PREFACE

The purpose of this research is to present a synthesis of the studies in agricultural marketing in the state of Mizoram. It particularly aims to analyse the changing scenario of agricultural marketing in India with the help of both the past and present studies. It is needless to emphasize here the importance and significance of the studies of agricultural marketing in country such as India which is essentially an agricultural country. 40 percent of its national income is generated from agricultural sector and it provides livelihood to 70 percent of rural man power. Agricultural development is, thus, the crux of all round economic development of the country which need a good market environment base for augmenting farm production. However, in the past and till the present day agricultural marketing has not received due weightage in the agricultural development policy and as such, production and marketing of farm produce could not achieve its efficiency level as anticipated by the governments.

The important role of marketing cannot be overlooked as it not only establishes the forward and backward linkages but also helps the vertical and horizontal integration of agricultural activities such as production, marketing, processing, shipments etc. The scientific integration of these activities facilitates the agricultural system to function efficiently. It is therefore, commercial that both production and marketing need simultaneous concerted effort for its integration on scientific management principle. This calls forth its promotion in an industrially backward state like Mizoram which faces challenges such as to enable the agriculture sector to achieve the goals of food security as well as the promotion of export potential of its surplus agricultural produce like ginger, chillies, chow chow, sesame etc..

Agricultural marketing is very important for improving the rural economy of Mizoram as the development of agriculture largely depends on it. Moreover, agricultural marketing highly fits into the socio-economic structure of the rural areas and can serve as an effective tool for reconstruction benefitting the weaker sections of the society. The most important consideration is the effective marketing of agricultural products at remunerative prices.

Agricultural marketing holds an important place in the Indian and State economy not only as a provider of employment but also as an important foreign exchange earner.

The location of Mizoram is very far and remote from the main markets and the problem is accentuated by lack of having no systematic linkages
of transport and communication. The existing transporting cost is charged
for both-ways for a single trip which should have been only one way in
other parts of India. Most of the Agricultural produces are highly perishable
commodities with low value but high volume, as a result of which sincere
efforts and efficient management is required in the process of marketing.

The problems and constraints confronted in this fertile land of
Mizoram is marketing constraints such as:

1. Inefficient and inadequate marketing facilities.
2. Lack of market intelligence and market information.
3. Absence of market survey and research and Marketing survey
   and Research.
5. Absence of proper storage facilities.
6. Too expensive transportation costs.
7. Absence of processing facilities.
8. Absence of transport carriers at the time of peak period of
   harvesting.
9. Absence of proper terminal market in the state.
10. Wide gap in technology available and applied.
11. Absence of post harvest management quality control resulting
    wastages and damages.
12. Produce handling and marketing is in the hands of middlemen
    and the state-owned corporation who do not yet consider about
    maturity standards, grading and scientific packing.
13. The Marketing system is more middlemen and consumer’s
    oriented than producers oriented.
14. Inadequate co-operative system of collection of produces
    and marketing process.
15. Long distance from major consumption areas and tough,
    rugged and improperly maintained roads.
16. Inadequate sales and publicity campaigns.
17. A totally disorganised sector in the state and poor investment
    in marketing.
18. Absence of organised groups or society amongst farmers.
19. Profile orientation for a short period of time instead of sales
    (wealth) orientation for future betterment.
20. Lack of Professionalisation of expert hands in the field of
    management.
21. Lack of Professionalisation in the set-up.
22. Inadequate extension service.
23. Inadequate or almost non-availability of credit facilities.
25. Inadequate or non-existence of linkage between production, processing and marketing / selling.
26. Inadequate research support data particularly locating specific field orientation problems.
27. Poor linkage between research and extension. Hence, the main objectives of the study are:
   i) to study the agricultural economy of Mizoram with reference to marketing of agricultural produces.
   ii) to study the production and marketing relationship.
   iii) to understand the existing pattern and structures of commodity marketing of surplus produces.
   iv) to highlight the problems in the marketing of agricultural produces.
   v) to examine the role of middlemen in marketing of agricultural produces.
   vi) to offer constructive suggestions and guidelines to remove the problems associated with agricultural marketing in the interest of the agricultural.

The present study shall certainly be of use in finding out the reasons of the undevelopment. Further it will suggest for finding out the reasons of the undevelopment. The reasons thus detected will suggest for remedial measures and help in increasing production, its quality and overall economic development of the state of Mizoram which is lagging far behind.

The study is therefore expected to be useful to the Government, planners, farmers and future researchers on agricultural marketing in the state of Mizoram.

The study has been presented in six chapters. **Chapter one** is introductory in nature which explains the significance of the study, objectives, agricultural marketing in India and the methodology adopted. **Chapter two** covers the detailed agriculture background of Mizoram. In this the **third Chapter** deals with the Horticulture in Mizoram, **Chapter four** with the need for agricultural marketing and processing of Mizoram's agricultural & horticultural products. **Chapter five** presents the activities and performance of Trade & Commerce Department. **Sixth Chapter** presents the findings and suggestions of the entire thesis.

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