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## 12. Rural Agriculture Marketing and Growth of Farmers Income

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### Abstract

India as the prime country in agriculture Indian Economy is depend on Agriculture. The population of 55% id engaged in Dairy Animal husbandry agriculture based small scale industry. The marketing of agriculture based production sell in small market is a traditional way. Local money lender of agents exploit to the farmers. The government schemes not properly implemental. Shortly farmers should have reduce the pesticides and return to organic family. Proper reformation in Agriculture management and increase organic farming in India. Per capita incomes of farmers will increase.

### Introduction

India is the prime country in agriculture and also agriculture is the backbone of Indian economy agriculture is the main source of livelihood to human population for about 55 percent, which is engaged in Agriculture, Animal Husbandry and Dairying and Allied Sectors activities.

Raising farmer's income is an issue that successive a governments and policymakers have grappled with rather unsuccessfully. There is need to do much about income and pricing. Agriculture expert like **Dr. M. S. Swaminathan** have prescribed various solutions yet they have not been implemented. Modern technologies integrated with agriculture and agro-food industry will revolutionize this sector and produce large-scale employment and thereby wealth.

Today more than before there is a serious agricultural crisis before the nation. India is a rich country but its farmers are poor. Being the largest employer in the country, agriculture is currently undergoing an unprecedented crisis, not just because of the vagaries of nature. Agriculture is no longer a remunerative occupation, especially for the small farmer, and 78 percent farmers want to quit agriculture if given a choice. The wave of unrest among famers in various parts of India shows that the problems of Indian agriculture are more pervasive and have raised concerns about the health of the agricultural sector. Government cannot ignore its farmers as there is a genuine need to help the farming sector which is suffering from various strains. The

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analysis needs more depth. But looking for immediate and longer-term responses requires a better understanding of the roots of the stress in the farming economy. The government has an immediate political problem on its hands and has no option but to go for short-term indicatives which are counterproductive. There is a mismatch between the way farmers are perceived by policy-makers, media, the general public and reality.

### Research Methodology

For present research paper descriptive and analytical the research methodology used. This study mainly based on secondary data. The required data have been collected from various research reports, journals and books. It is based on secondary data. Data have been collected through various websites and publications of recent research papers available in different websites, Research Articles.

### Objectives of the Study

The objective of the study is to highlight the Rural Marketing and Growth of Farmers Income.

I express an opinion on the following objective of the research paper.

- To find out the contribution of the Rural Marketing and Growth of Farmers Income.
- To find out defects in the present system of the Rural Marketing and Growth of Farmers Income.
- To find out the need of the Rural Marketing and Growth of Farmers Income.
- To identify the measures to improve the Rural Marketing and Growth of Farmers Income.

### System of Rural Agricultural Marketing in India

**Sales in the Village:** In India, the proportion of production sold in the market is very small because a very large proportion of the agricultural output is sold in the village. The farmers, in most of the cases, sell their output in the village itself because of the expensive and inefficient transportation system or because they may have taken loan from the money-lender or trader on the promise of selling output to them at the pre-decided prices. Sometimes output may be too small and thus uneconomical to take it to the distant market. The local money-lender frequently purchases the produce from the cultivators to sell it in a wide market. Sometimes itinerant middlemen, known as banjaras, go from village to village buying and collecting grains for a distant market. The agents of the large exporting firm also go about the villages collecting



wheat, cotton or other produce from rural areas. In all cases the cultivator obtains much favorable terms than he could have obtained, had he carted the produce to the market.

**Sales in the Mandi:** A small proportion of production, as we have already seen, is taken to the neighboring markets. Such markets may either be organized or unorganized. The unorganized markets, which are in a much large number, are more or less of primitive stages. There are no rigid rules of procedure for sales and settlement of accounts. The cultivator meets with several disabilities. Scales, weights and measures are manipulated against him. Deductions against which he has no means of protest are made in most markets, for religious and charitable purposes and other objects. There are several professional dealers and midlators like dalal, kachha arhtia and pacca arhtia who profit at the expense of the cultivator. The dalal is more inclined to favour the buyer than the seller whom he only sees very occasionally. The dalal and the arhtia negotiate the price generally by putting their hands under a piece of cloth and catching one another's fingers. The cultivator or the seller remains in the dark and does not understand how the price is settled.

Organized markets are bigger specialized demand in which in which the wholesale arhtia makes his appearance and facilitates grains transactions. He often supplies capital to the beopari and forms an indispensable link in the chain of middlemen between the cultivator and the shipper-buyer.

Government of India is according high priority to welfare of the farmers and is implementing several farmers' welfare schemes to revitalize agriculture sector and to improve their economic conditions. The Government has rolled out a number of new initiatives like Soil Health Card Scheme, Neem Coated Urea, Paramparagat Krishi Vikas Yojna, National Agriculture Market, Pradhan Mantri Fasal Bima Yojana and Interest Subvention Scheme. These schemes are for the benefit of all farmers.

The National Agriculture Market scheme envisages initiation of e-marketing platform at national level and to support creation of infrastructure to enable e-marketing in 585 regulated markets across the country by March 2018. This innovative market process is revolutionizing agri markets by ensuring better price discovery, bringing in transparency and competition to enable farmers to get improved remuneration for their produce moving towards One Nation One Market. A target of integrating 400 markets to e-national agriculture market had been set for March 2017 against which 455 markets in 13 States have been on board as on 30.06.2017. As on

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July 2, 2017, 47.95 lakh farmers and 91,500 traders have been registered on e-national agriculture market portal.

Rural agriculture is a State subject and the State Government are primarily responsible for the growth and development of agriculture sector in their respective States. The Government supplements the efforts of states through appropriate policy measures and budgetary support. Presently the approach of the Government of India has shifted from production centric to income centric platform in the agriculture sector and the above schemes are being implemented for making farming viable.

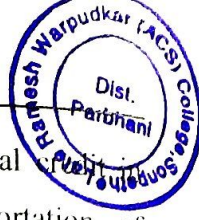
The total food grain production in India has more than doubled. From 108.42 million tonnes in 1970-71 to 275.68 million tonnes in 2016-17. More importantly, India is now the largest producer in the world of a host of farm products, be it jute or dairy or total pulses, buffalo meat or chicken products. This is nothing short of a revolution. The Swaminathan Commission (2006) had stated that *“success in agricultural progress should be measured by the growth of farmers’ income and not just by production figures.”* The commission also reported that about 40 per cent of the country’s farmers are eager to switch over from agriculture to non-farm activities. It has been a big question for decades as to what went wrong with India’s largest community. By and large, various factors have played a crucial role in pushing Indian agriculture into distress. They are: Agricultural policies and their implementation, deep-rooted corruption on service delivery, no effective contingency plan for bad weather, poor farm credit system, ineffective crop insurance, high input cost, poor market access, traders dominated markets, lack of warehousing and storage facilities, discouraging minimum support price, etc.

Doubling agricultural income by 2022 is a mammoth task. The walk to growth of income is a long, tedious one.

The idea of the growth of the farmers’ income seemed to be attractive to retain them in farming and protect national food security. The first time the dream of doubling farmers’ income was announced in Bareilly was at a Kisan Rally on February 28, 2016. Report works on three areas: productivity gains, reduction in cost of cultivation and remunerative prices.

The right solution is to increase farmers’ income in a sustainable way and make it diversified and less vulnerable to monsoons or commodity prices.

There is need to identify the distortions in fertilizer subsidy, and prevent soil damage by excessive use of urea. Moreover, there are large numbers of non-farm services including supply-



chains which require increasing focus on: enhancing the availability of institutional rural areas, expanding storage of agricultural produce, strengthening transportation of agricultural produce, and marketing of agro-products.

Authorities consider agriculture to stand on three pillars: Paramparagat Kheti (traditional agriculture), diversification into agro-forestry by planting trees on the boundaries of farmers' fields, and encouraging livestock and beekeeping, duly supported by food processing.

These pillars will reduce the risks in farming, and segment farmers' incomes. The government should focus on three aspects to make reforms reach the farmers. They are: strengthening the agricultural extension system, regulatory reforms in land; and creating hybrid governance structure of farmer collectives.

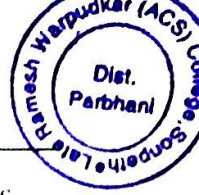
### **Drivers of Income Growth for Farmers**

It is important to look at the possible drivers of income growth for farmers:

The diversification of farm activities towards high-value crops and enterprises, National level data reveals that shifting to high-value crops can more than quadruple income from the same piece of land. Irrigation, which can double productivity, Better price realization for farmers through competitive markets, value chains and improved linkage between field and fork, An improvement in the term of trade for agriculture, Technology up-gradation and the shift of cultivators from farming to non-farm occupations.

Growth of farmers' income by 2022 is quite challenging, but it is needed and is attainable. Ashok Gulati is of the view that "doubling, growth of real incomes in six years (2022) would be a miracle of miracles, as it would imply a compound growth rate of 12 per cent per annum". Growth of farmers' income would require effective contingency plan for bad weather, proper farm credit system, effective crop insurance, affordable input cost, adequate rural market access, sufficient warehousing and storage facilities and price support. Undermining these factors would jeopardize this ambitious plan. There is need to boost the agriculture sector, which will certainly boost the agri-business sector and socio-economic development of the country. In 21<sup>st</sup> Century, farmers will have to return again towards Traditional Agriculture, with Organic farming through no use of synthetic fertilizers and insecticides/weedicides/fungicides or with minimum use.

Farmers' income needs to be increased on sustainable manner. While attaining the persisting challenges, the rural youth and kids of farmers need to be imparted training of running



food processing units in the villages, In conclusion, agriculture needs to be liberated from traditional policy framework for it to grow and prosper. Effective implementation of policy initiatives will call for comprehensive reforms, will, and strong public, private and people partnerships in the management of agriculture. The policymakers, industry, academia will have to work together to find out the way-out for making farming profitable. Any initiative, which increases farmers' income is a welcome step. In changing condition at global level due to continuous increasing demand of organic food products, there is a dire need to increase organic farming in India.

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