

A Review Paper on Marketing of the Agriculture

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ABSTRACT: *Marketing is a system of organizations, activities and processes through which consumers, society and partners communicate, generate, exchange and deliver products of exceptional value. Agriculture Marketing is a marketing system that facilitates the marketing of multifarious farmers around the world. The bulk of the population of India still lives in rural areas and the main source of income are agriculture and associated professions. Despite the efforts of the government, the difference between the investment by a farmer and the return on the investment still remains. This article provides specifics on the marketing of agriculture products, such as marketing definitions, 4 (Ps) marketing, marketing subsystem, and marketing systems subsystems further. This article also provides data on agricultural marketing in India, benefits of excellent government policy systems, and farm marketing tools. Agriculture consultancy is a services that enables fresh entry on the market either online or offline. In future, there can be done extensive research in this sector to explore more in a pragmatic manner.*

KEYWORDS: *Agriculture, Farmers, Marketing, Product, Produce.*

1. INTRODUCTION

Marketing is the collection of organisations diverse activities and processes communicating, creating, exchanging and delivering items of importance to customers, enterprises and partner's Agricultural marketing is a marketing system that allows smallholders to have market access [1]. Agriculture Marketing is a web-based or customized tool that enables small businesses to access the market [2]. As indicated in Figure 1 60 some years ago, EJ McCarthy developed the market for PS(Product, Prices, Place, Promotion) as a way of explaining different business sectors with a successful market strategy[3].

1.1 Products:

A product is a material or immaterial good which meets a requirement or want of a consumer. Before you can effectively commercialize the product, whether you sell wood goods or bespoke Pallets and have luxurious accommodation, it is crucial to know precisely what it is and what makes it distinctive. They analyse the market to determine who the target client is and whether the product is in demand. They will identify the proper media outlets to reach the target market as well as recommendations on how the product can be changed to assist fulfil the target market needs.

1.2 Prices:

The marketer must link the price to the perceived and real product demand, and also the price of competitors, seasonal reductions and the cost of manufacturing. In some cases, the firm manager might boost the price to make the product look excellent for luxury. By evaluating current demand, a marketing team can help you determine the proper pricing points for the items to determine how much a customer will pay.



Figure 1: Four Ps of Market as Way for Describe Different Area of Business.

1.3 Places:

If a firm examines alternate locations, it seeks to determine where the product is delivered and how it is brought to the client. The greatest objective of market leaders is for people who are eager to purchase their items. Marketing advisors help you to identify the ideal area to market your products. For example, if you market thousands of years, internet purchasing would be crucial to your customers. If the demographic target is elderly or foreign, the marketing teams will also help you to find the proper place to sell it.



Figure 2: Subsystem of Marketing System is divided into Four Parts which are Production, Distribution, Consumption and Regulatory.

1.4 Promotion:

The example of advertising is also public relations, advertising and sales strategy. The aim of product marketing is to show customers that they need the goods and why they are paying particular costs. This is the main objective for a marketing firm or business that people think about. The sales promotions, advertising and public relations (PR) activities to increase the product's interest is the responsibility of the marketing team. Enhanced agricultural marketing technology is an important driving force under all marketing situations. The benefits of commercialization and specialization are greatly affected by the infrastructure, and both have a push-pull connection. Marketing in agriculture is a method to secure, remunerate and help provide a fair price for farm products through the transmission of consumer information. The four primary agricultural and food marketing subsystems as illustrated in Figure 2 are the creation, delivery, demand and regulatory systems.

Agricultural marketing refers to the resources that generate a product from farm to customer. These facilities include preparing, arranging, managing and handling agricultural commodities to satisfy

farmers, customers and middlemen. Only a handful of the interconnected production, harvest and cultivation processes are planned, as are grading, loading, shipping, transport, agricultural products manufacturing, consumer skills, supply, promotion and sale. The idea effectively covers a full range of supply chains of agricultural products, whether ad-hoc or highly integrated, such as farming [4]. Agricultural marketing includes all activities including the procurement, rating, storage, agro processing and food processing, distribution of agricultural inputs and products, financing and sales. Marketing indeed encompasses all aspects of agri-business, but agriculture is a key activity. The economic development of agricultural markets and the maintenance for consumers of nutritious and sustainable food, all directly related to the country's food security, are also linked in agriculture marketing mechanisms[5].

2. AGRICULTURAL MARKETING IN INDIA

India is an agricultural region with one third indirectly or directly dependent on it. Agriculture has been the backbone of the Indian economy from time immemorial. Over a quarter of India's domestic gross domestic products (GDP) are supported by agriculture. Agricultural growth has received much attention, as food is the most important necessity for humanity. Recent worldwide agendas have therefore become a priority for the correct processing and distribution of food. The market in agriculture is concerned mainly with both purchasing and selling agricultural products. Agricultural commodities have been simpler to market in the past, because the economy of the village is less or more autonomous, with farmer selling his products for cash or barter to customers. Agricultural marketing needs to be transacted or transferred from one person to another before it reaches the client [6].

3. GOVERNMENT POLICY INSTRUMENTS IN AGRICULTURAL MARKETING

India continued to focus its major policy goals on attaining food autonomy, guaranteeing producer remuneration and keeping stable market pricing. In order to do this, India continues to rely on the following policy tools as shown in Figure 3.

3.1 Regulation of Markets:

This is the Indian government's important policy Farms manufactured must only be sold under the Act of the Agricultural Produce Market Committees (APMC) by licenced intermediaries in restricted markets. The Essentials Commodities Act (ECA) calls on federal and state governments to impose limitations on goods that have been deemed necessary to government storage and transit.

3.2 Input Subsidies:

In the 1960s and 1980s, incentives for agricultural inputs were a major component of the policy of rural economy expansion. Agricultural aid is theoretically supported by increasing the interest of smallholders in the new technologies in improving agricultural productivity. Food shortages required the provision of subsidies for fertilizers, power, fuel and irrigation. Intensive planting and rising demand led to policy actions.

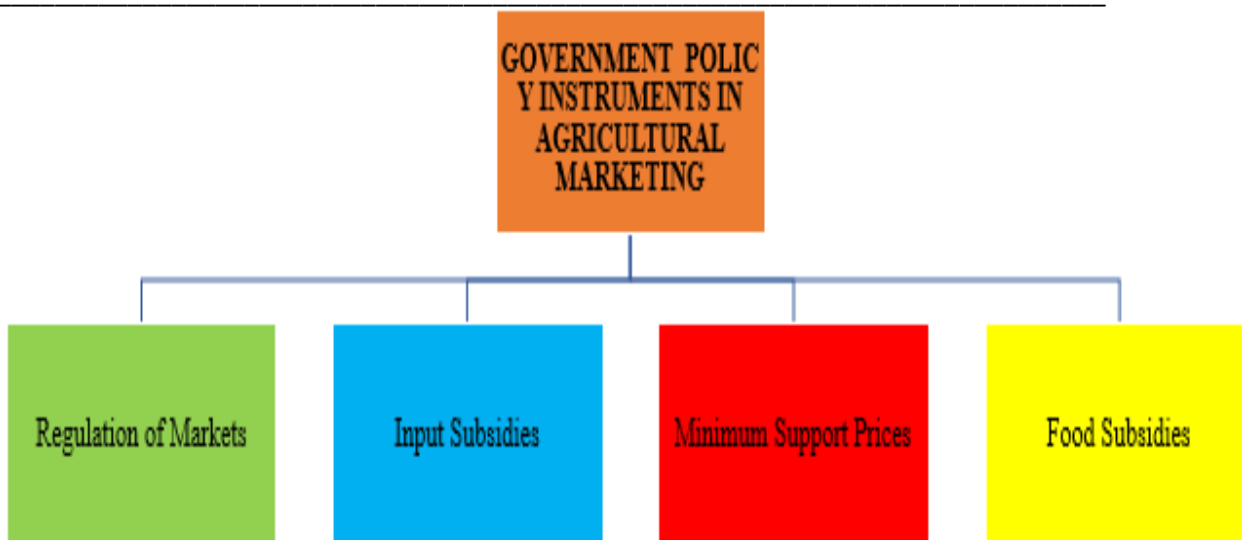


Figure 3: Government Policies Instrument in Agricultural Market are Regulations of markets, Input subsidy, least support prices and Food subsidy.

3.3 Minimum Support Prices:

The government of India is likewise pursuing this important policy. The Indian government (GoI) supports farmers by announcing minimum prices for certain plants that are vital to the agriculture of the country. The MSP focuses on the guidelines for agricultural costs and prices (CACP) that are based on production costs and several aspects. These linked programmes are also used to provide producers with the least assistance measures, such the Price Stability Scheme and the Market Interventions Scheme.

3.4 Food Subsidy:

In order to maintain agricultural prices and incomes higher than if the economy had not interfered the government has tried a number of measures. There are also applications of tariffs or import levies, import quotas, export discounts, producer cash and production limitations. The 2013 National Food Security Act was adopted in India to safeguard and guarantee healthy food is accessible to low-income customers. In consequence, the main place of sale for farmers was Mandis or APMC. In addition to this, farmers can utilise a few different marketing methods to sell their crops.

4. LITERATURE REVIEW

Many scientists are studying and analyzing agriculture product marketing. Dr. S. Jerome analyses the rural expansion of a county with a rural population of over half its population as one of the most important development variables. India is an agricultural area where agriculture directly or indirectly employs around 69% of the population. Although the market is the most important, it has many problems. The latest advancements are not up to pace. In order to improve the farmers' living and ultimately rural growth, the importance of marketing proper agricultural production and the impact on farmers' livelihoods must be understood. 100 santhai farmers have participated in the Ponmalai santhai trade procedure, which is the sample size of the research. The comfort sampling approach was utilized for this research. It also proposes to provide training or orientation

or the sensitization in new packaging, sorting, maintenance of quality, regulation structure and associated marketing aspects to food merchants, including small wholesalers, distributors and hawkers[7].

Dr. Vikram Sandhu studies India's major source of revenue is agriculture. The bulk of people living in India are still rural and agriculture and associated practices continue to be the primary source of income. Despite the efforts of the government, there is a gap between the investment of a farmer and the return on that investment. This research will thus examine the influence of several factors on farmers' attitudes towards marketing agricultural products. Data from 505 respondents were collected by using a comfort sample approach. The factors were examined by means of analysis of exploratory factors and analysis of confirmatory factors. Regression research indicates that the attitude of the farmers towards agricultural marketing products has four aspects, namely the absence of infrastructure, expenses, transportation and unjust practices[8].

B. Wade Brorsen et.al studies extension market economist asked to check if current research findings are used and whether research is being undertaken into topics important to extension market economy. In several situations, the opinions of extension marketing economists differ with contemporary results. In 1994-1997, extension economists have a very good fit with the subject of papers debated at annual conferences on the management of market applications, the prediction and the price analysis. Although the study is carried out, many extension economists are looking for marketing methods that limit risks while continuing to increase sales. However, the research did not develop these approaches [9].

Like many other countries, South Africa, according to Alex Duncan, traditionally maintained a heavily interventionist approach to pricing and marketing in farming, but lately started a minimum partial liberalization process. In this article we evaluate the intention, substance and effect of marketing reforms in both Sub-Saharan Africa and elsewhere. It finds that, despite adoption is more complex and time consuming than expected, the results of the reform are largely hopeful, in some cases due to the political interest groups and the inherent difficulties of the change. The article focuses on a number of themes that are crucial for current political and economic development in South Africa [10].

This article presents all data on the marketing of agricultural products such as marketing definition), 4(ps) marketing, marketing system subsystem (product, price, site, promotion), marketing system subsystem (production, distribution, consumption and regulatory). This article also provides data on farm marketing in India, benefits of excellent government or farm marketing and agricultural marketing instruments.

5. DISCUSSION

There are some researchers who have studied and evaluated the marketing of agricultural products, but, they have not explained the advantages of excellent agricultural marketing, definitions of marketing in India, etc. in a few areas. This paper provides all details concerning the marketing of agricultural produce (marketing is an activity, set of institutions as well as processes for creation, exchange of offerings, communications which have values for customers and customers in general) and for partners in the society. This article also explains the benefits of Indian agricultural marketing, excellent government policy or agricultural marketing and agricultural marketing instrument.

Agricultural marketing covers the services involved in moving an agricultural product from the farm to the consumer. These services involve the planning, organizing, directing and handling of agricultural produce in such a way as to satisfy farmers, intermediaries and consumers. Numerous interconnected activities are involved in doing this, such as planning production, growing and harvesting, grading, packing and packaging, transport, storage, agro- and food processing, provision of market information, distribution, advertising and sale. Effectively, the term encompasses the entire range of supply chain operations for agricultural products, whether conducted through ad hoc sales or through a more integrated chain, such as one involving contract farming.

Efficient marketing infrastructure such as wholesale, retail and assembly markets and storage facilities is essential for cost-effective marketing, to minimize post-harvest losses and to reduce health risks. Markets play an important role in rural development, income generation, food security, and developing rural-market linkages. Experience shows that planners need to be aware of how to design markets that meet a community's social and economic needs and how to choose a suitable site for a new market. In many cases sites are chosen that are inappropriate and result in under-use or even no use of the infrastructure constructed. It is also not sufficient just to build a market: attention needs to be paid to how that market will be managed, operated and maintained.

6. CONCLUSION

This article provides all data regarding the marketing of agricultural products such as marketing definition, 4(Ps) marketing, marketing system subsystem (product, prices, site, promotions), marketing system subsystem (production, distribution, consumption and regulatory). This article also provides details on agriculture marketing in India in more pragmatic manner as well as the benefits of excellent government policy or of the farm marketing system and agricultural marketing instruments. The scope of agricultural marketing must cover both commodity and input marketing. Agriculture consultancy is an offline or online service that offers market entry for new competitors. Farmer's teacher trains farmers' groups in a given topic. Pest management in industrialized nations such as the United States and Australia is a service in agriculture.

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