

Vol 3 Issue 12 June 2014

ISSN No :2231-5063

International Multidisciplinary Research Journal

Golden Research Thoughts

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RNI MAHMUL/2011/38595

ISSN No.2231-5063

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MARKETING PROCESS OF PULSES: A CASE STUDY OF DHARWAD DISTRICT

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Abstract:-Pulses are important food in India. India is also one of the major pulses producing country in the world. Climatic conditions are also very suitable for pulses production in India. Pulses production and marketing is very important source of income of the farmers as well as traders. Pulses are an important Component of Indian diet in the Predominantly Vegetarian society.

Keywords:Marketing Process , Climatic conditions , Vegetarian society , agriculture .

INTRODUCTION :-

Besides being rich source of protein they also important for sustainable agriculture enriching the soil through biological nitrogen fixation. Pulses are relished by all sections of people India irrespective of their religion, caste, colour. Pulses are eaten mainly for the taste and its nutritive value. The masses in India eat variety of pulses. Pulses provide proteins to vegetarians. An average Indian meal consists of cereals, pulses and vegetables. Nearly 85 percent of total protein in Indians diet comes from vegetarian sources.

METHODOLOGY:

Based on proportionate random sampling procedure, 200 farmers have been selected for the present study. All farmers are categorised as marginal, small, medium and large farmers. Two taluks were selected from Dharwad district namely Dharwad and Navalgund and four villages selected from each taluka.

OBJECTIVES:

- To study about the marketing cost of pulses
- To know the problems in the marketing of pulses
- To study the overcome the problems in the marketing of pulses

Present paper has been divided in to six sections. Apart from introduction section second deals with the structure of marketing of pulses, section third reveals that marketing cost of pulses, section four discusses the problems in the marketing of pulses, section five studies about different opinions to overcome the problems of marketing of pulses and last section concluding remarks.

Marketing is a final stage of every production function. Agriculture development is depending upon its marketing facilities. Good marketing condition helps to overall economic development of farmers. Here, after the cultivation of pulses to get remunerative price for pulses, farmers have to sell the pulses in the market. In the process of marketing of pulses the farmer has to incur various costs. Such costs are termed as marketing costs. Marketing cost of pulses incurred by producer in the study area has been presented in following table.

Following table indicates that 34.36 per cent of marketing cost is commission and market fee for overall farmers. The next major cost of marketing is transportation with 30.26 per cent followed by packing materials 18.61 per cent for overall farmers. The other cost items in marketing of pulses are not so important. The same trend can be observed with respect to different categories of farmers. A commission and market fee has the major share in the marketing cost, followed by transport cost and packing materials.

The transport cost for medium farmers is 31.50 per cent whereas transport cost for marginal farmers is 31.37 per cent

and 30.89 percent of small farmers. But for the cost of packing material a different trend can be observed and the variation between marginal and other categories of farmer is also higher. The reason for this is the operation of economies of large scale. The other minor costs like weight reduction, cleaning and grading and personal expenses costs were also higher for marginal farmers. Farmers category-wise marketing cost can be observed in the following table

Table-1
Marketing Cost of Pulses Incurred by the Producer Area
(2012-13)

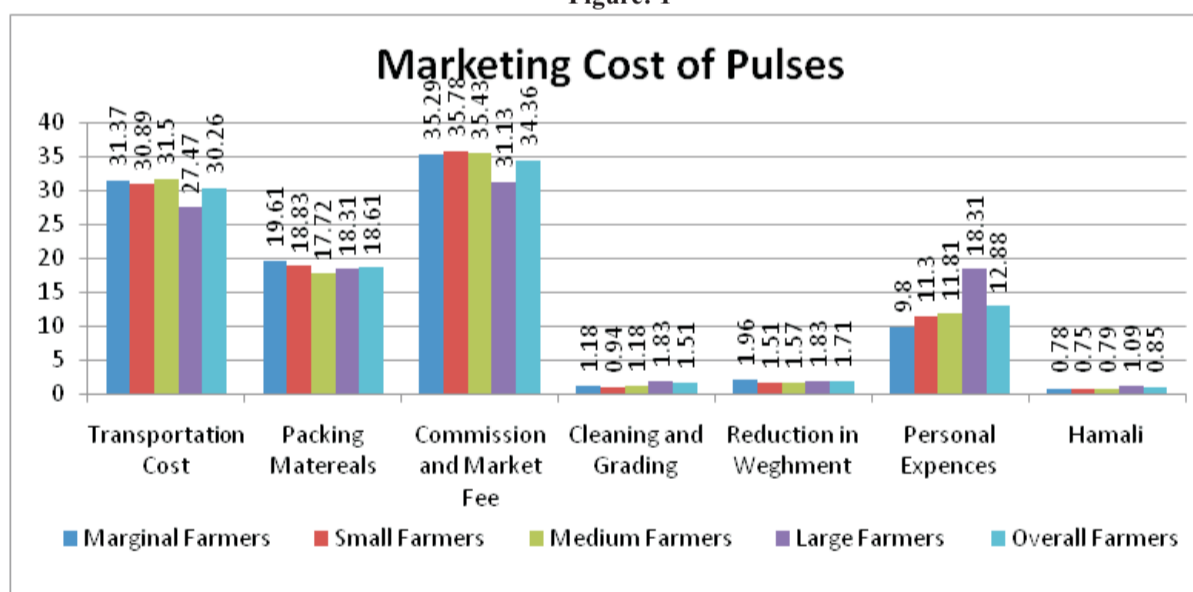
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Sl. No	Particulars	Marginal Farmers	Small Farmers	Medium Farmers	Large Farmers	Overall Farmers
1	Transport cost	80 (31.37)	82 (30.89)	80 (31.50)	75 (27.47)	79.25 (30.26)
2	Packing Materials	50 (19.61)	50 (18.83)	45 (17.72)	50 (18.31)	48.75 (18.61)
3	Commission and Market fee	90 (35.29)	95 (35.78)	90 (35.43)	85 (31.13)	90 (34.36)
4	Cleaning and Grading	3 (1.18)	2.5 (0.94)	3 (1.18)	5 (1.83)	3.97 (1.51)
5	Reduction in Weighment	5 (1.96)	4 (1.51)	4 (1.57)	5 (1.83)	4.5 (1.71)
6	Personal Expenses	25 (9.80)	30 (11.30)	30 (11.81)	50 (18.31)	33.75 (12.88)
7	Hamali	2 (0.78)	2 (0.75)	2 (0.79)	3 (1.09)	2.25 (0.85)
	Total	255 (100)	265.5 (100)	254 (100)	273 (100)	261.87 (100)

Source:Field Survey

Note: Figures in parenthesis are percentages to total.

Figure: 1



PLACE OF SALE OF PULSES IN THE SAMPLE VILLAGES

The price received by the producer seller for any agriculture produce depends on the place of sale or market, where, he sells or disposes his produce. It is a well-known fact that when the farmers sell their produce in their own villages to local

people such as local agents, big farmers, moneylenders, etc., they receive lower price. But, when they sell their produce in competitive markets like APMC they will get higher price or competitive price. In the present study also the similar picture can be observed.

The price received by the pulses farmers depends where they sell the product. For overall farmers 38 percent farmers sold their product in APMC followed by 32 percent farmers sell their product to local traders, 19.5 percent farmers sell for retailer and only 10 percent farmer sell their product to consumer. Observing the above table 39.58 per cent of the marginal farmers sold pulses to local traders. However, for small medium and large farmer these figures were 35.41, 28.12 and 25 per cent respectively. For overall there about 38 percent per cent of farmers sell the pulses in APMC. In case of marginal farmer same trend can be observed. Due to lack of marketing facilities, lack of marketing information and financial problems majority of the farmers sell their product to local agents and money lenders. From the above analysis it can be concluded that this is the major reason for the marginal and small farmers getting lower price for their product.

Price received by the pulses farmers depends where they sell the product. For overall 76 percent farmers sold their product in the APMC. Observing the above table 15 per cent of the marginal farmers sold pulses to local trades however for small and medium and large farmer these figures were 14 percent, 29 percent and 18 per cent respectively. However 64 percent of farmers sold their product for local traders, 39 percent farmers sold their product for retailer and only 21 percent farmers sold their product for consumer. Due to lack of marketing facilities, lack of marketing information and financial problems some farmers sold their product locally. From the above analysis it can be concluded that this is the major reason for the marginal and small farmers receiving lower price for their product.

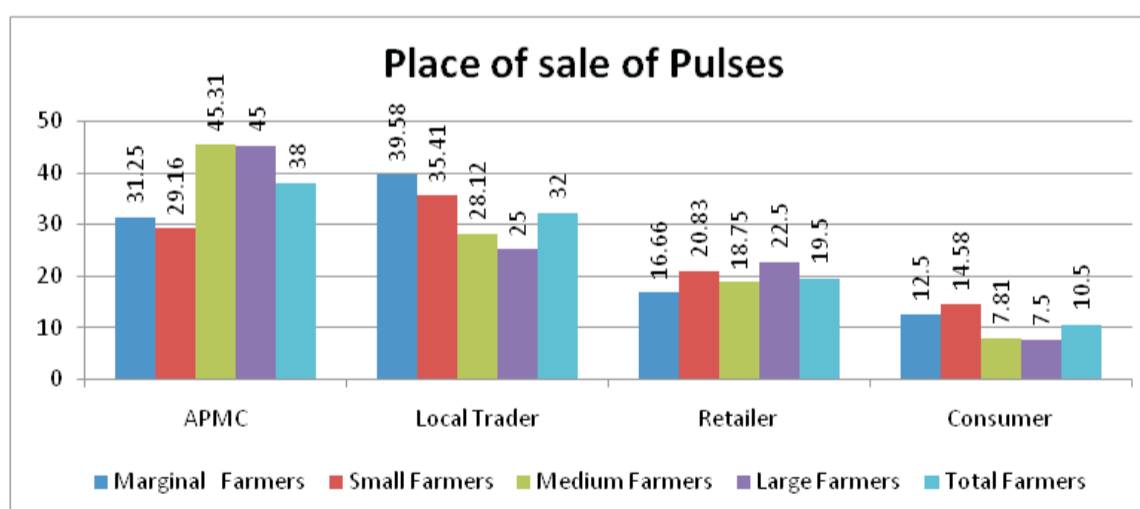
Table-2
Place of Sale of Pulses in the Sample Farmers 2012-13

Sl. No	Particulars	Marginal Farmers	Small Farmers	Medium Farmers	Large Farmers	Overall Farmers
1	APMC	15 (31.25)	14 (29.16)	29 (45.31)	18 (45)	76 (38)
2	Local Traders	19 (39.58)	17 (35.41)	18 (28.12)	10 (25)	64 (32)
3	Retailer	08 (16.66)	10 (20.83)	12 (18.75)	9 (22.5)	39 (19.5)
4	Consumer	06 (12.5)	07 (14.58)	05 (7.81)	03 (7.5)	21 10.5
	Total	48 (100)	48 (100)	64 (100)	40 (100)	200 (100)

Source: Field Survey

Note: Figures in parenthesis are percentages to total.

Figure: 2



PROBLEMS FACED BY THE SAMPLE FARMERS IN THE MARKETING OF PULSES

The marketing problems of sample farmers in the study area have been presented in the following table. Lack of marketing information is the major problem faced by the pulses growing farmers in the study area. For over all farmers second problem is High weight reduction (67 percent). But the rate of perception of the problem for different categories is slightly different. Since, the opinion can be observed with regard to problem of high transport cost also. As the size of the land holding increases the percentage of farmer facing the problem of transport also increased.

Costly labour and high commission charges are the other major problems faced by the marginal farmers with 45.83 and 79.16percent of the farmers reporting it, but the corresponding figures for small, medium and large farmers is, at 70, 53 and 40 per cent farmers. Following table provides the details.

Table-3
Problems Faced by the Sample Farmers in the Marketing of Pulses (2012-13)

Sl. No.	Particulars	Marginal Farmers	Small Farmers	Medium Farmers	Large Farmers	Overall Farmers
1	High Marketing Charges	31 (64.58)	35 (72.91)	29 (45.31)	25 (62.5)	120 (60)
2	High Transport Cost	39 (81.25)	37 (77.08)	21 (32.81)	16 (40)	113 (56.5)
3	High Cost of Packing Material	28 (58.33)	31 (64.58)	26 (40.62)	27 (67.5)	112 (56)
4	Price fluctuations	38 (79.16)	35 (72.91)	34 (70.83)	34 (53.12)	141 (70.05)
5	High Weight Deduction	41 (85.41)	35 (72.91)	37 (57.81)	21 (52.5)	134 (67)
6	High Commission Chares	38 (79.16)	34 (70.83)	34 (53.12)	16 (40)	122 (61)
7	Costly Labour	22 (45.83)	29 (60.41)	42 (65.62)	32 (80)	125 (62.5)
8	Distance	19 (39.58)	21 (43.75)	19 (29.68)	21 (52.5)	80 (40)

Source: Field Survey

Note: Figures in parenthesis are percentages to total

Table-4
Different Opinions of Sample Farmers to Overcome the Marketing Problems of Pulses (2012-13)

Particulars	Marginal Farmers	Small Farmers	Medium Farmers	Large Farmers	Over All Farmers
Providing Better Price at the Time of Harvest	11 (22.91)	13 (27.08)	09 (14.06)	09 (22.5)	42 (21)
Purchase of Pulses by the local Market with MSP	22 (45.83)	19 (39.58)	29 (45.31)	12 (30)	82 (41)
Protection from Middleman	17 (35.41)	23 (47.91)	15 (23.43)	24 (60)	79 (39.5)
Better Physical Facilities at Market	28 (58.33)	19 (39.58)	27 (42.18)	27 (67.5)	91 (45.5)
Others	11 (22.91)	13 (27.08)	09 (14.06)	09 (22.5)	42 (21)

Source: Field Survey

Note: Figures in parenthesis are percentages to total

Numbers of problems are raise in the marketing of pulses. Therefore different farmers have expressed different types of opinions to overcome the problems regarding marketing of pulses. Majority of the farmers (45.5) have reported that better physical facilities at market places, followed by 41 percent of farmers expressed purchase of pulses by the local market with MSP, 21 percent of farmers have opined that providing better price at the time of harvest and 21 percent of farmers have expressed that other opinions to overcome the problems of marketing of pulses.

CONCLUSION

Due to shift of labour from primary sector to secondary sector and construction sector agriculture sector is facing the labour problem. The total cost of cultivation, labour cost is major cost item which reveals that the labour have more demand in the sample villages. The opinion survey of sample farmer in the study villages revealed that labour, pest diseases, lack of knowledge about pest and diseases, high cost of fertilizers, pesticides are major problem. During the discussion with villagers it was found that due to non-availability of continuous work at rural area, people goes to migration in search of work out side of the villages. As a result, problem arises shortage agricultural labourers in the peak agricultural season. The wage rate in non-agricultural sector is also higher than wages of agricultural sector. Low level of education is one of the major defect of the farmers and lack of proper mechanism to train the farmers regarding identify and control the pests and diseases. It leads to the problems of pests and diseases. Use of high priced inputs like fertilizers, plant protection chemicals in more quantity many times higher than recommended doses is one of the major reasons for high cost of fertilizers and pesticides. On the marketing front lack of marketing information and high cost of transportation are major problems faced by the sample farmers. Here also the low level of education of the farmers and lack of proper communication facilities at the rural areas are major reasons for problems of marketing of pulses.

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