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AGRICULTURAL MARKETING SYSTEM IN ODISHA: A CASE STUDY OF BARGARH AND BALANGIR DISTRICTS

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Abstract

The paper discusses on the factor responsible for the mode of disposal of agricultural produce and problem and prospects of agricultural farmers. The present paper is based on the analysis undertaken in Bargarh and Balangir district of Odisha, India. This paper also discusses the existing agricultural marketing system in rural areas of Odisha and the role of intermediaries / local village traders in agricultural marketing system. Majority numbers of farmers were exploited by the local village traders. Farmers were sold their produce to village traders at very low price while the MSP of that produce is high. Inefficient agricultural market system present in rural Odisha.

Keywords: Agriculture, Marketing, village trader, regulated market

Introduction

The importance of agriculture in the economic growth of any country, rich or poor, is borne out by the reality that it is the agricultural sector of the economy which provide the basic component, necessary for the survival of human being and also provide most of the raw materials which when transformed into final products serve as basic necessities of the human race. Agriculture and allied sector is the important sources of raw materials for industries even as they generate demand for many industrial products like fertilizer, agricultural implements, pesticides, and a verity of consumer goods. However, though there has been large growth and development in other sectors, the agriculture sector still continues to be mainstay of livelihood for human being. Growth of the agricultural sector is most important not only for ensure food security and reduction of poverty in subsistence/ rural areas, but also sustaining growth of the rest of the economy.

A progressive agriculture serves as an engine of economic growth. It helps in initiate and support to other sector growth & development by providing capital, foreign exchange and raw material wage good. So, for the growth and development of the agriculture sector there is a need for an efficient agricultural marketing system. In Odisha many organization, institution and policy implemented for the agricultural sector but now also state suffer from ineffective marketing system.

Significance of agricultural marketing

In study of agriculture, agricultural production is the important factor, However, an overall increase in agricultural productivity, production are not the only factors required to sustain the pace of growth and development. Agricultural marketing also has most significant role on agricultural production. In other word a well-organized marketing system takes agriculture to a progressive and prosperous position. An efficient agricultural marketing innovates and motivates the agricultural productivity and production with the motto of selling agricultural product. An efficient agricultural marketing system is an efficient way by which the farmers can dispose their produce at a fair and remunerative price. In the case of agricultural product marketing imply services involved in moving an agricultural product from the producer/farmers to the consumer. It includes transport, processing, grading, storage, packaging, harvesting, distribution, advertising etc.

Review of literature

Veer Sain, K.K. Kundu and V.P. Mehta (2017) this article says that about 85% of farmer in BHAWANI Dist. expressed that agricultural market information is not available in required form and there is non-availability of real market information. Farmers have also faced complexity on accessibility aspects (73.3%).

Lakshmidhar hatia nad debashish panda (2015) has explained in awareness on price in village market, arrival in village market and price in reference market characterize as rank1, rank2, rank 3. This paper is estimation of lattakia market price dynamic and verity then use of regression and ordinary least square method and agricultural marketing is for citrus price forecasting in lattakia market.

Gaustavjeet dagar (2015) explained this paper looks into the many types of AMIS prevalent and attempts to provide a broad prospective of agricultural marketing information system. Increase production and productivity; reduce marketing cost timely delivery of product can manage by an efficient M.I.S for making of healthy market. The main cause of agricultural marketing information system (MIS) is to support in marketing efforts of entrepreneurs and farmers and marketing decision making.

D.r G. Karthikeyan (2016) This paper focuses to know the problem faced by the agricultural farmer in the marketing of agricultural produce and to offer suitable suggestion to defeat the problem faced by the Indian farmers at the time of marketing their produced good. If the farmers and government work together the problem of marketing of agriculture produce can be solved.

R.V. Ramesh found that there is production and marketing problem of cotton at tirupur district. There is significant relationship between level of educational qualification and quality of cotton supply, size of land holding and quality of cotton supplied, distance of market yards and quantity of cotton supplied, experience in cultivation and quality of cotton supplied. Majority of the respondents are opined that intermediaries arranging storage facility and loss of weight problem facing by respondents while storing their cotton.

Ramjilal choudhiry, D.S. Rathore and Amod Sharma revealed that the farmers were not fully aware of a number of the components of groundnut production improved technology. To increase their production levels, there is a need to increase adoption of recommended technology like use of HYV, fertilizer, plant protection and other technology given by the universities for increasing the groundnut production.

Nagarathanam (1985) revealed that a number of primary farmers cannot afford to come to the govt. market yard for selling their product. This economic disability arises out of the fact that the existing volume of mutual credit is highly inadequate to meet the financial needs of the farmers. Thus, they choice to forced sales in the village local private traders and to the agencies from which they borrow loans and advances.

varadarajan (1991) asserted that the vital question of communication and finance remain the major constraints for developing markets. He further added that little attention has been paid to the two major inputs - financial assistance and proper road linkage. He made a suggestion to set up a bank for agricultural marketing to finance agricultural marketing products under the state Markets Act. He stressed the need for an improved agricultural marketing system with adequate and appropriate infrastructural and credit facilities.

The studies of **Dantwala, Kulkarni, Subba Rao, Babara Haris and Narasimha Murthy (1984)** revealed that lack of organization among the cultivators, widespread malpractices in the markets, inadequate storage facilities, ill equipped transport facilities, defective marketing methods, presence of middlemen, unregulated markets, unreasonable market price, absence of grading and standardization etc. are some of the hindrances that damage the interests of both producers and consumers.

Objective of the study

1. To study the status of existing agricultural marketing system in rural Odisha.
2. To identify the factor responsible for mode disposal of agricultural produce.
3. To identify the problems and prospects of agricultural marketing of the produce.

Methodology

Primary data has collected for the fulfilling of the objective of the study and information and concept on agricultural marketing system has collected from OASMB, NIAM etc.

Field visits were made to different markets for discussion with stakeholders

- RMC Baragarh
- RMC Bolangir
- Grindolmal village market
- Telipukhapani village market
- Dangbahal village market
- Cooperative society

Field survey method and personal interview were adopted for the collection of data required for the present study. The data was collected from the selected marketing societies and from the selected farmers Primary information was collected through farmer's discussion in each selected village of the two districts by organizing stakeholders meet. The data has been collected by using purposive sampling

method. Average, percentage, ratio have been used to analyses the data. At the first Phase two District of Odisha state namely Bargarh and Balangir have been chosen on the basis of purposive sampling technique. In the second stage two villages from each district have been selected using purposive sampling technique. The names of the villages that are producing paddy groundnut and cotton are Grindolmal and Telipukhapani of Bargarh district and Dangbahal and Fatamunda of Balangir district. In all 100 respondents comprising 25 from each of the selected village of Bargarh and Balangir district have been interviewed by adopting purposive sampling technique.

Data analysis and result

Agricultural marketing system in Bargarh and Balangir districts.

The development of agricultural marketing is necessary to modernise agriculture sector. The development of agricultural marketing assumes to be most importance in the context of agricultural development. In other words, an efficient agricultural marketing system is required for the growth and prosperity of agricultural sector. However, the growth of agricultural marketing has been inefficient due to certain obstacles. There is necessary to identify the actual problem agricultural marketing system for the development of agricultural sector. The under developed rural markets are bound to arrest the pace of agricultural development in particular and the rate of growth of the agricultural economy in general. That's why we have to know the existing marketing system/ method in village level.

Table-1: nos. of farmers production and selling of produce

Serial no.	Production and Selling of agri. Product	No. of farmer
1	Paddy	83
2	Groundnut	40
3	Cotton	65

Source: field survey

The sample farmers of Bargarh and Balangir district mainly producing and selling paddy, groundnut and cotton product. Farmers are not mutually exclusive in production and selling of paddy, Groundnut and cotton. Out of 100 sample farmers 83 farmers produced paddy, 40 farmers produced groundnut and 65 farmers produced cotton.

Awareness of farmers about RMCs and Minimum Support Price (MSP):

The survey collected information on awareness of the agricultural farmers on paddy, groundnut and cotton product - specific procurement prices declared by Government viz. Minimum Support Price (MSP), Fair and remunerative price etc.

Table-2: awareness of farmers on regulated market and MSP of the produce (in percentage)

Crop	Aware of regulated market / govt. market	Aware of MSP of your produce	MSP of the produce in the year 2017-2018
Paddy	100	65.06	1500
Groundnut	0	0	4450
Cotton	87.69	36.92	4320

Source: field survey

Out of 83 paddy farmers 100 percent of the farmers were aware about regulated market for paddy and 65.06 percent of farmers were aware about MSP of paddy product. Out of the 40 groundnut farmers no one was aware about RMCs and MSP of the groundnut product. Out of the 65 cotton farmers 87.69 percent of farmers were aware about regulated market and 36.92 percent were about MSP of cotton product.

Disposal pattern

Most of the agricultural products do not pass directly from the producer to the final consumer. A commodity may be bought and sold several times before it reaches to the consumer. The commodities pass through chain of buyers and sellers or middlemen.

For the identification of the problem in agricultural marketing system we should know the prevailing marketing system in village level. To excess the present marketing system, various channels, and intermediaries through which farmer dispose of their produce were analyzed. There are two market prevailing in selected village level i.e., private market (village market) and government market/ RMCs.

Table-3: disposal pattern of the produce (in percentage)

Crop	Local private /village trader	Mandi/govt market	Processors	Input dealers	Others
Paddy	85.54	14.45	0	0	0
Groundnut	100	0	0	0	0
Cotton	100	0	0	0	0

Source: field survey

Regulated market and village / local market are two types existing market where farmers sold their produce. Most of the farmers were aware about the MSP of paddy and cotton product after that also they preferred to sold at village itself at a lower price. It can be concluded from the above table that, most of the farmers were sold their produce to village trader because of certain major obstacle. Why the farmers were sold their product to village trader at an unreasonable price and why the farmers not preferred to sold their product in RMCs is the important concept for the identification of the problem of existing marketing system in the selected village.

Table-4: price for disposal of produce by paddy farmers and price difference of paddy

Farmers Selling price/village trader purchasing price/quintal	price difference =MSP – farmers selling price	No./percentage of farmers
1000	550	3.61 (3)
1050	500	0
1100	450	7.22 (6)
1150	400	1.2 (1)
1200	350	36.14 (30)
1250	300	13.25 (11)
1300	250	10.84 (9)
1350	200	2.4 (2)
1400	150	6.02 (5)
1450	100	3.61 (3)
1500	50	1.2 (1)
1550	0	14.45 (12)

Source: field survey

Most of the farmers were aware about the MSP of paddy after that also they preferred to sell in village itself. It has been observed from the above table that village farmers sold their produce at lower price which is less than minimum support price (MSP). Majority number of farmers (36.14 percent) sold their produce at 1200 rupees, where the MSP was 1550 in regulated market and the price difference is 350 which is less than MSP. 13.25 percent of farmers were sold at price difference of 300, 10.84 percent of farmers were sold at price difference of 250 and only 14.45 percent of farmers were sold in regulated market at 1550 rupees which is MSP.

So, in the village private market farmers were exploited by the middleman that's why the market efficiency is affected. There is inverse relationship between traders' profit margin and agricultural market efficiency. In other words when profit margin is increasing market efficiency will decrease and vice versa. So that farmers are not rewarded by efficient price of the produce.

Table-5: price for disposal of produce by groundnut farmers and price difference of groundnut

Farmers Selling price/village trader purchasing price	Price difference=MSP – farmers selling price	No./percentage of farmers
3000	1450	7.5 (3)
3500	950	8.43 (7)
4000	450	67.5 (27)
4350	100	7.5 (3)

Source: field survey

The MSP of groundnut in 2017-2018 was 4450 but farmers were not sold at minimum support price because of some major constraint. They were sold their produce at a lower prices / unreasonable prices to village traders. Out of 40 groundnut farmers 67.5 percent of farmers were sold their produce at 4000 rupees with price difference of 450 rupees which is loss for the farmers. Only 7.5 percent of the farmers were sold their produce at less price difference of 100 rupees.

Table-6: price for disposal of produce by cotton farmers and price difference of cotton

Farmers Selling price or village trader purchasing price/ quintile	Price difference=MSP – farmers selling price	No./percentage of farmers
3900	420	21.53 (14)
4000	320	10.76 (7)
4100	220	40 (26)
4200	120	12.3 (8)
4300	20	15.38 (10)

Source: field survey

Most of the farmers were aware about the MSP of cotton after that also they preferred to sold in village itself at a lower price. 21.53 percent of cotton farmers were sold their product at 3900 rupees, where the MSP in 2017- 18 was 4320 rupees, with price difference of 420 rupees. Majority numbers of farmers sold at 4100 with price difference of 220 and only 115.38 percent of farmers sold at less price difference of 20 rupees.

Factor responsible for selection of market intermediaries or village traders and RMCs

The margin (profit) of the farmers depends on their cost of farming incurred and selling price of that product. Further selling price depends on many factors such as time; place, intermediary, quality, quantity etc. are few of the most important factors. It has been observed that the farmers prefer a local village trader or an intermediary due to constraint they face.

The market where the farmers sold their product is very short distance or in some of the cases the village trader taking their produce from his house, they don't need to go anywhere for sell of their produce. The village traders gave facilities regarding marketing of agricultural produce, farmers don't want to face all the method of complex marketing system which is prevailing in the RMCs. Farmers sold their product directly to village trader and got their payment immediately. Most of the farmers have taken loan from village a trader that's why they sold their produce to village traders.

Table-7: factor responsible for selection of a market intermediaries or local private trader (in percentage)

Source: field survey

Crop	Right price	Short distance to market	Easy method of marketing system	Immediate/timely payment	Advance taken money/loan	Poor quality of product
Paddy	23.66	97.18	97.18	90.14	57.74	53.84
Groundnut	25	87.5	87.5	72.5	12.5	10
Cotton	44.61	90.76	92.30	87.69	52.30	32.30

As depicted in the above table and graph that the farmers prefer middleman mainly due to the constraints they face. How many percentages of farmers were sold their product to village traders because of certain major factor has been analyzed in this above table.

Paddy: It has been observed from the table, the major reasons behind selection of local private trader/ intermediary's platform are the Right price (endorsed by only 23.66% farmers), Short distance to market (endorsed by 97.18% farmers), Easy method of marketing system (endorsed by 97.18% farmers), Immediate/timely payment (endorsed by 90.14% farmers), Advance taken money/loan (endorsed by 57.74% farmers), Poor quality of product (endorsed by 53.84% farmers).

Groundnut: As depicted in the above table, the major reasons behind selection of local private trader/ intermediary's platform are the Right price (endorsed by only 25% farmers), Short distance to market (endorsed by 87.5% farmers), Easy method of marketing system (endorsed by 87.5% farmers), Immediate/timely payment (endorsed by 72.5% farmers), Advance taken money/loan (endorsed by 12.5% farmers), Poor quality of product (endorsed by 10% farmers).

Cotton: As depicted in the above table, the major reasons behind selection of local private trader/ intermediary's platform are the Right price (endorsed by only 44.61% farmers), Short distance to market (endorsed by 90.76% farmers), Easy method of marketing system (endorsed by 92.30% farmers), Immediate/timely payment (endorsed by 87.69% farmers), Advance taken money/loan (endorsed by 52.30% farmers), Poor quality of product (endorsed by 32.30% farmers).

The major factors responsible for selection of intermediaries are short distance to the market, easy methods of marketing system, immediate payment, and advance taken money and poor quality of product but right price is a factor which is less responsible for the selection of intermediaries for disposal of all these three crops. In other word private traders gave market facilities at the cost of unreasonable price or lower price of the produce. What the price is given to the farmers of their produce was unreasonable price.

Factor responsible for selection of govt. market / RMCs

In most of the cases it has been observed that farmer's selection of sale their agri. Produce in RMCs. there are some important reasons for selection of RMCs.

Table-8: factor responsible for selection of govt. market / RMCs (in percentage)

crop	Right price	Short distance to market	Easy method of marketing system	Immediate/timely payment	Advance taken money/loan	Poor quality of product
Paddy	91.66	63.63	16.66	41.66	41.66	0

Source: field survey

As depicted in the above table, the major reasons behind selection of govt. market/ RMCs platform are the Right price (endorsed by 91.66% farmers), Short distance to market (endorsed by 63.63% farmers), Easy method of marketing system (endorsed by 16.66% farmers), Immediate/timely payment (endorsed by 41.66% farmers), Advance taken money/loan (endorsed by 41.66% farmers), Poor quality of product (endorsed by 0% farmers). Majority percent of farmers prefer RMCs because of right price given by the RMCs.

Right prices, Short distance to the market is the major factor which is responsible for the selection of market yards for disposal of paddy product where as easy method of method of marketing system, immediate payment, poor quality of product are the factors which are less responsible for selection of RMCs for the disposal of paddy.

Factor responsible / Reasons for not utilizing the services at RMCs

In most of the cases farmers are not utilize the services at RMCs. The following table analyse the why the farmers are not utilizing services at RMCs.

Table-9: factor responsible / reasons for not utilizing the services at RMCs

Crop	Received better price over MSP	Market is not available	Difficulties created by the official of RM	Absence of immediate/timely payment	Complex method of marketing system	Poor quality of product	Loss of time
Paddy	0	2.81	88.73	90.14	100	8.45	91.54
Groundnut	0	100	0	0	0	0	0
Cotton	0	90	89.23	86.15	89.23	9.23	95.38

Source: field survey

Paddy: The above table shows that, major reasons behind not utilizing RMC platform are the Received better price over MSP(endorsed by 0% farmers), Market is not available(endorsed by 2.81% farmers), Difficulties created by the official of RM(endorsed by 88.73% farmers), Absence of immediate/timely payment(endorsed by 90.14% farmers), Complex method of marketing system (endorsed by 100% farmers), Poor quality of product (endorsed by 8.45% farmers), Loss of time(endorsed by 91.54 farmers). Majority of the farmers were not utilizing RMCs because of Difficulties created by the official of RM, Absence of immediate/timely payment, Complex method of marketing system and Loss of time.

Groundnut: The above table shows that, the major reasons behind not utilizing RMC platform are the Received better price over MSP(endorsed by 0% farmers), Market is not available(endorsed by 100% farmers), Difficulties created by the official of RM(endorsed by 0% farmers), Absence of immediate/timely payment(endorsed by 0% farmers), Complex method of marketing system (endorsed by 0% farmers), Poor quality of product(endorsed by 0% farmers), Loss of time(endorsed by 0% farmers). Most of the farmers were not aware about the market of groundnut.

Cotton: The above table shows that, the major reasons behind not utilizing RMC platform are the Received better price over MSP(endorsed by 0% farmers), Market is not available(endorsed by 90% farmers), Difficulties created by the official of RM(endorsed by 89.23% farmers), Absence of immediate/timely payment(endorsed by 86.15% farmers), Complex method of marketing system (endorsed by 89.23% farmers), Poor quality of product(endorsed by 9.23% farmers), Loss of time(endorsed by 95.38% farmers). Majority of the farmers were not utilizing RMCs because of Difficulties created by the official of RM, Absence of immediate/timely payment, Complex method of marketing system and Loss of time. Cotton market is not available nearby village of the farmers, that's why they are not preferred to village trader.

The agricultural marketing system is efficient in case of efficiency in price or reasonable price, only for that reason few farmers preferred to sold his produce at RMCs. Complex method of marketing system, Difficulties created by the official of RM, loss of time, late payment, high transaction cost are the main reason for not utilizing service at RMCs. Non availability of market for cotton and groundnut nearby village is most important reason for not utilizing service of RMCs.

Reasons for not utilizing the services at intermediaries or private traders

In some of the cases farmers are not utilize the services at village market. The following table analyses the why the farmers are not utilizing services of village trader.

Table-10: reasons for not utilizing the services at intermediaries or private traders (in percentage)

Crop	Received better price over trader price	Market is not available	Difficulties created by the trader	Absence of immediate/timely payment	Complex method of marketing system	Poor quality of product	Loss of time
Paddy	83.33	0	8.33	8.33	0	0	0

Source: field survey

The above table revealed that, the major reasons behind not utilizing intermediaries/ private trader platform are the Received better price over trader price (endorsed by 83.33% farmers), Market is not available (endorsed by 0% farmers), Difficulties created by the trader (endorsed by 8.33% farmers), Absence of immediate/timely payment (endorsed by 8.33% farmers), Complex method of marketing system, Poor quality of product & Loss of time (endorsed by 0% farmers).

The private trader is giving unreasonable price for the produce. The main reason for not utilizing the service at private traders is received better price over village trader price where as Complex method of marketing system, Difficulties created by the official of RM, loss of time, late payment factors are less responsible not utilizing the service at private traders.

No. of problems faced by farmer

1. Higher dependence on village traders for credit requirements and hence to sell the produce to these agents a lower price.
2. Groundnut and cotton market is not available nearby village.
3. Farmers are force to sell the produce at an unreasonable price.
4. Non availability of proper packaging material.
5. No access to market information.
6. Inadequate storage facilities in RMCs.
7. Inadequate grading facilities in RMCs.
8. Inadequate packaging facilities in RMCs.
9. Inadequate weighing facilities in RMCs means deduction of quantity while weighing of produce.
10. Payment system is very poor, late payment for the produce at RMCs.
11. Manipulations by village traders.
12. Infrastructure of RMC is not suitable.
13. Inadequate marketing information system.

Facilities expected by farmers in RMC yards

Some of the facilities which farmers are expecting at RMCs are:

1. Minimum Infrastructure facility as required in an ideal market yard.
2. Market Information at time.
3. Facility for loan at the time of cultivation and harvesting
4. Provision for inputs and extension in an around market yard.
5. Arrangement for Insurance for
6. Immediate payment system.
7. Provisions for adequate Sorting, Cleaning and Grading, packaging, storing etc.
8. Dispute settlement through committee.
9. Proper Weighing arrangements.
10. Govt. market has to purchase their produce from his house.
11. Like private trader govt. agencies give market facilities.
12. Market should available in near villages.

Conclusion:

So, it can be concluded from the above analysis that, the agricultural marketing system in selected village of Bargarh and Balangir district is inefficient because the farmers are not able to access the marketing facilities provided by the RMCs, so the middleman/ intermediaries are taking advantage of that by purchasing their produce at lowest/unreasonable price. The farmer's point of view the Regulated market is giving reasonable price of their produce where as the village traders giving unreasonable price. So, the government has to create such a type of market (efficient agricultural market) where the farmers can able to access the market facilities and get remunerative price of his produce and not exploited by the village traders. Efficient agricultural marketing information system is needed for the farmers to know the existing marketing situation and able to identify about what to produce, how to produce, where to sell. It can thus be inferred that a farmer at the grass root level needs mass media to know the prevailing information on marketing situation.

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