

Marketing Problems and Prospects of Farmers in Kurnool District of Andhra Pradesh

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Abstract

Agriculture is creating employment more than 60 percent directly and indirectly. Agriculture is a backbone of our Indian economy. Generally agriculture produce is marketed through different channels. Among that commission agents are playing an important role. Farmers are cheated by those commission agents and they are not getting reasonable return. So, the study is focused on marketing practices of agricultural products.

As the study is empirical in nature it consists of primary data. The data is collected from sample of 200 farmers. The farmers are selected based upon convenient sampling technique. The research instrument used for the study is Questionnaire. Likert's Rating scale was used to analyze the marketing problems faced by the farmers in the study area. Tools used to analyze the data are frequency, percentage, ranking and One Way ANOVA.

From the analysis it is clear that among marketing problems price fluctuation was ranked I with mean score of 128.2 which means most of the farmers are facing problems in price fluctuations of agricultural produce. From the analysis it is observed that there is a significance difference between facing marketing problems with respect to age, educational qualification, farming experience, cultivation land extent and cultivation land position.

Keywords: Agriculture, Marketing Problems, Farmers.

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Introduction

India is the second large producer of agricultural product. Nearly 50 percent of population is directly and indirectly are involved as agricultural workers. Andhra Pradesh is the major producer of rice, jowar, bajra and maize etc. Kurnool is famous in producing the paddy, groundnut, cotton and bengal gram.

Statement of Problem

The farmers are facing problems while cultivating and marketing the agricultural produce. Some of the cultivation problems can't be resolved but all the marketing problems can be

resolved by taking necessary steps by the farmer and government. In this view point the study was taken to on Marketing Problems and Prospects of Farmers in Kurnool District of Andhra Pradesh.

Review of Literature

Nidhi et.al., (2017)¹ identified the major marketing problems faced by the farmers are too many market intermediaries, defective scales and weighing systems, illiteracy, lack of transportation facilities, lack of storage facilities, lack of market intelligence, price fluctuations and problem of produce collection. They also stated importance of agricultural marketing which plays a vital role

in the economic development. It is also important in creation of various utilities like place, time and possession utility.

Murugesan & Rajarajan (2016)² stated that marketing of agricultural produce involved in several challenges like limited access to market information, literacy level among farmers is low, more market intermediaries which eats away the pockets of both farmers and consumers. They suggested a marketing society should establish and every member in that society should undergo training to improve performance of the society. The number of storage facilities should increase by the government. Each marketing society should install computer and maintain the own website to provide necessary market information to the farmers.

Objectives of the Study

1. To know the demographic profile of the farmers
2. To identify various marketing problems faced by the farmers
3. To analyse the farmers opinion on marketing problems

Hypotheses

H₀: There is no significant difference in the level of opinion on Marketing Problems with respect to age, educational qualification, farming experience, cultivation land extent and cultivation land position.

H₁: There is significant difference in the level of opinion on Marketing Problems with respect to age, educational qualification, farming experience, cultivation land extent and cultivation land position.

Methodology

As the study is empirical in nature it consists of primary data. Primary data is collected from farmers. The total 200 farmers are selected as the sample. Convenient sampling technique has been chosen for the study. The top four crops cultivated in Kurnool district are Paddy, Bengal Gram, Cotton and Groundnut. Among 200 farmers 50 farmers were selected from each crop

The research instrument used for the study is Questionnaire. Likert's Rating scale was used to analyze the marketing problems faced by the farmers in the study area. Tools used to analyze the data are frequency, percentage, ranking and One Way ANOVA.

Results and Discussions

Table 1: Demographic Profile of the Farmers

| Demographic Factor | Frequency | Percentage | Demographic Factor | Frequency | Percentage |
|--------------------|-----------|------------|--------------------------------|-----------|------------|
| Gender | | | Farming Experience | | |
| Male | 190 | 95 | Below 6 Years | 29 | 14.5 |
| Female | 10 | 5 | 6 to 10 Years | 60 | 30 |
| Total | 200 | 100 | 11 to 15 Years | 49 | 24.5 |
| Age | | | 16 to 20 Years | 27 | 13.5 |
| Below 26 Years | 23 | 11.5 | Above 20 Years | 35 | 17.5 |
| 26 to 35 Years | 58 | 29 | Total | 200 | 100 |
| 36 to 45 Years | 74 | 37 | Cultivation Land Extent | | |

| | | | | | |
|--------------------------------|-----|------|----------------------------------|-----|------|
| 46 to 55 Years | 41 | 20.5 | Less than 2 acres | 40 | 20 |
| Above 55 Years | 4 | 2 | Above 2 to 5 acres | 56 | 28 |
| Total | 200 | 100 | Above 5 to 8 acres | 66 | 33 |
| Education Qualification | | | Above 8 acres | 38 | 19 |
| Illiterate | 11 | 5.5 | Total | 200 | 100 |
| Primary | 38 | 19 | Cultivation Land Position | | |
| Secondary | 65 | 32.5 | Own | 61 | 30.5 |
| College | 77 | 38.5 | Lease | 9 | 4.5 |
| Technical | 9 | 4.5 | Both (Own & Lease) | 130 | 65 |
| Total | 200 | 100 | Total | 200 | 100 |

Source: Primary Data

From the above table it is clear that most of the farmers are male belongs to the age group of 36 to 45 years completed their graduation having farming experience of 6 to 10 years with 5 to 8 acres of cultivation land. Most of the farmers are doing cultivation in own land and lease land.

| | | |
|---|-------|-----|
| High Transport Cost | 122.1 | IV |
| High Dominance of Market Intermediaries | 121.5 | V |
| Lack of export promotional activity | 116.6 | VII |

Source: Primary Data

Table 2: Table Showing the Marketing Problems faced by Farmers

| MARKETING PROBLEMS | MEAN SCORE | RANK |
|--|------------|------|
| High Commission Charged | 102.6 | IX |
| Price Fluctuation | 128.2 | I |
| Lack of Market Information | 125.1 | III |
| Improper Method of Sale | 115.5 | VIII |
| Non Availability of Storage Facilities | 119.5 | VI |
| Unauthorized deductions | 94.4 | X |
| Lack of quality in packing materials | 127.5 | II |

From the above table it is clear that price fluctuation is one of the marketing problems faced by the many farmers with the mean score of 128.2 and ranked as I followed by lack of quality in packing materials (127.5), lack of market information (125.1), high transport cost (122.1), high dominance of market intermediaries (121.5), non-availability of storage facilities (119.5), lack of export promotional activity (116.6), improper method of sale (115.5), high commission charged (102.6) and unauthorised deductions (94.4) ranked as II, III, IV, V, VI, VII, VIII, IX and X respectively.

Table 3: Table Showing ANOVA Results of Opinion on Marketing Problems

| S. No. | NULL HYPOTHESIS | F-VALUE | P-VALUE | RESULT |
|--------|--|---------|---------|--------------|
| 1 | H ₀ 1: There is no significant difference in the level of opinion on Marketing Problems with respect to age | 3.314 | 0.011 | Not Accepted |

| | | | | |
|---|--|-------|-------|--------------|
| 2 | H ₀₂ : There is no significant difference in the level of opinion on Marketing Problems with respect to educational qualification | 2.406 | 0.048 | Not Accepted |
| 3 | H ₀₃ : There is no significant difference in the level of opinion on Marketing Problems with respect to farming experience | 2.47 | 0.043 | Not Accepted |
| 4 | H ₀₄ : There is no significant difference in the level of opinion on Marketing Problems with respect to cultivation land extent | 4.813 | 0.001 | Not Accepted |
| 5 | H ₀₅ : There is no significant difference in the level of opinion on Marketing Problems with respect to cultivation land position | 3.175 | 0.042 | Not Accepted |

Source: Primary Data

The null hypotheses are not accepted for the marketing problems with respect age, education qualification, farming experience, cultivation land extent and cultivation land position. For all the cases p-value is less than the significant value 0.05, that means there is a significant difference in the level of opinion on marketing problems with respect to age, educational qualification, farming experience, cultivation land extent and cultivation land position.

Findings

1. Most of the farmers are male belongs to the age group of 36 to 45 years completed their graduation having farming experience of 6 to 10 years with 5 to 8 acres of cultivation land.
2. Majority of the farmers are doing cultivation in own land and lease land.
3. From the analysis (Table 2) it is clear that among marketing problems price fluctuation was ranked I with mean score of 128.2 which means most of the farmers are facing problems in price fluctuations of agricultural produce.
4. From the analysis (Table 3) it is observed that calculated is less than the table value which means null hypothesis is not

accepted i.e., there is a significance difference between facing marketing problems with respect to age, educational qualification, farming experience, cultivation land extent and cultivation land position.

Suggestion

1. Good quality of packing material for the produce should be provided by commission agents. The packing material should consist of ISI mark to avoid issues regarding packing material quality and cost.
2. The produce grading should be done by AMCs officials on the basis of size, shape, quality i.e., as per standards. A grading agency should establish by the government in every mandal. So that, the grading of the produce will be done in a fair way.
3. Government officials related to agriculture marketing should strictly monitor whether market intermediaries are following electronic devices for weighing without any malpractices by doing a regular inspection and impose fines or penalties on market intermediaries for non-compliance.

4. The government should assign the marketing of produce to AEO's in every panchayat to promote the produce and that team should be able to give the information about where the produce to be sold and what price is there in different markets etc. With this, the produce will get wide coverage and farmers will get sufficient information to promote and sell the produce. By doing this there is a chance to reduce the channels of distribution and then produce will be sold in the right channel.

Conclusion

At present in India, farmers are following modern methods of production but, the problem is arising at the time of marketing the produce. The farmer is unaware of the complexities of modern marketing system and market variations as the detailed news regarding market is not reaching the remote villages. The storage and grading facilities provided presently is not adequate. The worse thing is that, there is no adequacy in transportation and communication facilities. The farmer is not well informed about market conditions.

The fact is that, agricultural activities have increased year to year in Kurnool district of Andhra Pradesh. With the increase in agricultural activities the facilities such as market intelligence, storage, grading and transport etc., are available seems to be inadequate for better marketing. This situation made the farmers hopelessly handicapped.

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