Agriculture sector plays an important role for the survival of the rural people. The importance of agriculture in the socio-economic fabric of India can be realised from the fact that the livelihood of majority of the country’s population depends on agriculture. The agriculture sector contributes only about 18 per cent of the total Gross Domestic Product (GDP). The 2011 Census estimates that 83.3 crore people, about 69 percent of the country’s total population of 121 crore, continue to live in rural India. Resulting in low per capita income in the farm sector. Consequently, there is a large disparity between the per capita income in the farm sector and the non-farm sector. Therefore, it is essential to deal with those issues which impact the income levels of farmers. The income levels are determined by the overall production, supported by reasonable levels of yield and prices realised by the farmers. Several constraints such as preponderance of small and marginal holdings accounting for about 82 per cent of total holdings, imperfect market conditions and lack of backward and forward linkages affect the income levels of farmers adversely. Accordingly the income levels are determined by the overall production, supported by reasonable levels of yield and prices realised by the farmers.

Vegetables produced in India is marketed mostly either through regulated APMC markets or totally unregulated local and vegetable markets. Marketing through these traditional channels is characterized by very little attention to grading, sorting and storage with weak regulation, poor handling during loading, unloading and transport resulting in loss of 30-40 per cent of the total production. Supply chains for fruits and vegetables tend to be multi-layered, which has implications on the farmers’ share in the final consumer price and the quality of produce due to multiple handling. In contrast to fragmented supply chains in
traditional market, supply chains developed by organized retail chains are supposed to be well coordinated.

Hence agriculture marketing is a measure to assured and remunerative marketing opportunities hold the key to continued progress in enhancing farm productivity and profitability and help to provide the reasonable price of the farm produce by providing the information of the market.

1.1 MEANING AND DEFINITION OF AGRICULTURE MARKETING

The increasing trend of agricultural production has drawn the attention of marketing due to its pivotal role. The new challenges emerged from the post W.T.O. regime have necessitated the strengthening of agricultural marketing system in India. In an economy like ours, production and marketing must go hand in hand. Marketing plays an important role to stimulate production and consumption and accelerates the pace of economic development of a country. Agricultural marketing deals with all the activities, agencies and policies involved in the procurement of farm inputs by the farmers and the movement of agricultural products from the farms to the consumers. Agricultural marketing involves all the aspects of market structure, both functional and institutional, based on technical and economic considerations, and includes pre and post-harvest operations, assembling, grading, storage, transportation and distribution. The expansion in the volume of farm output stimulates forward linkages, which encompasses transportation, storage, processing, packaging and retailing to the consumers. Increasing demands for money with which to purchase other goods leads to increase sensitivity to relative prices on the part of the producers and they opt for specialization in the cultivation of those crops on which the returns are the highest, subject to socio-cultural, ecological and economic constraints. The marketing system transmits the crucial price signals.
A) **Meaning of “Agriculture”**

Agriculture is the science and practice of activities relating to production, processing, marketing, distribution, utilization, and trade of food, feed and fiber. This definition implies that agricultural development strategy must address not only farmers but also those in marketing, trade, processing, and agri-business.

Agriculture, in the broadest sense means activities aimed at the use of natural resources for human welfare, and marketing connotes a series of activities involved in moving the goods from the point of production to the point of consumption.

B) **Meaning of “Marketing”**

Marketing system is the critical link between farm production sector on the one hand and nonfarm sector, industry, and urban economy on the other. Besides the physical and facilitating functions of transferring the goods from producers to consumers, the marketing system also performs the function of discovering the prices at different stages of marketing and transmitting the price signals in the marketing chain. The issues and concerns in marketing relate mainly to the performance (efficiency) of the marketing system, which depends on the structure and conduct of the market. Marketing systems are dynamic; they are competitive and involve continuous change and improvement. Marketing has to be customer-oriented and has to provide the farmer, transporter, trader, processor, etc. with a profit. This requires those involved in marketing chains to understand buyer requirements, both in terms of product and business conditions.

C) **Meaning of “Agricultural Marketing”**

The National Commission on Agriculture defined “agricultural marketing as a process which starts with a decision to produce a saleable farm commodity and it involves all aspects of market structure of system, both functional and institutional, based on technical and economic considerations and includes pre
and post-harvest operations, assembling, grading, storage, transportation and distribution.” The Indian council of Agricultural Research defined involvement of three important functions, namely (a) assembling (concentration) (b) preparation for consumption (processing) and (c) distribution.

Agricultural marketing involves in its simplest form the buying and selling of agricultural produce. In modern marketing, agricultural produce has to undergo a series of transfers or exchanges from one hand to another before it finally reaches the consumer. Agricultural marketing covers the services involved in moving an agricultural product from the farm to the consumer.

1.2 REGULATED AGRICULTURAL MARKETS

The marketing system where a large number of intermediaries are involved and the share to the producer is comparatively lower is the unregulated market. The role of these intermediaries in agricultural marketing is to consolidate the produce at the village markets and reconsolidate again at least two or three times before it reaches to the final consumer. As a result, the supply chain in the traditional marketing system becomes long and is completely dominated by those traders who operate on high margins without much value addition.

The scenario of agricultural marketing is changing gradually the agriculture sector needs well-functioning markets to drive growth, employment and economic prosperity in rural areas of India. In order to provide dynamism and efficiency into the marketing system, large investments are required for the development of post-harvest and cold-chain infrastructure nearer to the farmers’ field. A major portion of this investment is expected from the private sector, for which an appropriate regulatory and policy environment is necessary. Also, enabling policies need to be put in place to encourage the procurement of agricultural commodities directly from farmers’ fields and to establish effective linkage between the farm production and the retail chain and food processing industries.
The farmer has realized the importance of adopting new techniques of production and is making efforts for more income and higher standards of living. As a consequence, the cropping pattern is no longer dictated by what he needs for his own personal consumption but what is responsive to the market in terms of prices received by him. While the trade is much organized the farmers are not conversant with the complexities of the marketing system which is becoming more and more complicated.

A) The Objectives Of Regulated Agriculture Markets Are As Follow:

1. To enable the primary producers to get the best possible returns,

2. To provide facilities for lifting all produce, the farmers are willing, to sell at an incentive price.

3. To reduce the price difference between the primary producer and ultimate consumer, and

4. To make available all products of farm origin to consumers at reasonable price without impairing on the quality of the produce.

In India, the organised marketing of agricultural commodities has been promoted through a network of regulated markets. Most state governments and UT administrations have enacted legislations to provide for the regulation of agricultural produce markets. Today the number stands at 7,157 as on 31.03.2010. Besides, the country has 21,221 rural periodical markets, about 15 per cent of which function under the ambit of regulation. (Economic Survey 2010-11, Government of India). The advent of regulated markets has helped in mitigating the market handicaps of producers/sellers at wholesale assembling level.
B) Priority Areas In Agricultural Marketing

➢ Regulation of Agricultural Produce Markets

In India, to improve the marketing system of farm products, wholesale agricultural produce markets began to be regulated in the 1950s and 1960s. The organised marketing of agricultural commodities has been promoted through a network of regulated markets. Most state governments and UT administrations have enacted legislations to provide for the regulation of agricultural produce markets. While by the end of 1950, there were 286 regulated markets in the country, their number as on 31 March 2006 stood at 7566. In addition, India has 21780 rural periodical markets, about 15 per cent of which function under the ambit of regulation.

➢ Marketing And Food Processing

Apart from the regulation of primary wholesale markets, several other legal instruments were enacted by the central government and the states to influence the conduct of the market. Several of these enactments have been repealed, rescinded or lifted during the last five years. There are also at least fourteen enactments governing food processing activity, administered by fifteen different departments and ministries.

➢ Agricultural Price Policy And Food Management

Agricultural price policy has considerably influenced the marketing system of agricultural commodities. The policy was primarily intended to stabilize agricultural prices and influence the price spread from farm gate to the retail level. Its objectives, thrust, and instruments have conspicuously shifted during the last fifty years.
Reduction of Farmer’s Marketing Risks

Farmers face both yield and price risks. Yield or production risk can be covered by crop insurance and weather or rainfall insurance. For marketing risks, three instruments are available. One is MSP. Notwithstanding the defects in its implementation, it has helped a large number of farmers in surplus producing states to cover a part of their price risks. Effective implementation of MSP policy, as suggested earlier, will help farmers reduce their price risks. A second instrument for covering price risk is the emerging scenario of contract farming arrangements, which are in a way future contract on prices. A third instrument is the farm income insurance scheme (FIIS), introduced on a pilot scale in eighteen districts during Rabi 2003-4 and extended to one hundred districts of sixteen states during 2004-5. FIIS covers both price and yield risks. The scheme is compulsory for loaner farmers but optional for others. If successful, FIIS will replace the National Agricultural Insurance Scheme (NAIS) but NAIS will continue in uncovered districts. The government has announced a subsidy on premium up to 75% for marginal and small farmers and 50% for other farmers.

Farmer’s Organization And Capacity Building

Farmers will benefit from deregulation of markets, minimum guaranteed price scheme, contract farming or crop/income insurance only to the extent they organize in marketing groups, self-help groups, cooperatives or companies and learn skills suited to the new marketing environment.
1.3 DEFINITION OF FARMER

According to national policy for farmers 2007

“FARMER” will refer to a person actively engaged in the economic and/or livelihood activity of growing crops and producing other primary agricultural commodities and will include all agricultural operational holders, cultivators, agricultural labourers, sharecroppers, tenants, poultry and livestock rearers, fishers, beekeepers, gardeners, pastoralists, non-corporate planters and planting labourers, as well as persons engaged in various farming related occupations such as sericulture, vermiculture, and agro-forestry. The term will also include tribal families / persons engaged in shifting cultivation and in the collection, use and sale of minor and non-timber forest produce.

A) Categories Of Farmers

The farmers are categorized according the land they acquire.

<table>
<thead>
<tr>
<th>Farmers</th>
<th>Land use (in acres)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marginal farmers</td>
<td>Less than 2.5</td>
</tr>
<tr>
<td>Small farmers</td>
<td>More than 2.5 to less than 5 acres</td>
</tr>
<tr>
<td>Medium farmers</td>
<td>More than 10 to less than 25</td>
</tr>
<tr>
<td>Large farmers</td>
<td>More than 25</td>
</tr>
</tbody>
</table>

Source: National Policy For Farmers 2007

2. REVIEW OF LITERATURE

Irengbam Dealluck (2012), “Economic development of region is measured by the strength and efficiency of the linkages established in various sectors to operate the production and business cycle. These are backward and forward linkages constituting financial assistance, transport and communication network for mobility of output in various trade channels. In the interest of public welfare, the government in the marketing system, directly or indirectly,
the extent of intervention depends on the objectives of government and to the extent of defects and malpractices prevailing in the system. The state government has taken several steps to improve the conditions of agricultural marketing. To organize agri-business effectively is to conduct product specific surveys successfully for ensuring marketability and the type of venture to be set up.”

Rehman. Ul. Shakeel.(2012), said that “India has become self-sufficient in the agricultural production especially in the foodgrains, India stands among the top agricultural producing nations of the world today. No doubt India is an exporter of various agricultural commodities but there are some constraints in agricultural marketing. The paper although highlighted the primary agricultural marketing institutes and organizations providing agricultural assistance in India at large, still much of the agricultural produce is getting spoiled due to inefficient storage facilities, overtime delivery and mismanagement. So much more is needed as; India has huge potential for agricultural production, because it has a wide geographical range. As most of the rural people in India are engaged in agriculture and its allied activities, more and more provisions must be made available to integrate the marketing systems for agriculture, which must be available all over the country.”

Roy.M.(2012), “Capital investment either by indigenous or foreign capital seems to be a powerful catalyst to spur the investment climate in agricultural marketing due to the current scenario of inefficient supply chain, lack of proper storage facilities and presence of multi-level intermediaries between farmers and direct consumers. Huge investment in marketing infrastructure is required to protect the agricultural sector which is not forthcoming from the Government sector. FDI- driven “modern retailing” being a direct interface between farmers and retailers trigger a series of reactions which in the long run can improve supply chain and transport sector of the rural agronomy of West Bengal and other states in India.”
Singh Hardeep (2012), “Role of Government in managing markets is on the decline worldwide. Experience throughout the world has shown that efficient markets depend in part on growers and market functionaries having a say in the marketing of their produce. In most countries in the world, market operation is conducted by the corporate sector. In countries similar to India like South Africa and Brazil the process of government withdrawal from the markets management has already been initiated. In South Africa, agricultural marketing is changed from controlled of marketing to a free system. In Holland, to achieve a high degree of professionalism selling/marketing process, growers co-operatives are acquiring new companies specialized in commodity exports and imports.”

Singhal Naresh, Singh Sukhpal, Dindsh P.K. (2011), stats that “Linking primary producers with global and national markets through fresh food retail chains is seen as one of the emerging agricultural marketing practices in India to improve small producer’s livelihoods. The fresh food retail chains are investing from farm to fork to buy fruits and vegetables directly from farmers and sell them to retail buyers. However, fresh food retail chains are largely found working with only large farmer and exclude small farmers for various reasons. He conclude his study as The retail chain procures only a part of the farmers’ produce and the remaining produce has to be sold in the local markets. The retail chain has not made a genuine effort to provide agri inputs and extension services to the farmers.”

Dr. Sorokhaibam Robita (2011), stats “The agri-business need to be developed diversifying the agricultural produce marketing system to yield value-added remunerations to the farmers and the end -users of the produce. In the interest of public welfare, the government in the marketing system, directly or indirectly, the extent of intervention depends on the objectives of government and to the extent of defects and malpractices prevailing in the system.”
Andrew Muganga Kizito.(2011), “There is a large range of information beyond price and quantity data that users stated they need, but which most MIS are not providing. Such information includes price 353 and quantity forecasts, regulatory information, analytical information about market dynamics, stock and inventory information, contracts and conditions needed to fulfil them, quality requirements, grades and standards, and phytosanitary specifications. Other “missing” information includes transport costs, and credit sources.”

Mondal Chandra Ramesh.(2011). “The study conclude that by selling their produce (Arum) in the emerging channel of marketing, the farmer are found to have benefitted as they do not have to pay for marketing cost. On the other hand by selling mustard in traditional marketing channels, it is assumed - as the complete picture could not be obtained from the study - that the extent of exploitation the farmers by the market intermediaries is to some extent higher. Efficient marketing channel has not developed in West Bengal as yet, so, specific policy and development plans and programmes are required for creation efficient marketing channel of agricultural commodities.”

C.P. Amrutha.(2009). conduct a study on the Karnataka state on the importance of the Market information for the agriculture product. “He reached on the results that The awareness on market information in general was found to be relatively poor in case of farmers as compared to the traders since the accessibility of market information in terms of communication systems is very poor in case of farmers. The status of assets on audio visual and communication systems of farmers clearly indicated that radio followed by television were the only assets owned by small farmers. The advanced communication systems like mobile phones were owned by medium and large farmers. A few large farmers also
subscribed to agriculture magazines like Annadata, Krishimunnade and Krishipete. However, traders with all the modern and advanced communication gadgets were able to source the market information easily and regularly.”

Acharya.S.S.(2007), “We are at the crossroads of agricultural marketing development in the country. Despite several forms of government intervention and a number of marketing development programmes, the marketing system for farm products has continued to suffer from several weaknesses. The farmers have borne the brunt of these weaknesses. The private sector, for long, did not invest or shied away from investment in the agricultural marketing activities.”

Acharya.S.S.(2006), said that “Attempts to strengthen Indian agriculture must address not only farm production (farmers) but also processing, marketing, trade, and distribution. We must link farmers to markets. In this endeavour, marketing and rural credit systems are extremely important. Indian agricultural marketing and rural credit systems have undergone several changes during the last decade. However, in the emerging environment, these need many more changes for making the agricultural sector vibrant and responsive to the aspirations of the rural masses. The suggested agenda for reforms includes (i) revision in the state APMR legislation, (ii) redefining the role of state marketing boards and market committees, (iii) repeal of ECA except under emergencies, (iv) putting in place a unified food law, (v) introduction of new instruments like contract farming and warehouse receipt system, and (vi) assurance to investors that regulations will not be re-imposed.”

Mutambatsere Emelly, Barrett.B Christopher.(2005), “Agricultural markets play a crucial role in the process of economic development. Yet, by virtue of the spatial dispersion of producers and consumers, the temporal lags between input application and harvest, the variable perishability and storability of commodities, and the political sensitivity of basic
food staples, agricultural markets are prone to high transactions costs, significant risks and frequent government interference. The relative power of developing country governments and private domestic or multinational firms in agricultural markets has varied over time. But the fundamental functions of input and output distribution, post-harvest processing and storage, as well as the persistent challenges of liquidity constraints, contract enforcement and imperfect information, have characterized agricultural markets in developing countries under all forms of organization.

Chirwa. W. Ephraim, Kadzandira John. (2005), conducted the study on impact of agricultural marketing liberalization on the poor of Malawi and conclude that “The privatisation of the state agricultural marketing agency, ADMARC, has been the most controversial policy reform that has generated a lot of debate in Malawi. The analysis in this study tends to support the view that ADMARC as a state institution still plays a role in livelihoods of the rural community. It is apparent that rural communities particularly in remote areas have been adversely affected by the withdrawal of ADMARC markets or the decline in the business activities of ADMARC due to its financial and operational problems.”

Venkatachalam Ragupathy.(2004), “He conducted study on agricultural marketing at channai and conclude his study as “No doubt that regulated markets like Avalpoondurai do serve the farmers and other agricultural producers. Their functioning is as good as it can get in the government sector. But, a social scientist must always get out of the bubble and examine whether a policy like Agricultural Produce Marketing is an effective tool in improving the socio-economic status of the farmers, whether the good intention fits in with the market mechanism. Equally essential is the issue of right for free flow of goods and services within the state. The restricting trade practises via the Regulation of agricultural marketing are impulses to which the market responds by creating an alternative, informal mechanism, as seen in the study above. The response of the market to these signals is rapid
and well devised to tackle the current regulations. Having redundant policies that control the flow of goods and lead to increased bribing at check-posts are worth introspecting. This merely makes a small pocket of people affluent, but little benefit trickles down to the farmer. The objective of the Agricultural Produce Marketing is hence not realised in reality.”

**Shepherd. W. Andrew.** (2003), “he give the information about the Marketing information system and also give light on the importance of MIS for the farmers.”

**Smith. D. Lawrence.** (1992). He stated that “Cost, Margin and returns are very essential aspect which has to be measure for know the effective working of the agricultural marketing.”

**Dr. Mittal. Ramesh**, conclude his study that “Farmers indebtedness and lack of storage facilities were found major reasons for selling most of farm produces by farmers immediately after harvesting. Farmers were agreed to sell their farm produce to Agri-retail if they offered comparatively better price than village aggregator or APMC. Framers were agreed that Agri-retailing hubs providing them technical knowhow information about products price and about new varieties of farm inputs like seed and chemicals. Farmers were accepted that they started to maintain quality of their farm produce after dealing Agri-retailing hubs because they got better price for their quality farm produce. Most of beneficiary farmers were accepted that Agri-retail increased domestic demand of their farm produce. Most of beneficiary farmers were shown keen interest in availability of grading and quality assessment facilities. Major barriers/problems which were stopped farmers from selling their farm produce to Agri-retailing hubs was found farmers indebtedness, urgent money requirement and selected produce/quality purchased by Agri-retailing groups.

**C.C.S National Institute of Agricultural Marketing**, “conducted the study on the farmers of Jaipur regarding the awareness of agricultural marketing, the study conclude that “Market
information is an important aspect for realizing higher market prices. Overall about 71 per cent of the total farmers in selected states responded positively on the training requirement on market information. Training requirement on food safety and quality was expressed by 71.5 per cent of the total respondents in selected states. About 65 per cent of total farmers expressed the training need on the aspects such as use of market infrastructure, provisions of legal reforms in agricultural marketing and its benefits, cooperative marketing, and concept, benefits and participation in Modern Terminal Markets. Requirement of training on this aspect was expressed by about 60 per cent of the total farmers of all the selected states.”

Jones.O. William, “The critical role that marketing and economic exchange must play in nationbuilding and economic development requires that they receive the same attention by government and planners that is given to other sectors of the economy. The invisible hand cannot be trusted completely to guide economies in socially acceptable directions, nor can the state rely on the marketing system to perform the tasks assigned to it without appropriate facilitating services best provided by government. But the market mechanism, if wisely used, probably continues to be the most effective instrument for realizing the greatly increased advantages of division of labor that the new technology makes possible.”

Singh sukhpal, The experience of CF across the globe suggests that it is not the contract per se which is harmful as a system but how it is practised in a given context. If there are enough mechanisms to monitor and use the contract for developmental purposes, it can certainly lead to a betterment of all the parties involved, especially small and marginal farmers.

3. NEED OF THE STUDY

Rural development is one of the key factors who plays very important role in the development of any county whose more than half population resides in rural area .as we
know that India is an agriculture country and about 69% of its population directly or indirectly depends on agriculture sector.

In spite of being most important sector it is facing lots of the problem. Condition is worst enough which leads to the suicide of farmers. Farmers are still in down position to get benefits of their work. They are still not have any idea about how to sale?, how to get right price of their produce?, They don’t know how to channelize their produce?, and if they face any losses then how to overcome from this?. They don’t know the latest technologies .So far the betterment of farmers and ultimately for the rural development there is a need to know the importance of proper marketing of agriculture produce and how the better marketing affects the farmers livelihood.

4. OBJECTIVES OF THE STUDY

In order to conduct proposed study is systematic and analytical approach. The research has formed the following objectives;

➢ To understand the methods of agricultural marketing in India, unregulated as well as regulated markets.

➢ To understand the benefits and problems of regulated agricultural marketing to farmers.

➢ To understand the farmers awareness about agricultural marketing.

➢ To study the impact of regulated agricultural marketing on the farmer's livelihood.

➢ To find the solutions on the basis of the recommendations given by the farmers.
5. HYPOTHESIS

H₀₁: There are no significant benefits and problems of regulated agricultural marketing.

H₀₂: There is no significant awareness of regulated agricultural marketing to the farmers.

H₀₃: There is no significant impact of regulated agricultural marketing on farmers.

6. RESEARCH METHODOLOGY

The study is based on both primary and secondary data and the methodology of the study is as follows:

6.1 Primary Data Source

The data has been collected from the farmers by using self-structured questionnaire and interview schedule. The study will confined in the state of Uttar Pradesh and the selection of crops, districts, blocks, villages and farmers has been presented below:

➢ SELECTION OF CROP

One horticulture crop potato has been selected purposively for the study on the basis of the existence of the marketing channel.

➢ SELECTION OF SAMPLE

One potato crop dominated district Agra district conveniently selected. In which 3 tehsils Agra, Etmadpur, kheragarh are randomly selected. Two blocks selected from each tehsil from each block one village has been conveniently selected. Further, lists of farm household marketing their produce through unregulated markets and regulated agricultural markets
has been prepared according to four farm size (Marginal farmers, Small farmers, Medium farmers, Large farmers) from these selected villages of each block.

<table>
<thead>
<tr>
<th>S.No</th>
<th>Tehsil</th>
<th>Block</th>
<th>Villages</th>
<th>Farmers</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Marginal</td>
<td>Small</td>
</tr>
<tr>
<td>1</td>
<td>Agra</td>
<td>1.Akola</td>
<td>1</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2.Bichpuri</td>
<td>1</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>2</td>
<td>Etmadpur</td>
<td>1.Khandoli</td>
<td>1</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2.Etmadpur</td>
<td>1</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>3</td>
<td>Kheragarh</td>
<td>1.Jagner</td>
<td>1</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2.Kheragarh</td>
<td>1</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>30</td>
<td>30</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td></td>
<td>6</td>
<td>6</td>
</tr>
</tbody>
</table>

### Table 1.2 Sample Design

#### 6.2 Secondary Data Source

The information for secondary data has been collected from various sources such as Annual Reports, Articles, Internet, Magazines, Research Papers, Journals, and Books etc.

#### 6.3 Research Design

The following research design is has been used for study.

### Table 1.3

<table>
<thead>
<tr>
<th>Geographical area</th>
<th>Villages of Agra district</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>Farmers of Agra district</td>
</tr>
<tr>
<td>Research Area</td>
<td>Agricultural marketing</td>
</tr>
<tr>
<td>Sample size</td>
<td>120 farmers</td>
</tr>
<tr>
<td>Respondents</td>
<td>30 Marginal Farmers +30 Small farmers +30 Medium Farmers +30 Large farmers = 120 Farmers</td>
</tr>
<tr>
<td>Method of data collection</td>
<td>Primary method-self-structured Questionnaire and interview schedule. Secondary method: by Articles, Internet, Magazines, Journals, and Books etc.</td>
</tr>
<tr>
<td>Statistical tool</td>
<td>Likert scale, mean score, chi-square</td>
</tr>
<tr>
<td>Sampling method</td>
<td>Convenient</td>
</tr>
<tr>
<td>Research type</td>
<td>Survey based Descriptive method of research</td>
</tr>
</tbody>
</table>