

## Constraints faced by the farmers at different marketing Channels in Madhya Pradesh

Kinjulck C. Singh<sup>1</sup>, Sanjay Singh<sup>2</sup>, Chandrajit Singh<sup>3</sup>, Ajay Kumar Pandey<sup>4</sup>  
and M. K. Mishra<sup>5</sup>

1. & 3. Scientist, 2. Senior Technical Officer, 4. Principle Scientist and Head 5. Technical Officer  
JNKVV, Krishi Vigyan Kendra, Rewa (M.P.)  
Corresponding author's e-mail: kinsingh19@gmail.com

### ABSTRACT

Market is a facilitation centre for sellers as well as buyers. Agriculture is considered to be unorganized sector so the markets of agriculture. Government is continuously giving emphasis on fair deal of the agricultural produce in the benefit of farmers. Still there is a lot to be done according to farmers need and interest. Since market varies so the problems also differ from commodity to commodity and region to region. The present study was undertaken in the Madhya Pradesh to study the problems of farmers in the marketing of cereals and pulses at different levels of market. A total sample of 120 farmers from 4 villages of Rewa districts was selected for the study. The sample farmers were categorized on the basis of their operational holding, as marginal, small, medium and large farmers. The result shows that the most important problem identified by the farmers in the marketing of cereals was the delay in procurement. However, the major problem during marketing of pulses was lack of public procurement of the good quality produce.

*Key Words: Marketing, Marketing channels, MSP, Moisture per cent*

### INTRODUCTION

Farming in India is an unorganized sector hence farm produce is generally sold in random manner. Agricultural markets are reforming as per demand and supply. The basic model of barter system has improvised to Chaupal system and the utmost modern and digitalized online markets. But a larger segment of farming community still dependent on the facilities which are available at most nearest place of his farm. As per the Participatory Rural Appraisal of adopted villages of Krishi Vigyan Kendra, Rewa, only 20 per cent of farmers sell their produce in Mandi. Remaining 80 per cent of farmers either sell their produce to local merchant or big farmer of the same or adjoining villages. A study is therefore conducted to assess problems faced by the farmers at different marketing channels.

### METHODOLOGY

The study was conducted in Rewa District of Madhya Pradesh in the villages Rithi, Laxmanpur, Dihi and Bajrangpur. The primary data pertains to year 2018-19 and 2019-20. The respondents were selected on the basis of their

frequency of contact with KVK, Rewa. The primary data was collected with the help of pre-tested interview schedule. The collected data was analyzed through the different suitable statistical methods viz. Frequency, percentage, mean, score and rank.

Garrett's ranking technique is employed for ranking the preferences of respondents on different variables. This method helps to identify the most significant variable influencing the respondent. By this method the respondents are asked to rank their preference for all factors. The resultant outcomes of such rankings are converted to per cent position using the formula:

$$\text{Per cent position} = \frac{100(R_{ij}-0.5)}{N_j}$$

Where,

$R_{ij}$  = Rank given for the  $i^{\text{th}}$  variable by  $j^{\text{th}}$  respondents.

$N_j$  = Number of variable ranked by  $j^{\text{th}}$  respondents.

From the Garrett's Table, the per cent position calculated is converted into scores. Then for each factor, the scores of each individual are added and then total value of scores and mean values of score is calculated. The factors having highest mean value is considered to be the most important factor.

## RESULTS AND DISCUSSION

The selected respondents for the purpose of study were categorized on the basis of their operational holding, as marginal (having possession of less than 1 ha land), small (having 1-2 ha land holding), medium (having 2-5 ha land holding) and large (having more than 5 ha of land holding). It is evident from the Table 1 that out of 68 farmers under

cereal, about 52.94 per cent farmers were marginal, 17.64 per cent were small, 25 per cent were medium, 4.40 per cent were large farmers. In case of pulses, corresponding values were 56.25 per cent, 25.00 per cent, 6.25 per cent and 12.50 per cent. Out of 24 other farmers who were growing cereals and pulses both, about 15 per cent farmers were marginal, 8.33 were per cent small and medium each and rest 20.84 per cent were large farmers.

Table 1  
Category wise distribution of respondent farmers

Sl. No.	Crop Grown	Marginal	Small	Medium	Large	Total
1	Cereal	36(52.94)	12(17.64)	17(25.00)	03(4.40)	68 (100)
2	Pulses	27(56.25)	12(25.00)	03(06.25)	06(12.50)	48(100)
3	Cereal and pulses both	15(62.5)	02(8.33)	02(8.33)	05(20.84)	24(100)
GT						120

Results in Table 2 show that farmers get lowest price if they sell their harvest at village market. They used to sell his harvest at ` 400-500 less than MSP in case of cereals.. If farmers prefer to

escape village market or buyer then during the rush time he used to compromise to sell his produce at ` 200-300/- less than from MSP at block and district Mandi.

Table 2  
Various types of Problems occurred at different market channels

Problems/ ease	Village Market	Block Mandi	District Mandi
Difference from MSP /quintal (Cereal)	` 400-500 less	` 200-300 less	` 200-300 less
Difference from MSP /quintal (Pulses)	` 500-700 less than MSP	Do not sell in Mandi	Do not sell in Mandi
Cost involved after Harvesting /qt	50-60	100-200	500-700
Share to intermediate levels/qt	00	50	100-200

The difference from Minimum support price was found to be 500-700/q in case of pulses. Pulses are sold in village market Aratiya/ buyer from outside. Moisture per cent is also assessed in favour of purchaser at all the levels of market.

Cost involved after harvesting increases with the up-gradation of mandi level due to threshing, grading, packaging, transportation and distance. It was ranges from ` 50-60/- per quintal in case of village mandi, ` 100-200/- in case of Block

Mandi and ` 500-700/- in case of District Mandi. Share to intermediaries also increase from village to District Mandi.

It was also observed that in case of block Mandi, payment is not done for spilled grain. Sometimes they have to wait for longer time to sell their produce. Regarding District level Mandi, farmers get the exact MRP but like block mandi payment is not done for spilled grain. There are staying Charges during waiting for 2-4 days.

Table 3  
Ranking of problems and constraints faced by farmers in the marketing of cereals in Rewa (MP)

Problems / Constraints	Garrett's mean score	Rank
Difference from MSP /quintal	84.16	I
Estimation of moisture per cent in favour of buyer	76.67	II
Share to intermediaries	57.50	III
No payment of spilled grains	55.83	IV
Lack of shed facilities	49.17	V
Poor facility for Bathroom and washrooms	47.5	VI

With the help of Garrett ranking technique, various problems faced by the cereal growers of Rewa district were ranked in descending order of their importance as shown in the Table 3. During the marketing of cereals, the major problem faced by the farmers was the Difference from Minimum Support Price followed by Estimation of moisture per cent in favour of buyer which was ranked second. Share to intermediaries was ranked the third most important

problem faced by the famers in the marketing of cereals. Next to it was the No payment of spilled grains by various procurement agencies followed by the Lack of shed facilities which were ranked fourth and fifth, respectively. Next problem identified was the Poor facility for Bathroom and washrooms which were ranked by respondents. The similar results were obtained by the Gohain and Singh (2018) in case of Basmati rice.

Table 4  
Ranking of problems and constraints faced by farmers in the marketing of pulses in Rewa (MP)

Problems / Constraints	Garrett's mean score	Rank
Difference from MSP /quintal	73.16	I
Lack of public procurement	72.76	II
Estimation of moisture per cent in favour of buyer	56.25	III
Share to intermediaries	52.08	IV
No remuneration	45.83	V
Lack of market information	41.67	VI

Analysis of various problems faced by pulse growers in the study area revealed five different problems which were ranked accordingly using Garrett's ranking technique as shown in Table 4. The major problem identified by the pulse growers was the problem faced by the farmers was the Difference from Minimum Support Price. Pulse production becomes a risky job in Kharif season, but the price received by the farmers in return is very fluctuating. The next important problem faced by the farmers during the marketing of pulse was the lack of public procurement. The results were supported by the findings of Gohain and Singh (2018). However;

estimation of moisture per cent in favour of buyer was ranked third followed by share to intermediaries which was ranked fourth. No remuneration and lack of market information were ranked fifth and sixth, respectively. The results obtained from analysis were consistent with the findings of Kumar *et al.* (2018). Lack of marketing network in remote areas in pulses was also identified by Singh *et al.* (2015).

Data presented in Table 5 presents suggestions of farmers to overcome problems occurred in different channels of marketing. It shows that majority of farmers suggested that there

Table 5  
Suggestion of farmers to overcome problems

Sl.No.	Suggestion	Per cent
1	Incentives to the farmers	95.00
2	Cluster level mandi should be formed	91.67
3	The estimated purchase of PDS should be done from village itself	88.33
4	Facility of warehouse at Panchayat Level	83.33
5	Procurement of pulses by some institution like NAFED	70.83
6	Emphasis on providing the market information	44.17

should be provision of incentive to the farmers so that they can remain motivated towards farming (95.00%). Mandi should be decentralized and cluster level Mandi should be formed for the convenience, to minimize transportation cost and reduce waiting period (91.67%). It was also suggested that the estimated purchase of public distribution system (PDS) should be done from village itself through Samiti. This suggestion is quite revolutionary because it will not only cut down the length, labour and money involved in the process but also so ensure the fair purchase in the village enabling the PPP model of extension (83.33%). To keep the purchase of PDS safe facility of warehouse should be provided at Panchayat level which is suggested by (83.33%) of the farmers. For procurement of pulses institutes like NAFED should come to ensure MSP of the pulses (70.83%). Emphasis should be given to provide the market information for the farmers which is suggested by 40.17 per cent of the farmers. In totality the structuring and restructuring of the mandi is required since farmers trust on government Mandi system is high so they do not want to eliminate involvement of government from the process of marketing.

## CONCLUSION

Garrett's ranking technique to identify problems and constraints of farmers in marketing of their produce revealed that in case of cereals the most important problem identified by the farmers in the study area was the difference from MSP /quintal and estimation of moisture per cent in favour of buyer. For pulses the major problem faced by the farmers was also the difference from MSP /quintal followed by lack of public procurement which was ranked second.

Farmers feel that providing incentives to the farmers and formation of cluster level mandi can help to overcome many market related problems. There is more to do in the benefit of farmers in order to improve marketing and marketing infrastructure. However, it was also observed that small and marginal farmers prefer to sell their produce or marketable surplus in village itself. As it has its own benefits like cost involved in packaging and transportation becomes negligible or zero. They get immediate payment in cash. Sometimes such types of buyers offer immediate loan for the next crop in cash or kind. Village level market has benefit so it should be strengthen for ease and transparency of marketing.

Paper received on 15.10.21

Accepted on 11.11.21

## REFERENCES

- Kumar K., J. Bhatia and M. Kumar, 2018. Constraints in the Production and Marketing of Pulses in Haryana, *Int. J. Pure App. Biosci*, 6(2): 1309-1313.
- Gohain\* Namami and Sukhpal Singh, 2018. An Analysis of Problems and Constraints Faced by Farmers in Marketing of Agricultural Produce in Punjab, *Economic Affairs*, 63(3) : 671-678.
- Scribd <https://www.scribd.com/doc/47487605/Henry-Garrett-Ranking-Techniques>
- Singh A.K., S.S. Singh, V. Prakash, S. Kumar, and S.K. Dwivedi, 2015. Pulses Production in India: Present Status, Bottleneck and Way Forward. *J. of Agri Search*, 2(2): 75-83.

.....