

# An Industry That Feeds You

Chetna Kumari

**Abstract:** *Agriculture is essential to a country's economic growth. Agriculture is fundamentally different from industry. Farm product marketing is a difficult process. Agricultural marketing covers a wide range of actions and procedures that transport nutrients and raw materials from the farm to the ultimate customer. The marketing strategy should be constructed in such a way that the agriculturist's efforts are adequately rewarded. However, in India, the middlemen receive profits at the expense of the underprivileged Indian farmers' infirmity and illiteracy. This article seeks to understand the issues that farmers experience in the selling of agricultural commodities and to propose viable solutions to these problems.*

**Keywords:** agribusiness, agricultural marketing, commercialization, government decision, economic growth

## 1. Introduction

Agriculture is essential to a country's economic prosperity. Agriculture is the backbone of any agricultural country, such as India. India's prosperity depends on agricultural growth. Farm product marketing is a difficult procedure. Our farmers produce a wide range of agricultural goods in our country. Agriculture is the largest and most significant industry in the Indian economy. India's agriculture industry is the country's largest economic sector. Agriculture accounts for nearly 20.19 percent of India's GDP.

### Agricultural Marketing

Agricultural marketing encompasses a wide range of actions and procedures that transport nutrients and raw materials from the farm to the consumer.

**Problems in the Marketing of Agricultural Goods:** There are lots of problems in the marketing of agricultural goods. They are: 3.1 Lack of Finance: To finance seasonal requirements, more finance is necessary in a particular period. Financial need also varies from year to year depending upon the quantity of production. Most of the financial needs of the farmers in India are met by moneylenders. An agriculturist in India born in debt lives in debt and finally dies in debt.

Agriculturists produce commodities for use, export, and manufacture. The marketing strategy should be organized in such a way that the agriculturist's efforts are properly rewarded. However, in our nation, the middlemen get profits at the expense of the impoverished Indian agriculturists' infirmity and illiteracy. A small portion of the price paid by purchasers reaches the farmers, while the majority is absorbed by the intermediaries. Farmers are most affected by the inability to obtain a fair price for their produce.

In developing nations such as India, agricultural markets suffer from bad infrastructure, weak transportation and communication, restrictive legal system, financial burdens, and so on. As a result, the economy will collapse. The focus on business failure provides a path for market - oriented liberalization to adjust pricing and institutions.

E - marketing allows for effective pricing discovery "anytime, anyplace. " Using cutting - edge technology, it would be feasible to offer value - added food to people while still ensuring decent prices for farmers. Agriculture's contribution to a country's development is centred on both

industrial expansion and agricultural output, which allows other regions to produce locally and globally manufactured goods. India has a long history of daily marketplaces, most of which are located in rural areas. Primary rural markets are primarily regular marketplaces for small - scale and marginal farmers, with 20, 000 - 45, 000 residents in the nation for the commercialization of their agricultural output and supplies, such as haats, shallows, mandis, and fairs.

Government - owned marketing boards, distributors, and marketing chains range from lending institutions to farm cooperatives and wholesalers. The producers will only be able to get fair pricing if the government helps to improve the competitive marketing process. Meanwhile, marketing institutions must make interactions with producers as efficient and transparent as possible in terms of retail/consumer prices. The move from agriculture to marketing is natural, but external variables such as agricultural policy, market imperfections, general living standards, and so on might slow it down. Agricultural marketing is handled by many central government organizations in India, including the Commission of Agricultural Costs and Prices, Food Corporation of India, Cotton Corporation of India, Jute Corporation of India, among others. Rubber, tea, coffee, tobacco, spices, and vegetables all have their own marketing organizations.

The present market should address two components of a marketing network and actual market management regulations. A shift in the interdependence of agricultural and consumer connections requires the reinforcement of the regulated market system. Consumer access and productive information flows have improved, and the industrial system may offer much needed market orientation. In Indian agriculture, the shift from commoditizing to commercialization results in a consumer orientation. India has the world's largest network of agribusiness cooperatives, which are involved in agricultural production, procurement, and marketing. These have been critical to our economy. The government should review its policies and regulations to improve the marketing network and ensure that competitive prices and markets are not biased. Modern ICTs are used to facilitate marketing functions and procedures such as purchases and sales, payments, ratings, standardization, and transportation.

### Objectives of the Study

The present study is undertaken to study the problems of Agricultural Marketing in India.

### Source of Data

Secondary Source of data has been used in the present study. The information was gathered from numerous agricultural department journals, newspapers, and publications.

### Research Methodology

The latest research work is a conceptual piece aimed at identifying the many issues surrounding agricultural marketing in India.

Problems in the Marketing of Agricultural Goods: There are lots of problems in the marketing of agricultural goods.

They are:

- 1) Lack of Finance: To finance seasonal requirements, more finance is necessary in a particular period. Financial need also varies from year to year depending upon the quantity of production. Most of the financial needs of the farmers in India are met by moneylenders.
- 2) Large Number of Middlemen: For agricultural commodities, the concentration process is vital. Because a long distribution route is required, there are a significant number of intermediaries. A large portion of the agriculturist's share is completely carried by the consumers' rupees by the long chain of intermediaries. .
- 3) Transportation and Storage Facilities: During harvest season, there is a high demand for transportation and storage facilities to prevent the quality of the food from deteriorating. Agro products are produced on a seasonal basis. During the year, consumption patterns are both consistent.
- 4) Grading and Standardization: For agricultural products, grading and standardisation are important. However, because there are numerous agricultural commodities and one product has many qualities, it is difficult to grade and standardise the products.
- 5) Branding: Agricultural goods do not generate demand. Due to agriculturists' limited resources, advertising is not possible. Because there are several qualities, branding is not an easy task.
- 6) Price Fluctuation: There is price fluctuation in agricultural products due to the imbalance in supply and demand.
- 7) Lack of Market Information: In India, the vast majority of farmers are uneducated and unaware of current market values. They depend on inaccurate information.

### Work Plan

Our country is primarily agrarian. It has critical to solve the problems with agricultural product marketing. To remove the problems, the following suggestions are offered:

- 1) To reach consumers directly and sell their products at a competitive price, farmers should open a super market in a city centre with the help of other farmers to contact consumers directly.
- 2) For agricultural products to be properly marketed, adequate and appropriate transport infrastructure is required. The government needs to take the necessary

steps to improve farmers' access to transportation for marketing their crops.

- 3) To address the flaws in agricultural marketing, the government should take the necessary steps to improve storage and warehouse facilities.
- 4) The Farmers Association should make the required efforts to establish commodity standards and grades.
- 5) Agricultural departments conduct auction sales to secure higher prices for cultivators.
- 6) Farmers should create their own associations with the help of the government and non - governmental organisations (NGOs) to obtain accurate information about the market situation.

In essence, this is a market study that reveals the qualities of your target consumers, their buying habits, the value your product or services, can provide to them, and a list of your top competitors.

Marketing research helps to build a picture of what kind of new products or services could be the most profitable in today's highly competitive industry. For already available products or services, marketing research may give extensive insights into whether they are meeting the requirements and expectations of their customers. It studies consumer behaviour to better understand why people buy certain products, including how economic, cultural, social, and personal variables affect that behaviour.

Furthermore, the goal of marketing research is to make informed judgments regarding company ideas whether they are worthwhile to pursue or not.

Simply said, market research is an important element of company planning and acts as a convenient way to get information about your target market and prospective consumers.