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## Agriculture Marketing In India

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### Abstract:-

The aim of paper to focus on how does market works from production to distribution system of agriculture products. Agriculture is the composition of two Latin words – “Ager” means land and “Cultura” means cultivation. It means cultivation of land is called agriculture.

The products, which are produced by cultivation, are spread in the market and deliver the goods to the consumer is called agriculture marketing. Agricultural marketing primarily focuses on buying and selling of agricultural products.

There are three types of agriculture marketing:-

1. Traditional Marketing
2. Cooperative Marketing
3. New Emerging market

**Keywords:** -Agriculture, Marketing, Methods, Cooperative

### Objectives:-

- For the knowledge of agriculture market in India
- To understand the obstacles of the market
- How digital world assist to farmers
- How to enhance the agriculture market

### Research Methodology-

Observation for primary data. Historical research for secondary data.

### Literature Review:-

A good amount of research has been done till date.

**M.Vadivel and S.Vimal (2022)** suggested that the availability of products should be increased and the transport facility must be developed.

**Dinesh Gehlot, Chirag Singh (2024)** suggested to policymakers and government must conduct a thorough analysis of unique factors which influencing growth.

**Dr Mukesh Kumar (2018)** He mainly focused on problems of agricultural marketing in India.

### **Introduction:-**

Marketing encompasses a series of activities involved in moving the goods from point of production to the point of consumption. It covers the services involved in moving agricultural goods from the farm to the consumer. New marriage interconnected activities are involved into English such as planning production growing and harvesting grading packing transport storage Agro and food processing distribution advertising and sale.

### **History of market regulation -**

The need for regulation of market arouse in the time of British. The first regulated Karanjia cotton market was established as early in the 1886 under Hyderabad Residency order. Then Bombay government was first to enact cotton market act in 1927 this was the first law in the country that attempted to regulate markets with a view to evolving fare market policy. To resolve the problems of the agriculture marketing in India the royal Commission on agriculture in 1928 and Central banking enquiry committee 1931 recommended establishment of directorate for marketing and inspection under ministry of Food and Agriculture.

### **Types of agriculture marketing in India -**

#### **Traditional marketing methods-**

Where the produce is sold by the farmers through the number of intermediaries is traditional marketing. Approx. 50% of the agriculture produce in India is sold by these channels.

#### **Cooperative marketing methods-**

Agro-products are directly purchase from farmers through marketing network of NAFED for elimination of middlemen.

#### **New imaging marketing methods -**

1. National agriculture market (eNAM)
2. Farmer producer organizations
3. Contact farming
4. Commodity and future market

According to ICAR There are three important functions of agricultural marketing –

1. Assembling (Concentration)
2. Preparation for Consumption
3. Distribution

Thomson classified the marketing functions into three broad groups. These are:-

1. Primary functions - assembling, processing and distribution
2. Secondary functions - packing transportation grading storage determination of prices risk taking financing buying and selling demand creation.
3. Tertiary Functions - Banking insurance communication supply of energy

### **Significance -**

Marketing improves the sale of agriculture products. The value of these products is factored by the demand and supply status. A well-developed marketing infrastructure and efficient Marketing System promote competitive trade resulting in better price realization for the farmer.

Marketing provides them with relevant demand linked information on quantity desired quality standards and specifications of the produce. An efficient marketing chain progressively decrease the number of hands agriculture Run produce changes both for economic and qualitative reasons.

Robust Marketing System provide access of agricultural produce to downstream Industries creating a potential for large scale value edition.

Today ICT contributes lot in agriculture. Through video and TV internet YouTube and lots of tools which provide farmers to access to various kinds of knowledge. Digital Mandi, m- krishi, m- Kisan helps farmers a lot.

### **Problems of Agriculture Market in India -**

**Institutional issues** - there are lots of institutional barriers some of they are- licensing barriers, high incidence of market charges, absence of standardized grading mechanism.

**Infrastructural Issues-** there is poor infrastructure in agriculture market. Very economic viability of projects.

**Absence of real time information -** Absence of efficient real time information channels create a lag in demand signals. This has resulted in farmers following price train at indicator to supply. There are limited information channel and contents.

**Other issues** - there is absence of National Integrated market. Public are not spending sufficient money in agriculture marketing.

### **Conclusion –**

Agriculture is the blood of Indian rural economy. It connects farmers to consumers. Agriculture marketing stimulates the farmers to produce more and more products to supply the market. New technologies like google, youtube, TV and many more provides knowledge to the farmers like what to produce, how to produce and how to distribute.

Through NAFED there are decreasing the number of intermediaries. There are many online portal like m-krishi, Digital mandi etc .

Overall I can say through government initiatives and digitalization lots of problems of farmers have been reduced. It is good symbol of Future of Indian agriculture market.

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