

Farmer's insight towards marketing of Agriculture products

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Abstract:

Majority of the families in India opted agriculture is the preferred profession/employment for living, but today's farmer facing numerous issues and challenges. one of the major issue of agriculture is failed to estimate or fixation of prices for products due illiteracy, failed estimate demand, lack of awareness about technology, failed decide what to produce and when to produce, many farmers are seasonal growers, many are depending on monsoon, lack of utilisation of resources, water problems, lack initiatives by governments and lack of awareness about government schemes, middlemen interference in sales etc.. The main purpose of marketing information is to support in taking marketing decision and increase marketing efforts of farmers, but many farmers are failed to market their products at proper price. This study focussed on marketing issues of farmers and how aadhar linking of crops and digitalisation of production details, area wise detail of producers, demand information, fixation of prices in highly transparent manner, warehousing facilities, transportation facilities are help to the farmers come out from all these issues. Government role is very high in find a solution for all these issues, for example maintain transparency in APMC transactions. This study selected 50 farmers from Dodaaballapura taluk and structured questionnaire is employed, simple statistical tools like percentile and one way ANOVA is used.

Keywords: Agriculture, marketing, crops etc.

Introduction:

Agriculture is the most traditional and heritage employment of the nation, 65% of the employment created. 18% of GDP contribution by the Agriculture sector. Majority of population of India lived in rural area and their employment is agriculture, many farmers are

depending on monsoon for growing crops very less percentage of the farmers having irrigation facility. Government created many opportunities for marketing of agricultural products but those facilities covered by middlemen and agents. Many farmers are illiterate and not aware about technology, market analysis and prices. Farmers are depending on traditional method of production and which are decided by head of the family. Farmers should think about seasonal growing and small scale production of different crops. with agriculture farmers can run poultry farming, dairy farming and become the commercial farmer will them to come out from financial risk.

Review of Literature:

In recent year, there has been considerable research related to the agricultural marketing. These studies, however, mostly deal with problems, challenges and development of and the government initiatives towards agriculture marketing.

Vikramsorathi, Zakirlaliwala and Sanjay Chaudhary (2005) have suggested on their research paper a model act which is for implementation in all the APMC throughout India, they demonstrate web services based business process management system, developed to aid marketing of agricultural producer to execute a complete trading business process.

Ragendran and Karthikesan (2014) in their study found that in order to avoid isolation of small scale famers from the benefits of agricultural produce they need to be integrated and informed with the market knowledge like fluctuation, demand and supply concepts with are the core of economy.

K Nirmala Ravi Kumar (2014) in his book he has given detailed information about agriculture marketing in India. He discussed about the major problem involved in the practices of agricultural policies and strategies. Along with this, the role of government for agricultural development is also provided.

Research Gap:

After review of related research studies, researcher came to know that they are done their research on agricultural marketing and they focused on the problems, challenges and government initiatives involved on the agricultural marketing and they covered the Indian agricultural

marketing issue and challenges. This study focused on the stability of price and the government role towards taking decisions towards stability in the agricultural products price, this study is covered only Doddaballapura regional area.

Statement of the Problem:

- Lack of transportation facilities, agricultural credit facilities, uniformity in grading and standardization, poor handling, packaging, market information.
- Presence of large number of middleman, lack of farmer's organisation, inadequate research on marketing of agriculture products.
- Lack of estimation of production, and update in agricultural marketing methodology and technology.
- Lack of ware housing and storage facilities
- Seasonal issues and prices.

Objectives of Study:

- To Study the Perception of farmers regarding traditions of Agriculture
- To Identify the major problems of agricultural marketing
- To Know the facilities available for agricultural production.
- To Give suggestions based on Findings

Scope of the Study:

The scope is quite complex and wide. It encompasses the various issues and challenges concerned with agricultural development, farming, agriculture marketing development, lack of technology implementation. The scope can be defined through the functions served by it in achieving the sustainable agricultural marketing development. This study is restricted to Doddaballapura, Karnataka.

Limitation of Study:

- Study is based on primary and secondary data, collected from farmers and secondary sources.

- Scope of the study is wider but sample size is limited to only 50 members and area covered Doddaballapura taluk only.
- The study is limited to 10days.

Research Methodology:

Data collection:

Primary data collected from farmers and APMC members through structured questionnaire..

Secondary data composed by internet, newspaper, magazines.

Samples size: samples size is 50 farmers are selected for the study, which includes both men and women farmers.

Sample method: Simple random sampling is used for data collection.

- Table showing analysis

Variables	Particulars	Percentage
Kind of Farmers	Subsistence farmer	25%
	Commercial farmer	25%
	Crop farmer	40%
	Dairy farmer	10%
Years of practicing agriculture	below 5years	5%
	6 -10years	30%
	11-15years	5%
	15years above	60%
Hector of land having	Below 1hectore	20%
	3 hectors	50%
	5 hectors	20%
	Above 10 hectors	10%
How do you decide to growing crops?	Self-decide	45%
	Traditional	20%
	Market analysis	15%
	Demand of products	20%
Do you know about government schemes?	Yes	30%
	No	70%
How do you sell your crops?	Own selling	60%
	national selling	35%
	local selling	5%

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Do you know about online marketing?	Yes	15%
	No	85%
What share of your production do you sell?	Every thing	30%
	Most of	30%
	half	25%
	Less than half	15%
Do you have warehouse facilities?	Yes	35%
	No	65%
Do you have transportation facilities?	Yes	35%
	No	65%
Do you have satisfaction with the agriculture?	Yes	40%
	No	60%
Through the middleman do you sell the goods?	Yes	65%
	No	35%
Do you take subsidies from the government?	Yes	55%
	No	45%
Loan facilities	Yes	69%
	No	31%
Awareness of present pricing of the goods	Yes	70%
	No	30%
Do you need any changes in agricultural marketing?	Yes	90%
	No	10%
Whether the only in agriculture is your source of income.	Yes	73%
	No	27%

Source: Survey Data

Majority of the respondents are crop farmers so many farmers are interested in crop farming only few are engage with Dairy farming.

Majority farmers are practicing agriculture from 15 years and more

Majority 50% of the farmers having 3 hectors of land and only 10% of farmer having above 10 hectors land.

From the above observed that the majority of the respondents are self -decide to growing crops and very few members follow market analysis to growing crops.

Above table status that 30%of farmers are aware of government schemes and 70% of farmers are unaware of farmers.

Only 35% of farmers sell crops by their own, 60% through local selling and only 5% national selling.

Only 15% of farmers are aware online marketing and remain they unaware about the online marketing.

30% of the farmers are sell their whole production and 15% of farmers sell production less than half.

In above table it shows that only 35%farmers have the warehouse facilities and remaining 65% are don't have warehouse facilities.

Table shows that 35% of the farmers have the transportation facilities and 65% did not have transportation facilities.

The above table shows that majority of the farmers 73% are depend on agriculture source and 27% are gain from other sources.

From the above table show that a majority 65% of farmers are sell their crops through middle man, only 35% of the farmers sell their crops without middlemen.

From the above table show that the 55% of the farmers are enjoyed subsidies from the government and 45% are not aware.

In the above table show that the 69% of the farmers are depending on loan and 31% they did not take loan.

The above table shows that the 70% of the farmers are have awareness about present pricing of the goods and 30% are did not aware about pricing.

Study highlights that most of the farmers wants change in the agriculture marketing.

The above table shows that the 40% farmers are satisfied with agriculture and 60% farmers are not satisfied.

Findings:

- Study analyse that the many farmers are not satisfied with agriculture because they did not have proper information about market condition they are growing crops without proper information and demand.
- This imbalanced the supply side and demand side in the market, causes for changes in price.
- Only few farmers follow market analysis for growing crops, majority are followed traditional way to grow.
- Many farmers are practicing olden and outdated technology for agriculture
- They are not updated to scientific and systematic methods of farm

Conclusion:

The agriculture sector is of vital importance for the region.it is undergoing a process of transition to market economy, with substantial changes in the social, legal, structural productive and supply setups. These changes have been accompanied by a decline in agriculture production for most states and have also affected to the national agriculture market.

The government has to take more initiative's in supporting farmers with providing proper information about crops growing and those crops has to the marketed directly with customer.

Suggestions:

- Using technology to record demand and supply of crops can help for deciding what to grow, when to grow and where to sell.

- Creation of one crop growing website in that farmers has to update crops with the identification of their aadhar number and also update their quantity of growing crops and place of the agriculture land, this helps the farmers to which crops are already grown and which crop has to be grown.
- Create website has to be linked with the customer aadhar or mobile phone this helps to direct selling.
- Farmer has to aware about government facilities provided to agricultural sector many farmers are not aware about those facilities

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