AN STUDY ON PRODUCTION AND MARKETING CONSTRAINS OF FARMERS IN COIMBATORE DISTRICT – TAMILNADU

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ABSTRACT

India is basically an agrarian society where sole dependence has been on agriculture since time immemorial. In the olden days, the agricultural produce was fundamentally barter by nature where farmers exchanged goods for goods and also against services. Gradually the scenario changed with the changing times and agriculture produce began being sold with an element of commercial value. Trading of agriculture produce began for exchange of money. And from trading to marketing of agricultural produce began although mostly it is a way of traditional selling. The marketing as a term is broader than traditional trading. And agricultural marketing as a concept is still evolving in the Indian agrarian society.

Mahatma Gandhi the father of the nation, who always stressed upon "self sufficient villages" as the building blocks for making India a strong nation. Hence, the present study is a modest attempt to throw the more light on the farmers' problems in marketing of their produce in the study area. The study also gives various recommendations to solve the above said problems.

Keywords: Agricultural Marketing issues, Agricultural production issues, Coimbatore District Farmers.

INTRODUCTION:

"If we seed the Agriculture it will feed the world"

Agriculture continues to be the mainstay of livelihood for more than 50 per cent of the population in Tamil Nadu. It contributes 12 per cent of Net State Domestic Product. It is the single largest private sector providing job opportunities for rural people besides being the source of supply of food grains and other dietary staples and serving as the prime source of raw materials for industries. Agricultural development is essential not only to achieve self reliance in food grains at the state level, but also for ensuring household food security and to bring equity in distribution of income and wealth resulting in ultimate reduction of the poverty level. In fact, high economic growth will have no meaning for the masses of people living in rural areas unless agriculture is revitalized. Agriculture in Tamil Nadu is beset with a number of adverse characteristics such as declining total cultivable area in relation to scarcity of cultivable land, low productivity per unit of labour in most of the regions, predominance of small and marginal farmer households, risk aversion due to production by tenants and agricultural labourers under insecure conditions, vast seasonal variations and presence of a large percentage of tradition loving farmers.

STATEMENT OF THE PROBLEM:

Marketing of agricultural products has been posing a big problem for the farmers. The farmers, who produce crops, struggle a lot of bring them up. They plough and tilt the land, seed the plants, water resources, clean them and pack the products ready to be taken to the markets for sale. Even at the time of producing the crops and at the time of selling them they face a lot of hurdles and obstacles such as the interference of brokers and middlemen, lack of insurance facility, lack of finance, high cost of inputs, storehouses and transporting problems. In the market the farmers are cheated by the brokers the purchases like charging the goods less, weighing the products in unbalanced machines and so on. Thus the farmers face a number of problem form the initial stage of production to till the sale of the products in the market. And all these are interwoven and ultimately make a deep impact on agricultural marketing. As a result agriculture as an occupation becomes unprofitable and therefore, unviable.

Agriculture in India is subject to variety of risks arising from rainfall aberrations, temperature fluctuations, hailstorms, cyclones, floods, and climate change. These risks are exacerbated by price fluctuation, weak rural infrastructure, imperfect markets and lack of financial services including limited span and design of risk mitigation instruments such as credit and insurance. These factors not only endanger the farmer's livelihood and incomes but also weaken the viability of the agriculture sector and its potential to become a part of the problem of widespread poverty of the agricultural labour and the National economic development. In order to develop mechanisms and strategies to mitigate risk in agriculture it is imperative to understand the sources and magnitude of problem involved in agricultural marketing and agricultural financing. The sustainability of the farmers is now matter of botheration. Hence, it is necessary to bring certain solutions which can give better direction to these farmers. The present research is carried out in the aim of find out the production and Marketing Problems faced by the farmers of the Coimbatore district.

OBJECTIVES OF THE STUDY:

1. To discuss the personal profile of farmers in the sample Districts.
2. To study about the production and marketing problems faced by the farmers in the sample area.

PERIOD OF THE STUDY:

The study were carried out between the period April 2011 and June 2012

COIMBATORE DISTRICT ADMINISTRATION:

The Coimbatore district have been divided into 2 Revenue Divisions, 6 Taluks, 12 blocks, 7 Corporation and Municipalities, 52 town panchyats, 295 Revenue Villages and 389 Panchayat villages.

METHODOLOGY OF THE STUDY:

The multistage random sampling technique was adopted in designing sampling frame for the study. In the first stage, the district Coimbatore district was selected. Similarly, in the second stage, five blocks were selected based on potentiality and highest area under cultivation**.** In the third stage five villages were selected in each block. For collecting primary data 20 farmers were selected at random from each village. Thus, the sample size constituted 500 for the study as a whole. Further, while selecting the villages in the selected blocks for identifying the potentiality as well as concentration of farmers, the researchers had an interview with the several officers of Agriculture departments at district taluk level.

**Name of the Blocks, number of villages and number of
farmers in each block Selected for Primary Data Collection**

Block Name	No of villages in each Block	Number of Villages selected per Block	Number of Farmers Selected per village	Cumulative Number of Farmers
Coimbatore District Blocks				
Karamadai	17	5	20	100
Pollachi(North)	39	5	20	200
Annur	21	5	20	300
Kinathukadavu	34	5	20	400
Pollachi(South)	26	5	20	500

PRETEST:

A pilot study was conducted with an idea of testing the reliability of the questionnaire designed. Samples of 150 farmers in Coimbatore were selected for this purpose. Based on the views of the respondents, the needed modifications were carried out and the questionnaire was standardised. This pre-test reduces bias by detecting ambiguities and misinterpretation which can then be minimized then the instrument aims at high degree of specific objectivity.

FIELD WORK FOR DATA COLLECTION:

It was decided that a descriptive study using primary data would be appropriate to investigate the objectives. The primary Data were collected from the farmers by using interview schedule specifically designed for the purpose. Utmost care was taken to give necessary clarifications in vernacular to enable the respondents to answer as accurately as possible without any ambiguity. The filled up schedule has been thoroughly checked and ensured as regards correctness and consistency of data.

SECONDARY DATA:

The secondary data have been obtained from various secondary sources like newspapers, magazines, journals, books, websites of statistical abstracts of Tamil Nadu, Reserve Bank of India, Ministry of Agriculture, Agricultural statistics at a glance, Directorate of economics and statistics and from various institutions namely, Library of Tamil Nadu Agricultural University, Library of Bharathiar University, Coimbatore and PSG Research Learning Centre, Coimbatore.

REVIEW OF PAST STUDIES:

Vigneshwara varmudy (2011) in his study "untapped potential of brinjal" stated that poor marketing system, non availability of disease free and resistant varieties to the farmers, absence of training to the farmers on pre and post harvesting practices, non availability of cold storage facilities for strong at the production and marketing centers are the major problems faced by the farmers.

Sathya Sundaram.I **(2011)** in his article "Worrying over onion" pointed out that while natural factors contributed to the price raise, manmade factors too were responsible for the situation. Hoarding remained a key factor, as there was no back-up crop and exports should have been stopped much earlier. Infrastructure

remained inadequate, distribution system was faulty and there was no quick movement of the commodity from surplus to the deficit area.

Manimehalai (2011) Inclusive growth and agricultural development on her article portrayed that the profitability has become more relevant in recent years due to limited scope for expansion of arable land. Increasing yield to their technology highest level may be feasible through adequate investment in infrastructure and technology, irrigation, land development, storage, markets, etc,. Availability of credit and extension services would facilitate access to available technology. These issues are more relevant in our country because 58 % of labour force dependent on agriculture.

Joshi,Paresh (2011) "Post harvest handling and marketing of Jamun (Syzygium cuminii) in Sindhdurg District of Maharashtra state" the study reveals that the present marketing system of Jamun fruit in the study area is imperfect in nature. Few market intermediaries dominated the market and producer- sellers have less control in fixing the price of their produce. Due to improper grading and standardization of Jamun fruits, absence of sufficient market information. On the whole it can be concluded that the producer-sellers often exploited by the traders, which reduce the producers' share in consumer price.

Aher et al., (2011) Constrains faced by the Rabi onion growers in production and marketing and suggestions made by them in Ahmednagar district the study revealed that non availability of loan in time, non availability of storage facility, transport was the major bottleneck in efficient marketing of onion and 86.45 per cent onion growers complained transportation costs are high. In onion marketing, high rate of commission, high gunny bag charges, faulty weighing practices were also severe problem. As number of middleman between producer and ultimate consumer increased, it resulted in to less producer's share in consumer's rupee. This resulted in lower market margin for the farmers.

Thamaraikannan et al., (2011) Stated in his article titled " Time to set up chili exports" the commodity displays high volatility with the prices heavily dependent on season, production in different producing tract spread across the country, demand from exporters and stock available at cold storage. The prices of major chilly varieties sold in the country are correlated with each other. As a result the players in other varieties can hedge their risks through a single high return varieties and a significant increase in area under cultivation may not be seen as most farmers incurred huge losses from the year 2077-08 crop and have not yet recovered from these losses.

Table No-1-Personal profile of the Farmers

Age of the Farmers	Frequency	Percent
Young (Up to 35 years)	191	38.2
Middle (36 – 55 years)	201	40.2
Old (Above 55 years)	108	21.6
Total	**500**	**100.0**
Educational Status	**Frequency**	**Percent**
Illiterate	59	11.8
Primary	138	27.6
Secondary	148	29.6
Higher Secondary	131	26.2
Graduate	24	4.8
Total	**500**	**100.0**
Nature of Family	**Frequency**	**Percent**
Nuclear	312	62.4
Joint	188	37.6
Total	**500**	**100.0**
Marital status of the Farmers	**Frequency**	**Percent**
Married	317	63.4

Un Married	183	36.6
Total	**500**	**100.0**
Number of members in the Family	**Frequency**	**Percent**
Small (1-4)	177	35.4
Medium (5-7)	230	46.0
Large (>7)	93	18.6
Total	**500**	**100.0**
Income per Year	**Frequency**	**Percent**
Below Rs. 1, 00,000	134	26.8
Rs. 100000 – Rs. 1, 50,000	159	31.8
Rs.1, 50,001 – Rs.2, 00,000	105	21.0
Above Rs 2, 00,000	102	20.4
Total	**500**	**100.0**
Acres of Land used	**Frequency**	**Percent**
Below 2 acres (Marginal Farmer)	120	24.0
2 – 5 acres (Small Farmer)	188	37.6
5 – 10 acres(Medium Size Farmer)	119	23.8
Above 10 acres (Large Farmer)	73	14.6
Total	**500**	**100.0**

Source: Primary data

The above table shows that personal profile of the farmers in Coimbatore district. Majority of the farmers (40.2 %) are belongs to Middle age category (36 – 55 years). 29.6 % of the farmers are belongs to secondary level education category.62.4 % of farmers families belongs to nuclear type. 63.4 % of farmers are got married. 46 % of farmers are having medium size of family (5-7 Members). 31.8 % of farmers annual income is Rs. 100000 – Rs. 1, 50,000. 37.6 % of farmers are having 2 – 5 acres (Small Farmer).

NULL HYPOTHESIS OF THE STUDY:

H01: There is no significance difference between Age and problems Faced by the Farmers in Coimbatore District.

H02: There is no significance difference between Educational Status and problems Faced by the Farmers in Coimbatore District.

H03: There is no significance difference between farmers Income per year and problems Faced by the Farmers in Coimbatore District.

H04: There is no significance difference between size of farming and problems Faced by the Farmers in Coimbatore District.

H05: There is no significance difference between Years of Farming experience and problems Faced by the Farmers in Coimbatore District.

Chi Square test were employed for test the hypothesis

$$X^2 = \frac{\sum (O - E)^2}{E}$$

Where, O = Observed frequency, E = Expected frequency
Degree of freedom   = (Row -1)* (Column -1)

Table No-2-Relationship between Age and problems Faced by the Farmers in Coimbatore District

Problems Faced by the Farmers in Coimbatore District	Chi Square Value	Asymp. Sig. (2-sided)	Accept / Reject Ho
Lack of latest technical know how	2.613	0.625	Accept
Lack of improved and high yielding varieties	5.334	0.255	Accept
Lack of availability of fertilizer and pesticides	5.796	0.215	Accept
Lack of irrigation water	0.877	0.928	Accept
Shortage of labour	2.882	0.578	Accept
Lack of Electricity	4.058	0.398	Accept
Lack of equipment and machinery	4.718	0.318	Accept
Lack of servicing facilities for equipment and machinery	4.113	0.391	Accept
Lack of sufficient soil testing facilities	4.726	0.317	Accept
High cost of labour, fertilizer and pesticides	4.047	0.4	Accept
Lack of proper local market yard facilities	1.825	0.768	Accept
Lack of transportation and road infrastructure	1.388	0.846	Accept
Lack of regulated market and co-operative marketing societies	4.169	0.384	Accept
Lack of awareness about market news and intelligence	3.117	0.538	Accept
Lack of storage facilities in growing area	1.795	0.773	Accept
Malpractice in selling method	1.97	0.741	Accept
Intervention of middleman	0.72	0.949	Accept
Problem of perishability of produce	0.823	0.935	Accept
Small quantity of produce	1.838	0.766	Accept
Low price paid to farmers due to high marketing margin	3.221	0.522	Accept
Low demand of agricultural products	3.52	0.475	Accept
Delay in cash payment	6.588	0.159	Accept
Unavailability of scientific weighing measuring equipments in markets	6.785	0.148	Accept
Lack of grading facility	5.226	0.265	Accept
Lack of physical facilities in the market	3.581	0.466	Accept
Quantitative loss from farm to reaches the Market	2.135	0.711	Accept
Monopolistic position of wholesale dealers.	1.571	0.814	Accept
Lack of local production and marketing policies.	3.4	0.493	Accept
Lack of information about foreign markets.	5.515	0.238	Accept
Improper Market stabilization	6.771	0.148	Accept
Market prices of agricultural commodities are highly volatile	3.71	0.447	Accept
Inadequate minimum support price	1.907	0.385	Accept
Lack of proper processing and organized marketing facilities	4.956	0.292	Accept
Unavailability of community owned common threshing floor, godowns and community hall	1.062	0.9	Accept
The government procurement system are not much effective	0.85	0.932	Accept

Source: Primary Data   (* **Sig at 5 % level, ** Sig at 1 % level**, **Degrees of Freedom = 4**)

**Table No-3- Relationship between Educational Status and problems
Faced by the Farmers in Coimbatore District**

Problems Faced by the Farmers in Coimbatore District	Chi Square Value	P -Value	Accept / Reject Ho
Lack of latest technical know how	4.912	0.767	**Accept**
Lack of improved and high yielding varieties	10.525	0.23	**Accept**
Lack of availability of fertilizer and pesticides	11.410	0.18	**Accept**
Lack of irrigation water	15.388	0.052	**Accept**
Shortage of labour	3.491	0.9	**Accept**
Lack of Electricity	8.604	0.377	**Accept**
Lack of equipment and machinery	6.517	0.59	**Accept**
Lack of servicing facilities for equipment and machinery	5.544	0.698	**Accept**
Lack of sufficient soil testing facilities	8.631	0.374	**Accept**
High cost of labour, fertilizer and pesticides	8.182	0.416	**Accept**
Lack of proper local market yard facilities	11.096	0.196	**Accept**
Lack of transportation and road infrastructure	4.487	0.811	**Accept**
Lack of regulated market and co-operative marketing societies	10.954	0.204	**Accept**
Lack of awareness about market news and intelligence	9.560	0.297	**Accept**
Lack of storage facilities in growing area	10.644	0.223	**Accept**
Malpractice in selling method	6.312	0.612	**Accept**
Intervention of middleman	3.842	0.871	**Accept**
Problem of perishability of produce	5.358	0.719	**Accept**
Small quantity of produce	3.890	0.867	**Accept**
Low price paid to farmers due to high marketing margin	5.467	0.707	**Accept**
Low demand of agricultural products	10.190	0.252	**Accept**
Delay in cash payment	10.036	0.262	**Accept**
Unavailability of scientific weighing measuring equipments in markets	5.295	0.726	**Accept**
Lack of grading facility	10.427	0.236	**Accept**
Lack of physical facilities in the market	9.409	0.309	**Accept**
Quantitative loss from farm to reaches the Market	14.188	0.077	**Accept**
Monopolistic position of wholesale dealers.	10.213	0.25	**Accept**
Lack of local production and marketing policies.	16.496	0.036*	Reject
Lack of information about foreign markets.	22.828	0.004**	Reject
Improper Market stabilization	3.249	0.918	**Accept**
Market prices of agricultural commodities are highly volatile	2.596	0.957	**Accept**
Inadequate minimum support price	7.174	0.127	**Accept**
Lack of proper processing and organized marketing facilities	1.757	0.988	**Accept**
Unavailability of community owned common threshing floor, godowns and community hall	13.653	0.091	**Accept**
The government procurement system are not much effective	8.401	0.395	**Accept**

Source: Primary Data   (* **Sig at 5 % level, ** Sig at 1 % level**, **Degrees of Freedom = 8**)

**Table No-4- Relationship between Income per year and problems
Faced by the Farmers in Coimbatore District**

Problems Faced by the Farmers in Coimbatore District	Chi Square Value	P -Value	Accept / Reject Ho
Lack of latest technical know how	4.808	0.569	**Accept**
Lack of improved and high yielding varieties	5.797	0.446	**Accept**
Lack of availability of fertilizer and pesticides	2.188	0.902	**Accept**
Lack of irrigation water	1.384	0.967	**Accept**
Shortage of labour	17.182	0.009**	Reject
Lack of Electricity	5.133	0.527	**Accept**
Lack of equipment and machinery	3.024	0.806	**Accept**
Lack of servicing facilities for equipment and machinery	9.633	0.141	**Accept**
Lack of sufficient soil testing facilities	7.981	0.24	**Accept**
High cost of labour, fertilizer and pesticides	5.486	0.483	**Accept**
Lack of proper local market yard facilities	3.623	0.728	**Accept**
Lack of transportation and road infrastructure	6.533	0.366	**Accept**
Lack of regulated market and co-operative marketing societies	7.342	0.29	**Accept**
Lack of awareness about market news and intelligence	4.882	0.559	**Accept**
Lack of storage facilities in growing area	5.053	0.537	**Accept**
Malpractice in selling method	6.342	0.386	**Accept**
Intervention of middleman	35.925	0**	**Accept**
Problem of perishability of produce	8.908	0.179	**Accept**
Small quantity of produce	21.68	0.001**	Reject
Low price paid to farmers due to high marketing margin	36.474	0**	Reject
Low demand of agricultural products	36.663	0**	Reject
Delay in cash payment	48.618	0**	Reject
Unavailability of scientific weighing measuring equipments in markets	20.432	0.002**	Reject
Lack of grading facility	13.997	0.03*	Reject
Lack of physical facilities in the market	13.808	0.032*	Reject
Quantitative loss from farm to reaches the Market	9.378	0.153	**Accept**
Monopolistic position of wholesale dealers.	5.471	0.485	**Accept**
Lack of local production and marketing policies.	9.417	0.151	**Accept**
Lack of information about foreign markets.	13.877	0.031*	Reject
Improper Market stabilization	6.933	0.327	**Accept**
Market prices of agricultural commodities are highly volatile	44.002	0**	Reject
Inadequate minimum support price	17.904	0**	Reject
Lack of proper processing and organized marketing facilities	15.43	0.017*	Reject
Unavailability of community owned common threshing floor, godowns and community hall	5.114	0.529	**Accept**
The government procurement system are not much effective	3.499	0.744	**Accept**

Source: Primary Data   (* **Sig at 5 % level, ** Sig at 1 % level**, **Degrees of Freedom = 6**)

**Table No-5- Relationship between size of farming and problems
Faced by the Farmers in Coimbatore District**

Problems Faced by the Farmers in Coimbatore District	Chi Square Value	P -Value	Accept / Reject Ho
Lack of latest technical know how	3.726	0.714	**Accept**
Lack of improved and high yielding varieties	7.124	0.309	**Accept**
Lack of availability of fertilizer and pesticides	11.5	0.074	**Accept**
Lack of irrigation water	0.895	0.989	**Accept**
Shortage of labour	7.432	0.283	**Accept**
Lack of Electricity	4.539	0.604	**Accept**
Lack of equipment and machinery	10.496	0.105	**Accept**
Lack of servicing facilities for equipment and machinery	13.237	0.039*	Reject
Lack of sufficient soil testing facilities	5.89	0.436	**Accept**
High cost of labour, fertilizer and pesticides	5.454	0.487	**Accept**
Lack of proper local market yard facilities	2.11	0.909	**Accept**
Lack of transportation and road infrastructure	3.498	0.744	**Accept**
Lack of regulated market and co-operative marketing societies	4.839	0.565	**Accept**
Lack of awareness about market news and intelligence	4.152	0.656	**Accept**
Lack of storage facilities in growing area	2.476	0.871	**Accept**
Malpractice in selling method	1.227	0.976	**Accept**
Intervention of middleman	6.195	0.402	**Accept**
Problem of perishability of produce	9.37	0.154	**Accept**
Small quantity of produce	7.985	0.239	**Accept**
Low price paid to farmers due to high marketing margin	2.929	0.818	**Accept**
Low demand of agricultural products	4.428	0.619	**Accept**
Delay in cash payment	11.351	0.078	**Accept**
Unavailability of scientific weighing measuring equipments in markets	4.366	0.627	**Accept**
Lack of grading facility	4.516	0.607	**Accept**
Lack of physical facilities in the market	5.355	0.499	**Accept**
Quantitative loss from farm to reaches the Market	7.246	0.299	**Accept**
Monopolistic position of wholesale dealers.	2.68	0.848	**Accept**
Lack of local production and marketing policies.	6.718	0.348	**Accept**
Lack of information about foreign markets.	2.877	0.824	**Accept**
Improper Market stabilization	11.131	0.084	**Accept**
Market prices of agricultural commodities are highly volatile	12.501	0.052	**Accept**
Inadequate minimum support price	5.759	0.124	**Accept**
Lack of proper processing and organized marketing facilities	7.272	0.296	**Accept**
Unavailability of community owned common threshing floor, godowns and community hall	12.571	0.05*	Reject
The government procurement system are not much effective	8.857	0.182	**Accept**

Source: Primary Data (* **Sig at 5 % level, ** Sig at 1 % level**, **Degrees of Freedom = 6)**

**Table No-6- Relationship between Years of Farming experience and
Problems Faced by the Farmers in Coimbatore District**

Years of Farming experience in Coimbatore	Chi Square Value	P -Value	Accept / Reject Ho
Lack of latest technical know how	2.576	0.631	**Accept**
Lack of improved and high yielding varieties	3.695	0.449	**Accept**
Lack of availability of fertilizer and pesticides	0.235	0.994	**Accept**
Lack of irrigation water	11.012	0.026*	Reject
Shortage of labour	1.845	0.764	**Accept**
Lack of Electricity	7.108	0.13	**Accept**
Lack of equipment and machinery	4.806	0.308	**Accept**
Lack of servicing facilities for equipment and machinery	1.812	0.77	**Accept**
Lack of sufficient soil testing facilities	1.501	0.826	**Accept**
High cost of labour, fertilizer and pesticides	3.008	0.556	**Accept**
Lack of proper local market yard facilities	1.957	0.744	**Accept**
Lack of transportation and road infrastructure	5.131	0.274	**Accept**
Lack of regulated market and co-operative marketing societies	4.244	0.374	**Accept**
Lack of awareness about market news and intelligence	3.785	0.436	**Accept**
Lack of storage facilities in growing area	5.506	0.239	**Accept**
Malpractice in selling method	5.038	0.283	**Accept**
Intervention of middleman	2.74	0.602	**Accept**
Problem of perishability of produce	2.753	0.6	**Accept**
Small quantity of produce	6.142	0.189	**Accept**
Low price paid to farmers due to high marketing margin	2.547	0.636	**Accept**
Low demand of agricultural products	2.849	0.583	**Accept**
Delay in cash payment	1.536	0.82	**Accept**
Unavailability of scientific weighing measuring equipments in markets	4.568	0.335	**Accept**
Lack of grading facility	4.286	0.369	**Accept**
Lack of physical facilities in the market	2.321	0.677	**Accept**
Quantitative loss from farm to reaches the Market	11.4	0.022*	Reject
Monopolistic position of wholesale dealers.	6.696	0.153	**Accept**
Lack of local production and marketing policies.	0.776	0.942	**Accept**
Lack of information about foreign markets.	2.318	0.678	**Accept**
Improper Market stabilization	2.541	0.637	**Accept**
Market prices of agricultural commodities are highly volatile	2.571	0.632	**Accept**
Inadequate minimum support price	0.549	0.76	**Accept**
Lack of proper processing and organized marketing facilities	5.72	0.221	**Accept**
Unavailability of community owned common threshing floor, godowns and community hall	1.621	0.805	**Accept**
The government procurement system are not much effective	2.823	0.588	**Accept**

Source: Primary Data   (* **Sig at 5 % level, ** Sig at 1 % level**, **Degrees of Freedom = 4**)

CONCLUSION:

Marketing of agriculture can be made successful only the farmers should have adequate and cheap transport facilities which could enable him to take his surplus produce to the mandi rather than dispose it of in the village itself to the village money-lender-cum-merchant at low prices and also the farmers should have clear information regarding the market conditions as well as about the ruling prices, otherwise may be cheated. The government should take some policy measures to reduce the middleman intervention in the market and also to take some initiatives to upgrade the infrastructure of the market yard facilities.

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