

PROBLEMS AND PROSPECTS OF AGRICULTURE MARKETING FOR SUSTAINABLE DEVELOPMENT IN INDIA - AN ANALYSIS

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Abstract— “Agriculture is a key sector of the Indian economy; provides job opportunities and food to a large number of people. For an effective and efficient agricultural approach marketing is essential. It includes all the services which are used in moving the agriculture products from the farms to the consumers. “There are many interconnected activities which are involved includes planning, production, storage, agro and food processing, distribution and sale.”

Key-words— Agricultural Marketing, Food Grains, GDP, FCI, Credit Facilities, Advertising, Grading System.

1. INTRODUCTION

Marketing is a business activity it needed the information exchange and is depends upon the finance of a country. It is the system full of resources as its marketing system competition and involvement of exchanges take place. As a measure, they as a sale at low prices and are more useful for the delivery of materials. Failure to adapt to changes in market demand often forces an entity out of business. Agro-marketing effort continues as it needed the investors who were connected with the customers and have fulfilled the transactions which are really needed for all group had concerned actually. It's India where farming is the backbone of our country as 2/3rd of its total population is depends upon the primary sector always. Furthermore, Indian Agriculture has a good contribution to the GDP

(Gross Domestic Products) is about 25%. India has central governmental systems are present which just run behind the agriculture marketing like a commission to agriculture prices. FCI (Food Corporation of India), CCI (Cotton, Corporation of India), JCI (Jute Corporation of India) etc. In India, special marketing of things is present for rubber, tea, coffee, opium, spices and vegetables. There are also special marketing bodies for rubber, tea, coffee, tobacco, spices and vegetables. For a long period, Indian agriculture was mostly of subsistence nature. Farmers sold only a small part of their products to pay off rent, debts and meeting their other requirements. But the increasing demand for agriculture products has now brought out significant changes. Now the whole scenario of agro-marketing has changed. It is considered as a business activity like all other activities.

2. RESEARCH METHODOLOGY

This research is based on secondary sources of data. Various reference books and journals have been cited for this reason. The study was carried out through observational facts; the analytical approach has been used to trace out the facts about agricultural marketing.

3. OBJECTIVE OF THE STUDY

Study involves following objectives:

- To identify the perception of agricultural marketing
- To outline the issues in agriculture marketing in India.

- Measures for improvement in agriculture marketing in India.

4. REVIEW OF LITERATURE

There is a plethora of literature related to the agriculture sector and its role in economic development. Some of them are cited as under.

Mruthunjaya, (2006), in his article, "WTO and Indian Agriculture" concluded that some major commodities in agriculture marketing after WTO period and exports of rice adversely affected because the competition was increased for developing countries. The wheat product is also adversely affected because of low prices and subsidies. But horticulture products have become more favourable for Indian exports in the present scenario of agricultural marketing.

Thomas Sunny, (2011), in his article, "Growth and Composition of Indian Agriculture Exports during Reform Era" has stated that in most of the countries are dependent on the Indian agricultural marketing products is offering at high opportunities. Indian agriculture growth enlarged manifold. Many more the agriculture dedication exports to the net exports of the nation had declined.

S.Kaur and P. Bhau, (2013), in their article, "Impact of WTO on Indian Agriculture" India states at world agriculture sale to another country is much earlier than WTO witnessed an increase but declined. At the post period of WTO liberalization under WTO was not be more numerous at the status of farming materials of India's world exportation. As it is states had been becoming more and more at the global imports. The rising of India's farming imports were more than that of the exportation at the post era of WTO. It had a great impact on our-trust at agriculture.

5. PROBLEMS OF AGRICULTURE MARKETING IN INDIA

India is a developing country and there are so many problems at farming sale or marketing. However, an arrangement can make safe and a good return on farmers work people can make stable the market price of agricultural products. It can protect the concern of all customers and manufacturers. But unfortunately, at a country

like India a developing one where farming marketing is not good and farmers facing a lot of problems related to agriculture marketing some of them are under.

5.1. Lack of Transport Facilities: Poor communication and transport is the main problem of agricultural marketing in India. Though India is a developing country and the rural area of the country is not related to the well-developed markets road. So it's a major problem towards the farming products as it gets wasted as of loses transportations and low connectivity by trains and roads.

5.2. Poor Quality of Products:

Today most of the farmers have to face many financial problems. They are unable to purchase the good (HYV) High yielding Variety seeds and pesticides. Therefore, productivity is not so well only for that the price goes on decreasing or sales at a very low cost in the markets.

5.3. Role of Middlemen:

The middlemen of the market also take a big share of the production of farmers without doing anything. It decreases the income of the farmers and they have to borrow the money from the middlemen and sell their products at lower rates in the market.

5.4. Improper Grading:

As it is very common procedure is applying now a day's also as the agricultural products were mixed up with the worst materials or products not only in India but also at Pakistan. As there is no systematic procedure is applied for these crops. Only for this, there is a decrease in the demand for agricultural products in the world market.

5.5. Lack of Credit Facilities:

As cash on delivery facilities for the farmers are not adopted by the farmer's requirements. To fulfil their needs the poor farmers to borrow money from the private money lenders at a very high rate of interest. This makes the agricultural produce unremunerative for the farmers.

5.6. Problem of Produce Collection: This problem produced in the collection is from the small farmers as it is of high price and needed much effort. It is a very big issue among the producing effect on marketing.

5.7. Lack of Storage Facilities:

As space is need for storing as it is really or urgently needed by the manufacturer as well as the controlling system of our nation. The farmers required storing facility to store theirs produces and sell on the time of selling at suitable prices.

5.8. Problem of Weight and Measures:

Various part of the country the weight and measures are not uniform. The farmers are facing the loss of time for buying and selling of theirs produces in the absence of standardized weights and measures all over the country.

5.9. Market Information:

In India, most of the farmers are not educated. So they don't know anything about market demand and supply. Only for this, they are not able to get the original price of their products in the market. They are forced to sell them produces at the lowest prices, under distress condition.

6. MEASURE TO IMPROVE THE AGRICULTURE MARKETING

It is a well-known fact that agriculture has been the life of the Indian economy. However, its contribution is lower than that of service and manufacturing in the GDP. But, most of the services have been emerged due to modern agriculture. That is why; it has been concluded that marketing is a very important factor in economic growth. Therefore, we should improve the marketing facility. There are many measures, which can improve the agriculture marketing. There should be many improvements to make Indian agricultural marketing system more effective in the changing marketing scenario. The following measures may be taken into account in order to develop a well-organized marketing system for agricultural goods.

6.1. Improve Transport Facilities: For a well-organized system. Indian leader or governors'

have to give more priority towards the development of road facilities in rural areas which linked with markets in the urban area. It will help the farmers to sell their products in the market directly to the customers.

6.2. Increase in Credit Facility: System should provide loan to farmers for storage facilities and for purchasing high quality of improved seeds. The government have to build space for storing stocks of varieties of goods.

6.3. Market Reforms:

The government have to help in the improvement of the marketing system of national market leaders have to recognized and markets supervisors have to check the cost of farming.

6.4. To Build New Markets: Manufacturer goods centre should be present near the new markets as its government duties. So the goods can be transported easily. It shall ensure that farmers should get the proper cost of their products.

6.5. Freezing Facilities:

It is really needed and a part of the systematic structure of the market. It is very useful for goods or products like delicious fruits and vegetables. It government duty to spend for the cold storage for the Agricultural sector.

6.6. Proper merit of Products: Various organizations are present which are working for the rank of farming products. It's really urgently needed to spread out among the organization for good marketing way.

6.7. Market Information:

Market information should be known by the farmers through, televisions, newspaper and radio. Governments should be convent towards the betterment of the marketing system.

6.8. Marketing Research:

Farmers should be allocated with sufficient expenditure of their products through the government for marketing research. It made farming selling more and more effective and beneficial for the producers.

7. SUGGESTIONS

- Quality of equipment, trustworthy, sustainable and original infrastructure, including the exchange of border infrastructure in order to provide help to the socio-economy development and peoples, well-fare with a good concern towards the affordability and equitable excess of all pupil of its country.
- Promotion of exclusively and sustainable industrialization by 2030 is raised up thoroughly as it shares the industry's employment and GDP. If a path were national circumstances and twice the status at least come under a developed nation.
- More and more small scale industries and enterprise are present in a developed nation for the betterment of financial work with good affordability of cash to the farmers and its interruption into goods and values of marketing.
- It helped in the domestic support of cyber information and its betterments for the researcher and the inventor's contributions towards the developing nation. Which includes good environment-friendly laws for the inter alia, companies varieties and the better value addition to the communities of a developing nation.

8. CONCLUSION

Conclude, agriculture is an important sector contributing more revenue to the Indian economy. So, for any type of marketing, we people thought for the profit that (much you lose and how much we won) involved the marketing at the same time for we people giving more and more important towards certain values, culture, principles and philosophies for contributing a little for the Indian economy and also we treat the farms equally by changing on the marketing prices. Taking important reforms for the proper distribution or the invention of the marketing prices the mechanism was regulated to decorate and making strong agriculture marketing. As to provide equal benefits for the small scale farmers from the benefits of farming products it needed integration and also need informed with the market information like fluctuation and

strongly demanding the supply to connect with the core of the Indian economy. Moreover, marketing at agriculture needs effective, initiative efforts for the various levels by conquering them as farmers, primary consumer, secondary consumers and tertiary consumers however our government had brought significant ideology towards agriculture marketing with innovative ideas and creative minds approach to bringing up foods of the labour farmers. Now it is hoped that agricultural marketing in India will get a momentum very soon and agriculture as a contributor to GDP will play a crucial role in the coming years.

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