

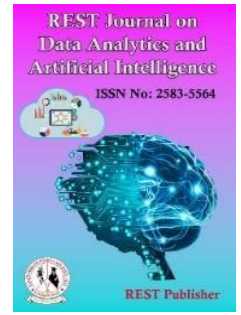


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Prosects of Agricultural Marketing in India

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Abstract: This study aimed to investigate agricultural marketing and its operation in India. Agrarian marketing in India involves bringing farm-produced goods to consumers, with 70% of workers involved. The 11th Five-Year Plan focuses on improving marketing facilities, market information systems, human resource capacity, and exports and foreign trade. Indian Constitution introduced model farming statutes in 2017, but state implementation delayed, leading to APMC mandis under Central government control. The current study utilized primary data collected through a structured questionnaire consisting of 34 questions from 49 respondents. The research used descriptive statistics and found that (i) the majority of agricultural households lack access to literacy skills. (ii) there is insufficient awareness about Minimum Support Price (MSP) persists among farmers. (iii) farmers in the agricultural marketplaces have reported issues concerning grading and standardization. Various variables such as occupation and family size serve as the foundation of this study and suggested multiple factors concerning these background characteristics.

1. INTRODUCTION

The investigation of agricultural marketing examines all the processes, as well as the organizations that carry them out, involved in getting farm-produced goods like food, raw materials, and their derivatives like textiles from the fields to the consumers' tables. It also examines how these processes affect farmers, intermediaries, and clients (Bressler & Thomsen, 1952). Agriculture and marketing come together to form the phrase agricultural marketing. In its widest meaning, agriculture refers to all primary production activities that are intended to employ natural resources for the well-being of humans. Moving products from where they are manufactured to commercial consumption involves a number of actions. Commercial consumption involves a number of actions, which are referred to as marketing. It covers all the processes that go into producing time, location, form, and function in possession. In India, which has an agrarian economy, almost 70% of people work in agriculture either directly or indirectly. Trading agricultural goods is known as agricultural marketing. The services involved in getting agricultural products from farmers to customers are referred to as agricultural marketing. It aids in the processing, distribution, and planning of agricultural products. Similar to how the primary goal of marketing is to please the client, agricultural marketing contributes to the satisfaction of both the farmer and the consumer. It provides both main and secondary activities. The fundamental purpose is assembling, processing, and distributing commodities from farmers to consumers. The secondary roles include packing, shipping, grading, standardizing, storing, financing, and taking on risk. With all of its features, it contributes to increasing work possibilities and lowering the percentage of unemployed people in the nation. As of March 2010, there were 7,157 regulated (secondary) agricultural markets, up from just 286 in 1950. Additionally, there are a total of 22,221 regional quarterly markets, of which 15% operate in a regulated environment. A market typically serves an area of 115 sq. km, but a market that is regulated typically serves an area of 454 sq. km (ranging from 103 sq. km for the Punjab region through 11,215 sq. km in Meghalaya). The National Farmers Commission (2004) suggested that markets be accessible within a 5 km (about 80 sq. km) radius. Agricultural Produce Market Committees, also known as APMCs, are responsible for overseeing regulated markets. In other states, however, they may go by different names, such as Agricultural Market Committees in Andhra Pradesh or Regulated Market Committees (RMCs) in West Bengal. 7320 marketplaces are regulated. While the average area covered by a regulated market across all of India is 449 sq. km, the overall number of markets that are regulated varies greatly across the nation, ranging from 119 sq. km within the Punjab region to 11215 sq. km for Meghalaya. Auctions are manipulated, shortages are fabricated, and merchants' commission-extraction practices are opaque. The 11th Five-Year Plan focused on the following issues related to agricultural promotional activities: enhancing the marketing facilities and the need for expenditures; improving the market information system through the use of data and communication gadgets; developing human

resource capacity for agricultural advertising; and fostering exports and foreign trade. The 12th plan(2012-2017) placed a strong emphasis on the necessity of accelerating the improvement of Mandi's infrastructure with suitable communication and transportation facilities, as well as the empowerment of small producers via their organization and marketing expansion.

APMC ACT: Model farming statutes were added to the Indian Constitution in 2017 to help kickstart changes in the agriculture industry. However, several changes were not carried out by the states. Three ordinances were released by the federal government in June 2020, and the president gave his approval in September 2020. Farmers have been protesting for a while in Punjab, Haryana, and other regions. The legislative body of Kerala approved a motion calling for the repeal of the agriculture reforms. The Farm Acts 2020 were set to go into effect, but the Supreme Court put a hold on it and created a four-person committee to provide recommendations in two months. The three regulations focus on forward connections to the agriculture industry and seek to alter how agricultural food is promoted, sold, and stored across the nation. Numerous proposals pertaining to agriculture have been put forward in the past, but every piece of law has turned out to be insufficient in light of the demands of the farmers. The farmers' requirements have not been sufficiently met by the APMC mandis where they have been selling their goods in order to receive the MSP. With the passage of the new Essential Commodity Bill 2020, the current mandis, which provided some assistance to farmers, would now also fall under the direct control of the Central government.

2. REVIEW OF LITERATURE

Review of Related Studies: Jan and Harriss (2012) investigated the three vital roles that were attributed to Indian agricultural commodities markets. They delineated the benefits and drawbacks associated with each approach and showcased their impact on the functioning of real markets. The article further put forward an encompassing outlook on markets, drawing upon insights into the intricacies and variations present in actual markets, and illustrated how it informed rational policy choices. Based on the study's discoveries, the agricultural markets emerged as a prominent exemplification and were regarded as a crucial component of the rural economy. Gordon, et al. (2001) examined the participation of nonprofit organizations and community-based groups in agricultural marketing projects. The focus of the study was on NGOs that collaborated with rural impoverished individuals, whose ability to access profitable markets was a crucial factor in determining their earnings and well-being. We will now delve into the policy implications of the intervention options discussed earlier, along with some noteworthy examples of successful practices. The study reached the conclusion that strengthening agricultural marketing would have benefited from identifying appropriate intervention techniques in particularly disadvantaged regions, as well as conducting a comprehensive analysis of past experiences with farmers' groups to ascertain the necessary inputs and expected effects, both direct and indirect. Borthakur and Singh (2013) conducted a preliminary investigation on the development of agricultural research in India during the colonial era. The establishment of institutions and departments, including the Indian Council of Agricultural Research (ICAR) on a national level, upheld the research initiatives that had commenced in the 19th century. Government policies, such as the establishment of agricultural colleges and universities, had a significant impact on the agricultural industry and the welfare of the farming community. The investigation revealed that, despite the crucial advancements in agricultural research throughout India's history for future progress, it received scant attention. The report recommended monitoring past advancements to foster sustained growth within the nation. Raymond et al. (1964) investigated the role of agricultural production in driving economic growth. The primary focus of the study was the agricultural sector in advanced, emerging, and less developed countries. The research examined various factors influencing economic productivity and explored the extent to which agricultural production could contribute to the increase in national income and economic growth across developed, emerging, and less developed nations. Ultimately, the study concluded that enhancing agricultural efficiency played a pivotal role in fostering economic growth, considering the significant size of the agricultural industry and its intricate interconnections with other sectors. John (1967) focused on the marketing committees and other public and semi-public organizations with similar authority that played a crucial role in marketing across most emerging nations. The study specifically emphasized the nature of this role and the techniques used to assess the impact and efficacy of these boards. The research concluded that gaining a better understanding of the different types of boards would facilitate the identification of various challenges. Marquesan and Natarajan (2016) conducted an examination of the challenges and opportunities that co-operative organizations in the Indian agriculture sector faced in relation to cooperative marketing. The study discovered that the main issues revolved around the availability of raw materials and financial concerns. The findings of the study indicated that government officials needed to take necessary actions to revitalize these cooperatives so, as to assist farmers in achieving the highest potential returns. Marketing associations and farming cooperatives also assumed a significant role in the expansion of agriculture. Yadav (2010) emphasized the management of forces of change and continuity to enhance e-Government implementation in the farming industry. The research also prioritized the formulation of remedies for merging

continuity and change by understanding the equilibrium between the two. The study reached the conclusion that in order to tackle the challenge of executing successful and cost-effective e-Governance in the farming sector, it was imperative to capitalize on the momentum facilitated by continuity factors and seize the opportunities brought forth by change forces. Shingate (2015) highlighted that the country's valuable agriculture had both possibilities and difficulties based on its historical performance. During the period known as the Green Revolution, agriculture production experienced a significant increase, especially in the northern regions such as Punjab, Haryana, and western UP. The commercialization of more smallholder agriculture was facilitated, in part, by the High-value agriculturally led growth plan. Predictably, diseases were still mild due to lack of awareness. Farmers did not acknowledge the potential benefits of improved agricultural output. In response to this demand, the government established numerous organizations, including the State Department of Agriculture and Krishi Vigyan Kendra's, which disseminated knowledge on crop marketing, enabling farmers to maximize their agricultural potential and earn profits. Shakeel-UI-Rehman (2012) focused on the development of the agricultural industry. Cooperative marketing organizations such as APMC, NAFT, etc., played a crucial role in fostering the growth of the agricultural sector, which had begun after Independence. The government prioritized expanding the market size, and various technologies were employed to enhance productivity. Modern technology emerged as a significant driver in increasing agricultural yield. The adoption of advanced technologies, coupled with improved post-harvest processing and transportation systems, led to an increase in market supply. Agriculture underwent a transformation from a deficit-oriented sector to a surplus-oriented one. Apart from technology, the banking industry played a significant role in agricultural advancement through programs like NABARD and PSL efforts. NABARD, in collaboration with NGOs, also contributed to the efforts of agricultural development. Vadivelu and Kiran (2013) analysed the challenges and prospects of farm marketing in India. Farmers had to possess access to precise information to determine what crops to cultivate, when to harvest them, which markets to target for their produce, and whether preservation was necessary. The researchers reached the conclusion that farmers required active participation in the market, a comprehensive understanding of it, and the capacity to devise strategic approaches through innovative thought processes. Godara (2006) noted that the positive trend towards economic liberalization and the subsequent opening up of the Indian economy significantly reduced the structural rigidities of the system. This inclination served as the groundwork for subsequent agricultural reforms in India. The influence of the global market had a notable and direct effect on the agricultural sector. Indian farmers were required to produce high-quality goods that met international standards. Kashyap and Raut (2006) had emphasized that marketing needed to devise creative approaches, like E-marketing, to address challenges such as physical delivery, channel control, upward mobility, and interaction that were commonly encountered in rural areas. The advantage of "anytime, anywhere" offered by e-marketing facilitated precise pricing determination, provided an economy of interaction for trade, and fostered a more open and competitive environment. Grosh (1994) observed that since the century, the emphasis had shifted towards institutional and small-scale endeavours. Contractual agreements, often organized by farmer organizations, were widely acknowledged as a means to tackle market deficiencies that had led to the downfall of the macroeconomic situation and sectoral readjustment strategies. These agreements involved collaborating with bottom processors, agro exporters, and retailers. Hoff et al. (1993) emphasized the formation of novel agro organizations as a crucial aspect of rural development in response to the privatization of rural regions resulting from state consolidation. These organizations, whether commercial or communal, undertook the task of providing alternatives to market forces and governmental authorities.

Research Gap: Numerous researchers have examined the problems and challenges connected with agricultural marketing. Existing research suggests that there exist variations in agricultural marketing strategies across different states. It has been demonstrated that wealthier states possess highly advanced marketing systems, while less fortunate states lag behind. A perplexing situation arises when considering factors such as technology, infrastructure, logistics, and others. Enhanced infrastructure, technology, and agricultural marketing are all interconnected in a positive manner. The objective of this study is to outline the multiple problems and challenges associated with marketing agricultural products in Jammu and Kashmir. Objectives & Hypothesis of The Study

3. OBJECTIVES

The study initially began with the following goal in mind:

- To investigate agriculture marketing operation in selected districts of Jammu and Kashmir.
- To determine the connection between agricultural marketing and farmer income

Hypotheses: The relationship between agricultural marketing and farmer income is favourable.

Data Sources and Research Methodology

Sample Size: The current study utilized primary data collected through a structured questionnaire consisting of 34 questions. A total of 49 respondents were interviewed using an online questionnaire-sharing platform. Participant selection criteria focused on individuals who were at least 18 years old, owned agricultural land, and possessed at least one bank account. The field survey was conducted across all 20 districts of Jammu and Kashmir, India, including Anantnag, Bandipora, Baramulla, Budgam, Doda, Ganderbal, Jammu, Kargil, Kathua, Kishtwar, Kulgam, Kupwara, Leh, Poonch, Pulwama, Rajouri, Ramban, Reasi, Samba, and Shopian.

Sample Desig: All the districts of Jammu and Kashmir (UT), all the districts were selected to study the Agricultural Marketing Issues and Challenges. All the districts were selected randomly as our objective is to study how we can inform farmers about agricultural marketing. Purposive sampling technique has been followed to select a desired sample for the survey.

Research Area: The current study attempts to examine the problems and difficulties in agricultural marketing in Jammu and Kashmir (UT). The researcher solely gathered the data based on a primary survey because data from secondary sources was unavailable.

Methodology adopted for data collection: The basic data provides the foundation for the current investigation. A well-planned and well-structured timetable is used for data collection. The schedule includes several questions relevant to the attributes of various respondents. The method of purposeful random sampling was employed to select 49 respondents who owned agricultural property. Due to COVID-19 constraints, data was gathered through both face-to-face interactions and by providing respondents with an accessible link to the online questionnaire. The statistics encompass a range of dependent and independent variables, such as land size, total yield, family size, presence of a non-agricultural occupation, and other factors that affect access to agricultural direct marketing. In addition, the researcher utilized several secondary sources. The primary objective was to investigate how cooperative channels, such as direct agricultural marketing, connect farmers to markets.

Statistical Tools: In the present study, descriptive statistics were utilized to derive conclusions from various background factors, such as the type of family, the number of dependents and independents, the type of ration card, the mode of transportation for agricultural products, and the occupation of the study participants apart from agriculture.

4. DATA ANALYSIS

A sample of 49 respondents, selected from the subject area of the current study, should be described in terms of their various characteristics before commencing any analysis. The reader has previously been introduced to the more general characteristics of the research area. The primary focus here will be on analyzing the data collected from this sample of 49 respondents. This chapter's data analysis encompasses a range of socioeconomic and demographic factors, including age, farm size, total land, land yield, family size, and more. In the present study, we have examined the problems and difficulties experienced by the sampled respondents in agricultural marketing within the regions of Jammu and Kashmir (UT).

Distribution of Sampled Respondents from various Districts

TABLE 1. Distribution of Sampled Respondents from various Districts

| District | Frequency | Percentage |
|----------|-----------|------------|
| Anantnag | 1 | 2.04 |
| Jammu | 3 | 6.12 |
| Kathua | 6 | 12.24 |
| Ramban | 21 | 42.86 |
| Reasi | 12 | 24.49 |
| Samba | 4 | 8.16 |
| Udhampur | 2 | 4.08 |
| Total | 49 | 100.00 |

Source: Field Survey, 2021

Table 1 displayed the distribution of data gathered from different districts of Jammu and Kashmir via online mode. The data consisted of responses from a total of 49 participants, whose insights were instrumental in analyzing the challenges encountered in the Agricultural sector. Specifically, there was one respondent from Ananta District, 24 from Raman District, 12 from Resay District, 4 from Unhamper District, and 3 from Jammu District. These respondents from various districts expressed the difficulties they faced in selling their agricultural outputs

Family Size Distribution Among Sampled Respondents

The distribution of sampled households in terms of family size was displayed in Table 2. The contribution of a family member's unpaid labor to agricultural activity played a pivotal role in the execution of agricultural tasks. Nonetheless, it also added to the problem of hidden unemployment within the agricultural sector. Farming

activities extensively utilized the land and other resources, a feat that was attainable within the agricultural industry as well.

TABLE 2. Distribution of Sampled Respondents Size of Family

| Family Size | Frequency | Percent |
|-------------|-----------|---------|
| 2 | 1 | 2.04 |
| 3 | 4 | 8.16 |
| 4 | 13 | 26.53 |
| 5 | 12 | 24.49 |
| 6 | 6 | 12.24 |
| 7 | 7 | 14.29 |
| 8 | 4 | 8.16 |
| 9 | 1 | 2.04 |
| 10 | 1 | 2.04 |
| Total | 49 | 100.00 |

Source: Field survey 2021

The absence of education caused numerous problems for farmer's families. The family earned Meager wages. Farmers' families encountered difficulties in fulfilling their essential requirements. Certain farmers had large families, and they lacked sufficient funds to meet their fundamental necessities. Moreover, they faced challenges in providing their children with a proper education. By examining the occupational structure, we could gain insight into the living standards of the population

Sampled Respondents' Distribution by Profession

TABLE 3. Sampled Respondents' Distribution by Profession

| Occupation of other family members | Frequency | Percentage |
|------------------------------------|-----------|------------|
| Employed | 4 | 8.16 |
| Farmer | 32 | 65.31 |
| Housewife and Minor | 6 | 12.24 |
| Own Business | 1 | 2.04 |
| Private job | 1 | 2.04 |
| Students | 2 | 4.08 |
| Unemployed | 3 | 6.12 |
| Total | 49 | 100.00 |

Source: Field survey 2021

According to Table 3, 65.31% of all respondents, or the bulk of the respondents, depend on agriculture for their primary source of income. Few people work for the government as their primary source of income. The level of output generated by the sampled homes during the most recent production season has been attempted to determine.

TABLE 4. Total Output in last Season (Quintal)

| Output | Frequency | Percentage |
|--------|-----------|------------|
| 2 | 2 | 4.08 |
| 1 | 1 | 2.04 |
| 1.2 | 2 | 4.08 |
| 1.5 | 2 | 4.08 |
| 1.8 | 1 | 2.04 |
| 2 | 5 | 10.20 |
| 2.5 | 7 | 14.29 |
| 3 | 4 | 8.16 |
| 3.5 | 4 | 8.16 |
| 4 | 4 | 8.16 |
| 5 | 7 | 14.29 |
| 7 | 5 | 10.20 |
| 8 | 3 | 6.12 |
| 10 | 2 | 4.08 |
| Total | 49 | 100.00 |

Source: Field Survey2021

Table 9 revealed that 14.29 percent of the population produced a total of 2.5 to 5 quintals in the most recent season. Furthermore, during the previous season, 10 out of 49 persons produced 2 to 7 quintals. Additionally, 8.16 percent of the population produced 3–4 quintals last season, which is a relatively small range. There was considerable variation across homes; in some, 4.08 percent of total output was 1.5 quintals, while in others it reached 10 quintals. Although 8 quintals of production are occasionally detected, this is quite uncommon. In the research region, production ranged from 3 to 7 quintals on average last season. Some farms only produced up to 1 quintal each year, which is considered meagre. The fact that there is a surplus after farming expenses shows that the business is beneficial for the farmers. Surplus value enables farmers to make more cash, which they may use to buy high-quality seeds and other things linked to agriculture or for home expenses.

TABLE 5. Total Surplus Generated in farming Operations during last season

| Total surplus (kgs) | Frequency | Percentage |
|---------------------|-----------|------------|
| 0 | 8 | 16.33 |
| 30 | 1 | 2.04 |
| 40 | 1 | 2.04 |
| 50 | 5 | 10.20 |
| 70 | 1 | 2.04 |
| 80 | 1 | 2.04 |
| 100 | 17 | 34.69 |
| 200 | 6 | 12.24 |
| 250 | 3 | 6.12 |
| 400 | 2 | 4.08 |
| 500 | 3 | 6.12 |
| 700 | 1 | 2.04 |
| Total | 49 | 100.00 |

Source: Field Survey 2021

The excess produced last season is displayed in Table 5 with variation. The surpluses of various farms vary. Out of the total 100% of farmers, eight (16.33%) had no excess. 30 to 80 kg of excess were reported by 2.04% of farms. Additionally, 6.12% of farms reported a 250 kg excess. A significant percentage of farmers—34.69%—have an output of 100 kg. A 200-kilogramme excess was held by 12.24% of the farmers. 4.8% of farms had a 400 kg excess. Farmers that deploy superior technology have greater surpluses than their rivals. For a farmer, increasing output is crucial, but it is also crucial to sell any surplus at the correct price. Farmers may raise their level of agricultural revenue by selling their products at the proper time and place with less waste or other issues.

TABLE 6. Distribution of Respondents Selling Marketable Surplus

| Location of Selling Marketable Surplus | Frequency | Percentage |
|--|-----------|------------|
| Direct Marketing | 13 | 26.53 |
| Mandi | 22 | 44.90 |
| Money Lender | 6 | 12.24 |
| Other | 8 | 16.33 |
| Total | 49 | 100.00 |

Source: Field Survey, 2021

The marketable platform for farmers is shown in Table 6. A sizeable fraction of farmers (44.90%) sells their extra produce at mandis, indicating that mandi culture has a strong hold on the nation's marketable infrastructure. A lot of farmers also choose direct marketing in addition to this. About 26.53% of farmers use direct marketing platforms to sell their goods. Even though the selling to moneylender rate was low, it was still 12.24% in the area. 16.33% of farmers use other venues to market their products. Farmers have several difficulties while trying to sell their products in places like Mandi, directly to consumers, at the local level, etc. Selling the production entrusted through authorized agents was one of the main issues. These agents make the farmers look foolish or display a duplicate rate list in an effort to reduce the farmers' income.

TABLE 7. Distribution of Respondents Wants to Remove Commissioned Licensed Agents

| Wants the Removal of Commissioned Licensed Agents | Frequency | Percentage |
|--|------------------|-------------------|
| NO | 8 | 16.33 |
| YES | 41 | 83.67 |
| Total | 49 | 100.00 |

Source: Field Survey,2021

According to Table 7, 83.67% of farmers want the Commission on Licenced Agents (Arthiyas) to be eliminated since they take a major chunk of their money from them, and as a result, their income is significantly impacted. Only 8% of respondents, or essentially nothing, wish to keep using the commission-licensed method.

Farmers also had the issue of delayed payments in addition to the other issues. This is a serious issue since farmers in Mandis are also experiencing late payments.

TABLE 8. Distribution of Respondents Faced Delay in getting payment from Mandi

| Faced Delay in Payments from Mandi | Frequency | Percentage |
|---|------------------|-------------------|
| NO | 42 | 85.71 |
| YES | 7 | 14.29 |
| TOTAL | 49 | 100.00 |

Source: Field survey,2021

According to Table 8, 85.71 percent of farmers do not experience payment delays. 14.29% of farmers experience payment delays. Even if the number is minimal, it still has to be increased for Mandis to operate effectively. This is not as simple as it would appear to sell an output at the proper area without any issues. Many farmers deal with issues including issues with weighing, issues with determining the proper price for the produce, issues with time management, etc.

TABLE 9. Distribution of Respondents faced Problems while selling the output in Mandi

| Faced Problem while Selling Output in Mandi | Frequency | Percentage |
|--|------------------|-------------------|
| NO | 14 | 28.57 |
| YES | 35 | 71.42 |
| Total | 49 | 100.00 |

Source: Field Survey, 2021

According to Table 9, about 71.42% of farmers have difficulty selling their produce in mandis. 28.57% of farmers reported no issues with mandis at the time of sale. Data shows that the majority of farmers have difficulties in mandi while trying to sell their produce. When compared to other nations that produce agriculture, awareness among Indian farmers is very low or perhaps non-existent. Farmers and agricultural professionals have vastly different levels of production expertise, which results in a poor level of productivity at the farm level. Understanding different policies, instruments, and strategies is crucial for enhancing agricultural productivity.

TABLE 10. Distribution Respondents having Awareness about e-NAM

| Awareness about e-NAM | Frequency | Percentage |
|------------------------------|------------------|-------------------|
| No | 37 | 75.51 |
| Yes | 12 | 24.49 |
| Total | 49 | 100.00 |

Source: Field Survey,2021

Table 10 demonstrates that most farmers are unaware of e-NAM. i.e. 75.51% of farmers lacks knowledge about e-NAM portal. The majority of farmers were not active e-NAM members. One of the effective internet marketing platforms for increasing farmers' revenue is e-NAM.

TABLE 11. Distribution of Respondents having Awareness about MSP on Paddy and Wheat

| Awareness about MSP on Paddy and Wheat | Frequency | Percent |
|--|-----------|---------|
| No | 21 | 42.86 |
| Yes | 28 | 57.14 |
| Total | 49 | 100.00 |

Source: Field Survey,2021

According to Table 11, 42.86% of farmers are unaware of the MSP for wheat and paddy. The MSP on Wheat and Paddy is known to 57.14 percent of the population. Table 11 also demonstrates that a sizeable percentage of farmers are still unaware of the MSP on wheat and paddy. With the passage of time, various modern instruments and methods, such as HYV seeds, pesticides, fertilisers, etc., began to influence agricultural practises in India. All of these improvements took place between the years of the 1960s and the 1990s, and afterward, farmers continued to conduct agricultural operations using the antiquated methods from those years. Table 12 lists many changes that respondents predicted will occur in the agricultural industry during the next few years.

TABLE 12. Distribution of Respondents expecting different Changes in Present Agricultural Systems

| Distribution of Respondents Expecting Different Changes in Present Agricultural systems | | |
|--|-----------|------------|
| Expected Changes in Present Agricultural System | Frequency | Percentage |
| Use of all traditional crop varieties | 1 | 2.04 |
| Familiarity with new agricultural technologies | 1 | 2.04 |
| Increased awareness about agricultural practices | 4 | 8.16 |
| Knowledge of modern farming technologies | 1 | 2.04 |
| Awareness about effective farming techniques | 1 | 2.04 |
| Understanding of improved agricultural methods | 1 | 2.04 |
| Access to better farming technologies | 1 | 2.04 |
| Government's implementation of improved agricultural policies | 1 | 2.04 |
| Availability of high-quality crop varieties | 1 | 2.04 |
| Enhanced agricultural infrastructure | 1 | 2.04 |
| Improvement in crop prices and returns | 2 | 4.08 |
| Increase in farmers' income | 1 | 2.04 |
| Well-organized irrigation facilities | 1 | 2.04 |
| Minimum Support Price (MSP) implementation | 1 | 2.04 |
| Implementation of fair pricing policies | 1 | 2.04 |
| Reformation or elimination of traditional agricultural market systems | 1 | 2.04 |
| Establishment of more agricultural departments | 1 | 2.04 |
| Establishment of agricultural departments at the village level | 2 | 4.08 |
| No specific change expected | 1 | 2.04 |
| Reduction in corruption related to agricultural yield | 1 | 2.04 |
| No particular change anticipated | 1 | 2.04 |
| Availability of both traditional and modern crop varieties | 1 | 2.04 |
| Fair pricing for farmers' produce | 2 | 4.08 |
| Reduction in the use of pesticides and herbicides | 1 | 2.04 |
| Provision of adequate agricultural facilities | 1 | 2.04 |
| Provision of proper agricultural infrastructure | 3 | 6.08 |
| Provision of necessary agricultural resources | 1 | 2.04 |
| Provision of suitable agricultural amenities | 1 | 2.04 |
| Provision of subsidies for farmers | 8 | 14.21 |
| Establishment of cooperative societies in agriculture | 1 | 2.04 |
| Availability of warehouse facilities | 2 | 4.08 |
| Yes, genuinely | 1 | 2.04 |
| No specific change expected | 1 | 2.04 |
| Total | 49 | 100.00 |

Source: Field Survey,2021

Table 12 demonstrates that the majority of farmers favour making some modifications to the current agricultural systems. 4.08 percent of farmers desired irrigation infrastructure, while 14.21 percent requested subsidies. The agriculture industry has various issues, as the table demonstrates. Farmers seek to develop cooperative groups, raise the pricing of their produce, and promote websites like e-NAM. Farmers should have access to better technology so they can produce more.

5. CONCLUSIONS

Based on research and the experiences of those involved in agricultural marketing, this paper highlights issues with the agricultural marketing system and the related supply chain and makes recommendations for changes. The major findings of the present research include the following:

- The majority of agricultural households lack access to literacy skills.
- Insufficient awareness about Minimum Support Price (MSP) persists among farmers.
- Farmers in the agricultural marketplaces have reported issues concerning grading and standardization.

Various variables such as occupation and family size serve as the foundation of this study. We examined multiple factors concerning these background characteristics. Based on the findings from our field survey, we can draw the following conclusions:

- Farmers desire the provision of proper marketing facilities.
- Farmers possess limited or no knowledge about electronic portals.
- Initiating awareness campaigns in every village is crucial. Awareness serves as the most effective means to enhance the farmers' situation.
- Farmers continue to rely on traditional agricultural systems.
- Farmers advocate for the removal of Commissioned Licensed systems, emphasizing the need to prioritize Direct Marketing.
- Only a small number of farmers are registered on the e-NAM portal, which offers the best rates for selling their output.
- The primary issue in agricultural marketing lies in farmers' persistent use of outdated technologies. Consequently, they struggle to generate a larger surplus, which significantly impacts their income.
- The lack of adequate mandis infrastructure poses a significant challenge in agricultural marketing. These are the primary issues that farmers encounter during the marketing of their agricultural produce.

Suggestions

The present research suggests the following recommendations:

- Stringent actions must be taken against the individuals involved in illicit activities such as malpractices and adulteration, including marketers and hoarders.
- Given that India possesses a highly skilled, cost-effective, and abundant workforce unparalleled by any other nation, the agricultural sector must effectively utilize human resources to foster economic growth.

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