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AGRICULTURAL MARKETING IN INDIA: CONCEPT, DEFECTS

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Abstract:- The paper deals with the concepts related with the marketing of agricultural produce. It covers the function performed in the marketing process of agro produce, the functionaries involved, problems in agricultural marketing in developing countries when compared to the developed countries and the reforms required to rectify the problems.

Keyword: Agricultural marketing, Sale in Markets, Marketing Business.

INTRODUCTION:

Concept of Agricultural Marketing:

The term rural showcasing incorporate every one of those exercises which are for the most part identified with the acquisition, reviewing, putting away, transporting and offering of the rural deliver. In this way Prof. Faruque has properly watched: "Rural promoting contains all operations required in the development of ranch deliver from the maker to a definitive purchaser. In this manner, rural showcasing incorporates the operations like gathering, reviewing, handling, protecting, transportation and financing."

Present State of Agricultural Marketing in India: In India four different systems of agricultural marketing are prevalent:

1. Sale in Villages:

The primary technique open to the agriculturists in India is to offer away their surplus create to the town moneylenders and merchants at a low cost. The moneylender and dealers may purchase freely or fill in as an operator of a greater shipper of the about mandi. In India more than 50 for each penny of the agrarian deliver are sold in these town advertises without sorted out business sectors.

2. Sale in Markets:

The second strategy for arranging overflow of the Indian agriculturists is to offer their deliver in the week after week town showcases famously known as "cap" or in yearly fairs.

3. Sale in Mandis:

The third type of rural showcasing in India is to offer the surplus create however mandis situated in different little and substantial towns. There are almost 1700 mandis which are spread everywhere throughout the nation. As these mandis are situated in a far off place, consequently the agriculturists should convey their deliver to the mandi and pitch those create to the wholesalers with the assistance of dealers or 'dalals'. These wholesalers of mahajans again offer those homestead create to the plants and manufacturing plants and to the retailers who thusly pitch these products to the purchasers specifically in the retail showcases.

4. Co-operative Marketing:

The fourth form of marketing is the co-operative marketing where marketing societies are formed by farmers to sell the output collectively to take the advantage of collective bargaining for obtaining a better price.

Defects of Agricultural Marketing in India:

Following are some of the main defects of the agricultural marketing in India:

1. Lack of Storage Facility:

There is no appropriate stockpiling or warehousing offices for ranchers in the towns where they can store their horticulture deliver. Consistently 15 to 30 for every penny of the agrarian deliver are harmed either by rats or rains because of the nonappearance of appropriate storerooms. Along these lines, the ranchers are compelled to offer their surplus create soon after harvests at a low and un-profitable cost.

2. Distress Sale:

The majority of the Indian ranchers are exceptionally poor and in this manner have no ability to sit tight for better cost of his deliver without appropriate credit offices. Agriculturists regularly need to go for even pain offer of their yield to the town moneylenders-cum-merchants at an exceptionally poor cost.

3. Lack of Transportation:

Without legitimate street transportation offices in the rustic zones, Indian agriculturists can't achieve adjacent mandis to offer their deliver at a reasonable cost. In this way, they want to offer their deliver at the town markets itself.

4. Unfavourable Mandis:

The state of the mandis are likewise not in the least good to the agriculturists. In the mandis, the agriculturists need to sit tight to dispose their deliver for which there is no storerooms. In this manner, the ranchers should lake help of the mediator or dalal who lake away a noteworthy share of the benefit, and settles the arrangement either to support him or for arhatiya or wholesalers. A review made by D.S. Sidhu uncovered that the share of mediators if there should be an occurrence of rice was 31 for every penny, if there should arise an occurrence of vegetable was 29.5 for every penny and if there should arise an occurrence of natural products was 46.5 for each penny.

5. Intermediaries:

An expansive number of mediators exist between the cultivator and the purchaser. All these agents

and dalals guarantee a decent measure of edge and in this way lessen the profits of the cultivators.

6. Unregulated Market's:

There are enormous number of unregulated markets which embrace different acts of neglect. Pervasiveness of false weights and measures and absence of evaluating and institutionalization of items in town advertises in India are continually conflicting with the enthusiasm of unmindful, little and poor ranchers.

7. Lack of Market Intelligence:

There is nonattendance of market insight or data framework in India. Indian agriculturists don't know about the decision costs of their create winning in huge markets. Along these lines, they need to acknowledge any un-gainful cost for their deliver as offered by merchants or go betweeners.

8. Lack of Organisation:

is absence of aggregate association with respect to Indian ranchers. A little measure of attractive surplus is being conveyed to the business sectors by countless agriculturists prompting a high transportation cost. Likewise, the Royal Commission on Agriculture has properly watched, "Inasmuch as the rancher does not take in the arrangement of promoting himself or in co-operation with others, he can never deal better with the purchasers of his create who are exceptionally astute and very much educated."

9. Lack of Grading:

Indian agriculturists don't offer significance to evaluating of their deliver. They waver to isolate the subjectively great products from awful harvests. In this manner, they neglect to get a decent cost of their quality item.

10. Lack of Institutional Finance:

Without sufficient institutional back, Indian ranchers need to go under the grip of brokers and moneylenders for taking credit. After reap they need to pitch their create to those moneylenders at troublesome terms.

11. Unfavourable Conditions:

Agriculturists are showcasing their item under guidance conditions. An enormous number of little and minor ranchers are constrained by the rich agriculturists, merchants and moneylenders to fall into their trap to go for trouble offer of their create by including them into an endless loop of obligation. All these decline the wage circulation example of the town economy of the nation.

CONCLUSION

In the past horticulture has played and will keep on playing a predominant part in the development of Indian economy later on. It speaks to the biggest part creating around 28 percent of the GDP, is the biggest business giving more than 60 percent of the occupations and is the prime authority of expectations for everyday comforts for 70% of India's populace living in the rustic regions. These elements together with a solid assurance to accomplish independence in sustenance grains generation have guaranteed a high need for agribusiness area in the progressive advancement arrangements of the nation. An imperative feature of advance in agribusiness is its achievement in destruction of its basic reliance on imported

nourishment grains. Indian agribusiness has advanced far from a period of continuous dry spells and weakness to sustenance deficiencies to turning into a noteworthy exporter of farming products. This has been conceivable because of persevering endeavors at tackling the capability of land and water assets for horticultural purposes. Indian agribusiness, which developed at the rate of around 1 percent for each annum amid the fifty years before autonomy, has developed at the rate of around 3 percent for every annum in the post freedom time.

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