades.
- 2) Lack of Organized Agencies :** Another weaknesses of agricultural marketing in India is that the Indian farmers mostly sale their produce independently or on individual basis. The bargaining capacity of the farmers becomes weak and the farmers suffer heavy losses.
- 3) Inadequate farm credit facilities :** The farmer needs to sale off the produce immediately after the crop is harvested though prices at that time are very low. He can be saved from this 'forced sales' if credit facilities are available from the banks.
- 4) Inadequate Market Intelligence :** If the proper market information is not available to the farmers they accept, whatever price the traders offer to then However in recent times, this situation has changed under the influence of information technology revolution.



5) A variety of Incidental Charges : The market of the farm produce is largely unregulated where the holding is dominated by the brokers and Adhtiyas. Many charges such as Adhat, Dalali, Hamali have to be paid by the farmers.

6) Large chain of middlemen : There is a large chain of middlemen in the Agricultural marketing which reduces the share of cultivator. This chain includes village traders, wholesalers, retailers, Brokers, Adhtiyas etc.

7) Inadequate transport facilities : There are highly inadequate transport facilities because only a small number of villages are joined by railways and roads to mandies. The result is that farmers carry their produce to Mandi on either bullock carts, tractors and pickups etc. The Produce, which is perishable, has to be dumped to nearby market at considerably low market prices.

8) Lack of grading and standardization : There is no proper grading and standardization of farm produce.

Improper storage facility :

No proper warehousing facilities in villages remedy for this problem is establishment of Rural Godowns and warehouses. To some extent, setting up of central warehousing corporation and state warehousing corporation has improved the situation.

Measures :

1) Betterment of Infrastructure Facilities : Implement the rural development program in fast track to develop the infrastructural facilities such as road facility, communication facility, electricity etc. in rural areas. This will help for easy transportation of agro produce to the market place.

2) Market Inspection and training : Arrangement for the market inspection research and training are of the great help in placing the marketing system on a sound footing as well as arrangement for education and awareness program for rural farmers in order to improve their knowledge in improving agro produce and its marketing process. These program will help to educate the farmers in usage of quality inputs, online help for productivity improvement etc.

3) Marketing Survey : In the first place the government had undertaken marketing survey of various good and had publish there surveys. These surveys have to brought out the various problems connected with the marketing of goods and have made suggestion for their removal.

4) Use of standard weight : The need for having uniform weights and measures throughout the country is self evident. The government adopted as far back as 1959, the standard weight act was passed under which the state government tried to promote the used of standard weights, The decimal system beginning with decimal coin in 1957. Since 1962, the use of metric weights has been made compulsory throughout the country.

5) Provision of the warehousing facilities : Small and marginal fanners due to rural godowns have been setup. The government has done much to provide warehousing in towns and villages.

6) Organization of co-operative marketing societies : The government has given active encouragement to the organization of multipurpose co-operative societies with emphasis on credit and marketing. The Primaiy marketing societies had been encouraged to from central marketing societies and apex marketing societies (as the sate level) and the National Agricultural co-operative marketing Federation (NAFED)

7) Setting of the special Board : The central government has setup a number of development council for special commodities like rice, pulses, Jute, cotton, tobacco, oil seeds, sugarcane etc.



Findings :

- 1) Malpractices are there in the Buying and selling process of Agricultural products.
- 2) Large chain of Middlemen includes village traders, wholesalers, retailers, Brokers. Adhtiyas etc.
- 3) Suggestion to Measures to solve the various problem of Agricultural marketing which are given as above in India.

Conclusion :

The agricultural marketing plays a vital role in Agro produce distribution to the customers. Like all the marketing activities, it also aims in profit making. It helps the farmers to reach their customer within very short lead time. In order to avoid isolation of small scale farmers from the benefits of agricultural produce. They need to be integrated and informed with the market knowledge like fluctuations demand and supply concepts which are the core of economy.

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