



Marketing in Agriculture: Opportunities and Obstacles

P. K. Makhare¹ & Dr. K. D. Jadhav²

¹Ph.D. Scholar

²Assistant Professor, Department of Economics,
S.N. Arts, D.J.M. Commerce and B.N.S.Science College,
Sangamner, Ahmednagar, Maharashtra

Corresponding Author: P. K. Makhare

DOI -10.5281/zenodo.14856540

Abstract:

Agriculture is the primary source of income for the majority of India's population in some form or another. Indian agriculture has several defects and issues in its fundamental setup, which is continually evolving with technological advancements. India's non-agriculture economy relies heavily on agricultural sectors for development. Market integration has resulted in cost-effective and high-quality production systems. Agricultural cooperatives provide a solution for value-added processing in agriculture and related sectors. Effective management is key to improving Indian agriculture. To present study the opportunities and obstacles of agricultural marketing. This study is based on secondary data obtained from a variety of journals and websites. The primary objective of this research paper is to investigate contemporary changes in agricultural marketing in India. Marketing plays a crucial role in agricultural development and farmer welfare due to economic and agricultural changes. Indian marketing aims to maximize profits while also ensuring fair rates for agriculture. Improving Indian agricultural marketing through price discovery is crucial for developing the sector. Small-scale farmers often face exploitation and lack access to agricultural products. It is important to provide them with market information such as demand and supply. Successful agricultural marketing requires collaboration among producers, middlemen, researchers, and administrators. It is time to implement innovative agricultural marketing tactics to reap the benefits of our efforts.

Keywords: Agriculture, Marketing, Price etc.

Introduction:

The terms "agriculture" and "marketing" combine to form the term "agricultural marketing." While marketing involves a number of tasks related to transferring items from the point of production to the point of consumption, agriculture often refers to the cultivation and/or rearing of crops and livestock. In their definitions of agricultural marketing, numerous academics have included the crucial components of form, time, place, and passion utility.

Agriculture is the primary source of income for the majority of India's population in some form or another.

Indian agriculture has several defects and issues in its fundamental setup, which is continually evolving with technological advancements. India's non-agriculture economy relies heavily on agricultural sectors for development. Market integration has resulted in cost-effective and high-quality production systems. Agricultural cooperatives provide a solution for value-added processing in agriculture and related sectors. Effective management is key to improving Indian agriculture.

Objectives of the Study:

To present study the Opportunities and Obstacles in Agriculture Marketing.

Research Methodology:

This study is based on secondary data obtained from a variety of journals and websites. The primary objective of this research paper is to investigate contemporary changes in agricultural marketing in India. This research report attempts to add to the existing literature on agricultural marketing. The study is limited to a review of existing literature. Using primary data yields more effective and unique results.

Results and Discussion:**Opportunities and Obstacles in Agriculture Marketing:**

Marketing plays a crucial role in agricultural development and farmer welfare due to economic and agricultural changes. Advancements in technology have increased crop excess, necessitating a market-oriented approach to agriculture.

Here are some of the developments that have made agricultural marketing crucial:

1) Growth in Marketable Surplus: India now has excess of numerous agricultural goods. A greater marketable surplus of the majority of agri commodities has resulted from higher output and productivity made possible by the availability of high-quality seeds and other technological advancements. To manage the rising surplus, markets must become more responsive and efficient. Demand for horticulture crops on the market:

2) The shift in Indian agriculture toward high-value horticultural crops is another development. Because they are large and perishable, horticultural crops must be handled carefully to preserve their quality throughout the food supply chain and all the way to the end user.

3) Price Signals and Price Discovery:

Agricultural marketing focuses on both the transmission of price signals from customers to farmers and the discovery of prices at various marketing phases.

Market-driven shift in emphasis toward output Economic expansion, urbanization, free trade policies, and consumer awareness of the need for high-quality, safe food have all contributed to increased opportunities in agriculture.

In order to boost their income, farmers are anticipated to take advantage of these new prospects by reorienting their attention from production-oriented to market-oriented agriculture.

4) Feeding the Urban Population: As a result of economic expansion and urbanization, more and more people need to be fed in urban areas by rural residents. To enable the effective flow of agricultural products from the point of production to the point of consumption, this will require both production and a strong marketing strategy.

5) Making Smallholdings Viable: Small and marginal farmers are essential to supplying the food needs of the expanding, wealthier, and more urbanized population. Adopting a market-oriented strategy can significantly increase these smallholders' earning potential.

Obstacles of Agricultural Marketing:**Lack of Transportation Infrastructure:**

India's primary issue with agricultural marketing is a lack of effective communication and transportation. Despite being a growing nation, India's rural areas are unconnected to its well-developed market roads. Due to the loss of transportation and poor road and train connectivity, it is a significant issue for agricultural products.

Low-Quality Goods: The majority of farmers nowadays deal with numerous financial issues. They cannot afford the high-yielding variety of seeds and insecticides (HYV). As a result, productivity is low solely because prices are falling or because marketplaces are selling goods at extremely low prices.

Middlemen's Role: Without doing anything, the market's middlemen also steal a sizable portion of farmers' produce. Farmers have to borrow money from middlemen and sell their goods at cheaper prices in the market as a result of their income being reduced.

Improper Grading: Agricultural items have been mixed up with the poorest materials or products in India, so improper grading is a very prevalent method used today. Because no methodical process is used for these crops. The global market's demand for agricultural products has declined solely as a result of this.

Lack of Credit Facilities: Due to the farmers' needs, cash-on-delivery facilities are not adopted. The impoverished farmers borrow money at exorbitant interest rates from private money lenders in order to meet their requirements. As a result, farmers are not compensated for their produce.

Lack of Storage Facilities: As space is needed for storing as it is really or urgently needed by the manufacturer as well as the controlling system of our nation. The farmers required storing facility to store their produce and sell at the time of selling at suitable prices.

Market Information: The majority of farmers in India lack formal education. Thus, they have no knowledge of supply and demand in the market. This is the only reason they can't sell their products for the original price. Under difficult circumstances, they are compelled to sell them goods at the lowest prices.

What Has To Be Changed?

Market Fees: For food grains, oilseeds, and fruits and vegetables, a uniform market to be applied nationally.

Elimination of Middlemen: Every transaction in APMCs ought to be conducted via open auction, with several competitors for every lot. Buyers and sellers should conduct these transactions directly, without the need of middlemen who take a cut.

Facilitate Sample-Based Sales: The buyer physically inspects the farmer's entire crop before placing an auction at the APMC. From the farm gate to APMC and from the APMC to the final destination, this leads to double transit. The farmer just needs to bring a sample of his produce to the market, together with the necessary quality certification paperwork, if grading and sorting facilities are located closer to the farm gate. Time and money would be saved.

Facilities for Banking and Storage in APMCS: If storage and bagging facilities are available, as well as loans secured by warehouse receipts to cover urgent financial needs, distressed sales can be

prevented. This ought to be found close to APMCs.

Encourage Fpos In Marketing: Farmer producer organizations and businesses ought to be urged to start selling their members' produce directly to major purchasers and processors. Better prices at APMCs and increased competition are the outcomes.

E-NAM: To link all regulated wholesale produce marketplaces via a pan-India trade platform, the government established the electronic national agriculture market, or eNAM. However, the involvement of traders from this market is necessary for it to be effective.

Conclusion:

Indian marketing aims to maximize profits while also ensuring fair rates for agriculture. Improving Indian agricultural marketing through price discovery is crucial for developing the sector. Small-scale farmers often face

exploitation and lack access to agricultural products. It is important to provide them with market information such as demand and supply. Successful agricultural marketing requires collaboration among producers, middlemen, researchers, and administrators. It is time to implement innovative agricultural marketing tactics to reap the benefits of our efforts.

References:

- 1) Acharya S.S. (2006). Agricultural Marketing and Rural credit for Strengthening Indian Agriculture. Asian Development Bank (INRM), New Delhi.
- 2) Acharya S.S. and Agrawal NL (2021). Agricultural Marketing in India, Oxford and Ibh Publishers, New Delhi.
- 3) Dr V David Chella Baskar and Dr Shalendra (2022) Agricultural Marketing in India Reforms for a Liberal and Competitive System

ABSTRACT:

A prominent tripartite model proposes that parent role modelling of emotion regulation, emotion socialization behaviours, and the emotional climate of the family are important for young people's emotional development. However, limited research has examined the neural mechanisms at play. Here, we examined the associations between family and parenting factors, the neural correlates of emotional reactivity and regulation, and internalizing symptoms in early adolescent girls. Sixty-four female adolescents aged 10–12 years with elevated internalizing symptoms completed emotional reactivity, implicit (affect labelling) and explicit (cognitive reappraisal) emotion regulation tasks during functional magnetic resonance imaging. Positive family emotional climate was associated with greater activation in the anterior cingulate and middle temporal cortices during emotional reactivity. Maternal emotion regulation difficulties were associated with increased frontal pole and supramarginal gyrus activation during affect labelling, whereas supportive maternal emotion socialization and positive family emotional climate were associated with activation in prefrontal regions, including inferior frontal and superior frontal gyri, respectively, during cognitive reappraisal. No mediating effects of brain function were observed in the associations between family/parenting factors and adolescent symptoms. These findings highlight the role of family and parenting behaviours in adolescent emotion regulation neurobiology, and contribute to prominent models of adolescent emotional development.

Keywords: *Early Adolescence, Developmental Period, Biological And Socio-Emotional Changes Adolescent Problem Behaviour, Social Interaction Parenting, Parenting Style, Parenting Behaviour, Social And Emotional Health, Parents Emotion Regulation.*
