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PERFORMANCE OF AGRICULTURAL MARKETING IN BARGARH AND BALANGIR DISTRICTS OF ODISHA.

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Abstract

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. That Results indicate 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. In addition, the farmer's point of view the Regulated market is giving reasonable price (MSP) of their produce whereas the village traders giving unreasonable price. The facilities given by the RMCs for the marketing of agricultural produce is not accessible and dissatisfied by majority of the farmers whereas village market facilities are accessible and satisfied by majority of the farmers, but the village market price much less than MSP, that means village market facilities is given by the village traders at the cost of lowest/ unreasonable price of the produce.

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 fact that it is the primary sector of the economy which provide the basic ingredient, necessary for the survival of mankind 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 are 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, an efficient agricultural marketing system is necessary for the growth of agriculture sector. In Odisha many institutions and policy for agriculture market are in place but now also state suffer from inadequate marketing linkages, unreasonable price to farmers, ineffective markets and uncoordinated supply chain leading to value loss and loss of opportunities by farmers to increase income. Agriculture markets act as the key platforms for provides benchmark and indicator of price to the various farmers in the marketing of various commodities. The quantity and quality of produce available to the people at large is governed primarily by the arrival of the different agricultural commodity into these markets. Agricultural markets, hence, also serve as the places for create awareness among the entire supply chain of the consumers' demands and force them to respond to the changes. The present study try to explain the farmer perception on marketing facilities and methods in rural Odisha.

Review of literature

Shakeel-Ul-Rehman, M. Selvaraj, M. Syed Ibrahim (2012) this article brings that in Indian agriculture many development programme and scheme has been made for agricultural marketing. But that is not efficient because there are many obstacles in agricultural marketing which produce limited access to the marketing information, low level literacy among the farmers etc. Many programme and scheme have been done for development of agricultural marketing, but still farmer facing a lot of problem. So, there is an eminent need for efficient agricultural marketing.

Chand has analysed in his study that India is suffering from inefficiency a disconnect between the prices paid by the final consumer and the price received by the farmers/producer, poor infrastructure, policy distortions, fragmented marketing channel. Urgent reforms are needed to address this inadequate inefficiency and check the excesses of middleman.

A. Vadivelu and B.R. Kiran (2013) This article studies, there is need for effective A.M.I.S for increasing marketing success for every one there are different sources of marketing information but dissemination and utilization of market information is not effective and adequate. Awareness of farmers on different components of agricultural market information and its usefulness was very poor (11 to 37 %) as compared to that of middle traders (75%).

V. 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%). here 60% farmers were randomly selected from there two block of BHAWANI Dist. Contact in other markets private trader formed a major source of agricultural market information in BHAWANI Dist. 60 farmers were randomly selected from these two blocks of Bhiwani districts were randomly selected. From the result of the research study in Bhiwani district farmers, awareness on prices and arrivals in other market were of I-Rank and II-Rank and awareness on price in reference and arrival in reference market was III-Rank and IV-Rank.

Prasad (1994) observed that in Bihar where rural economy is mostly dominated by the small and marginal farmers, agricultural marketing system is inefficient and inadequate in the case of small farmers in spite of that this group contributes considerably to the marketable surplus. The National Planning Committee (NPC) held that the farmer in general sells his produce at an unfavourable place. Mr. Prasad certified its causes to 'distress

sales' and suggested for development of agricultural market infrastructure along with a programme of financial facility to the small farmers on the basis of pledge of crops.

Another study made by the Department of Applied Economics, Utkal University, Bhubaneswar in 1972 revealed that in Sakhigopal RMC, the exploitation and harassment of farmers dealing in coconuts has gone down considerably by the regulation of the market. It also revealed that farmers in Kendupatna regulated market trade with jute are of the opinion that they are unaware about the existence of the regulated market. The cause of this may be recognized to the improper functioning of the regulated market and lack of publicity.

Kumar (1994) has revealed that the regulation of markets has not shown considerable impact on agricultural marketing pattern and cost of marketing and profit margins. To get better the position it is imperative that agricultural product marketing problems of small farmers should be given the highest precedence and efforts should be taken up to for adequate market infrastructural facilities.

Ramkishan (2004) In his study argue that because of inadequate processing and storage facilities of the agricultural produce, the farmers/ producer is deprived of a good price for his produce during the peak agricultural marketing season while the consumer unnecessarily pays a higher price during lean season.

A study conducted by Mallick (1987) on Paddy revealed that farmers receive 66.5 and 71.11 % of consumer's rupee in the markets of Odisha having marketing channels with four middlemen and two middlemen, respectively. The mean share of farmers on an average comes to 67.81 % of consumers' price in private / village markets.

Study conducted by Panigrahi (2008) on production and marketing of Cotton in Kalahandi district observed that the farmers sold their produce to procurement agencies or mills through village traders, intermediaries/ commission agent. The study recognized three channels of cotton marketing. Cotton farmers received about 86 % of the price paid by mills if sold directly, 83 per cent if sold through procurement agencies and 80 per cent if sold through village trader and commission agents.

It is clear that effectiveness of agricultural marketing facilities, services such as training, market intelligence, research and advisory services etc. are vital for acceleration of growth and development of marketing channels of agricultural product. The effectiveness of marketing largely depends on system of agricultural marketing.

Hatia and Panda (2015) has explained in this primary study; The degree of awareness on prices in local market placed the 1 rank followed by arrivals in local markets 2nd rank and prices in reference markets 3rd rank. Market information was utilized by traders in deciding prices to be quoted 1 rank followed by the quantity to be purchased 3rd rank and quantity to be store 3rd rank. This paper is assessment of lattakia market price dynamic and verity then use of regression and OLS model as tools of and agricultural marketing is for citrus price forecasting in lattakia market. Citrus farmers are not informed about expected prices and market trends.

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.

Objective of the study

1. To study the status of existing agricultural marketing system in rural Odisha.
2. To evaluate the opinions of the farmers on the existing marketing facilities and method in the study areas.

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

1. RMC Baragarh
2. RMC Bolangir
3. Grindolmal village market
4. Telipukhapani village market
5. Dangbahal village market
6. 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. Stakeholders like farmers, village traders were contacted by me and my friends to identify the marketing system have been discussed. Primary information was collected through farmer's discussion in each selected village of the two districts by organizing stakeholders meet. In all 100 respondents comprising 25 from each of the selected village of Bargarh and Balangir districts of Odisha have been interviewed by adopting purposive sampling technique.

Result and Discussion

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.

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: 2 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.

Paddy: It can be noticed from the table that out of 83 respondents who had grown paddy, 85.54 per cent of them (71 persons) sold their paddy in their village traders (private trader) while only 14.45 percent of the farmers were sold their produce to in regulated market. The farmers could not get a higher price for paddy since they are caught in the vicious circle of middlemen. However, some of the big and medium farmers sold their paddy in regulated market. But the marginal and small farmers, who could not bear high transport costs, preferred marketing their products in village itself.

Groundnut: It is evident from table that groundnut was marketed in the village itself. Out of 40 respondents who had grown groundnut product, 100 percent of them (40) sold their groundnut to village trader While 0 (zero) percent of the farmers marketed their groundnut in the regulated market, Because of non-availability of Regulated market for groundnut.

Cotton: There has been a tendency among the farmers to grow Cotton since it would fetch them higher dividends. The cotton was mostly marketed (65 farmers) in the village itself. Out of 65 cotton farmers 100 percent of the farmers were sold their cotton to village trader. No one of the cotton farmer marketed their cotton in regulated market.

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.

Farmers views on village marketing methods and facilities

The present study makes an assessment of the views of the respondents on the prevailing marketing methods in their areas. An attempt has been made to elicit information on various aspects such as grading of the products, weights and measurement, method of bidding and timings, market deductions, mode of payments, methods of sale procedures etc.

Table: 3 Opinion of respondents on the available marketing methods and facilities in village market (in percentage)

Particular	Crop	Highly Satisfied	Satisfied	Neither satisfied nor dissatisfied	Dissatisfied	Highly Dissatisfied	Total percentage
Procedure for weighing of produce	Paddy	7.04	73.23	9.85	9.85	0	100
	Groundnut	5	75	10	10	0	100
	Cotton	12.30	64.16	15.38	7.69	0	100
Packaging facilities	Paddy	1.40	52.11	16.90	29.57	0	100
	Groundnut	5	52.5	17.5	25	0	100
	Cotton	1.53	60	16.92	20	1.53	100
Storage facilities	Paddy	1.40	56.33	26.76	15.49	0	100
	Groundnut	0	42.5	27.5	30	0	100
	Cotton	3.07	67.69	18.46	10.76	0	100
Price paid for produce	Paddy	5.63	25.35	18.30	43.66	7.04	100
	Groundnut	2.5	22.5	12.5	57.5	5	100
	Cotton	10.76	40	15.38	30.76	3.07	100
Payment system (times take)	Paddy	21.12	57.74	11.26	9.85	0	100
	Groundnut	17.5	57.5	15	10	0	100
	Cotton	12.30	63.07	18.46	4.61	1.53	100
Procedure for grading of produce	Paddy	8.45	42.25	29.57	19.71	0	100
	Groundnut	7.5	40	37.5	15	0	100
	Cotton	6.15	43.07	33.84	16.92	0	100
Transportation facilities and road connectivity	Paddy	36.61	54.92	2.81	5.63	0	100
	Groundnut	40	50	5	5	0	100
	Cotton	30.76	61.53	4.61	3.07	0	100

Source: field survey

Procedure for weighing of produce: The prevailing methods of weights and measurements were scientific. The private traders cannot cheat the farmers because of scientific weighing and the knowledge of the farmers on weighing of produce. The private traders don't deduct the produce while they are weighing of produce instead of that the private trader charging lower price.

Paddy: Because of right measurement of weight of produce majority number of farmers (73.23) were satisfied, 9.85 percent of farmers were neither satisfied / nor dissatisfied, 9.85 percent of farmers were dissatisfied and only 7.04 percent of farmers were highly satisfied.

Groundnut: In case of groundnut majority number of farmers (75 percent) were satisfied, 10 percent of farmers were neither satisfied / nor dissatisfied, 10 percent of farmers were dissatisfied and only 5 percent of farmers were highly satisfied.

Cotton: In case of cotton majority number of farmers (64.16 percent) were satisfied, 15.38 percent of farmers were neither satisfied / nor dissatisfied, 7.69 percent of farmers were dissatisfied and only 12.30 percent of farmers were highly satisfied.

Packaging facilities: What the instrument material is given by the farmers for packaging of agricultural produce have good condition because they don't want to waste the produce while the private trader is going to sell again their produce in other place where the price is high.

Paddy: In case of paddy majority number of farmers (52.11 percent) were satisfied, 16.90 percent of farmers were neither satisfied / nor dissatisfied, 29.57 percent of farmers were dissatisfied and only 1.40 percent of farmers were highly satisfied.

Groundnut: In case of groundnut majority number of farmers (52.5 percent) were satisfied, 17.5 percent of farmers were neither satisfied / nor dissatisfied, 25 percent of farmers were dissatisfied and only 5 percent of farmers were highly satisfied.

Cotton: In case of cotton majority number of farmers (60 percent) were satisfied, 16.92 percent of farmers were neither satisfied / nor dissatisfied, 20 percent of farmers were dissatisfied and only 1.53 percent of farmers were highly satisfied.

Storage facilities: The storage facilities in village market were satisfactory for the farmers because the farmers no need to move anywhere for storage of the produce, the traders itself taking their produce from farmers house or destination and the traders purchase their product at lower price and store their product in a safety place.

Paddy: The table reveals that majority number of farmers (56.33 percent) satisfied, 26.76 percent of farmers were neither satisfied / nor dissatisfied, 15.49 percent of farmers were dissatisfied and only 1.40 percent of farmers were highly satisfied.

Groundnut: in case of cotton majority number of farmers (42.5 percent) satisfied, 27.5 percent of farmers were neither satisfied / nor dissatisfied, 30 percent of farmers were dissatisfied and only 0 percent of farmers were highly satisfied.

Cotton: in case of cotton majority number of farmers (67.69 percent) satisfied, 18.46 percent of farmers were neither satisfied / nor dissatisfied, 10.76 percent of farmers were dissatisfied and only 3.07 percent of farmers were highly satisfied.

A farmer in Bargarh and Balangir district does not get the proper value of his produce due to lack of storage facilities. He normally disposes of his goods either during or immediately after harvest. Due to this, it is usually found that there is abundant availability of agricultural produce just after the harvest. The private trader provides storage facilities by condition that the farmers will dispose their agricultural product to village traders. This makes the private trader capable of lowering the prices to an unreasonable level.

Price paid for produce: The village trader provides most of the facilities in marketing of agricultural product at the cost of charging lower price of the produce. Most of the farmers were not satisfied, what the price was given by the traders.

Paddy: Because of unreasonable price the majority of the farmers (43.66percent) were dissatisfied, 18.30 percent of farmers were neither satisfied / nor dissatisfied, 25.35 percent of farmers were satisfied; only 5.36 percent of farmers were highly satisfied and 7.4 percent of farmers were highly dissatisfied. Majority numbers of farmers were dissatisfied on price paid for the produce.

Groundnut: Because of unreasonable price the majority of the farmers (57.5 percent) were dissatisfied, 12.5 percent of farmers were neither satisfied / nor dissatisfied, 22.5 percent of farmers were satisfied, only 2.5 percent of farmers were highly satisfied and 5 percent of farmers were highly dissatisfied. Majority numbers of farmers were dissatisfied on price paid for the produce

Cotton: In case of cotton majority number of farmers (40 percent) were satisfied, 15.38 percent of farmers were neither satisfied / nor dissatisfied, 30.76 percent of farmers were dissatisfied and only 10.76 percent of farmers were highly satisfied and 3.7 percent of farmers were highly dissatisfied. Majority numbers of farmers were dissatisfied on price paid for the produce

Payment system (times take): village traders provide payment in time. Because of immediate payment system most of the farmers sold their product to village traders.

Paddy: It was found (Table 5.9) that 57.74 per cent of the respondents were satisfied with the prevailing mode of payment, 11.26 percent of farmers were neither satisfied / nor dissatisfied, 9.85 percent of farmers were dissatisfied and only 21.12 percent of farmers were highly satisfied.

Groundnut: It was found (Table 5.9) that 57.5 per cent of the respondents were satisfied with the prevailing mode of payment, 15 percent of farmers were neither satisfied / nor dissatisfied, 10 percent of farmers were dissatisfied and only 17.5 percent of farmers were highly satisfied.

Cotton: in case of cotton 63.07 per cent of the respondents were satisfied with the prevailing mode of payment, 18.46 percent of farmers were neither satisfied / nor dissatisfied, 4.61 percent of farmers were dissatisfied and only 12.30 percent of farmers were highly satisfied.

It shows that the farmers were unorganized and hence their bargaining power was considered to be very low.

Procedure for grading of produce: In case of paddy the private trader treated as equal price to all qualities of paddy. But in case of groundnut and cotton different qualities of product treated as different price.

Paddy: In case of paddy, it was found that 42.25 per cent of the respondents were satisfied with the prevailing mode of payment, 29.57 percent of farmers were neither satisfied / nor dissatisfied, 19.71 percent of farmers were dissatisfied and only 8.45 percent of farmers were highly satisfied.

Groundnut: in case of groundnut, It was found that 40 per cent of the respondents were satisfied with the prevailing mode of payment, 37.5 percent of farmers were neither satisfied / nor dissatisfied, 15 percent of farmers were dissatisfied and only 7.5 percent of farmers were highly satisfied.

Cotton: in case of cotton, It was found that 43.07 per cent of the respondents were satisfied with the prevailing mode of payment, 33.84 percent of farmers were neither satisfied / nor dissatisfied, 16.92 percent of farmers were dissatisfied and only 6.15 percent of farmers were highly satisfied.

In other parts of the country various standards for grading has been adopted. In odisha, the farmers are not aware of the importance of grading of their produce. They therefore adopted their own standards for grading their products and because of this they could not get best possible rate for such items. It is therefore important that the state Government be intervened to supervise the grading activity of our farm products.

Transportation facilities/road connectivity:

Adequate and efficient transportation is corner stone of present marketing system the condition of which is already stated. In selected village, only one system of transport is available for marketing of our agricultural products, namely, road transport as the village region. As a consequence of it the transportation cost goes high which in turn creates a problem for the farmers as well as the ultimate buyers. Addition of cost of transportation to the product ultimately increases the selling price and at the same time creating less profits to the growers. That's why the rural farmers are sold their produce at village market.

Paddy: In case of paddy, It was found that 54.92 per cent of the respondents were satisfied with the prevailing mode of transportation ,2.8 percent of farmers were neither satisfied / nor dissatisfied, 5.63 percent of farmers were dissatisfied and 36.61 percent of farmers were highly satisfied.

Groundnut: In case of groundnut, It was found that 50 per cent of the respondents were satisfied with the prevailing mode of transportation ,5 percent of farmers were neither satisfied / nor dissatisfied, 5 percent of farmers were dissatisfied and 40 percent of farmers were highly satisfied.

cotton: In case of cotton, It was found that 61.53 per cent of the respondents were satisfied with the prevailing mode of transportation ,4.61 percent of farmers were neither satisfied / nor dissatisfied, 3.07 percent of farmers were dissatisfied and 30.76 percent of farmers were highly satisfied.

It has been observed from the above table that majority numbers of farmers were satisfied and less numbers of farmers were dissatisfied on Procedure for weighing of produce, packaging facilities, storage facilities, Payment system (times take), Procedure for grading of produce, Transportation facilities and road connectivity of the produce in village market level but Majority number farmers were dissatisfied on price paid for the produce. So the village market is less efficient in providing the reasonable price of his produce.

Farmers views on Regulated Market methods and facilities

The present study examines the opinion of the respondents on the existing marketing facilities/ methods in the market yard.

Table:4 Opinion of respondents on the available marketing methods in RMCs (in percentage)

Particular	Crop	Highly Satisfied	Satisfied	Neither satisfied nor dissatisfied	Dissatisfied	Highly Dissatisfied	Total percentage
Procedure for weighing of produce	paddy	8.33	33.33	16.66	41.66	0	100
Packaging facilities	paddy	0	8.33	33.33	58.33	0	100
Storage facilities	Paddy	0	41.66	16.66	41.66	0	100
Price paid for produce	Paddy	0	41.66	33.33	16.66	8.33	100
Payment system (times take)	Paddy	0	33.33	41.66	25	0	100
Procedure for grading of produce	Paddy	8.33	25	25	41.66	0	100
Transportation facilities/road connectivity	Paddy	16.66	41.66	25	16.66	0	100

Source: field survey

Procedure of weighing of produce: The data on the prevailing (Table 5.12) weights and measurements in the market yard indicate that 8.33 percent farmers were highly satisfied, 33.33 farmers were satisfied, 16.66 percent neither satisfied nor dissatisfied and majority numbers of farmers were dissatisfied and less numbers of farmers were satisfied. These farmers were dissatisfied because of deduction of paddy when they were sold their produce market yards.

Packaging facilities: The table reveals that 58.33 percent of the farmers were not satisfied, 33.33 percent of farmers neither satisfied/nor dissatisfied, and only 8.33 percent of farmers were satisfied with available methods of packaging facilities of the products in the market yards. The degree of dissatisfaction was more among the respondents (58.33) of selected district. Absence of good method packaging facilities of the produce hampered the interests of farming farmer community.

Storage facilities: Storage is the process of holding and preserving goods. Storage creates time utility. In agricultural industry, production is seasonal while the consumption of agricultural goods is a continuous process. Table elicits that 41.66 per cent of the respondents expressed that storage facilities were satisfied and dissatisfied and only 16.66 percent of farmers expressed that storage facilities were neither satisfied nor dissatisfied.

Price paid for produce: Our analysis reveals that 41.66 per cent of the respondents were satisfied, 8.33 percent of farmers were highly dissatisfied, only 16.66 farmers were dissatisfied, 33.33 percent neither satisfied nor dissatisfied and majority numbers of farmers were dissatisfied.

It is observed from the above analysis that price policy has a significant role in accelerating agricultural growth. A sound agricultural price policy can do a lot in correcting the distortion in the marketing structure. A comprehensive agricultural price policy should strike a balance between the needs of farmer for remunerative prices and the supply of food grains to consumers at reasonable prices.

Payment system (times take): According to farmers the regulated market payment system is in late procedure and farmers need immediate money so they sold their product to village trader. That's why 25 percent of farmer was dissatisfied and 33.33 percent of farmers were satisfied and majority of the farmers i.e., 41.66 percent of farmers were neither satisfied nor dissatisfied.

Procedure for grading of produce: Farmer's point of view if the paddy quality is little bit less, than the office people of RMCS deduct the quantity from actual quantity. That's why most of the farmers do not want to go for market yards and sell their produce to village traders. 41.66 percent farmers were dissatisfied, 25 percent farmers were satisfied and neither satisfied and nor dissatisfied and only 8.33 percent were highly satisfied in prevailing grading method.

Transportation facilities/road connectivity: Profitable marketing of the product is intimately connected with requisite infrastructure such as transport and communication facilities. Distance between the seller and the buyer has a negative relation to the price of produce sold. A farmer can get better price for his produce if he can transport his product to market centres timely, easily and cheaply. This is possible only if he is placed nearer to the market. Majority number of farmers (41.66) were satisfied, 25 percent of farmers neither satisfied / not dissatisfied and only 16.66 percent of farmers both dissatisfied and highly satisfied in prevailing transportation facilities.

It has been observed from the above table that majority numbers of farmers were dissatisfied on Procedure for weighing of produce, packaging facilities, storage facilities, Payment system (times take), Procedure for grading of produce of the produce in village market level but the Majority of the farmers satisfied with transportation facilities and road connectivity and price paid for produce. The agricultural marketing system is inefficient because farmers are not satisfied on the existing system of agricultural marketing. They sold their product at RMCs only because of higher price.

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 whereas the village traders giving unreasonable price. The facilities given by the RMCs for the marketing of agricultural produce is not accessible and dissatisfied by majority of the farmers whereas village market facilities are accessible and satisfied by majority of the farmers, but the village market price much less than MSP, that means village market facilities is given by the village traders at the cost of lowest/unreasonable price of the produce. 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.

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