



## A STUDY OF AGRICULTURAL MARKETING IN INDIA

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**ABSTRACT** Agricultural marketing involves many operations and process through which the food and raw materials move from the farm to the final consumers. Agriculture contributes nearly 40% to 45% of the national income and provide livelihood to about 70% of the population of the country. The present study attempted to narrate significance and problems and prospects of Agricultural marketing.

**KEYWORDS :** Concepts, Significance, Problems and Prospects.

**INTRODUCTION:**

Agriculture plays a very important role in the economic development of a country. Agriculture is the backbone of an agricultural country like India. Agriculture is the largest and the most important sector of the Indian economy. Agriculture contributes nearly 40% to 45% of the national income and provide livelihood to about 70% of the population of the country. Agricultural marketing involves many operations and process through which the food and raw materials move from the farm to the final consumers. Agriculture provides goods for consumption and for exports and manufacturing sectors. The Government of India under the ministry of agriculture has also set up specific commodity Boards and export promotion council for monitoring and boosting the production, consumption, marketing and export of various Agriculture commodities. Some of these organisations/boards are cotton Corporation of India (CCI), Jute Corporation of India (JCI), Tea Board, Coffee Board, Spice Board, National Horticulture Board (NHB), National Agriculture Marketing Federation (NAFED), Agriculture Products Export Development Authority (APEDA) etc.

**OBJECTIVES:**

The following are the objectives of the study.

- To study the concept and definitional aspect of agricultural marketing.
- To discuss the significance of agricultural marketing.
- To examine the problems and prospects of agricultural marketing.

**METHODOLOGY:**

The present study is based only on secondary data. The data were obtained from books, journal and website.

**Concept and Definition:**

Agriculture marketing involved in transferring agricultural products consisting of farm, horticultural and other allied products from producer to consumer. Agricultural marketing also reflect another dimension from supply of produce from rural to rural and rural to urban and from rural to industrial consumers.

The National Commission on Agriculture defined agricultural marketing as a process which starts with a decision to produce a Saleable farm commodity and involves all aspects of market structure of system, both functional and institutional, based on technical and economic considerations and includes pre and post-harvest operation, assembling grading, storage, transportation and distribution. The Indian Council of Agricultural Research defined involvement of three important functions namely.

- a) Assembling (concentration)
- b) Preparation for consumption (Processing)
- c) Distribution.

**Significance of Agricultural Marketing:**

The importance of Agricultural marketing in economic development is revealed from the following.

- An efficient agricultural marketing system leads to the optimization of resource use and output management.
- An efficient marketing system ensures higher level of income for the farmer reducing the number of middlemen.
- An efficient and well-knit marketing system widens the market for the products by taking them to remote corners both within and

outside the country.

- The marketing system helps the farmers in the adoption of new scientific and technical knowledge.
- The marketing system provides employment to millions of persons engaged in various activities such as packaging, transportation, storage and processing persons like commission agents, brokers, traders, retailers, weigh men, packagers and regulating staff are directly employed in the marketing system.

**Problems and Prospects:**

There are several challenges involved in marketing of Agriculture produce. There is limited access to the market information, literacy level among the farmers is low, multiple channels of distribution of goods. Most of the small farmers still depend on the local money lenders who charge high rate of interest. The technology has not gone to the rural levels as it is confined to urban areas alone. The farmers have to face so many hardships and have to overcome several hurdles to get fair and just price for their sweat.

**CONCLUSION:**

Agricultural marketing comprises of all activities involved in supply of farm inputs to the farmers and movements of agricultural products from the farms to the consumers through different channels. There should be collective and integrative efforts and energies from all quarters for ensuring just and price for farmers.

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