

Agriculture Marketing (Marketing With Concern of Indian Agriculture Sector)

SHUBHAM KABRE

AIMS Institute of Management Studies

Abstract- in India agriculture is the main occupation on which the economy is ruling. Indian agriculture has seen a lot of changes in its structure.

India, predominantly an agricultural economy, has healthy signs of transformation in agriculture and allied activities. India has seen agriculture as a precious tool of economic development as other sectors of production depend on it. Efficient backward and forward integration with agriculture has led to globally competitive production systems in terms of cost and quality. The present study brings out the past and present scenario of agricultural marketing prevailing in India, its challenges and future recommendations. It covers the function performed in the marketing process of agro produce, the functionaries involved, problems in agricultural marketing in developing countries when compared to the developed countries and the reforms required to rectify the problems.

Indexed Terms- Adaptability, Academics, Continuity

I. INTRODUCTION

Agricultural marketing is what our country needs to improve. Agricultural marketing consists of two major concepts viz., “agriculture” and “marketing”. The first concept agriculture aims at producing agro food products with the use of natural factors for the welfare of humans. It fully depends on natural processing. The second concept marketing refers to the activities that are done by the business organizations to promote their products and services to their target customers. The concept agricultural marketing includes many activities that start from the production process till its retailing. The activities involved are production planning, cropping and harvesting, warehousing, grading, transportation and final distribution. There are varieties of agro products which are produced with dual purpose of domestic consumption as well as

exporting. In the meantime the marketing institutions need to maximize efficiency and transparency in transactions with the producers and also of retail/consumers price accruing to the farmers. The agricultural transition towards commercialization is natural though some external forces may slow down its pace like agricultural policies framework, extent of market imperfections, overall standard of living.

II. LITERATURE REVIEW

The term agricultural marketing is composed of two words – agriculture and marketing. Agriculture, in the broadest sense, means activities aimed at the use of natural resources for human welfare, i.e., it includes all the primary activities of production. But, generally, it is used to mean growing and/or raising crops and livestock.

Marketing encompasses a series of activities involved in moving the goods from the point of production to the point of consumption. It includes all activities involved in the creation of time, place, form and possession utility.

Philip Kotler has defined marketing as a human activity directed at satisfying the needs and wants through the exchange process. An agricultural product from the farm to the consumer. These services involve the planning, organizing, directing and handling of agricultural produce in such a way as to satisfy farmers, intermediaries and consumers.

III. ELABORATIVE APPROACH



Agricultural marketing scenario in the country has undergone a sea-change over the last six decades owing to the increases in the supply of agricultural commodities and consequently in their marketed surpluses; increase in urbanization and income levels and thereby changes in the pattern of demand for farm products and their derivatives; slow and steady increase in the linkages with the overseas markets; and changes in the form and degree of government intervention in agricultural markets. Therefore, the framework under which agricultural produce markets function and the factors which influence the prices received by the farmers now need to be understood in a different perspective compared to that in the past.

The role of marketing now starts right from the time of decision relating to what to produce, which variety to produce and how to prepare the product for marketing rather than limiting it to when, where and to whom to sell.

CONCLUSION

Agricultural marketing plays a vital role in the 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 market knowledge like fluctuations, demand and supply concepts which are the core of economy.

REFERENCES

- [1] Brithal, P. S., Jha, A. K., & Singh, H. (2007). Linking farmers to market for high value agricultural commodities.
- [2] Agricultural Economics Research Review, 20(conference issue), 425-439. Godara, R. (2006).
- [3] Rural job opportunities agribusiness centres – some realities. Kurukshetra, March, 1417. Grosh, B. (1994).
- [4] Contract farming in Africa: An application of the new institutional economics. Journal of African Economies, 3(2), 231-261. Hoff, K., Braverman, A., & Stiglitz, J. (1993).
- [5] B. F., & Mellor, J. W. (1961). The role of agriculture in economic development. American Economic Review, 51(3), 566-593.
- [6] Agricultural Marketing: A National Level Quarterly Journal on Agricultural Marketing.

ACKNOWLEDGMENT

I would like to show my grateful feelings to Prof. Prathamesh Nadkarni Sir, who encouraged me to complete this research paper with whose supervision I accomplished this task in time. Thank you very much Sir!