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Marketing constraints faced by farmers and traders in Krishi Upaj Mandi of Madhya Pradesh

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Abstract

Efficient agricultural marketing system ensures easy marketing of farm produce and best price to farmers produce without engagement of any middlemen. Thus, realizing the importance of marketing, the current study was carried out to determine the challenges experienced by farmers and traders in Krishi Upaj Mandi (KUM) of district Rewa, while marketing of agricultural products. Pre-tested interview schedule was used to collect information from farmers and traders on constraints faced by them. Lack of market finance facility, farm produce insurance, grading facility in KUM and lack of lodging were the significant constraints encountered by the farmers. Further, inadequate storage facilities, transport facilities and weighing facilities were the problems faced by traders while lack of parking facility, inadequate water supply, inadequate security staff and lack of standard machine for cleaning the produces and poor condition of connecting road were challenges faced by both farmers and traders in marketing of farm produce in Krishi Upaj Mandi.

Keywords: Krishi Upaj Mandi, marketing, market yards, agriculture produce

Introduction

It is widely acknowledged that an effective agricultural marketing system is essential for paying farmers a remunerative price to farmers for their produce. The assumption is that, fair prices for the farmer are ensured by proper rules and regulation in the market along with adequate infrastructural facilities for trade in market places (yards), appropriate weighment, etc. By regulating market for trade along with providing proper infrastructural facilities will help in ensuring fair price for the produce to the farmers, in addition to helping them in getting rid of non-functional marketing margins of intermediaries which is required to promote agricultural development.

Farmers will be benefitted from expansion of more markets and commodities with appropriate regulation, arrangements for enforcement and inspection to ensure better trade practices like open auction and regulated marketing charges, and the development of rural markets where such a facility is not readily available within a reasonable distance. These all changes will help farmers to sale their produce at remunerative price (Mane *et al.*, 2011) [4].

In Madhya Pradesh there are 538 regulated markets out of which 256 were main wholesale market (Krishi Upaj Mandi) and 282 submarket yard. State Agricultural Board of Madhya Pradesh was established in December 2000 with modern approach of regulating agricultural markets. The chairman of the board is the Agricultural minister of the State. The regulation of mandies was imposed during the year 1972, through passing the Act known as Krishi Upaj Mandi Adhiniyam.

Regulated markets efficient performance is indicated by their ability in attracting the farmers produce. The extent of consciousness generated by regulated markets among the farmers could be measured by the quantum of market arrivals. Marketing arrivals form an index of the farmer's willingness to participate in regulated markets. The regulated markets have taken cognizance of the offering of the farmers at the hands of merchants and introduce many measures, which are beneficial to the farmers. The main objective of the regulated market is to ensure the reasonable price of the farm produce. Moreover, correct weighment and cash payment are guaranteed by regulated markets (Kumar *et. al.*, 2000) [3]. The marketing arrangements at various stages of marketing also play an important role in price levels at various stages for both traders and farmers (Kumar *et. al.*, 2019) [2]. The efficiency of regulated market depends on the volume of agricultural primitive attracted by them.

The efficiency of the Krishi Upaj Mandi (KUM) or Agricultural Regulated Market (ARM) is directly correlated with the earnings of the farmers.

If a mandi is operating effectively, farmers results from effective marketing. If a system and method are used to address the issues with agricultural marketing, the marketing process may be effective.

Materials and Methods

The current study was conducted in district Rewa of Madhya Pradesh. Out of four wholesale markets in Rewa namely Rewa, Baikunthpur, Chakghat and Hanumana, Krishi Upaj Mandi Rewa was selected for study as this is the biggest regulated market of Rewa district. The list of the farmers and traders were prepared from the record of Krsihi Upaj Mandi, Rewa and 25 farmers and 25 traders were selected randomly for study purpose. Primary data were collected from the traders and farmers by pre-structured and pre-tested interview schedule physically. Data were analysed by using frequency with and percentage.

Results and Discussion

Constraints faced by farmers in the Krishi Upaj Mandi

The challenges perceived by the farmers in Krishi Upaj Mandi Rewa are depicted in Table 1. It can be analysed from the result that majority of the farmers (84.00%) felt that there was lack of market finance facility in Krishi Upaj Mandi followed by farmers agreeing with the fact that, there was lack of facilities of produce insurance (68.00%), lack of grading facility in KUM (60.00%) and lack of lodging facilities (50.00%).

The other significant constraints faced by the farmers were inadequate weighing facilities (44.00%), wastage and spoilage (40.00%), delay in marketing process and problem of the theft of produce (28%), delay in payment (20.00%) and unauthorized deduction and high rate of interest of market finance (4%) were least faced constraint while marketing of farm produce in Krishi Upaj Mandi, Rewa (Satapathy and Das 1996) [5].

Table 1: Constraints faced by Farmers in the Krishi Upaj Mandi

S. No.	Constraints	N=25	
		Frequency	%
1.	Lack of market finance	21	84.00
2.	Delay in marketing process	7	28.00
3.	Wastage/ spoilage	10	40.00
4.	Problem of theft	7	28.00
5.	Lack of grading facilities	15	60.00
6.	Lack of packing facilities	3	12.00
7.	Unauthorized deduction	1	4.00
8.	Lack of lodging facilities	13	52.00
9.	Practices in weighing	4	16.00
10.	Delay in payment	5	20.00
11.	Inadequate weighing facilities	11	44.00
12.	High rate of interest of market finance	1	4.00
13.	Lack of facilities of insurances of produces	17	68.00
14.	Inadequate information of market prices	3	12.00

Constraints faced by trader’s in the Krishi Upaj Mandi

The perusal of the data presented in Table 2 showing constraints faced by traders. Majority of the farmers felt that inadequate storage facilities (44.00%), was the major constraints felt by traders followed by irregularity in electric supply and inadequate transport facilities (28.00%) and inadequate weighing facilities (16.00%) were also felt by traders in KUM.

Table 2: Constraints faced by trader’s in the Krishi Upaj Mandi

S. No.	Particular	N=25	
		Frequency	%
1.	Irregularity in electricity supply	7	28.00
2.	Inadequate transport facilities	7	28.00
3.	Inadequate storage facilities	11	44.00
4.	Inadequate weighing facilities	4	16.00

Constraints faced by both farmers and traders in marketing of farm produce in Krishi Upaj Mandi

The data presented in Table 3 depicted constraints faced by both traders and farmers in marketing of farm produce in KUM. It is observed that are proper infrastructure is also required for easy transportation of farm produce as lack of parking facility felt by about 72.00 percent by both of them. Inadequate water supply, inadequate security staff and Lack of standard machine for cleaning the produces (60.00%) were constraints felt by farmers and traders in marketing. Poor condition of connecting road (55.00%) was also constraint in this Krishi Upaj Mandi which can be the cause of high transportation cost. Other constraints were lack of telephone booth facilities and direct selling by farmers (40.00%), lack of marketing finance facility and lack of sanitation and cleaning of yard (32.00%), bank facilities are cumbersome (20.00%) and lack of broad gauge railway connection (12.00%) [Brahmprakash and Shrivastava (1998)] [1]. The analysis of outcomes of results of marketing constraints shows that the major challenges faced by the farmers were related to storage and transportation facilities, grading, input supply and practices prevailing in the marketing of these farm products.

Table 3: Constraints faced by farmers and traders in marketing of farm produce in Krishi Upaj Mandi

S. No.	Constraints	N=50	
		Frequency	%
1.	Problem of direct selling by farmer	20	40.00
2.	Inadequate water supply	30	60.00
3.	Inadequate security staff	30	60.00
4.	Lack of parking facilities	36	72.00
5.	Poor condition of connecting road	26	55.00
6.	Lack of marketing finance	16	32.00
7.	Lack of telephone booth	20	40.00
8.	Bank facilities are cumbersome	10	20.00
9.	Lack of broad gauge railway line	6	12.00
10.	Lack of standard machine for cleaning the produces	30	60.00
11.	Lack of sanitation and cleaning of yard	16	32.00

Conclusion

It can be concluded that proper functioning of Krishi Upaj Mandi and to get full benefit of KUM in favours of both the farmers and traders proper infrastructure facility, adequate storage facility, regular input supply and easy and low interest market finance facility, security of farm produce were required in KUM, so that marketing of farm produce can be leverage in easiest way without burdening of the farmers and traders and ensure benefits of the both. Thus Government should regularly monitor and inspect KUM and made policy to upgrade KUM in the benefit of farming community.

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