

A Study on Agricultural Marketing Strategies and Challenges Faced by the Ponmalai Santhai (Local Market) Farmers in Tiruchirappalli

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Abstract

Rural development is one of the key factors who plays very important role in the development of any county whose more than half population resides in rural area .as we know that India is an agriculture country and about 69% of its population directly or indirectly depends on agriculture sector. In spite of being most important sector it is facing lots of the problem. Condition is worst enough which leads to the suicide of farmers. Farmers are still in down position to get benefits of their work. They are still not have any idea about how to sale?, how to get right price of their produce?, They don't know how to channelize their produce?, and if they face any losses then how to overcome from this?. They don't know the latest technologies .So far the betterment of farmers and ultimately for the rural development there is a need to know the importance of proper marketing of agriculture produce and how the better marketing affects the farmers livelihood. The sample size is selected for the study is 100 santhai farmers who are engaged in the trading process in ponmalai santhai. The convenience sampling technique was adopted for the present study. It is also suggested that there is also a need for training/orientation/sensitization of food traders, including small wholesalers, retailers, and hawkers, on new technologies of packaging, sorting, quality maintenance, regulatory framework and related aspects of marketing.

I. INTRODUCTION

In recent years there is a great importance to the efficiency of marketing of agriculture produces in India. It is believed that poor linkages in the marketing channels and poor marketing infrastructure are leading to high and fluctuating consumer prices, and to only a small proportion of the consumer rupee reaching the farmers. There is also substantial wastage, deterioration in quality, and frequent mismatch between demand and supply spatially and over time.

Agricultural trade is an important ingredient for economic development. In recent days many multinational companies started retail Agricultural

marketing in India. The new technology and increasing inputs are used by farmers, increases the price of inputs and output both. Consumers also expect the availability of goods at reasonable price. To achieve the above conflicting objective, effective marketing strategies can play crucial role. The proper development of effective agricultural marketing strategies will not only decrease the cost of distribution but also facilitate to various section of the population like farmers, traders, consumers, scientists, sociologists, administrators etc.

Marketing infrastructure and strategies serves as the wheels for carrying economic activities. Market infrastructure and effective strategy is important not only for the performance of marketing functions and the expansion of the size of the market. Infrastructure facilities lead to reduction in marketing cost, which is crucial for increasing the income of farmers and reducing cost to the consumers.

The sound market infrastructure and strategies provides support to production activity, income generation and positive effect on income distribution. Improved agricultural marketing infrastructure is a primary driving force under every condition for commercialization. The benefits of commercialization and specialization to a large extent depend upon infrastructure and both have push and pull relationship. Agriculture marketing is a measure to assured and remunerative marketing opportunities hold the key to continued progress in enhancing farm productivity and profitability and help to provide the reasonable price of the farm produce by providing the information of the market.

II. REVIEW OF LITERATURE

Neelam Bharadwaj (2009) stressed the need to ensure that agricultural research addresses the specific requirements of the farmers and taken into consideration the farmers' resources and constraints. They also insisted the need for quality management of agriculture products and creation of certification facilities for Agro- Products. In their opinion, there is a need for area-specific consumer research in the area of

agricultural marketing.

Namasivayam, N. and Karuppuachamy, M. (2010) stressed upon the fact that unless the farmers who are the target group of regulated markets participate effectively the very purpose for which these markets were established would be defeated. They suggested that the propaganda machinery of the market committee should be geared up so as to make the farmers aware of the benefits of dealing in regulated markets. They argued that a sound marketing system ensures reasonable benefits to the producers and consumers.

Harendar Raj Gautam (2010) studied the path of Indian Agriculture and way ahead in 60 years of republic stating that Indian Agriculture has taken a big leap in the last 60 years. Agriculture which had the responsibility to feed 350 million in 1947 has now 1,100 million people to feed, which is a huge responsibility for which there is a need of Second Green Revolution for which certain future initiatives were suggested. The study further suggested that there is a need to revamp the research, teaching and extension network of the state agriculture universities for which it required to increase the funds to these universities linking with time bound objectives.

Arumugam, A. and Kanthimathinathan, S. (2009) opines that India can ensure much greater prosperity with improved market efficiency and policies in agricultural products. They required certain setbacks to be removed for which they suggested certain strategies for development of Agricultural Marketing. The study left with the conclusion that the potential of the agricultural sector in contributing to the rural economic growth and poverty alleviation needs to be strengthened in India for which appropriate marketing strategies are essential to enhance the competitiveness of various crops to make the Indian agriculture market's survival and growth.

Irengbam Dealluck.(2012), "Economic development of region is measured by the strength and efficiency of the linkages established in various sectors to operate the production and business cycle. These are backward and forward linkages constituting financial assistance, transport and communication network for mobility of output in various trade channels. In the interest of public welfare, the government in the marketing system, directly or indirectly, to the extent of intervention depends on the objectives of government and to the extent of defects and malpractices prevailing in the system. The state government has taken several steps to improve the conditions of agricultural marketing. To organize agri-business effectively is to

conduct product specific surveys successfully for ensuring marketability and the type of venture to be set up."

III. STATEMENT OF THE PROBLEM

Agricultural products market development is one of the key factors which plays very important role in the development of any country. More than half population resides in rural area as we know that India is an agriculture country and about 69% of its population directly or indirectly depends on agriculture sector. In spite of being most important sector it is facing lots of the problem. Condition is worst enough which leads to the suicide of farmers. Farmers are still in down position to get benefits of their work. They are still not have any idea about how to sale?, how to get right price of their produce?, They don't know how to channelize their produce?, and if they face any losses then how to overcome from this?. They don't know the latest technologies .So far the betterment of farmers and ultimately for the rural development there is a need to know the importance of proper marketing of agriculture produce and how the better marketing affects the farmers livelihood.

A sound marketing strategies ensures reasonable benefits to the producers and consumers. Regulated markets have been established with the objectives of consolidating the gains in the field of production by minimizing the cost of distribution, reducing the seasonal price differences and by handling efficiently the increased marketable surplus. These markets generally assure producers an orderly and non-exploitative marketing system and fair business practices and try to equalize the bargaining power of the farmers and the traders. It is known that the farmers and traders over there are subject to certain problems. The present study is an attempt to know the problems and challenges faced by the Ponmalai santhai farmers in Tiruchirappalli district.

IV. SIGNIFICANCE OF THE STUDY

The survival and growth of regulated markets depend on the healthy atmosphere for a co-operative trade. The Central and State Governments initiate various measures to strengthen the structure of regulated markets in the country. Specific attempt was made by the researcher to mainly make the santhai farmers and traders at santhai (local market) participate in the regulated market by making them aware of their specific problems. Further, the study was chosen to provide assistance to the machinery at the yard in enabling suitable policy measures for peaceful trade by briefing them of the existing situation through an analysis of the survey data which was obtained from the farmers and the traders.

V. SCOPE OF THE STUDY

Agri-marketing is an attractive field of study for the researchers to come. The study is based both on Primary and Secondary data. Primary data had been collected by administering well structured interview schedules. This serves as a model for the researchers to come on studies at santhai. The secondary data collected would serve as source of reference for the future researchers. Conclusions given on the basis of data analysis give an in-depth understanding of the trade situation at santhai which enables the administrative machinery of the yard to build ideologies that enrich the trade atmosphere at the regulated market. Suggestions offered ease policy making which can be useful for the coming years.

VI. OBJECTIVES OF THE STUDY

A. The Research has Formed the following Objectives

1. To understand the benefits and problems of Santhai farmers
2. To understand the farmers awareness about agricultural marketing
3. To study the impact of Santhai agricultural marketing on the farmer's livelihood
4. To find the solutions on the basis of the recommendations given by the farmers

VII. METHODOLOGY

The methodology adopted for the study is descriptive by nature. The present study is used primary data and secondary data for research. The primary data were collected by using of systematically and scientifically designed questionnaire. The secondary data were collected through relevant books, articles in journals, treatises by agricultural experts, Planning Commission Reports, secondary data compiled by various agencies have been analysed and data has been obtained. Further various websites were visited and extensive data has been collected. The standard form of super script system has been adopted for the study.

A. Sample size

The sample size is selected for the study is 100 santhai farmers who are engaged in the trading process in ponmalai santhai. The convenience sampling technique was adopted for the present study.

B. Limitations of the Study

1. The present study is limited to the ponmalai santhai in tiruchirappalli district only. So the present study suggestions may not applicable for other area.
2. The study limited period between 1st June 2017 – 31st August 2017. So it is time limited.
3. The formers were not cooperating in the data collection process, so that researcher overcomes difficulties in the process of data collection.

Opinion of the respondents about “there is no government support for santhai farmers”

S. No	Level of Agreed	No. of Respondents	Percentage (%)
1	Strongly agree	36	36.0
2	Agree	38	38.0
3	No opinion	10	10.0
4	Disagree	8	8.0
5	Strongly disagree	8	8.0
	Total	100	100.0

Source: Primary Data

The table reveals that 38 respondents agree the statement that “there is no government support for santhai farmers”, constituting 38%, 36 respondents strongly agree the statement that “there is no government support for santhai farmers”, constituting 36%, 10 respondents are expressed No opinion the statement that “there is no government support for santhai farmers”, constituting 10%, 8 respondents strongly disagree the statement that “there is no government support for santhai farmers”, constituting 8% and Remaining 8 respondents disagree the statement that constituting 8%.

It is perceived that maximum 74% of the respondents agree the statement that “there is no government support for santhai farmers”,

There is significant difference between residential status of the respondents and their overall perception of problems faced by agricultural farmers

	Mean	S.D	Sum of Squares	Df	Mean Square	Statistical inference
Production problems						
Between Groups			.789	2	.395	F = 1.625 0.199= 0.05 Not significant
urban(12)	1.34	.495				
semi urban (40)	1.46	.500				
Rural (48)	1.40	.477				
Within Groups			72.128	97	.243	
Transport problems						
Between Groups			.821	2	.410	F = 0.353 0.703= 0.05 Not significant
urban(12)	2.77	1.207				
semi urban (40)	2.90	1.117				
Rural (48)	2.90	.883				
Within Groups			345.616	97	1.164	
Charges and fees						
Between Groups			12.646	2	6.323	F = 35.438 .000 = 0.05 significant
urban(12)	1.13	.458				
semi urban (40)	1.27	.445				
Rural (48)	1.71	.343				
Within Groups			32.140	97	.108	
Financial problems						
Between Groups			3.257	2	1.628	F = 15.048 0.000= 0.05 significant
urban(12)	1.06	.477				
semi urban (40)	1.10	.296				
Rural (48)	1.34	.241				
Within Groups			32.140	97	.108	
Marketing problem						
Between Groups			8.393	2	4.197	F = 20.930 .000 = 0.05 significant
urban(12)	1.43	.216				
semi urban (40)	1.52	.501				
Rural (48)	1.95	.468				
Within Groups			59.553	97	.201	
Communication problems						
Between Groups			9.704	2	4.852	F = 3.385 .035 = 0.05 significant
urban(12)	2.55	1.141				
semi urban (40)	2.10	1.152				
Rural (48)	2.12	1.318				
Within Groups			425.693	97	1.433	
Overall perception of problems faced by agricultural farmers						
Between Groups			39.637	2	19.819	F = 5.003 0.007= 0.05 Significant
urban(12)	15.26	2.926				
semi urban (40)	15.25	1.833				
Rural (48)	16.29	1.281				
Within Groups			1176.613	97	3.962	

Research Hypothesis

There is significant difference between residential status of the respondents and their overall perception of problems faced by agricultural farmers

Null hypothesis

There is no significant difference between residential status of the respondents and their overall perception of problems faced by agricultural farmers

Statistical tool

One-way ANOVA 'F' test was used in the table

C. Findings

The table shows that there is significant difference between residential status of the respondents and their overall perception of problems faced by agricultural farmers. Hence, the calculated value is less than table value ($P > 0.05$). So the research hypothesis is accepted and the null hypothesis is rejected.

Karl Pearson's Co-Efficient Of Correlation Between Respondents' Age and their overall problems faced by agricultural farmers

S.No	Problems farmers	Mean	Std. Deviation	Correlation value	Statistical Interface
	Production problems	1.41	.868	(-)0.080	$P > 0.05$ Significant
	Transport Problem	1.33	.926	0.130	$P > 0.05$ Significant
	Charges and fees	1.07	.918	(-)0.170	$P > 0.05$ Not Significant
	Financial problems	1.61	.946	0.078	$P > 0.05$ Not Significant
	Marketing problems	1.20	.926	(-)0.060	$P > 0.05$ Not Significant
	Communication problems	1.24	.954	1.563	$P > 0.05$ Not Significant
	Overall perception about problems faced by agricultural farmers	6.04	2.882	0.325	$P > 0.05$ Not Significant

D. Research hypothesis

There is a significant relationship between age of the respondents and their overall perception of problems faced by agricultural farmers

E. Null hypothesis

There is no significant relationship between age of the respondents and their overall perception of problems faced by agricultural farmers

F. Statistical tools

Karl Pearson co-efficient correlation Test was used for the above table

G. Findings

The above table reveals that there is no significant relationship between age of the respondents and their

overall perception of problems faced by agricultural farmers. Hence, the calculated value is less than table value ($P < 0.05$). So the research hypothesis is accepted and the null hypothesis is rejected

H. Findings of the Study

- 64% of the respondents agree with the statement that agricultural products perishable in nature so maintained freshness is challenging one
- 56% of the respondents agree with the statement that rental of vehicles is not affordable for farmers.
- 64% of the respondents agree with the view that government bus are not allowed to carry the agricultural luggage

- 59% of the respondents agree with the view that private transport bus is allowed to carry the agricultural luggage in the weight rate charge.
- 54% of the respondents agree with the view that Mini bus facilities also help farmers for transportation.
- 65% of the respondents agree with the view that the bullock carts transport mode is take too much of time.
- 60% of the respondents agree with the view that high way toll booth charges is too high for farmers.
- 72% of the respondents agree with the view that santhai authorities charges also is another burden for farmers.
- 67% of the respondents agree with the view that electricity charges also paid by the farmers is affordable
- 58% of the respondents agree with the view that farmers suffer financial problems.
- 61% of the respondents agree with the view that farmers approach local money lenders for their financial needs.

I. Suggestions

- 1) With the increasing tendency of organized retailing (like supermarkets), farmers should be provided support in the form of necessary infrastructure of grading, sorting and packaging that will help in increasing farmer to fork linkages.

There is need to abolish or reduce fees, cess, taxes, and duties on procurement of agricultural or horticultural produce through any registered contract-farming programme. This would promote direct procurement, improve quality of produce and lead to reduction in the load on the State and Central procurement system.

- 2) There is also a need for training/orientation/sensitization of food traders, including small wholesalers, retailers, and hawkers, on new technologies of packaging, sorting, quality maintenance, regulatory framework and related aspects of marketing.

- 3) Ensure transparency in auction system, penalization on arbitrary deductions from the farmers' realization, prompt payments to farmers, dissemination of market intelligence and speedier and hassle free transactions in the market.

In view of the preponderance of small and marginal farmers in the country, and the need for improving their viability in the changing and competitive environment of agribusiness,

the networking or clustering of farmers for the purpose of marketing of their surpluses can be achieved through such alliances as contract farming or cooperative marketing.

VIII. CONCLUSION

Agriculture is the backbone of every nation to meet its basic needs required for survival and aids in stability, sustainability and strengthens the economy. The agricultural marketing plays a vital role in easy way agro produce distribution to the customers. Like all the marketing activities, it also aims in profit making. It helps the farmers to reach their customers within very short lead time. In order to avoid isolation of small-scale farmers from the benefits of agricultural produce they need to be integrated and informed with the market knowledge like fluctuations, demand and supply concepts which are the core of economy. India has huge potential for agricultural production, because it has a wide geographical range. As most of the rural people in India are engaged in agriculture and its allied activities, more and more provisions must be made available to integrate the marketing systems for agriculture, which must be available all over the country.

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