

Gauging the Role of Agricultural Marketing in Indian Agribusiness

ABSTRACT

India's agriculture industry is crucial to the overall growth of the country's economy. As a consequence of this, boosting the output of agriculture is strongly encouraged. In order for the marketing infrastructure to keep up with rising agricultural output, it will need to undergo development. For this reason, a robust agricultural marketing system is of the utmost significance for a nation that relies so heavily on farming as the primary economic activity. At the current time, the agricultural industry is confronted with a substantial number of dangers and obstacles. Farmers suffer from extreme poverty and have significant amounts of debt. As a consequence of this, the number of farmers who take their own lives is quickly increasing. Over the course of the last several years, the percentage of GDP that is contributed by agriculture has been continuously decreasing. Changes are being made in the composition of the agricultural labour force. According to the statistics, there is a rising lack of labour due to the fact that individuals are departing from the agricultural sector and moving into the construction, textile, and other unorganised sectors. The over application of fertiliser and pesticides is another factor that reduces production.

Agriculture, in contrast to the manufacturing sector, is known to provide a considerable contribution to the GDP of a nation. The expansion of India's agriculture sector is very necessary for the continued expansion of the country's economy. There is such a large range of agricultural goods produced in India that it may be difficult to find buyers for all of them. Agricultural marketing is comprised of a number of different procedures and activities that work together to ensure that food and raw materials make it from the land of production to the end users. Not only are there local markets for the products of agriculture, but there are also international and industrial markets. The most effective method of marketing is one that allows the farmer to make a satisfactory quantity of profit from their labour. If you have a comprehensive grasp of the sector, you will be able to determine pricing more accurately and improve the effectiveness of your marketing approach. It is essential for farmers to be able to make informed choices on what crops to cultivate, when to harvest them, where to sell them, and whether or not to preserve the food.

Keywords: Agricultural Marketing, Indian Agribusiness, Agriculture, Farm Business, Agribusiness Management

1. INTRODUCTION

1.1 Background

Agriculture plays a vital part in the development of the economy given that it is responsible for around 22% of the Gross Domestic Product and employs more than 65% of the total labour force. Any strategy to stimulate the economy has to include the increase of agricultural production in a major capacity, the only way for agricultural output to increase is if there is a significant focus focused on marketing (Chintapalli and Tang, 2021). Although significant progress has been made in agricultural technology through the use of high-

yielding variety seeds, chemical fertilisers, and plant protection measures, the rate of increase in farming has not exceeded the levels that were predicted, this is because irrigation infrastructure, chemical fertilisers, and plant protection measures (Kusugal and Nagaraja, 2013). Some people have hypothesised that this is because not enough people are aware of the existence of these facilities and services. Because of this, the national strategy for the growth of agriculture has to incorporate changes to marketing. The purpose of this study is to evaluate the efficiency of India's current agricultural marketing system, determine the practicality of alternative marketing techniques, and suggest steps that may be taken to enhance India's agricultural marketing infrastructure.

Agricultural marketing include not only the purchasing and selling of food and other agricultural products, but also the marketing of agricultural services (akinal, 2012). Even though this definition might have been adequate back in the days when rural economies were self-sufficient and farmers sold their wares directly to consumers using a cash or barter system, modern marketing practises for agricultural products involve many more intermediaries and a more complex supply chain than in the past. It is possible that the success of agricultural marketing initiatives will have a significant impact on the rate of economic development as well as its overall direction (Yang et al., 2020).

The first concept, agriculture, is concerned with the production of agro-food items through the use of natural components for the benefit of human beings. The second concept, marketing, is concerned with disseminating those products to the general public. Agriculture is concerned with the production of agro-food items through the use of natural components for the benefit of human beings (Raheja, 2015). Processing is accomplished purely via the use of biological mechanisms. The second notion in marketing is known as targeted advertising, and it relates to the methods that companies use to sell their products to the demographic of consumers who are most likely to purchase those products. If an organisation places a strong focus on providing good customer service at all levels, it may be able to attract and keep the customers they want. This may be accomplished by careful study of the industry, attention to the trends that are currently occurring in the market, a stronger focus on the demands of specific clients, and consistent follow-up (Abdul-Rahaman and Abdulai, 2020).

1.2 Agricultural Marketing

The term "agricultural marketing" refers to a vast field that encompasses everything from the creation of products to their distribution. Planning, planting, harvesting, storage, sorting, transportation, and eventually distribution of the product are the steps involved in the processes. Producing a broad range of agricultural goods for distribution on national as well as international markets is a significant industry (Baiyegunhi et al., 2019). Farmers, suppliers, officials, importers, exporters, consumers, and charitable organisations from the outside world are just some of the numerous connections that make up the agricultural marketing chain (Okoye et al., 2021).

Due to its position as a subset of the larger marketing system, the term "agricultural marketing" is used to describe the entire set of activities, organisations, and policies that facilitate the acquisition of farm inputs by farmers as well as the distribution of agricultural products to end users, manufacturers, and exporters (Guda et al., 2021). This is done using the term "agricultural marketing" because of its place as a subset of the larger marketing system. A method of advertising that reduces expenses while simultaneously boosting profits might be beneficial to every facet of societal organisation. It is necessary that it provide pricing that are lucrative for the farmer, food that is of sufficient quality at rates that

are affordable for the customers, and sufficient margins for the intermediaries so that they can continue to be in business (Kotlu et al., 2022).

Agricultural marketing organisations, controlled markets, State trading, and futures trading are all examples of officially sanctioned forms of business activity in India. Agricultural co-operative marketing organisations account for the sale of around 8–10% of the available surplus food. In these societies, some of the most sought-after commodities on the market are food grains, sugarcane, cotton, oilseeds, fruits, vegetables, and plantation crops (Lindsjö, 2021). Not only does the history of cooperative marketing organisations vary greatly from state to state, but it also differs significantly even among commodities that are traded within the same state.

The failure of farmer members to use co-operative marketing societies as a means of selling their goods has led to an unsatisfactory level of success for these organisations across the majority of the nation. Instead, they put their faith in the knowledge and experience of commission agents who are authorised to work in regulated markets (Nxumalo et al., 2019). This is due to a variety of causes, one of which is the convenience with which they can be reached. Other reasons include the availability of advance loans, the speed with which transactions can be completed, and the opportunity to customise the services. The involvement of politics and meddling from the state via its designated officials (Secretaries) were additional factors that led to the downfall of these organisations.

1.3 Problem Statement

In India, the primary financial challenges that face agriculture are a lack of working capital, high operating costs, and price fluctuations in agricultural output, increased personnel costs, and an over-reliance on loans from apex organisations. Other challenges include price fluctuations in agricultural output and increased personnel costs. When other difficulties, such as the acceptance of excessive deposits and high interest cost, are present at modest levels, bad debts are a small issue that has to be addressed. The results of the binomial test and the descriptive statistics are consistent with one another in this particular instance (Reddy et al., 2020).

The agriproducts manufacturing in India encountered challenges at each level of the marketing process in addition to the challenges posed by their locations. Because of budgetary limits, the society's marketing activities suffer as a consequence of a lack of access to bright and properly educated staff. This is a significant barrier to success. Simply four of India's marketing societies look for applicants for the role of Managing Director or Secretary who have previous experience working in the industry; the others are content to recruit people who have only a Higher Diploma in Co-operation. In spite of the fact that a strong brand identity is critical to the success of any contemporary marketing department, the great majority of these societies (81.80%) do not have one. The infrastructure necessary to make full advantage of the abilities of marketing experts is absent in about 85 per cent of the world's civilizations. The vast majority of staff working for cooperative marketing societies are not interested in cultivating the intimate personal connections with members that are necessary for both keeping the members they already have and recruiting new members (Ollenburger et al., 2016).

Improving the agricultural production requires establishing a solid infrastructural facility. The technological growth of agriculture requires, first and foremost, the availability of energy in rural areas, as well as transportation and communication networks, a marketing facility, and educational opportunities. The electrification of rural areas is the one piece of infrastructure that is more vital than any other for the progression of farming. Before the method of

permanent irrigation can be implemented in agricultural fields, there must first be an adequate supply of readily available, reasonably priced electricity in rural areas. It is possible that bringing electricity to rural areas, where it can be used for household tasks such as water pumping from wells, will result in a significant reduction in costs. Alternatives to electricity-powered water pumps for use in agriculture, such as those powered by bullocks or diesel, come at a higher price per gallon of water pumped. Therefore, providing access to power in rural areas should be prioritised as a necessity rather than a perk in order to meet the demands of the population there (Pareek and Pincha, 2013).

The marketing societies in India face a number of challenges, some of which are unique to the functions they perform, while others are of a more general nature. When it comes to this sort of issue, political influence on the decision-making processes of management is one of the most important challenges that modern society must deal with. The board members are chosen solely on the basis of political affiliation, and in the event that the best interests of the institution and the interests of the board members are in conflict with one another, the interests of the board members shall be given priority.

Objectives

The main aim and objectives of the study is:

- 1) To analyse the role of Increase in farm based income and role of agricultural marketing
- 2) To understand the Supporting to Nation GDP and role of agricultural marketing
- 3) To apprehend the More Employment Creation and role of agricultural marketing

2. LITERATURE REVIEW

The growth in both agricultural output and excess that might be sold coincided with a large increase in the construction of infrastructure for commercialization. There is a potential for significant growth in the transportation industry. The overall length of roadways, particularly contemporary surface highways, is expanding at a fast rate. In addition, organisations that fall under the categories of public, commercial, and cooperative have access to a total storage capacity of about 25.3 million tonnes. The yearly production of food grains is around 200 million metric tonnes, but the capability for storing these grains is only about half of that amount.

During the fiscal year 2000-2001, the AGMARK certification was conferred on 163 different agricultural products in order to facilitate their shipment to overseas markets. There are 23 labs and 43 offices strategically located all throughout the nation in order to guarantee the reliability of the quality of items that have been given approval (Krishnamacharyulu and Ramakrishnan, 2010). This is done in order to maximise efficiency. Over the course of the last several years, there has been a significant amount of expansion not only in the sectors of processing and packaging but also in extension programmes, scientific investigations, and the transmission of market data. The current infrastructure, on the other hand, is not sufficient enough to match the needs of contemporary advertising.

It is estimated that around half of the rural settlements in the country do not yet have access to all-weather roadways that link to the nation's economic centre. Rail transportation faces challenges in the form of significant line congestion and insufficient waggon capacity. Because there is not enough capacity to keep fruits, vegetables, non-food grains, and food grains, vast amounts of perishable food are wasted every year. This results in significant annual losses. When compared to the overall output, processed agricultural goods make up

just a tiny proportion; this is particularly true for the production of perishable foods. India processes less than one percent of the world's supply of fruits and vegetables, while Malaysia, the Philippines, and Brazil each handle between 83 and 70 per cent of the global supply (Akinsete et al., 2022).

2.1 Effectiveness in Commercialization

The degree to which a product is successful in the market might be used as a criterion to evaluate the efficiency of marketing efforts. If a market is able to maximise the degree to which its goals may be achieved with the resources it has been allotted or if it is able to achieve the goals that have been established for it at the lowest cost feasible, then we refer to that market as efficient. When doing an analysis of how successful marketing is, it is necessary to take into consideration the goals that were established for the system. In an ideal world, farmers would be paid a salary sufficient for a livelihood, consumers would have reliable access to commodities at prices they can afford, and a surplus would be set aside for the sake of economic growth (Haile, 2021). Consequently, in order for a market to be successful, it is necessary to provide both "operational efficiency" and "distributive efficiency." In a nutshell, operational efficiency guarantees that the product is offered at the same price around the globe, with local adjustments made to account for considerations such as the cost of transportation, the availability of stock, and the quality of the product. When all consumers pay the same price, again dependent on the quality of the product, and when all producers get the same price, again contingent on the quality of the produce, then distributive efficiency has been achieved (Ginzburg et al., 2018).

It is difficult to get an accurate picture of how efficient the market is on a national basis due to the many impediments that exist. The idea is only likely to be helpful if it is adapted to a specific geographical location and kind of crop. According to the data that is currently available, the effectiveness of the food grain market in different areas of India varies greatly from one region to the next (Fuhmann et al., 2022). Regarding perishable goods, oilseeds, and pulses, neither the producers nor the consumers have seen any significant progress in recent years. Over the course of the last several years, there has not been any obvious drop in either the average or median unit marketing expenditures that are linked with these items. However, there was data indicating that the share of intermediaries had increased in specific circumstances. This evidence came from a few research. There were times when the producers' stake in managed markets was less than what it was in uncontrolled markets. Farmers were required to sell their goods quickly in the open market, where monopolistic conditions were often found to be strong; high levy charges in regulated markets were common; and farmers were able to sell their goods at lower prices because of these factors. Several factors may be to blame for this trend (Ramaswami et al., 2018). Farmers were obligated to sell their goods quickly in the open market, where monopolistic conditions were often found to be strong. According to one estimate, the costs incurred at the farm gate to produce vegetables and fruits in India account for between 20 and 30 percent of the final retail price. Farm-gate expenditures for these commodities often account for between 40 and 55 percent of retail prices in industrialised nations like the United States, the United Kingdom, and Japan. This is due to the fact that there are now a lot of limitations that make it hard for farmers to sell their products without any limits. The rules that are now in place, which promote additional middlemen to be placed between the farmer and the customer, have directly led to an increase in the costs associated with transportation, storage, and distribution (Poku et al., 2018).

Price stability is required in order to provide customers with a steady supply of commodities at prices that are affordable to them. If prices are constant, there shouldn't be large year-to-year variances, nor should there be differences from area to region. According to the

findings of a research project that was carried out by the Food and Agricultural Organization (FAO) between the years of 1968 and 1985, considerable price disparities were seen for wheat and rice between the peak harvesting seasons and the lean months. Carrying costs cannot adequately explain the inconsistencies because of their magnitude (Maspaitella et al., 2018). When compared to the percentage variation predicted by carrying costs, range estimates that used mean prices during peak and lean times demonstrated a less amount of variation. From 1974 to 1975, there was a general trend toward lessening of this volatility, which may have been a result of the Food Corporation of India stockpiling. Although it was discovered that the discrepancy in regional prices for wheat and rice began to reduce during 1974–1975, the pattern nonetheless demonstrated a great deal of fluctuation from one year to the next. In recent years, open-ended procurement strategies have been used by public procurement agencies to successfully buy between 12 and 15% of the world's total rice output as well as between 15 and 20 per cent of the world's total wheat production. These actions for the creation of buffer stocks considerably helped to the maintenance of stable prices for rice and wheat (Zhang et al., 2020).

Given the importance of social media in marketing agricultural products to marketing effectiveness and sales turnover, policymakers in government and strategic managers of agro-allied businesses should embrace the use of social media in marketing agricultural products to cut down on marketing expenses and increase sales turnover. The Gross Domestic Product (GDP), and by extension, the growth of a nation, may be impacted by advancements in the agricultural sector. The following suggestions have been made on the basis of the analysis and description of the situation. In order to get the greatest possible amount of revenue from agriculture, policymakers should place primary emphasis not only on expanding agricultural production but also on expanding sales of agricultural products. As a result of a large number of unemployed young people entering the workforce in the agriculture sector, the nation's food security will significantly improve while the unemployment rate will drop by a significant amount (Dias et al., 2016). As a consequence of this, the decision-makers of the government and other stakeholders, such as the managers of cooperative societies and other farmers' associations, should encourage the adoption of social media in agricultural marketing by raising awareness among the farmers and providing them with cutting-edge communication devices at prices that have been subsidised.

3. METHODOLOGY

For the purpose of providing a comprehensive and logically structured description of the phenomenon that was the focus of this research, descriptive research techniques were used. When there are a lot of different possible outcomes to look at, this style of study works very well. In the course of a research endeavour, the descriptive technique is a valuable instrument for the purpose of gathering knowledge from first-hand sources. As the primary method of gathering data for this project, supply chain researchers responded to questions on a questionnaire that did not allow for open-ended responses. In order to better interpret the secondary data gathered from online libraries such as ProQuest and Google Scholar, the researcher chooses supply chain management questions with closed-ended responses based on a 5-point Likert scale. Examining the outcomes of the survey is the major objective of this inquiry, which is a quantitative study with a sample size of 152 participants.

4. RESULTS AND DISCUSSION

This part enables in presenting the critical data analysis and findings of the study, based on the data collected. The major analysis used are frequency analysis, correlation analysis and Chi square test.

Table 1: Responses towards integration of the markets through agricultural marketing.

Integration of the markets	Frequency	Percent
Highly Insignificant	10	6.58
Insignificant	16	10.53
Neutral	26	17.11
Significant	55	36.18
Highly Significant	45	29.61
Total	152	100.00

The analysis reveals that 29.61% of the respondents have mentioned that the implementation of agricultural marketing has enabled in integrating the markets, the respondents have stated that the agricultural marketing enable in better value of the products as the import and exports markets can be integrated through effective marketing, also 36.18% have stated that the integration of markets is significant due to agricultural marketing.

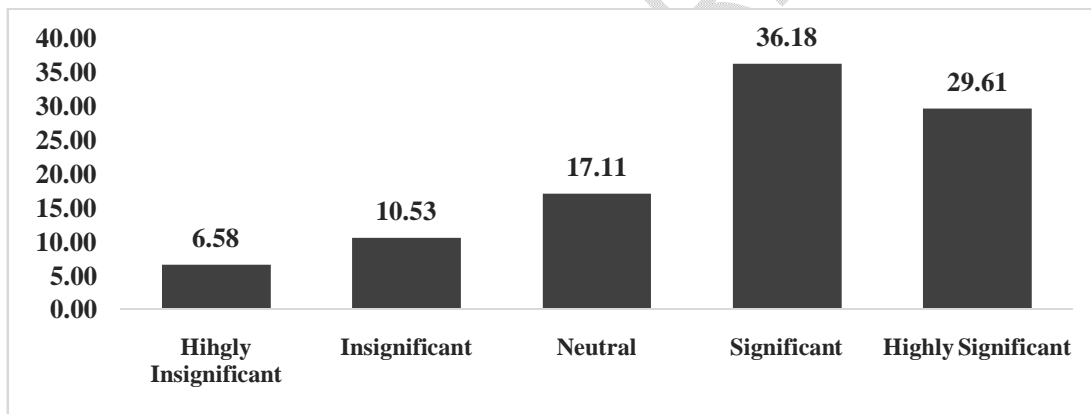


Fig 1: Responses towards integration of the markets through agricultural marketing.

Table 2: Responses towards better living through agricultural marketing.

Better Living	Frequency	Percent
Highly Insignificant	11	7.24
Insignificant	13	8.55
Neutral	26	17.11
Significant	51	33.55
Highly Significant	51	33.55
Total	152	100.00

The analysis reveals that 33.55% of the respondents have mentioned that the through agricultural marketing the living standards of the individuals who are associated in the agriculture industry has enhanced, the marketing aspects supports in getting various

benefits like fair price, better value, access to different markets and enhanced supply chain, therefore their lives are getting better, also 33.55% have stated that their living standards have been enhanced due to implementation of agricultural marketing.

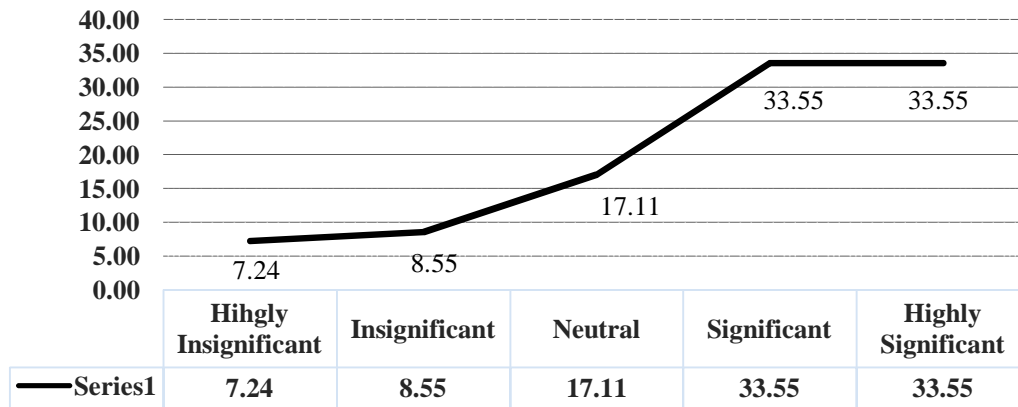


Fig 2: Responses towards better living through agricultural marketing.

Correlation analysis

The next analysis is involved in measuring the nature of association between independent variables, Increase in farm based income; Supporting to Nation GDP and More Employment Creation and dependent variable, Role of Agricultural Marketing

Table 3: Correlation analysis

Coefficients	cc	Supporting to Nation GDP	More Employment Creation	Role of Agricultural Marketing
Increase in farm based income	1	.895**	.838**	.836**
Supporting to Nation GDP	.895**	1	.850**	.834**
More Employment Creation	.838**	.850**	1	.762**
Role of Agricultural Marketing	.836**	.834**	.762**	1

Based on the analysis, it is can be stated that the better correlation exists between all the variables, of which it is identified that higher positive correlation exists between Increase in farm based income and Role of Agricultural Marketing with coefficient of +0.836, whereas Supporting to Nation GDP and Role of Agricultural Marketing has a coefficient of 0.834 and lastly, More Employment Creation and Role of Agricultural Marketing possess correlation of +0.762.

Chi Square test

Table 4: Chi square analysis among Increase in farm based income and Role of Agricultural Marketing

Increase in farm based income	Value	P
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Pearson Chi-Square	217.528	0.00
Likelihood Ratio	173.19	0.00
Symmetric Measures	Value	P
Phi	1.196	0.00
Cramer's V	0.598	0.00

The analysis reveals that the value of Cramer's V is 0.598, which stated that there is a better association between the variables also the value of Phi is 1.196, which shows that there is a large effect among the variables, moreover, the P value is 0.00, hence it can be stated that there is a significant association between increase in farm based income and role of agricultural marketing.

Table 5: Chi square analysis among Supporting to Nation GDP and Role of Agricultural Marketing

Supporting to Nation GDP	Value	P
Pearson Chi-Square	222.55	0.00
Likelihood Ratio	168.69	0.00
Symmetric Measures	Value	P
Phi	1.21	0.00
Cramer's V	0.605	0.00

The analysis reveals that the value of Cramer's V is 0.605, which stated that there is a better association between the variables also the value of Phi is 1.21, which shows that there is a large effect among the variables, moreover, the P value is 0.00, hence it can be stated that there is a significant association between supporting to nation GDP and role of agricultural marketing.

Table 6: Chi square analysis among More Employment Creation and Role of Agricultural Marketing

More Employment Creation	Value	P
Pearson Chi-Square	198.75	0.00
Likelihood Ratio	159.73	0.00
Symmetric Measures	Value	P
Phi	1.14	0.00
Cramer's V	0.572	0.00

The analysis reveals that the value of Cramer's V is 0.572, which stated that there is a better association between the variables also the value of Phi is 1.14, which shows that there is a large effect among the variables, moreover, the P value is 0.00, hence it can be

stated that there is a significant association between more employment creation and role of agricultural marketing.

5. DISCUSSION

Agricultural business includes not only the buying and selling of food and other agricultural products, but also the marketing of agricultural services. While this definition was appropriate when rural economies were independent and farmers used cash or barter systems to sell their produce directly to consumers, modern agricultural marketing methods involve more middlemen and more complex supply chains. Never before it is likely that the success of agricultural policy will have a significant impact on the overall direction of economic growth as well as its overall direction.

The first term, agriculture, is about food production in agriculture that uses natural resources for human benefit. Another term, marketing, deals with the distribution of such products to the public. Agriculture refers to the production of food through the use of natural resources for the benefit of humans. They only work on the use of biological methods. Another term in marketing is called targeted advertising and refers to the methods companies use to market their products to the demographic of customers most likely to purchase those products. With a strong focus on providing excellent customer service at all levels, an organization can attract and retain the customers they want. This can be done by carefully researching the industry, paying close attention to current market trends, paying close attention to specific customer interests, and constant monitoring.

Trade associations in agriculture, regulated markets, government trading and futures trading are all examples of public trading activities in india. About 8-10 per cent of available food is sold through agricultural cooperatives. In these communities, some of the most sought-after commodities in the market are grains, sugar, cotton, oilseeds, fruits, vegetables and agricultural products. The history of cooperative marketing organizations varies widely not only between countries but also between brands within the same country.

6. CONCLUSION

The government has offered the marketing studies that it has carried out on a number of items as a starting point for further discussion. Because of these surveys, we now have a better understanding of a variety of challenges associated with product marketing as well as some possible responses to those challenges. The government has made significant efforts to standardise and grade a broad variety of agricultural goods. These efforts have been in progress for quite some time. Under the Agricultural Produce (Grading and Marketing) Act, the government has set up grading stations for various agricultural products such as ghee, wheat, eggs, and so on. The AGMARK seal, which belongs to the Agricultural Marketing Service, is placed on the objects once they have been rated. It is possible that the pricing of "AGMARK" products will go up as the number of customers who are interested in buying them grows. Farmers needed protection from the dubious activities of intermediaries, thus market regulation was implemented to provide it. Farmers, merchants, arhatiyas, and officials from the state government all collaborate to ensure the smooth operation of these markets. As a result, the committee is an accurate representation of the wide range of interests present in society. The government chooses individuals to serve on these boards and stipulates the length of their time in office. The descriptions of each of the positions may be found here. a. instituting fees for brokerages, weighing, and other services; b. putting a

stop to arhatiyas' practise of indulging in unlawful deductions, questionable transactions, and inappropriate behaviour. Controlling the market by making sure that standardised weights are used, supplying farmers with up-to-date and accurate market information, and mediating arguments between market players are all examples of regulatory activities. The government has paid careful attention to the manner in which market information is provided to farmers. These broadcasts might potentially reach farmers in rural regions due to the widespread availability of radios in urban settings. In addition, newspapers generally report on agricultural prices once a week or even more frequently, and their coverage typically includes a concise analysis of market trends.

CONSENT (WHERE EVER APPLICABLE)

Nil

ETHICAL APPROVAL (WHERE EVER APPLICABLE)

Nil

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