Future strategy for marketing of agricultural produce

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ABSTRACT

The present investigation was undertaken in Jaipur district of Rajasthan state with 200 farmers as respondents. It can be concluded from the findings of the present investigation that the marketing aspects like; "There should be stringent action against black marketers and hoarders who buy the stocks from farmers at cheap prices and create artificial demand and then sell the stocks at higher prices", "Farmers should be protected from middlemen exploitation", "Provide loans to the farmers at low rate of interest so that they will be freed from the clutches of local money lenders who squeeze them", "Generate a new distribution network that connects the farmers directly to the consumers to get maximum returns", "There should be policy intervention for providing appropriate and sustained market intelligence in rural areas", "There is need to create local outlets at each village where the farmers sell their stocks directly to the consumers", "There is need to provide incentives and create suitable provisions for post harvest processing and value addition of agricultural produce", and "Government should levy single entry tax instead of levying multiple entry taxes either directly or indirectly for the transactions and activities that are involved in agricultural marketing such as transportation, processing, grading etc., as it would benefit both farmers and consumers directly", should be taken care of while formulating the future marketing strategy for agricultural produce. Furthermore, the statements ranked least important by "the farmers should also be given weightage as per their rank for benefit of the farming community and marketing system as well".

KEY WORDS : Marketing, Agricultural produce, Middlemen, Future marketing strategy

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In India, agriculture was practiced formerly on a subsistence basis; the villages were self-sufficient, people exchanged their goods, and services within the village on a barter basis. With the development of means of transport and storage facilities, agriculture has become commercial in character; the farmers grow those crops that fetch a better price. Marketing of agricultural produce is considered as an integral part of agriculture, since an agriculturist is encouraged to make more investment and to increase production. Thus, there is an increasing awareness that it is not enough to produce a crop or animal product; it must be marketed as well.

Direct marketing of the agricultural produce is the need of the hour. Efforts may be made to provide facilities for lifting the entire stock that farmers are willing to sell with incentive price (Sharma and Sharma, 2000). Considering the fact in mind the present investigation has been carried out.

METHODOLOGY

The present research study was undertaken in Jaipur district of Rajasthan state. Twenty villages were purposively selected considering maximum agricultural production area. Ten farmers were randomly selected from each village. Thus, there were 200 respondents in all for the present investigation. An interview schedule consisting fifteen statements was developed after due consultation with competent subject matter specialists followed by its pre-testing. The data were collected following personal interview method. The data so collected were tabulated and analyzed with appropriate statistical tools.

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