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Problems encountered by pea farmers in marketing of green pea and their suggestion to overcome them

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Abstract
Pea is rich source of income and employment in Jabalpur as an economy importance in Jabalpur. The study was conducted purposively during 2019-2020 in Shapura block of Jabalpur district to find out marketing behaviour of pea farmers. 120 pea farmers were taken the sample for the study. The primary data were collected through personal interview method with the help of per-structured interview schedule which was prepared on the basis of objectives of investigation and variables. The statistical tests and procedures were used for analyzing the data with the help of statistical tools like-mean, S.D., percentage, and Karl Pearson's coefficient of correlation. Fluctuation in the market price was major problem (90.00%), majority of the respondents (91.67%) suggested for fixing minimum support price for the produce.

Keywords: Pea farmers, marketing behaviour, problem, suggestion

Introduction

India is the second most populous nation in all of Asia. The primary occupation from ancient times has been agriculture. Agriculture and allied industries are vital to the Indian economy. The services involved in getting agricultural products from a farm to customers are referred to as agricultural marketing. Buying, selling, preparing produce for marketing, assembling, transportation, grading, packaging, storage, processing, retailing, marketing, credit, distribution, quality assurance, market news and intelligence, extension and training, and network development of the market are all included in the marketing activities. (Rai and Dubey, 2018) [7] There are many interconnected links in the chain of agricultural marketing, including farmers, merchants, transporters, employees, importers, exporters, and customers. The agricultural marketing arrangements have a significant impact on how well farmers are doing. By guaranteeing farmers a fair price for their produce, an effective agricultural marketing system aids in ending the cycle of poverty and raising the standard of living at the micro level. At the macroeconomic level, it entails effectively allocating agricultural resources to ensure their best utilization.

Additionally, it aids in the creation of employment possibilities, the growth of the industrial sector, and the expansion of foreign exchange reserves. (Saghir Ahmad Ansari and Waseem Khan). The buying and selling of agricultural products makes up the majority of Indian agriculture marketing. Currently, before reaching the consumer, farm marketing must go through a number of trades or transfers from one person to another. This encompasses the assembly, preparation for consumption, and distribution of three marketing functions. Each agricultural product's ability to be sold depends on a number of variables, including the product's current demand and storage space accessibility. By wholesaling and retailing in multiple locations across various markets, such as primary, secondary, or terminal markets, the distribution system's purpose is to balance the supply with the current demand.

Fieldpea (2n=14) [*Pisum sativum* (L.) var arvense.] is second most consumed legume after chickpea. It is an annual crop belongs to Leguminace or Fabaceae family. In India, it is an important legume crop after chickpea and pigeonpea. It is native of South Western Asia and widely grown in temperate countries.

The overall production of field pea at the global level is 14.36 million tonnes from 7.62 mha area (FAO, 2016). India produces 5452 thousand MT of field pea from area of 546 thousand ha, where its productivity remains 10 q/ha. Madhya Pradesh stands at the second position in country in terms of production with 1113.47 thousand MT from 106.52 thousand ha area.

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(Anonymous 2017). Jabalpur district is one of the highest green peas producing in M.P.

Government should give fair deal in establishing markets at the village level and dissemination of latest market information to the farmers in the village level in order avoids price fluctuation. Arrange adequate and timely transport facilities for the smooth moment of vegetables from the palace of production to market.

The present study was carried out to know the problems tacked by pea farmers in marketing and their suggestion's to overcome them.

Materials and Methods

The present study was conducted in Shahpura block of Jabalpur district. The Shahpura block comprises of 203 villages. Out of which 10 villages was selected randomly. A list of pea growers was prepared with the help of RAEO's from the selected 12 respondent from each village (A list of

pea farmers in the chosen communities was created, together with information on their holding size. as a result, the farm holding divided into three size categories: Marginal (up to 1 ha), Small (1.01 to 2 ha), Medium (2.01 to 4 ha) and Large (> 4 ha). 120 respondents were chosen at random from this list using the proportionate random sampling technique.)120 respondents were selected as a sample of study (Rajeev Singh). The data were collected with the help of prestructured was the interview schedule which was prepared on the basis of objectives of the study. Before the actual collection of the data. The data was organized, analyzed, tabulated and presented in such a way that they may give proper representation and answers to the specific objectives of the study. For certain statistical tools like frequency, percentage, mean, standard deviation and correlation of coefficient were also applied to draw the valid result & conclusion.

Marketing problems as perceived by the pea farmers

Table 1: Problems faced by the pea farmers in marketing their produce.

S. No.	Problems	Frequency	Percentage	Rank
1.	Markets are far away	30	25.00	X
2.	High cost of transportation	55	45.83	VI
3.	Fluctuation in market price	108	90.00	I
4.	High commission charges	99	82.50	III
5.	Delayed in cash payment	51	42.50	VII
6.	Faulty system of weighing	32	26.67	IX
7.	Unavailability of cold storage facilities	85	70.83	IV
8.	Lack of grading facilities	83	69.17	V
9.	Lack of market information	100	83.33	II
10.	Lack of processing facilities	40	33.33	VIII
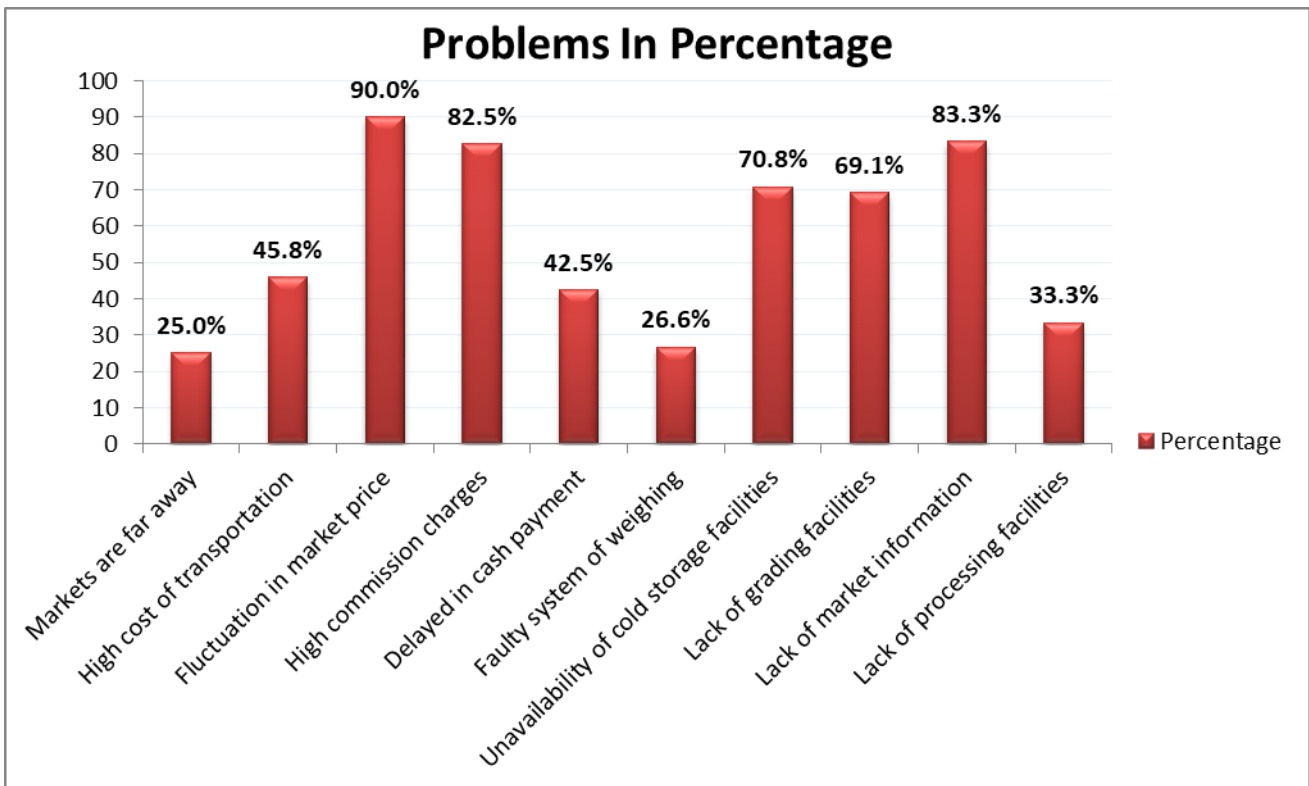
Fig 1: Problems faced by the pea farmers in percentage

Problem is a challenging situation which requires reflective "thinking" to overcome it. Hence, a problem is a challenging scenario that makes it difficult for development activity to precede and causes action to be required. The problems that

the pea producers were facing were indicated by the data in Table 1 and Fig 1. Fluctuation in the market price was major problem (90.00%), followed by lack of market information (83.33%), high commission charges (82.50%), unavailability

of cold storage facilities (70.83%), lack of grading facilities (69.17%), high cost of transportation (45.83%), delayed in cash payment (42.50%), lack of processing facilities (33.33%), faulty system of weighing (26.67%),and markets are far away (25.00%) were the problems in order of merit in marketing of pea. Similar findings were suggested by Mishra *et al.* (2012) [4] and Dutta and Hazarika (2014) [1].

Suggestion offered by pea farmers for better marketing of their pea

Table 2: Suggestions offered by pea farmers to overcome marketing problems

S.No.	Suggestions	Frequency	Percentage	Rank
1	There should be cold storage facilities	100	83.33	III
2	Concession should be providing on transportation charges	70	58.33	VI
3	Fixing minimum support price for the produce	110	91.67	I
4	Prices should be display at each market place	102	85.00	II
5	Organizing training programs and demonstrations to farmers and extension workers	58	48.33	VII
6	Providing access to market information	80	66.67	IV
7	Market facilities should be provided at nearby village	75	62.50	V

The contents of table:-2 indicated majority of the respondents (91.67%) suggested for fixing minimum support price for the produce, 85.00 percent suggested for prices should be display at each market place, 83.33 percent suggested to there should be cold storage facilities, 66.67 percent suggested to providing access to market information, followed by market facilities should be provided at nearby village 62.50 percent, 58.33 percent concession should be providing on transportation charges and 48.33 percent organizing training programs and demonstrations to farmers and extension workers. Similar findings were suggested by Mishra *et al.* (2012) [4] and Kumar (2015) [2].

Conclusion
The contents presented that fluctuation in the market price was major problem, than lack of market information, high commission charges; unavailability of cold storage facilities, lack of grading facilities was major problems. Majority of the respondents (91.67%) suggested for fixing minimum support price for the produce, 85.00 percent suggested for prices should be display at each market place, 83.33 percent suggested to there should be cold storage facilities.

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