

# 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. 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 unorganized sectors. The over-application of fertilizer and pesticides is another factor that reduces production.

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. In this study, the researcher has used both primary and secondary sources for gathering the data, also respondents are chosen based on the convenience sampling method. From the overall analysis it, is noted that the application of agriculture marketing enables in enhancing the income of the individuals, effectively supports in increasing the GDP and creating employment.

*Keywords: Agricultural Marketing, Sustainable Development, Agribusiness Management, Chi Square Analysis, Sustainability*

## 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 hypothesized 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,

28 determine the practicality of alternative marketing techniques, and suggest steps that may  
29 be taken to enhance India's agricultural marketing infrastructure.

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

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

## 51 **1.2 Agricultural Marketing**

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

60 Due to its position as a subset of the larger marketing system, the term "agricultural  
61 marketing" is used to describe the entire set of activities, organisations, and policies that  
62 facilitate the acquisition of farm inputs by farmers as well as the distribution of agricultural  
63 products to end users, manufacturers, and exporters (Guda et al., 2021). This is done using  
64 the term "agricultural marketing" because of its place as a subset of the larger marketing  
65 system. A method of advertising that reduces expenses while simultaneously boosting  
66 profits might be beneficial to every facet of societal organisation. It is necessary that it  
67 provide pricing that are lucrative for the farmer, food that is of sufficient quality at rates that  
68 are affordable for the customers, and sufficient margins for the intermediaries so that they  
69 can continue to be in business (Kotu et al., 2022).

70 Agricultural marketing organisations, controlled markets, State trading, and futures  
71 trading are all examples of officially sanctioned forms of business activity in India.  
72 Agricultural co-operative marketing organisations account for the sale of around 8–10% of  
73 the available surplus food. In these societies, some of the most sought-after commodities on  
74 the market are food grains, sugarcane, cotton, oilseeds, fruits, vegetables, and plantation

75 crops (Lindsjö, 2021). Not only does the history of cooperative marketing organisations vary  
76 greatly from state to state, but it also differs significantly even among commodities that are  
77 traded within the same state.

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

### 87 **1.3 Problem Statement**

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

96 The previous studies conducted were focusing on the improvement of marketing in  
97 agribusiness which will enable in enhancing the availability of products, better prices for  
98 farmers and enable in realizing sustainable goals effectively. It has been noted that the agri-  
99 products manufacturing in India encountered challenges at each level of the marketing  
100 process in addition to the challenges posed by their locations. Due to budgetary limits, the  
101 society's marketing activities suffer as a consequence of limited access to bright and  
102 properly educated staff. This is a significant barrier to success. Simply four of India's  
103 marketing societies look for applicants for the role of Managing Director or Secretary who  
104 have previous experience working in the industry; the others are content to recruit people  
105 who have only a Higher Diploma in Co-operation. In spite of the fact that a strong brand  
106 identity is critical to the success of any contemporary marketing department, the great  
107 majority of these societies (81.80%) do not have one. The infrastructure necessary to make  
108 full advantage of the abilities of marketing experts is absent in about 85 per cent of the  
109 world's civilizations. The vast majority of staff working for cooperative marketing societies  
110 are not interested in cultivating the intimate personal connections with members that are  
111 necessary for both keeping the members they already have and recruiting new members  
112 (Ollenburger et al., 2016).

113 Improving the agricultural production requires establishing a solid infrastructural  
114 facility. The technological growth of agriculture requires, first and foremost, the availability of  
115 energy in rural areas, as well as transportation and communication networks, a marketing  
116 facility, and educational opportunities. The electrification of rural areas is the one piece of  
117 infrastructure that is more vital than any other for the progression of farming. Before the  
118 method of permanent irrigation can be implemented in agricultural fields, there must first be  
119 an adequate supply of readily available, reasonably priced electricity in rural areas. It is  
120 possible that bringing electricity to rural areas, where it can be used for household tasks  
121 such as water pumping from wells, will result in a significant reduction in costs. Alternatives  
122 to electricity-powered water pumps for use in agriculture, such as those powered by bullocks

123 or diesel, come at a higher price per gallon of water pumped. Therefore, providing access to  
124 power in rural areas should be prioritized as a necessity rather than a perk in order to meet  
125 the demands of the population there (Pareek and Pincha, 2013).

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

133 The main aim of the study is to understand the critical role of marketing in influencing  
134 the agriculture products in the country.

135 The specific objectives are stated as follows

136 1) To analyze the impact of farm-based income and agricultural marketing on India's  
137 agribusiness.

138 2) To understand how agribusiness contributes to the country's GDP, among other economic  
139 parameters.

140 3) To apprehend its economic implications on livelihoods and the development of the nation.

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## 142 **2. LITERATURE REVIEW**

143 It has been observed from previous studies that the application of agriculture  
144 marketing enable in influencing better availability of products and offer stable prices for the  
145 products. (Krishnamacharyulu and Ramakrishnan, 2010). For instance, only a small portion  
146 of all marketplaces, including those that sell fruits and vegetables, are subject to government  
147 oversight and supervision. There are not many states that have wholesale produce markets  
148 that are independent from one another and are regulated by the government. Even access  
149 to a quarter of an acre (one hectare) of land is inaccessible to them. According to Jairathet.  
150 al. (2014), the horticultural States, which are responsible for the production of up to 20% of  
151 the world's fruits and vegetables, do not have even a single regulated market for every 0  
152 square kilometer of land. Additionally, there is not enough infrastructure in the markets that  
153 were meant to deal with fruits and vegetables to cope with the volume of produce that is  
154 farmed in the area. This is a problem because the markets were designed to deal with fruits  
155 and vegetables. At the moment, the majority of regulated markets have facilities that are  
156 woefully inadequate for the processing of produce. For example, there may not be any on-  
157 site shops or godowns, there may not be enough room for the auction platform, and so on.  
158 As a direct consequence of this, merchants are unable to take as active a part as they  
159 otherwise might. Because there are no storage godowns on the market level, the problems  
160 that already exist for merchants, in general, and the constant flow of commodities, in  
161 particular, are made worse. ApniMandi (in Punjab), Rythu Bazar (in Andhra Pradesh),  
162 UzhavarSandhai (in Tamil Nadu), and Shetkari bazars are examples of recent examples of  
163 direct marketing by producers to consumers in the country that have been established by a  
164 number of state governments in recent years (Maharashtra). Even though the government of  
165 India has provided assistance for these marketplaces, up until this point, only the capital of  
166 the state and a few district capitals that are adjacent to the state have participated. The initial  
167 point of contact for producer-sellers who are looking to monetize agricultural revenue and  
168 produce is frequently a rural periodic market that is also known as a haats. There are  
169 approximately 27,294 country general stores spread out over the United States. In rural

170 areas of India, the government sponsors periodic marketplaces; nonetheless, these  
171 marketplaces are sorely lacking in even the most fundamental facilities.

## 172 **2.1 Effectiveness in Commercialization**

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

189 It is difficult to get an accurate picture of how efficient the market is on a national basis  
190 due to the many impediments that exist. The idea is only likely to be helpful if it is adapted to  
191 a specific geographical location and kind of crop. According to the data that is currently  
192 available, the effectiveness of the food grain market in different areas of India varies greatly  
193 from one region to the next (Fuhrimann et al., 2022). Regarding perishable goods, oilseeds,  
194 and pulses, neither the producers nor the consumers have seen any significant progress in  
195 recent years. Over the course of the last several years, there has not been any obvious drop  
196 in either the average or median unit marketing expenditures that are linked with these items.  
197 However, there was data indicating that the share of intermediaries had increased in specific  
198 circumstances. This evidence came from a few research. There were times when the  
199 producers' stake in managed markets was less than what it was in uncontrolled markets.  
200 Farmers were required to sell their goods quickly in the open market, where monopolistic  
201 conditions were often found to be strong; high levy charges in regulated markets were  
202 common; and farmers were able to sell their goods at lower prices because of these factors.  
203 Several factors may be to blame for this trend (Ramaswami et al., 2018). Farmers were  
204 obligated to sell their goods quickly in the open market, where monopolistic conditions were  
205 often found to be strong. According to one estimate, the costs incurred at the farm gate to  
206 produce vegetables and fruits in India account for between 20 and 30 percent of the final  
207 retail price. Farm-gate expenditures for these commodities often account for between 40 and  
208 55 percent of retail prices in industrialized nations like the United States, the United  
209 Kingdom, and Japan. This is due to the fact that there are now a lot of limitations that make it  
210 hard for farmers to sell their products without any limits. The rules that are now in place,  
211 which promote additional middlemen to be placed between the farmer and the customer,  
212 have directly led to an increase in the costs associated with transportation, storage, and  
213 distribution (Poku et al., 2018).

214 Price stability is required in order to provide customers with a steady supply of  
215 commodities at prices that are affordable to them. If prices are constant, there shouldn't be  
216 large year-to-year variances, nor should there be differences from area to region. According  
217 to the findings of a research project that was carried out by the Food and Agricultural  
218 Organization (FAO) between the years of 1968 and 1985, considerable price disparities

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

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

### 249 **3. METHODOLOGY**

250 For the purpose of providing a comprehensive and logically structured description of  
251 the phenomenon that was the focus of this research, descriptive research techniques were  
252 used. When there are a lot of different possible outcomes to look at, this style of study  
253 worked very well. The researcher has systematic literature review of 50 articles which has  
254 been conducted in the subject area. As the primary method of gathering data for this study,  
255 by using convenience sampling, 152 employees involved in marketing of agricultural  
256 companies responded to questions on a questionnaire sent online that did not allow for open-  
257 ended responses. In order to better interpret the secondary data gathered from online  
258 libraries such as ProQuest and Google Scholar, the researcher chose questions with closed-  
259 ended responses based on a 5-point Likert scale. The major analysis used are frequency  
260 analysis, correlation analysis and Chi square test.  
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### 263 **4. RESULTS**

264 **Table 1: Responses towards integration of 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

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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.

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**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

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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.

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### Correlation analysis

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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

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**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 the country's GDP	.895**	1	.850**	.834**
Employment Opportunities	.838**	.850**	1	.762**
Role of Agricultural Marketing	.836**	.834**	.762**	1

284 Based on the analysis, it is can be stated that the robust correlation exists between all  
 285 the variables. We discovered a statistically significant positive correlation (0.836) between an  
 286 increase in farm-based income and its role on agricultural marketing, whereas supporting the  
 287 country's GDP and its role in relation to agricultural marketing had a correlation coefficient of  
 288 0.834. Lastly, employment opportunities and its role on agricultural marketing had a positive  
 289 correlation of 0.762.

290 **Chi Square test**

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

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<b>Increase in farm based income</b>	<b>Value</b>	<b>P</b>
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

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

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

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<b>Supporting to Nation GDP</b>	<b>Value</b>	<b>P</b>
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

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

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

<b>More Employment Creation</b>	<b>Value</b>	<b>P</b>
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

310 The analysis reveals that the value of Cramer's V is 0.572, which stated that there is a  
 311 better association between the variables also the value of Phi is 1.14, which shows that  
 312 there is a large effect among the variables, moreover, the P value is 0.00, hence it can be  
 313 stated that there is a significant association between more employment creation and role of  
 314 agricultural marketing.

## 315 5. DISCUSSION

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

323 The above analysis reveals that the application of agricultural marketing  
 324 enables an increase in farm based income; Supporting to Nation GDP and More Employment  
 325 Creation. It is also evident from the analysis that the role of agricultural marketing enables in  
 326 supporting other aspects like getting better prices for the products etc. in a large country like  
 327 India.

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

334 The government has paid careful attention to the manner in which market information  
 335 is provided to farmers. The radio broadcasts might potentially reach farmers in rural regions  
 336 due to the widespread availability of radios in rural settings. In addition, newspapers  
 337 generally report on agricultural prices once a week or even more frequently, and their  
 338 coverage typically includes a concise analysis of market trends.

## 339 6. CONCLUSION

340 India is currently one of the world's top agricultural producers. There is no doubt that  
 341 all marketing has a financial motivation, but the marketing must also be founded on  
 342 particular values, ideas, and philosophies, such as giving equitable and fair pricing to  
 343 farmers who work hard to cultivate the land. Introducing required changes, in conjunction

344 with a suitable price discovery process via a regulated market system, can assist to simplify  
345 and boost agricultural marketing and agribusiness thereof.

346 Because of the surveys carried out by the government, we now have a better  
347 understanding of a variety of challenges associated with agriculture produce marketing as  
348 well as some possible responses to those challenges. The government has made significant  
349 efforts to standardize and grade a broad variety of agricultural goods. These efforts have  
350 been in progress for quite some time. Under the Agricultural Produce (Grading and  
351 Marketing) Act, the government has set up grading stations for various agricultural products  
352 such as ghee, wheat, eggs, and so on.

353 The AGMARK seal, which belongs to the Agricultural Marketing Service, is placed on  
354 the objects once they have been rated. It is possible that the pricing of "AGMARK" products  
355 will go up as the number of customers who are interested in buying them grows. Farmers  
356 needed protection from the dubious activities of intermediaries; thus, market regulation was  
357 implemented to prevent them. Farmers, merchants, and officials from the state government  
358 all collaborate to ensure the smooth operation of these markets. As a result, the committee  
359 is an accurate representation of the wide range of interests present in society.

360 A successful agricultural marketing system ensures that the farmer receives an  
361 equitable price for his crop, which can only happen if the following requirements are met, the  
362 presence of middlemen between both the farmer and the customer should be kept to a  
363 minimum; the farmer should have enough storage solutions so that he is not forced to  
364 engage in distress sales. Efficient transportation is accessible; middlemen's malpractices are  
365 controlled; farmers are liberated from the claws of village moneylenders; and farmers receive  
366 regular market information.

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### 369 **CONSENT**

370 The researcher has got proper consent from the authorities and respondents while  
371 performing the study. The researcher has not used any patent or other trademarks which  
372 needs prior approval.

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