

# Perspective of Agriculture Marketing Management

Dr. Rajiv Patel<sup>1</sup> & Dr. Dinesh Chaudhary<sup>2</sup>

1 Director, Centre for studies in Rural Management, Gujarat Vidyapith, Randheja, Gandhinagar.

2 Principal, BRS Collage - Thava, Narmada, Veer Narmad South Gujarat University.

## Abstract:

Agriculture played an important role to complete his/her search. Agriculture is the main pillar for human life. Through history of agriculture one can say that agriculture sector has played a pivotal role in the social and economic revolution of the world. Numerous controls are removed on agriculture produces as per WTO agreement. So that it is necessity to made policies which can made strong and powerful to farmers for international markets competition and endure against fluctuated market price. When agriculture sector is important in country's economy value of agriculture produces market was more. Its importance was increased in our agriculture related and developed countries. Farmers are encouraged for increased production growth is the most direct effect of it.

**Keyword: Agriculture, Marketing, Management**

## 1. INTRODUCTION

Food, clothes and shelter are the three basic needs of human from the ancient times. Initially man ate on fruit, flowers, root and unripe food to calm down his/her hunger. Forests and caves had been a shelter for a man for centuries. Most of their time has passed in search for food. After passing centuries as a wanderer he tried to settle. From ancient man to postmodern man- both tried to search their need in agriculture. Agriculture played an important role to complete his/her search. Agriculture is the main pillar for human life. That is reason for the development of agriculture from ancient times to till date. Geographical area and income of agriculture is increased in comparison to the last thousand years which shows the development in the field of agriculture. The development is due to new technology, new crops, increased irrigation facilities, fertilizers, seeds, insecticides, pesticides, modern implements were connected through many researches with flow of time. So, development of agriculture is increased and still going on. But in the last century, progress became fast and also visible. Through history of agriculture one can say that agriculture sector has played a pivotal role in the social and economic revolution of the world.

## 2. INDIAN AGRICULTURE IN WORLD

India ranked first position in agriculture produces i.e. Pulses (21.2 %), Tea (28.1 %), Sun hemp (61.2 %) and milk (14.4 %) production at world level. However, it ranked second position in wheat (11.7 %), paddy (22.3 %), groundnut (17.1 %), vegetables (9.7 %), fruits (10.5 %), onion (10.6 %) and sugarcane (22.8 %).

## 3. AGRICULTURE AND GUJARAT

Good economic progress is done by Gujarat in production and service sector. Economic status of Gujarat is changed many ways in last decades. In 1971, household production was 48 % at home. The primary level of

household production of Gujarat was 48 % in 1971, which was decreased up to about 35 % in 2001-2002. This level was decreased from 46 % to 24.8 % in India. This level was decreased from 65 % to 56 % in labourers working under primary sector. However, most of the labour is dependable on agriculture related works. Most of the production depends upon agriculture for livelihood support. So agriculture will played important role in economy of Gujarat in the coming years. Still a chunk of Gujarat population is living under below poverty level. So agriculture development is necessary and essential for the elimination of poverty especially of tribes.

Numerous controls are removed on agriculture produces as per WTO agreement. So that it is necessity to made policies which can made strong and powerful to farmers for international markets competition and endure against fluctuated market price. It is very important for Gujarat because cash crops cultivation is more in Gujarat state. Definitely, it is improved and more improved after the availability of Narmada water for irrigation.

Food grain crop was cultivated under 39.04 lack hectare land out of 93.90 lack hectares cultivable lands of Gujarat. In which about 20.08 % parts of cereals bajara in whole country's production. 29.27 lack hectares of oilseed and 19.19 lack hectares of other cash crops are 31.18 and 21.20 % parts, respectively under remained cultivable lands. Only cotton is cultivated in 16.59 lack hectares (17.66 %) in cash crops. However, fruits, vegetables and spices crops were 1.87, 2.07 and 2.11 %, respectively are cultivated under total cultivated lands. From this, it is cleared that, these commodities carry high price and thus valuable.

Gujarat ranked first in productivity of castor, sesamum, potato, onion and banana in India. However, it ranked second in groundnut, mustard, rap-seed, cotton, tobacco and spota crops productivity. However, Gujarat's place is more behind in productivity of paddy, wheat, maize, chickpea and pigeon pea. But, it ranked second in groundnut productivity. Saurashtra region is known as a groundnut bowl of India. Gujarat ranked first in castor production and productivity in world. Gujarat's condition is satisfactorily for cumin, fennel, isabgul, cluster bean and groundnut. However, it has profitable condition in cotton, banana and tobacco. But here it is noted that, Gujarat have more production as compared to world average in onion production. In short, these crops need more care and protection as they have to face competition in international market.

#### **4. IMPORTANCE OF AGRICULTURE MARKET AND TODAY'S CONDITION**

Market is most important in agriculture sector. When agriculture sector is important in country's economy value of agriculture produces market was more. Its importance was increased in our agriculture related and developed countries. Professor Kuznet believed that agriculture sector is important sector in third world countries. There are more factors responsible for that. In this condition, agriculture production, house hold industry, uses are influenced by agriculture produces markets in country. It is known as "Market contribution" by Prof. Kuznet.

From ancient times, the development of agriculture produce market is reached from exchange method to E-commerce. But the dispersion of improved development is in limited space and their advantage is not reached to most of the farmer's society. Limited agriculture marketing management is developed but agriculture market management related difficulties i.e. framework facilities problem in market and illegally marketing can be not totally destroyed. Even co-operative marketing management cannot be worked properly in agriculture regions.

Today, total 7557 controlled market with 2428 main yard and 5129 sub yard are working in country. Even cooperative companies are also trying to produce awareness among farmers. The information about climate, improved agriculture technology and market are provided to farmers through Choupal Kiosks by ITC limited company in about 40,000 villages in Andhra Pradesh. The information about ware house, quality testing, recommendation through specialist and what will be rate of agriculture produces in present and future are given

by village facility centre in three states of North India. The whole information is indicated that the time has come to make new rules of agriculture marketing management.

Gujarat Agriculture Produces and Marketing Rules-1963 is in force from establishment of Gujarat. Exploitation free and good market management are proved main motto of it to farmers. 198 main yard and 222 sub yard are covered in it. It is controlled by 207 market committees. (Numerical of 31-03-2009) about 100 commodities are selling.

Total 38 market committees are developed in tribal area of the state. In which, total 108 shop markets are covered with 32 main yard and 76 sub yard. Annual total 70 lacks ton are selling through controlled market. It has around Rs. 8500 crores value. Now a day, 1.71 lacks license traders and 2095 co-operative societies are available in Gujarat, which indicates the development and spreading of agriculture produces marketing management in Gujarat.

Agriculture Produces Market Service is very honest but uncontrolled market management is awe, which is a hurdle to get good price. Co-operative Marketing management is going slowly weak. Information about marketing management related facilities such as ware house and improper facility of cold storage and their low use of people etc., will be taken to develop efficient market management system.

## 5. PURCHASE-SELLING OF AGRICULTURE PRODUCE TECHNIQUES IN INDIA

Generally most of the part of production was sold by farmers in village, when facilities of agriculture market were not developed. Peoples such as local consumer, traders and banker are purchasing in this local market, but proportion is less due to development of market management. Sellers are those farmers which have limited products. There are many factors responsible for local selling, but more changes are coming in it. So many farmers are direct selling their products in district level market. Following markets are shown in which agriculture produces are sold from village to other village. Different techniques of selling in market are shown. Let's get information about agriculture produces markets.

### ❖ Hat(Shop) Market:-

Generally, small level of selling-purchasing is done in this type of market. When farmers or traders have less quantity, they are coming in shop market. This shop is collected district level or block level place which is surrounded by villages. It is collected on certain day one or two times in a week. Volume, business and methods of this type of Hat (shop) are changing at different place and different time. Number of villages and area covered under Hat (shop) market was not same. Generally, it was covered 70 to 80 km area by it. As per All India Rural Credit Enquiry Committee report about 22,000 Hat market convenes in India. About 5 to 8 lacks mound agriculture products are selling in these markets. Today 129 Hat (shop) markets are developed in Gujarat.

### ❖ Controlled (market yard) market

It is one of the markets among different types of market in India. It is governed by Gujarat government rules and regulation with democratic. All types of facilities are provided by this market with the help of district panchayat or state government. Different facility such as vehicle parking for farmers, godown, food, guest house facility, bank, telegram, telephonic and transportation facility are available in this market. It has also facility of dispute settlement. Materials are weighing predefined instruments. Licensed labours are available. Even broker has also license. This type of controlled market is constructed by central government or any other institute loan. In 1960-61, 730 markets were available in India, which was increased up to 2803 in the year of 1972. The number of these markets was 3762 in the year of 1974-75. In 1991, 6217 controlled market was available in India. Today 2428

main yard and 5129 sub yard with total 7557 controlled market are working in India. Care is taken for any type of exploitation and execution in controlled market. Information about agriculture produces are given to farmers in this type of controlled markets.

Historical point of view, controlled market was started by provision of Berar (varad) cotton and food market execution in 1897. After which, controlled market was initiated by provision of Mumbai cotton selling rules in 1927. The suggestion was given to establish controlled market by appointed agriculture Shahi committee in 1928. Regulation of agriculture produces markets was informed to arrange in detail for this. From this suggestion, controlled market regulation was passed in different states of India. Agriculture produces markets regulation was developed by Mumbai and Saurashtra states in the year of 1955. In present condition, agriculture produces state market regulation 1964 and improved regulation was executed in Gujarat state. This regulation was executed by market director instead of government of Gujarat.

According to formerly indication, initiation of controlled market was started in 1897 in India. Regulation of controlled market in some region and area was done by recommendation of Indian Central Cotton Committee (ICCC-1918) and Agricultural Shahi committee (1928). Before rearrange of states, controlled market was started by nine states. Up to year 1974, agriculture produce marketing regulation Act was executed in 18 states and 4 central government regions in India. The numbers of controlled markets is increased in the year of 1974. Farmers are encouraged for increased production growth is the most direct effect of it. Illegalities were executed in purchasing and selling of agriculture produces, which was decreased up to some level.

## 6. IMPORTANT QUESTION OF AGRICULTURE MARKET

In order to self-management of market, they have necessary to understand that which type of selling difficulties arises in present condition.

1. Middle man is necessary between farmers and users but in present condition they are more in numbers. So prices of commodities are increased from farmers to customer. It cannot be refused of this side that service of middle man is necessary in market management, but they have taken more earn as compared to their service. According to one study, retailer has taken 20 to 25% part in some vegetables crops but, part of net income of farmers in same crop are very less.
2. Up till now, some villages have not primary facilities such as vehicle transportation, cold storage, ware housing services or it is seen defective.
3. Truly executed predetermine price management is seen defective in the market. Open auction will be done with proper rules of limited markets but it is not done in some markets (or some traders) beforehand to meet the price of the farmers and thus good price was not given to farmers.
4. Lacking of grading facilities for farmers products. Some farmers have lack of knowledge that how the grading is done.
5. Now a day's more crops are available such as Ashwagandha, Safedmusli, kariyatu, aloevera etc., which can give more income to farmers but it have not proper market management. Farmers can take more production of this type of crops, but they are ignorant from their markets.

6. Deficiencies are also seen in pay price in the market e.g. pay price of tobacco crop is not early given and in this condition, interest is also not given to farmers for delay pay price. Some traders give immediate price but cut cash exchange for it in that condition. A farmer has seen to beaten in both the ways.
7. Indeed, it is necessary to easy and proper loan facilities are available for farmers. It is seen that when farmers need money, traders gives loan but farmers have to sell his commodity to them. Because of this, decreased dealing power is seen in farmers and products are sold to traders in less price. Proper facilities of market loan against products is given to farmers are not seen.
8. Proper and developed efficient co-operative market management for agriculture products is not seen.

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