

DYNAMISM IN AGRICULTURAL MARKETING TECHNIQUES

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Abstract : This The main aim of this project is to ensure the fair price to the farming community by devising new techniques and also by making use of online market, which serves as a platform for movement of agricultural products from the farms directly to the consumers or the retailers. This mobile and web application provides privilege for the both farmers and consumers or retailers to buy and to sell the required farm products without the involvement of any middleman at its correct profitable price. The agriculture specialist shall analyze the product and provide ratings based on quality. Hence it provides freedom of pricing and freedom to access. Through this we can ensure farmers to make selling decisions easier and most advantageously. An Agricultural marketing plays a crucial role not only in stimulating production and consumption, but also in accelerating the pace of economic development. Its dynamic functions are of primary importance in promoting of economic development. The agricultural marketing system plays a vital role in economic development in countries whose resources are primarily agricultural bases.

IndexTerms - Farming, Agricultural marketing, consumer or retailers, middlemen, online

I. INTRODUCTION

Agricultural marketing mainly consist of two major concepts viz., “agriculture” and “marketing”. The first concept agriculture aims towards producing the agro food products with the help of natural factors for the welfare of human. It is fully depends on natural processing only. The second concept marketing refers towards the activities that are done by the business organizations to promote their own products and services to their targeted customers. In process of marketing the targeted customers can be attracted and maintained by creating strong customer relation and values for them in the organization. It is mainly possible through, effective market survey, market trending, better customer service and satisfaction, customer focus and continuous follow up.

In the concept of agricultural marketing includes many activities starts from production process to its retailing. The activities which involved are production planning, cropping and harvesting, warehousing, grading, transportation and final distributions. There are many varieties types of agro products which are produced with dual purpose of domestic consumption and as well as exporting. In the chain of an agricultural marketing number connect the links such as farmers, suppliers, functionaries, importers, exporters, external beneficiaries and customers are involved.

II. DEFINITION OF AGRICULTURAL MARKETING

According to the National Commission of Agriculture (XII Report, 1976), agricultural marketing is a process of which starts with a decision to produce a saleable farm commodity, and it includes all the aspects of market structure or system, both functional as well as institutional, based on technical and economic considerations, and it includes pre- and post-harvest operations, assembling, grading, storage, transportation and even distribution. It is also the planning, organizing, directing and handling of agricultural product in such a way as to satisfy the farmer, producer and the final consumer.

III. FUNCTIONARIES IN AGRICULTURAL MARKETING

The Functionaries’ involvement in agricultural marketing has mainly categorized under three market stages. They are:

- Primary market
- Secondary market
- Terminal or Export market

Primary market functionaries: It's based on producer/farmer/cultivator, pre-harvest contractor, itinerant merchants, transport agents.

Secondary market functionaries: It's towards financial agents and processing agents are involved in secondary market in addition to primary market functionaries.

Terminal or Export market functionaries: It's an addition to primary and secondary market functionaries' commercial analyst and shipping agents are also involved in this market stage.

IV. FUNCTIONS OF AGRICULTURAL MARKETING

The major marketing functions which involved in agricultural marketing are:

- Concentration
- Grading
- Processing
- Warehousing
- Packaging
- Distribution

Concentration: The foremost function to be performed in an agricultural marketing is to collect the agro produce ready to sale in a central place for the economic buying purpose.

Grading of Agro Produce: Grading is the process of segregating the huge amount produce into some different categories on the basis of variety, quality, size, etc. This helps to establish the standard of those products.

Processing: It is the stage where the farm products are been transformed into consumable products. For example: paddy into rice processing.

Warehousing: The Warehousing is storing the products from production till its final consumption. This helps to preserve those products from spoil, contamination, etc.

Packaging: Packaging of products is another main function for easy handling, preventing from deterioration, attracts customers, etc.

Distribution: The last function performed in all marketing is the distribution of products from one place to another place from warehouse to retail outlet for final consumption.

V. IMPORTANCE OF AGRICULTURAL MARKETING

- Break the various circle of poverty
- Prime utilization of agricultural resources
- Improve the standard of living
- Beginning of employment opportunity
- Beginning of industrial development
- Making use of utilization
- Beginning of foreign trade
- Source of national revenue
- Create the environment for investment

VI. PROBLEMS IN AGRICULTURAL MARKETING IN DEVELOPING COUNTRIES

Product Quality: Many of the farmers are not at all aware of the need for quality seeds and quality fertilizers. The poor quality seeds and fertilizers used in land will always result in poor product quality.

Market Information: The uneducated farmers in developing countries are comparably low than the developed countries. The farmers of the developing countries may not have the updated information of the market trend and activities. Hence they may not able to achieve the real price of their product.

Product Quantity: In some places irregular measuring of products are still in practice. This will result in the loss for the farmers at the time of buying or selling of the agro product.

Functionaries Participation: The functionaries in the marketing process hold a major role of share profit in the form of commission.

Lack of Transportation Facility: Many of the rural areas don't have proper road facility. This creates barrier in transporting the agro product to the market zone.

Inadequate Storage Facility: The deficiency of storage facility may leads to unwanted wastage of products.

VII. REMEDIAL MEASURES

- Make an arrangement for education and awareness program for rural farmers in order to upgrade their knowledge in improving agro product and its marketing process. These programmers' will mainly help to educate the farmers in usage of quality inputs, online help for productivity improvement, etc.
- Implement towards the rural development program in fast track to develop the infrastructural facilities such as road facility, communication facility, electricity, etc., in the rural areas. This will help for easier of transportation of agro product to the market place.
- To create a direct contact network between the farmers and customers will help in reduce the functionaries' involvement and also reduce the unnecessary brokerage or commission to the functionaries. This may lead to increase the profit of the farmers. This can be possible by creating local outlets in the villages.
- It is essential to provide subsidized power supply all over villages and loans to the farmers as the expenses towards power consumption takes considerable more amount of investments.

VIII. CONCLUSION

The agricultural marketing plays a very vital role in easier way agro product distribution to the customers. Eliminating middlemen is main motive, freedom from moneylenders; ample transportation facilities, availability of loan and training facilities etc. are required for satisfactory agricultural marketing. It helps the farmers to reach their customers within very short period of time. In order to avoid separation of small-scale farmers from the benefits of agricultural product they need to be integrated and informed with the proper market knowledge like fluctuations, demand and supply concepts are the core of economy.

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