

# Marketing Performance of Uzhavar Santhai with reference to Coimbatore District in Tamil Nadu-An Empirical Study

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## *Abstract*

Agriculture, which is considered the backbone of the Indian economy, has taken a back seat due to the apathy of government policies in the last two decades. The percentage of cultivable land has come down. Meanwhile, nearly 70 percent of the population depending upon agriculture for their daily livelihood directly or indirectly is currently undergoing a transformation. Farmers' welfare directly depends upon the income generated from agricultural produce. This income would be high or low depending upon the nature of the price discovered in the market for the produce. The farmers often do not participate in determining the price and instead the middlemen and agents (and in the case of certain crops, the government) do it. The present study tries to focus on the daily dynamics of "Uzhavar Sandhais" to understand how they make a significant difference in farmers' standard of living.

*Key words: Agriculture farmers, UzhavarSanthais, Social, Economic and Empowerment Factors.*

## **1. Introduction**

Agriculture, which is considered the backbone of the Indian economy, has taken a back seat due to the apathy of government policies in the last two decades. The percentage of cultivable land has come down. Meanwhile, nearly 70 percent of the population depending upon agriculture for their daily livelihood directly or indirectly is currently undergoing a transformation. With dwindling surpluses from agricultural activities, most of the labourers have now shifted to service sector activities like real estate, working as construction workers, and others (especially the second generation from farming families) who are semiskilled have found solace in the periphery. Thus, semi and unskilled workers are forced to take up work in manufacturing (mostly contractual in nature) and service sectors – where wages are minimal and hardly any social security is provided by the companies.

Farmers' welfare directly depends upon the income generated from agricultural produce. This income would be high or low depending upon the nature of the price discovered in the market for the produce. The farmers often do not participate in determining the price and instead the middlemen and agents (and in the case of certain crops, the government) do it. These third parties make profit out of the loss imposed upon poor farmers by manipulating the demand-supply conditions. When this threatens the daily livelihoods of the villagers, they search for better sources of income outside agriculture. This leads to sale of land, which ultimately drives the agricultural labour-force out of employment. In this context, Reforms would be meaningful in the macro context, only if they provide greater employment opportunities with better wages and working environment. It is an irony that it is not so in the agricultural sector in a nation, which calls "Gandhi" the father of the nation, who always stressed upon "self sufficient villages" as the building blocks for making

India a strong nation. Today we have a situation where large-scale migration of productive labour force (in the age group of 16 to 58) from villages to metros is creating unmanageable shanty townships. This has come about due to a combination of misplaced trade and other policies.

As farmers face falling prices and greater competition, steps are thus urgently needed within the domestic space to eliminate middlemen and give full value for the produce, so as to improve the standard of living of the farmers. However, since reforming the Indian marketing system would be a long and time-consuming process, it is in this context that a better marketing support for farmers enabling them to fetch higher prices than those in the existing system is being explored as a parallel marketing mechanism. This might prove helpful in creating a cooperative-like setup in agriculture. A rejuvenated farm sector would also be a better competitor in the world markets, in the event that developed countries agree to a meaningful cut in their domestic support (subsidies).

Such changes in the agricultural marketing system can be brought in through fair trading practices among the small farming community. Fair price is a part of fair trading practices and has to be inculcated in the agricultural society with great care. Problems like fair price, better market place, better quality, correct weighing of goods and facility to store and transport goods, etc. have to be addressed. If these problems are solved, then we can be assured that major hurdles in the way of a better fortune for the farmers will be removed. In particular, the price should be a profitable one for the farmers and should make some difference in their quality of life and give enough incentive to them and their next generation to take up and continue farming as their livelihood. This kind of supportive fair marketing system can be drawn from examples of weekly farmers' Sandhais (markets) that are prevalent all around rural Tamil Nadu. The present study tries to focus on the daily dynamics of "UzhavarSandhais" to understand how they make a significant difference in farmers' standard of living.

## 2. Review of related literature

Review of literature is the course of action through which various research studies on a particular field or expertise is survived to bring out the gap where there is scope for further research. It is attempted to study the previous research work done and it is presented in the following section such;

Elangovan A., Yazhini S. (2015) studied, "Direct Agricultural marketing - A study of UzhavarSandhai (Farmers' Market) in Salem District". This study has explained UzhavarSandhai (Farmer's Market) was introduced with a view to eliminate the middleman and arrange facilities for the farmers to sell their produce directly to the consumers at reasonable rates fixed every day. The objective of the study was to determine the socio-economy profile of the farmers and the consumers perceptions towards farmers market. The study was based on empirical survey and analysis method. The major findings of the study mainly focused on customers' satisfaction for buying the vegetables, availability of product variety and right measurements which means the market is functionally satisfying to the consumers.

Selvaraj M., Shakeel - Ul - Rehman (2013), conducted a study on "Factors Influencing Customer Preference towards UzhavarSandhais (Farmers' Market) in Namakkal District Tamil Nadu", the study presents a survey based approach to find the relationship between the factors which influence the purchasing behaviour and preference of customers with respect to these markets in Namakkal district of Tamil Nadu, India. Main aim of the study was to analyze the preference and perception of the vegetable buyers towards these markets and makes it available to the policy makers so that they can take accurate decisions regarding the new marketing strategies to be implemented in UzhavarSandhai. Main objectives are to study the concept of UzhavarSandhai (Farmers' market) of Namakkal district, and to analyse associate the diverse variables which influence the customer preferences towards UzhavarSandhai (farmers' market)

Selvaraj M (2012), in their research paper titled, “Determinants of customer Perception towards UzhavarSandhais (Farmers’ Market) in Salem District, Tamil Nadu”, UzhavarSandhai locally or commonly called as Farmers’ Market is one such an example which has achieved success in most parts of India through an efficient marketing system of direct sale of fresh fruits and vegetables. This study has taken concept of the UzhavarSandhai and to model the factors which determine the customer perception towards UzhavarSandhai as its objectives. The tools used in the study are simple percentage analysis, correlation analysis, Multiple Linear Regression analysis, and ANOVA.

Panchanatham, Senthilkumar, S., Mathivannan, R., and Salvavinayagam K.S. (2008), in their article titled “A study on consumer preference and satisfaction in UzhavarSandhai at Namakkal District” details that the farmers are getting right price for their produce without middleman involvement. The study was based on survey method. The findings and suggestions of this study are considered and put into practice, there will be more chances for further development and it may lead to satisfaction of both the farmers and the consumers.

Murugarathinam, A., and Aranganathan, T. (2007) presented a paper on “UzhavarSandhais in Namakkal”, the study highlighted that the Indian agricultural marketing system is traditional where the producers get less and the buyer dominates. The main objectives of the study is to identify factors influencing the farmers to utilize UzhavarSandhai, identify level of satisfaction provided by farmers utilizing UzhavarSandhai to suggest better ways and means for effective functioning and utilization of UzhavarSandhai by the farmers. The main contention for both the sides is the middlemen, who steal away a great chunk of money. Through UzhavarSandhai great relief is brought to farmers and consumers by eliminating the role of middlemen.

ShanmugaSundaram, (2001) analysed “A study on UzhavarSandhai (with special reference to beneficiaries attitude towards SuramangalamUzhavarSandhai, Salem), the objectives of the studies are, to examine the need and importance of agricultural marketing in the economic growth and development. The main findings of this research was more than 60% of the respondents were satisfied about the price, quality and variety of products marketed and the consumers are expecting more facilities in the UzhavarSandhai and the farmers expect the government to support them with additional facilities such as extension working hours and provision of special buses to bring their produce to UzhavarSandhai.

### 3. Need for the Study

As mentioned above, one of the major problems faced by the small farmers is the menace of middlemen and agents. This can be better explained with a simple illustration. Say, for a farmer, the cost of total production per kilogram of tomato is Rs.2/-. He/she then takes them to the market where he/she has to sell them to middlemen. The middlemen take advantage of the ignorance of the farmer by offering him/her a lower price and assure the farmer that the price quoted is the prevailing one in the market due to the current market situation. Easily the farmer accepts the price of Rs.4/- per kilo. The middleman then sells the produce (tomato) in the retail and wholesale markets at Rs.10/- per kilo and makes a profit of Rs.6/- per kilo, which should have gone naturally to the farmer, but whose Profit is now restricted to only Rs.2/-. The retailer then buys the same and sells it at Rs.14/- per kilo to customers. The present marketing system clearly does not offer enough margin of profit for the farmer to lead a livelihood, which offers him/her some hope and, as always, he/ she remains poor.

Farmers’ market in Tamil Nadu is called ‘UzhavarSandhai’ and started in Madurai. During the initial stages it was considered as highly successful and had the full backup of farmers. Since it catered to the needs of small and marginal farmers, many such markets have been opened throughout Tamil Nadu. As per 2008 data, Tamil Nadu had 102 UzhavarSandhais. But, what is noteworthy is that the UzhavarSandhais or the farmers’ markets in Tamil Nadu have survived despite inadequate support from the government, which has focused its energies behind the promotion of self-help groups (SHGs), providing them with infrastructure and soft bank loans, etc. Therefore, the UzhavarSandhais have survived purely because of the merits in their “unique system

of marketing”. This needed a revisit and that is the primary goal of this study. This study tries to bring out the real effectiveness of these UzhavarSandhais on the livelihood of farmers.

It attempts to analyse the following issues: how far UzhavarSandhai has helped the farmers in meeting their expectations from farming and in improving the same. Can establishing a “City Centric Model” be emulated on a larger scale as a model for developing countries, to keep corporatisation of agriculture at bay, and to protect farmers from monoculture while keeping the biodiversity intact? If yes, would such fair farmers’ markets be useful in solving at least some of the problems, which the farmers face on a daily basis in other states and developing countries?

#### 4. Objectives of the Study

1. to study of socio-economic condition of the farmers of UzhavarSandhai
2. to analysis the quantity of the commodities with distance covered to reach the Uzhavarsandhai
3. to find out the problems faced by the farmers and remedial measures

#### 5. Methodology of the study

Random sampling was used to choose the markets to be surveyed. Once the market was identified, nearly the complete population on a particular day was surveyed for the sample. This case study is structured on the functioning and problems of UzhavarSandhai. Therefore, to bring out the significance of the Sandhai, it was imperative to adopt a simple analysis. These Sandhais were: 1.SirumugaiUzhavarSandhai–Sirumugai town (Coimbatore district) 2. R.S. PuramUzhavarSandhai – Coimbatore Town (Coimbatore District) 3.MettupalayamUzhavarSandhai-Mettupalayam-(Coimbatore District) of the Eight Sandhais in Coimbatore District, the three selected for the study. From these three UzhavarSandhais, 160 respondents were randomly surveyed according to the availability of farmers. In other words, at the time of the survey, Erode had a full strength of 80 shops, hence every farmer was selected.

#### 6. Scope of the Study:

The benefits of UzhavarSandhai can be better realised by other farming communities in the country and outside, if the relevant facts are proved empirically. Further, any systemic faults can be corrected with the backing of public and private partnerships and appropriate government policies. If this model of fair farmers’ markets proves to be a successful one, then implementation of similar market models in a number of developing countries on a wider scale can be considered with suitable modifications according to the varying cultural and socio-economic conditions prevailing in different countries.

#### 7. Analysis and Discussion

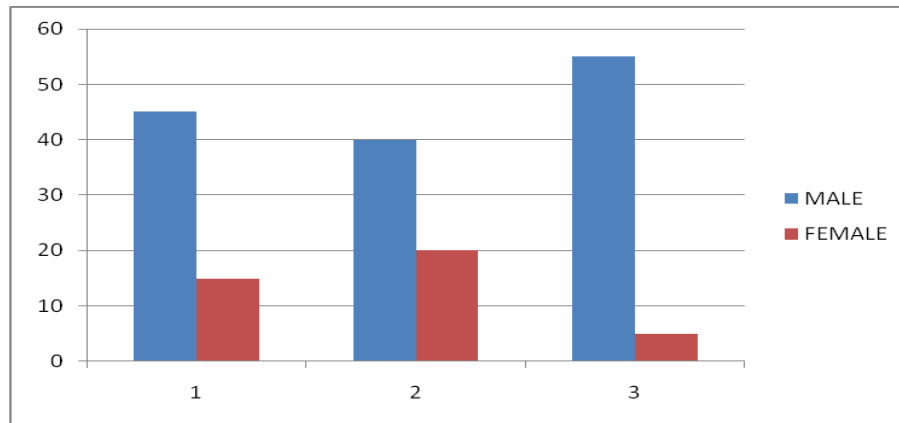
**Table-1**  
**Gender Wise Classification**

Gender	No. of respondents			Total	Percentage
	MUS	SUS	CUS		
Male	44	42	45	131	72.7
Female	16	18	15	49	27.2
<b>Total</b>	60	60	60	180	100

The above table shows that the gender wise classification of the respondents, majority of the respondents under male (73 percent) category of the respondents than Female (27 percent) category respondents. The reason for high level in male category respondents is interested doing of agriculture and

marketing of agriculture commodities and most of the family traditionally not involved in the agriculture farming activities.

**Chart-1: Gender wise Classification**



**Table-2  
Age wise Classification**

Age	No. of Respondents			Total	Percentage
	MUS	SUS	CUS		
Below 20	06	04	00	10	5.55
21-30 Years	13	12	05	30	16.6
31-40 Years	19	08	06	33	18.3
41-50 Years	16	13	18	47	26.1
Above 50	06	23	31	60	33.3
<b>Total</b>	60	60	60	180	100

The table No.2 indicated that age wise classification of the respondents is analysed. From the above table, majority of the respondents were under the age group of the above 50 with 33 percent followed by, 26 percent under 41-50 age category, 18 percent under 31-40 age category and very least age group below 20 for 6 percent only. Therefore, the study concluded that above 50 age category of the respondents highly involved in agriculture activities than other. The reason behind that most of the farmers highly interested for doing agriculture farming and marketing of agriculture commodities.

**Table- 3**

**Distance of UzhavharSanthai market**

D.O.M	No. of Respondents			Total	Percentage
	MUS	SUS	CUS		
Below 5 Km	19	11	9	39	21.6
6km-10 Km	30	26	33	89	49.4
Above 10 Km	11	23	18	52	28.8
<b>Total</b>	60	60	60	180	100

From the table No.3 analysed for distance of Uzhavarsanthai market. Most of the farmers coming from the distance of 6km-10km (49 percent), followed 29 percent under above 10 km and only 22 percent 5km farmers. Therefore, the table spell out the in and around near place of mettupalayamtaluk not available for agriculture farming activities.

**Table-4**  
**Size of land holding**

Size Of Land	No. of Respondents			Total	Percentage
	MUS	SUS	CUS		
Tiny	6	16	5	27	15
Below 2	17	21	24	62	34.4
2-5 Acres	26	15	22	63	35
Above 5	11	8	9	28	15.5
<b>Total</b>	60	60	60	180	100

It is clear from the above table the size of land holding classification is analysed. 35 Percent of the respondents under the 2-5 Acres, followed 34 percent are under below 2 Acres and 15 percent under the tiny category of the respondents.. Finally, this study reveals that most of the farmers comes under below 2 acres of farmers using this market.

**Table-5**  
**Type of Land Holding Classification**

Land Holding	No. of Respondents			Total	Percentage
	MUS	SUS	CUS		
Owned	26	22	10	58	32.2
Leased	16	13	19	48	26.6
Joined Ownership	13	8	15	36	20
Other	5	17	16	38	21.1
<b>Total</b>	60	60	60	180	100

The table No.5 shows that, the land holding of the agriculture farmers are analysed. 32 percent of the having owned land, followed 27 percent having leased land and rest of them 20 and 21 percent having joined ownership and others. It conclude this table majority of the agriculture farmers having owned land and jointed ownership.

**Table -6**  
**Sources of Irrigation**

Sources of irrigation	No. of Respondents			Total	Percentage
	MUS	SUS	CUS		
Well Water	15	23	7	45	25
Canal	15	28	11	54	30
Bore well	30	9	42	81	45
<b>Total</b>	60	60	60	180	100

The table No.6 depicts that, the source of irrigation classification of the respondents are analysed. Majority of the agriculture farmers having bore well for irrigation (45 percent), 30 percent are irrigated from Canal and rest of the agriculture farmers using well water (25 percent) for their agriculture purpose. Finally, the table spell out the majority of the agriculture farmers irrigated their land through Bore well and Canal.

**Table-7**  
**Vegetables cultivated classification**

Vegetables	No. of Respondents			total	Percentage
	MUS	SUS	CUS		
Tomato	18	8	1	27	15
Brinjal	7	6	1	14	7.7
Carrot	9	5	15	29	16.1
Potato	8	14	16	38	21.1
Lemon	5	8	15	28	15.5
Coconut	5	7	6	18	10
Banana	8	12	6	26	14.4
<b>Total</b>	60	60	60	180	100

As far as Vegetable cultivated by the farmers is analysed in the above table No.7. It depicts that the most of the farmers are cultivating potato (21 percent) than other, go after 16 percent are cultivating carrot, 15 percent are lemon and tomato cultivating, 10 percent are coconut farming and only 8 percent of the agriculture farmers cultivating Brinjal. Further, this study indicated that majority of the farmers were doing potato because soil for suitable cultivating potato and very less cost but more income.

**Table-8**  
**Income classification**

Income	No. of Respondents			Total	Percentage
	MUS	SUS	CUS		
Below 50000	28	22	31	81	45
50000-100000	26	25	25	76	42.2
Above 100000	6	13	4	23	12.7
<b>Total</b>	60	60	60	180	100

With regard to income wise classification of the farmers, the above table clearly analysed. For most part of the farmers (45 percent) are comes under below Rs.50,000, followed by 42 percent are Rs. 50,000-1,00,000 and 13 percent are under income group of above Rs.1,00,000. Therefore, this study reveals that most of the agriculture farmers earning below Rs.50,000. Moreover, the farmers are middle income groups of farmers.

**Table-9**  
**Know about the Uzhavarsandhai classification**

Particulars	No. of Respondents			Total	Percentage
	MUS	SUS	CUS		
Television	6	10	3	19	10.5
Newspaper	15	12	6	33	18.3
Panchayat announcement	23	12	35	70	38.8
Others	16	26	16	58	32.2
<b>Total</b>	60	60	60	180	100

The above table reveals that the knowledge about the UzhavarSandhai is analysed. From the table most of the agriculture farmers (39 percent) indicated that knowledge about UzhavarSandhai from the Panchayat Announcement; go after 32 percent from neighbours, friends and relatives, 18 percent are received information from Newspaper and only 11 percent through Television. Therefore, this study shows that most of the agriculture farmers get information from the Panchayat office and others.

**Table-10**  
**Cost of produce vegetables classification**

Particulars	No. of response			Total	Percentage
	MUS	SUS	CUS		
Below 10000	22	17	28	67	37.2
10000-30000	29	36	25	90	50
Above 30000	9	7	7	23	12.7
<b>Total</b>	60	60	60	180	100

The above table indicated that cost of Production of vegetables is analysed. From the table indicated, Majority (50 percent) of the farmers incurring for cost of production up to Rs.10000-30000, followed by 37 percent are below Rs. 10000 and only 13 percent respondents are under category of above Rs.30000. Finally this study reveals that the most of the farmers are spent up to Rs. 10000 – 30000 category

**Table-11**  
**Quantity of daily sales of vegetables**

Particulars	No. of Respondents			Total	Percentage
	MUS	SUS	CUS		
Below 10 kg	7	16	17	40	22.2
10-20 kg	32	32	29	93	53.3
Above 20 kg	21	12	14	47	26.1
<b>Total</b>	60	60	60	180	100

As far as Quantity of daily sales for vegetables is analysed the above table No.11, under 10-20 kg vegetables are selling for daily, followed by above 20 kg and below 10 kg are sales daily by the agriculture farmers. The study concludes that most of the respondents comes under daily sale of quantity is 10-20 kg.

**Table-12**  
**High level sales of Vegetables**

Particulars	No. of Respondents			Total	Percentage
	MUS	SUS	CUS		
Tomato	20	13	16	49	27.2
Carrot	16	8	15	39	21.6
Potato	11	14	12	37	20.5
Coconut	10	9	12	31	17.2
Onion	3	16	5	24	13.3
<b>Total</b>	60	60	60	180	100

From the above table No. 12 clearly mentioned that, regarding verity of high sales of vegetables through agriculture farmers. Here, most of the farmers( 27 percent) were high sales in Tomato, go after 21 percent were sales in highly for Carrot, 20 percent were sales of Potato, 17 percent for coconut and only 13 percent for onion. Therefore, this study conclude that most of the respondents were sale for Tomato because of high yield in the farming activities and also market price is high at per kg.

**Table-14**  
**High Rate sale of Agricultural products**

Particulars	No. of Respondents			Total	Percentage
	MUS	SUS	CUS		
Tomato	22	12	4	38	21.1
Carrot	11	0	26	37	20.5
Potato	11	18	15	44	24.4
Coconut	18	7	14	39	21.6
Onion	5	23	1	29	16.1
<b>Total</b>	60	60	60	180	100

With regard to high rate sale of agricultural products is analysed in the above table No.14. Among the three UzhavarSandhai i.e., Mettupalayam, Sirumugai and Coimbatore, most of the farmers (22 farmers) under mettupalayam were doing tomato cultivation, 26 farmers were doing carrot in Coimbatore, 18 farmers were in Mettupalayam and 23 farmers were cultivating Onion

**Table-16**  
**Mode of transportation classification**

Vehicles	No. of Respondents			Total	Percentage
	MUS	SUS	CUS		
Own vehicle	13	18	15	46	25.5
Town bus	15	20	24	59	32.7
Rented vehicle	32	22	21	75	41.6



<b>Total</b>	60	60	60	180	100
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Out of 180 agriculture farmers, most of them (42 percent) are using rented vehicle, go after 33 percent are using Town bus and only( 26 percent) of the agriculture farmers using own vehicle. Finally, the study conclude that majority of the agriculture farmers are using towards transportation through rented vehicle

**Table-17**  
**Government Support for Transporting**

Particulars	No. of Respondents			Total	Percentage
	MUS	SUS	CUS		
<b>Yes</b>	31	53	37	121	67.2
<b>No</b>	29	7	23	59	32.7
<b>Total</b>	60	60	60	180	100

The above No.17 shows that the government support for transporting of the agriculture commodities of the farmers is analysed. Most of them are indicated that government provide full support to the farmers for marketing their agriculture commodities

**Table-19**  
**Opinion about Situation of UzhavarSandhai**

Particulars	No. of Respondents			Total	Percentage
	MUS	SUS	CUS		
Very good	14	4	29	47	26.1
Good	26	31	15	72	40
Average	14	22	10	46	25.5
Poor	6	3	6	15	8.3
<b>Total</b>	60	60	60	180	100

As far as Opinion about Situation of UzhavarSadhai is analysed from the above table No.18.. Out of the 180 respondents 72 farmers are indicated good situation were the place of market like wise 47 respondents indicated that very good for place in the market and only 15 respondents were indicated that poor situation of the place were located in the market.

**Table-20**  
**Problems of the farmers**

Problems	No. of Respondents			Total	Percentage
	MUS	SUS	CUS		
Transport	4	13	5	22	12.2
Storage facility	11	21	6	38	21.1
Price	7	0	21	28	15.5
Shop allotment	11	7	11	29	16.1
Distance	6	8	9	23	12.7
Advertisement	7	4	4	15	8.3
Infrastructure	11	0	4	15	8.3
Competitors	3	7	0	10	5.5
<b>Total</b>	60	60	60	180	100

The above table analysed with regard to problems faced by the agriculture farmers. Out of 180 respondents most of them are indicated that non-availability of storage facility ( 38 respondents) followed by 29 respondents are indicated that shop allotment, 23 respondents distance, 15 respondents are under advisement and infrastructure and only 10 respondents indicated that competitors of this Coimbatore

Table-21

## Suggestions of the farmers

Suggestions	No. of Respondents			Total	Percentage
	MUS	SUS	CUS		
Transport	6	15	7	28	15.5
Storage facility	7	20	10	37	20.5
Price	10	11	12	33	18.3
Shop allotment	4	3	16	23	12.7
Distance	12	8	4	24	13.3
Advertisement	10	0	3	13	7.2
Infrastructure	6	0	4	10	5.5
Competitors	5	3	4	12	6.6
<b>Total</b>	60	60	60	180	100

The above table shows with regard to suggestions by the agriculture farmers. Out of 180 respondents most of them are indicated that to keep of storage facility ( 37 respondents) followed by 23 respondents are indicated that shop allotment, 24 respondents distance, 10 respondents are under advisement and infrastructure and only 12 respondents indicated that competitors of this Coimbatore

### Finding and conclusion

This chapter present the findings, conclusion and suggestions of agricultural farmer's uzhavarsandhai, Mettuplayalamtaluk, Coimbatore District. As far as agricultural farmers concern the following are the important and significant of the Uzhavarsandhai market as follows;

### Findings

The gender wise classification of the respondents, majority of the respondents under male (73 percent) category of the respondents than Female (27 percent) category respondents. As far as age group of the above 50 with 33 percent followed by, 26 percent under 41-50 age category, 18 percent under 31-40 age category and very least age group below 20 for 6 percent. With regard to Distance of Uzhavarsanthai market. Most of the farmers coming from the distance of 6km-10km (49 percent), followed 29 percent under above 10 km and only 22 percent 5km farmers. The size of land holding classification is analysed. 35 Percent of the respondents under the 2-5 Acres, followed 34 percent are under below 2 Acres and 15 percent under the tiny category of the respondents. The Source of irrigation classification of the respondents are analysed. Majority of the agriculture farmers having bore well for irrigation (45 percent), 30 percent are irrigated from Canal and rest of the agriculture farmers using well water (25 percent) for their agriculture purpose. The land holding of the agriculture farmers are analysed. 32 percent of the having owned land, followed 27 percent having leased land and rest of them 20 and 21 percent having joined ownership and others. It conclude this table majority of the agriculture farmers having owned land and jointed ownership. The most of the farmers are cultivating potato (21 percent) than other, go after 16 percent are cultivating carrot, 15 percent are lemon and tomato cultivating, 10 percent are coconut farming and only 8 percent of the agriculture farmers cultivating Brinjal. Further, this study indicated that majority of the farmers were doing potato because soil for suitable cultivating potato and very less cost but more income. The farmers (45 percent) are comes under below Rs.50,000, followed by 42 percent are Rs. 50,000-1,00,000 and 13 percent are under income group of above Rs.1,00,000. Therefore, this study reveals that most of the agriculture farmers earning below Rs.50,000. Moreover, the farmers are middle income groups of farmers. The majority (50 percent) of the farmers incurring for cost of production up to Rs.10000-30000, followed by 37 percent are below Rs. 10000 and only 13 percent respondents are under category of above Rs.30000. The High Sales of vegetables through agriculture farmers. Here, most of the farmers ( 27 percent) were high sales in Tomato, go after 21 percent were sales in highly for Carrot, 20 percent

were sales of Potato, 17 percent for coconut and only 13 percent for onion. Therefore, this study conclude that most of the respondents were sale for Tomato because of high yield in the farming activities and also market price is high at per kg. The government support for transporting of the agriculture commodities of the farmers is analysed. Most of them are indicated that government provide full support to the farmers for marketing their agriculture commodities.

The problems faced by the agriculture farmers. Out of 180 respondents most of them are indicated that non-availability of storage facility (38 respondents) followed by 29 respondents are indicated that shop allotment, 23 respondents distance, 15 respondents are under advisement and infrastructure and only 10 respondents indicated that competitors of this Coimbatore.

The farmers. Out of 180 respondents most of them are indicated that to keep of storage facility (37 respondents) followed by 23 respondents are indicated that shop allotment, 24 respondents distance, 10 respondents are under advisement and infrastructure and only 12 respondents indicated that competitors of this Coimbatore.

## Conclusion

The UzhavarSandhai has brought drastic changes in the field of direct marketing. It helps infrastructural and policy regulations have paved way for direct linkage between consumers and the farmers. The study has been taken up to bring out the effectiveness of direct marketing channel which connects the producers and users and focused the facilities and price level provided at the UzhavarSandhai by the authorities and as well as the various opportunities that are created for the consumers to utilize the potentials of UzhavarSandhai. It is concluded that the various facilities offered at the UzhavarSandhai to the farmers have attracted large number of farmers support by the authorities such as reasonable price for their produce, low cost of transport from the place of production to the sales point, infrastructural facilities provided at the UzhavarSandhai and the various administrative facilities provided namely ID system, weighting facilities, parking facilities etc., have ensured the continuous operation of the UzhavarSandhai at the highest level of satisfaction from the view point of the farmers. It is also concluded that the consumers satisfied about the various factors that are involved in purchase of product in the UzhavarSandhai such as fair and reasonable price, freshness of the product, able to buy rare green products that are not available in the open market, location of the UzhavarSandhai, Less involvement of the middlemen and also the diverse infrastructural facilities provided by the government at the UzhavarSandhai makes the consumers to repeat their visits to UzhavarSandhai.

## Suggestions

The following suggestions are made from the findings of the selected study as follows;

- Free transport facilities may arrange to the farmers to bring their agriculture produce.
- Arranging Cold Storage facilities for improve the income of the farmers and prevent more loss and damage the agriculture produce.
- Extending the present working hours of the market from 5 AM to 10 AM to a full functioning day will be more beneficial to both farmers and consumers.
- Establishment of sufficient water supply connection.
- It is suggested that all the agricultural vegetables may be available in the market to avoid consumers to visit the open marketing the same day.

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