INTRODUCTION
Agriculture is the main source of livelihood for more than 60 per cent of India's population. All those who live in rural areas directly or indirectly depend on agriculture for their livelihood. The owner farmers directly depend on agriculture, while those who are landless, work for the owner cultivators. They perform the operations right from land preparation to harvesting and threshing. In 1951 the working population dependent on agriculture was 69.90 per cent. In 2001, it has come down to 61 per cent. Though in relative terms, the percentage of dependence seems to have declined, but in absolute terms, more number of people are found to engage in agriculture. The reason for this trend, is that other sectors viz. secondary and tertiary sectors have not made much headway in providing employment to the rising population.

Agriculture provides food and fiber. The role of agriculture with regard to food production has been remarkable, in that it has been able to provide sufficient quantities even though the population has increased tremendously. There is a close interdependence between agriculture and industrial sectors. While agriculture sector supplies raw material and wage goods to the industrial sector, the latter provides materials for building up of social and economic overheads and also the basic consumption goods to the agriculture sector. Besides, agriculture sector provides basic items of consumption viz. rice, wheat, pulses, oils, fruits, vegetables etc. for the population.

The word agriculture comes from the Latin word *ager*, referring to the soil and *cultra*, to its cultivation. Agriculture, in its widest sense can be defined as the cultivation and production of crop plants or livestock products. It is synonymous with farming. Culture of the world started with farm. It is oldest business of human being. Farm is free gift of nature which is fixed resource of food which is the basic need to live. It is continuous and unending process. The word “farm” referred as a piece of land where crops and livestock
enterprises are taken up under a single management and has specific boundaries. Farmer is a person who organizes and operates the farm business and bears responsibility of the outcome of the business. Whereas farm produce is an outcome of the utilization of resource and services. A resource comprises seeds, fertilizers, manures etc. while services comprise the work done by the persons or machine or livestock is called resource services. A farm product includes main produce and byproduce. Generally, small farmers make various farming operations with the help of his family member including women and children. Children help by the way of supplying the food and water or others various thing to the field and also support in various activities as possible to them. Women can work of cleaning, weeding, harvesting. Ploughing, harrowing and sowing is done with livestock. Livestock is the backbone of farmers in the region. It provides cow dung (which is organic manure to soil). It helps for maintenance of soil health. It provides employment to the farmer and his family throughout the year. Farm byproducts (fodder) are used for livestock and livestock provides the good quality manure to farm. It helps to increase in farm production.

1.1 IMPORTANCE OF FARM PRODUCTS

Importance of farm products in world economy is being recognized and there is urgent need to raise farm production in view of large gap between demand and supply. The farm products comprise cereals, pulses, oilseeds and cash crops. Among cereals rice wheat, maize Jowar, Perl millet, barley etc are the major crops whereas, among the pulses pigemper, chickpea black green gram and horse gram are the major crops. Among oilseeds soybean, sunflower, groundnut, safflowers, custard, sea mum are the major crops. Giouger is whereas among the cash crops cotton sugarcane are the major crops. Cereals represent an important component of food feed and folder basket. In the effluent world coarse grains mainly meet the requirement of food and industrial raw materials.
Soybean and *rabi* jowar are dominant in cropping pattern as well as profitable crops in the region.

In India, soybean as an oilseed crop introduced in 1970-71 onwards. It is one of the fastest growing and short durational crop in India. Oilseeds are an important segment of Indian agricultural economy as they contribute one tenth total output of crop sector in the country. India is the fortunate in having a wide range of oilseed crops grown in its different agro-climatic zones.

India is third largest producer of oil seeds in the world. The oilseed crops sown by adopting new technology in India are groundnut, soybean sunflower, mustered, linseed, castor etc. Among the oilseed crops, soybean occupies an important position next only to Groundnut. The oilseed crops occupy an important place in Indian farming as they provide vegetable fat to the Indian diet, they provide raw material for many industries. They can be grown in all kinds of soil and are important constituents of crop rotation with millet and pulses. Oilseeds are the second largest agricultural commodities in India after cereals.

Soybean (*Glycine max l.*) is known as ‘golden bean’ in India and most important crop grown in India for dual purposes that is oil seed as well as pulse crop. It is important natural source of protein with number of amino acids essential for good health. Glycine is derived from Greek word ‘Glykus’ and probably refers as ‘sweet tuber.’ The genus Glycine is wild and member of family leguminocae and native of China. The phaseolae is the most economically important tribe of leguminocae family. It is the number one oilseeds crop of the world. The Yellow river region in china is generally considered as origin center of soybean.

Soybean is grown successfully in various agro climatic conditions, ranging from temperate region to sub-tropical and tropical region. Though, soybean is legume crop, but it is widely used as oil seed crop. Due to very poor cookability on account of inherent presence of ‘Trypsin’ inhibitor, it cannot be utilized as pulse crop. Soybean contains 40 per cent protein, 18-20 per cent oil
and other essential amino acids and vitamins. The oil of soybean contains lecithin and vitamin A. Due to these qualities of soybean it is being largely used in human diet and is known as 'poor man's meat'. In china it is known as 'yellow Jewell' great treasure Chinese and 'vegetable meat'. In America also called as, 'Cinderella crop', 'a king without crown' and 'a marvel bean'.

Soybean is kharip legume crop legumes have well recognized role in restoring soil fertility and improving soil physical property. It fixes nitrogen from atmosphere to soil up to 15-30 kg per hectare per year and also adding the leaves and straw to the soil consisting of 9.00 per cent nitrogen, 12.00 per cent phosphorous and 8.9 per cent potash. They valued for protein rich food feed and fodder therefore have been rightly described as unique "Jewell of Indian" Crop husbandry.

The area and production of the soybean crop in the entire world increased during the last decade. USA ranks first in area under soybean (296.571 lakh hectares) followed by Brazil (217.805 hectares), Argentina (164.795 hectares), China (89.783 lakh hectares), and India (92.114 lakh hectares) while in production of soybean USA ranks first (845.565 lakh tons), followed by Brazil (592.92 lakh tons), Argentina (435.858 lakh tons), China (147.670 lakh tons), and India (104.851 lakh tons). Total area under soybean in world was 967.666 lakh hectares with the production 2315.692 lakh tones and during the year 2010-2011.

The major soybean growing states in India are Madhya Pradesh, Maharashtra, Utter Pradesh, Rajasthan, Karnataka and Gujarat. Madhya Pradesh rank first in area and production (62.60 lakh hectares) followed by Maharashtra (38.70 lakh hectares), Rajasthan (10.58 lakh hectares) Andhra Pradesh (2.84 lakh hectares) and Gujarat (0.93 lakh hectares). Also in production of soybean Madhya Pradesh rank first (59.47 lakh MT and second Maharashtra (48.56 lakh MT) followed by Rajasthan (12.17 lakh Andhra Pradesh (3.47 lakh MT), Karnataka (3.00 lakh MT)during the year 2013
Soybean was introduced in Maharashtra during the year 1984-85. It became popular because of its short durational nature (90-110 days) with higher productivity compared to other pulses both under rain fed as well as irrigated condition. The major soybean growing districts in Maharashtra are Nagpur, Wardha, Satara, Amravati, Chandrapur, Buldhana and Latur. In Maharashtra Amravati district rank first in area (3.66 lakh h.) and Second in production (5.28 lakh MT) while Yewatmal rank second in area (3.57 lakh hectares) and first in production (5.39 lakh MT) during the year 2013.

Marathwada region constitutes Aurangabad, Jalna, Parbhani, Beed, Hingoli, Latur, Osmanabad and Nanded district of Maharashtra. Marathwada region Latur district rank first in area (3.3 lakh hectares) and production (4.12 lakh MT) during the year 2013.

Area under soybean in Parbhani district during the year 2013 was (1.44 lakh hectares) with the production of (1.67 lakh MT) and rank fourth in area, production and productivity in Marathwada region of Maharashtra state. (Source: www.SOPA.org.in)

Soybean being a global crop gets highly influenced by world market as well as in the local market. Marketing system play an important role for farm products and agriculture production in national economy of the country. Agriculture marketing plays a crucial role not only in stimulating production and computation, but in accelerating the space of economic development. It has been described as the most important multiplier of agricultural development. The agriculture marketing system plays a dual role in economic development in countries where resources are primarily agricultural in nature. In India, marketing of soybean produce is in a developing stage. Farmers always desire to get reasonable price for their farm products. There are three entities involved in marketing system. They are producer, the middlemen and the consumer. The producer after making a lot of investment and putting in hard labour would look forward to get the largest possible returns for his produce. The consumer would like to get his required quantities of goods of pure quality at least possible cost. The middlemen would aim at realizing the
largest possible net profits from the deal. An efficient marketing system should therefore; aim at balancing these conditions of interest in such a way cash entity gets a fair deal.

A soybean crop gets prominence in the cropping pattern of the state because of its higher price as compared to other competing crops. It is a successful crop with short duration and moderate inputs requirements. Apart from its easy adaptability, it has wide range of processed products too, which adds value to its original products. Hence, it has a high profit margin for growers, processors, traders and businessmen.

*Rabi* jowar belongs to family *gramineace*. It is the fifth most important cereal crop following rice, Wheat, Maize and Barley in the world. The word *rabi* jowar is derived from lactic word ‘sargo’ meaning rising above i.e. growing taller than other crops in the field. It is commonly known as the great millet, due to large size of grains among the millets and vast area under it. It is one of the main staple food grains of the world’s poorest people, particularly in many parts of Africa and Asia. *Rabi* jowar is a dual purpose crop. Yielding higher quality grain for human consumption and fair quality of fodder for livestock. In India, *rabi* jowar contributes a major portion of food grain requirement. During the mid sixties, introduction of new agricultural strategy by the name of green revaluation which highly relied on high yielding varieties programme coupled with multiple cropping programme has made a spectacular change in our country. This has helped to attain self sufficiency on food grain production front in particular and solving India’s food problem in general. It appears that food grains have the predominance in the cropping pattern of the country. Food grains occupy 76 per cent of the total area under cultivation and contribute 45 per cent of the total value of the agricultural output in the country. Among the fold grains Rice, Wheat, *Rabi* jowar, Bajra, Maize, are the important cereal crops.

In the world, *rabi* jowar is cultivated over 44 million hectare, production 60 million tones of grains with an average yield 1238 kg/hectare. Nearly 80 per cent of the cultivated area in the world lies in Asia and Africa. *Rabi* jowar
is the staple food in dry parts of tropical Africa, India and China because of its drought resistance nature. The productivity of this crop remained low in countries like India and parts of Africa, where rabi jowar culture has been ancient and constitutes major food crops and can withstand an adverse climate condition.

India is major rabi jowar growing country in the world. According to Indian budget in 2010-11 the production of rabi jowar was 3.22 million tons from an area of 3.01 million hectare. Productivity of rabi jowar in the year 2010-11 it was 1071 kg/hectare.

In Maharashtra, rabi jowar is mainly grown as rainfed crop. It is grown in both season i.e. kharip and rabi. Area under kharip rabi jowar was 8.82 lakhs hectare and production 13.25 lakh tones with an productivity 1503 kg per hectare. Rabi jowar plays an important role in dry land economy. The area under rabi jowar is 23.81 lakhs hectare with production 11.19 lakh tones and productivity 1303 kg per hectare. Rabi jowar was cultivated on 7.92 lakhs hectare with production of 4.08 lakh tones and productivity was 515 lakh per hectare, as rabi jowar is one of the most efficient plant in terms of photosynthesis and its produces fermentable sugar. It is one of the most ideal crop for production of energy and food. Rabi jowar has an important place in daily diet. It contains protein 10.40 per cent, carbohyrolate 72.60 per cent, fat 1.90 per cent and crude fiber 1.6 per cent.

Area under rabi jowar in Parbhani district during 2012 was 1.44 lakh hectare with production of 0.74 lakh MT. Parbhani ranks first in area production and productivity in Marathwada region of Maharashtra state.

Rabi jowar is mainly used as staple food by many people around the world. Since its relative importance for alternate uses such as poultry feed, livestock feed, forage sugar, alcohol and low calorie foodstuff. Rabi jowar has got malting properties, it can be used in malt based beverages rabi jowar grains are also popped flake and several local preparation are made like Ambil, Bhakri, Chaklya, Chik, Dride Dhapale, Ghugriya, Kanya, Lohya, Popdya and Thalipit. The products such as strarch, glucose, syrup, oil gluten and feeds can
also be manufactured from rabi jowar grains. So also gur can be manufactured from the sweet rabi jowar fodder. It is also feed to animal.

Among the dry fodder rabi jowar kadbi is very much preferred and liked by all types of livestock namely drought animals, milch animals and other pet animals. It is because, rabi jowar kadbi has broad and longer leaves, entire part of rabi jowar dry fodder is palatable.

1.2 Marketing of farm products

The two basic elements of farm enterprise are production and marketing. The marketing is as important as that of production. As a link between producers and consumers, marketing plays a very important role not only in stimulating production and consumption but also increase the net income of farmers

Marketing has to make available goods at reasonable price to the consumers as well as to grant reasonable returns to the producers. It has also to assist in generating surplus needed for development and in reducing the wide variations in price and availability over space and time.

Marketing price plays an important role in the marketing of farm produce high induct the forced sale, while low prices retain the farm produce from the market. Similarly, excess arrivals immediate after harvest in the market leads to lower prices and vice-versa.

Broadly, there are three entities involved in the marketing system. They are the producer, the middlemen, and the consumer. The producer after making a lot of investment and putting in hard labour possible returns for his produce. The middlemen would look forward to the largest possible returns for his produce. The middlemen would aim at realizing the largest possible net profits from the deal. The consumer would like to get his required quantities of goods of pure quality at the least possible cost. An efficient marketing system should, therefore aim at balancing these confliction of interest in such a way that each entity gets a fair deed.
Soybean being a global crop gets highly influenced by world market as well as in local market. Marketing system for farm products and inputs for agricultural production plays an important role in national economy of the country. In India, marketing of soybean producer is in a developing stage. Farmers always desire to get reasonable price for their farm producers.

The farm sector is associated with various problems related to their production and marketing. These problems may be technological, economical, educational, and infrastructural. Some of the problems are as poor soil fertility, limited holding capacity, low yield level of crops due to adoption of traditional variations, high price of inputs which increases cost of cultivation; poor economic condition, lack of knowledge about plant protection measure and poor adoption of balanced fertilizers, technical staff working in the field is not available when needed. Non availability of seed of recommended variety, inadequate infrastructure facilities. Low prudently the minimum support price fixed by the government. Growth is invariably less than the prevailing market price. Which act as a deferent to farmers as it does not provide the need guarantee to return. Problem of marketing of farm products has assumed added significance, particularly after the advent of modernization. The call to produce more without providing an efficient marketing machinery which could assure a fair return to the farmer carried no conviction with the farmer.

In Parbhani district majority of farmers are mostly marginal and small who adopt low standard management technology viz., lower standard seeds lower doses of inputs like fertilizers, and plant protection material which results in to exceptionally poor yield, timely sowing and harvesting are more important to farmers in cropping pattern in Parbhani district. Beside of high productivity, farmers are not getting remuneration price due to inefficient marketing system available in the area. The major share goes to marketing cost and other charges as a result of low remunerate price gained by the producer. Marketing is crux of the whole food and agricultural problems.
Farm produce is seasonal in nature it is now well established fact that, their price and arrivals of farms produce is subjected to bursarial form one season to another within a year due to low capacity of small and marginal farmers to hold the stock and to obtain credit to postpone their sales, less straining of farm produce etc. are most important aspect of agricultural prices is the wide range of seasonal variation resulted many a time due to distress sale. Because of poverty, indebtness, unsatisfactory nature of communication, lack of staying powers and the need for finance, the produce is sold same after the harvest. When there is get in the market and hence price offered is very low.

It is intended to undertake an empirical study on "production and marketing of farm products a study with reference to Parbhani district of Maharashtra state." Considering economic importance of soybean and *rabi* jowar the present study has been undertaken with the following hypothesis and objectives.

1.3 Hypotheses

1. Soybean and *rabi* jowar are dominant in cropping pattern as well as profitable crops in Parbhani district

2. Effective use of input will be directly related to increase the production

3. Distant marketing is profitable to the farmers

1.4 Objectives:

Following objectives were considered for the present study

1. To study socio-economic aspects of farmers

2. To investigate performance of selected crops in respect of area production and productivity

3. To estimate cost and returns of selected crops

4. To work out marketing cost and marketing margin in marketing of farm products

5. To find out price spread in different channels of marketing of farm products
6. To study constrains and suggestions of farmers

1.5 Scope of the study

Commerce education is related to business and trade. The students of commerce have big scope in the field of farm business. Performance of farm business comprises resources used, cost of inputs, profitability etc. are the certain issues. There is also scope to study the problems relating to production and marketing, studies on this aspect, particularly in this area are very limited.

The uncertainties in production and marketing of farm products are one of the leading factors which discourage the farmer to restrict agree under these crops. It’s the area and production, cost and return, profitability of these crops vary from region to region in depth studies a production and marketing of farm products assumes great significance.

Knowledge about sources of inputs, cost of inputs, and cost of marketing sale proceeds net profitability of any particular crop and their relative importance in different region characterized by different factors is desirable for deferent crop planning at the regional level. Such type of studies essential for planned economy for examining the progress and weakness of programmers related to crop production and shows way for better and effective planning.

1.6 Practical utility of the study

This study is useful to farmer whether, the farmer is either small or medium farmer. The study is useful to extension worker. It is also useful to producer and research worker. It will provide information regarding cost of production and per hectare inputs utilization. The results of the study will through some light on the lacuna in existing inputs use and recommended by the experts. The study also help to guide the cultivators showing them how far they are behind the new fennel by of crop production and not getting desired benefits from available technology.
1.7 Limitation of the study

1. The results of the study will be based on the data collected by survey method with limited farmers. Due to limited resources and single person investigation, the study will be confined to Parbhani district only.

2. The results of the study are based on primary data collected for only one year that is 2010-11. It is well known that agricultural production is a function of many variables and fluctuates from year to year. Farmers of the villages do not maintain farm records so that response of farmer regarding quantity of seed used, manures and fertilizers used, human labour used, output produced, price received and information on other related aspects of study were mainly based on memory.

3. The study also pertains to commission agents or wholesalers, retailers and owners of the private processing of the unit who are generally suspicious of motives of any investigation because of fear of taxation. Therefore, these factor need to be considered, even though greater care was taken to collect the data as accurately as possible.

4. Further, the expressed opinion of the respondents with regard to various issues of the study may not be totally free from personal bias and prejudice. Hence, results of the study may be considered as indicative and cannot be generalized.