

## **RURAL AND AGRICULTURAL MARKETING**

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### **Introduction:**

Indian Economy is an agrarian Economy which depends upon Agricultural sector and its relevant Production. This Production emerges mainly in two seasons i.e. KHARIF also called autumn crop and RABI or Winter Crops. These two having different type of crop as per Geographical Structure. This Agrarian This Agrarian Economy lies in country- sided part of Nation. The Development of nation Agriculture sector and peasants depend on marketing cultivated , produced by Farmers and Peasants.

Key Words:

Marketing, Rural and Agricultural Sector, Scope of business, World- wide Importance, Marketing Strategies, Future.

Marketing is a Challenging concept in modern business world . It becomes a crucial concept in Commercial and Business world. The selling, Producing and Consumerism superficially added in Marketing Strategy. It is a Wide Concept in favor of all sectors. Selling is an indispensable part of Marketing Strategy.

### **MARKETING – MEANING SCOPE AND IMPORTANCE**

Marketing is the Core part of business and trade world. It can change entire portfolio of Market. Let us discuss about Marketing:

#### **Definitions:**

##### **1. In the View of American Marketing Association:**

Marketing is a transition Phase between Producer to Consumer which controls the commercial purposes, and Functions.

##### **2. In accordance with Philip Kotlar-**

Marketing is a Human Activity which fulfilled the Needs and Requirements.

##### **3. Market is a Process of invention of Needs, Creation of Goods and Services , co-operation to vendors and satisfies the appetite of consumer, customer , sustain the importance in a rigid Competition.**

### **STRUCTURE OF AGRICULTURAL MARKETING**

Nowadays, we have a mediator chain in between Producer and Customer. It benefits more to mediator when unorganized category of farmers, peasants and consumer, customer in a particular circumstance or Market. Indian Agrarian Economy vents to provide more exploitation of Farmers and unorganized groups by using their needs and economic Condition in a Bazaar.

### **TYPES OF AGRICULTURAL MARKETING ;**

- A) Selling – Buying in small scale Area.
- B) Selling in a Small Market or Market-line .
- C) Wholesale Selling.
- D) Miscellaneous Market or Re-tail .
- E) Co- operative market / marketing Committee.
- F) Selling Agrarian crops by Government through Federation.

**Difficulties in Agricultural Marketing in India are as :**

**1. Deficiency in Transportation or transport facility:**

In India , The roads and streets are not effectively constructed , construed in well-manner especially rural part. It has an effect on transportation of crops .It damages while travelling the crops from one place to another . It is a major problem in Agricultural Marketing.

**2. Degraded quality of production :**

Degradation of quality in crops due to heavy rainfall, unhealthy atmosphere, its effect, Sterilized soil, unproductive seeds, traditional methods of Cultivation , deficiency of pest- control, that have resulted into degradation in quality.

**3. Mediator (Broker) :**

Mediator plays a blunder game and achieves more benefit from producing farmer and customer also. Comparatively, It decreases production level also by using various methods .

**4. In the Lack of Grading**

Grading system can be applied to few crops but not all. It graded crops) is used for selling in standard proportion.

**5. Problem in collection of production:**

The major problem in Agricultural Marketing is to collect goods/ Product from small scale in farmers in rural part. It is not affordable as per market Rate to customer.

**6. In the lack of godown / warehouse :** There were no storage of goods in rural part or in market also, that have impact on selling – policy. At the time of being , selling these crops became requisite to farmer in low rate . it sold in low rate as early as possible before damage or light weight. It effected on rate of production as per the policy of demand and supply. It is unbearable to farmer or small scale peasants.

**7. In the Lack of Cold – storage Facility :** There were unavailability of storages in India. Nowadays, only 10.35 lakh Tonne Cold storages are available in India. It is requisite to improve the availability of affordable housing to prevent the crops from damaging factors.

**8. Market information Broucher/ bulletin :** It is a fact in marketing or Market , the Indian farmers are indulged in ignorance or illiterate in Education , standardization of all factors in bazaar . They do not decide,determine current status and prices of production . It has resulted into less benefit to farmer , peasant, or retailer .It can be fulfilled with the Market Information broucher /bulletin

9. **Malnourished Elements:** Limitation occurred in the bargaining products when malnourished elements found in . It has badly impact on welfare, condition of farmer, peasants and retailers also.
10. **Compulsive / Restricted Selling :** After harvesting period , After incubation period of crops, there were ever increased loan, debt of private shopkeeper vendors and landlords made him as a victimized animals. These victimization policy of makes him to get restricted selling orcompulsive selling for the sake of return debt or loan to these part
11. Education is the best remedy to overcome in all odds of Agririan marketing . To make them literate our knowledgeable is the best way to increased required benefit
12. Uncontrolled/unregulated bazar
13. Faulty weight and measurement in illegal market that have resulted into loss of everyone.

**14. Solutions**

- 1) controlled/ regulated bazar
- 2) improved storage facility
- 3) expansion of market yard
- 4) Cooperative marketing
- 5) expansion of market by using internet , social media
- 6) to improve cold storage facility
- 7) contract farming
- 8) reformation in bazaar
- 9) rate stability by MSP
- 10)Marketing information (broucher/bulletin)
- 11) reformation in transportation

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