CONCLUSION AND RECOMMENDATIONS

An efficient marketing system provides an incentive to farmers to produce more; coveys changing needs of the economy to enable production planning; and fosters competition among traders, and eliminates exploitation, particularly among the small and marginal farmers. The Agriculture market in India today is dominated by rural primary markets that meet local demand, secondary markets that service distant demands and wholesale markets that gather large amounts of produce from different sources for the retailers in the country.

Agricultural marketing includes the movement of agricultural produce from farms where it is produced to the consumers or manufacturers. This covers physical handling and transport, initial processing and packing to simplify handling and reduce wastage, grading and quality control to simplify sales transactions and meet different consumers’ requirements, and holding over time to match concentrated harvest seasons with the continuing demands of consumers throughout the year. For the farmer, the strategic function of the marketing system is to offer him a convenient outlet for his produce at a remunerative price.

The researcher in this research studies the impact of agricultural marketing of farmer’s livelihood with special reference to Agra district. The key aspects which are included in the study are regulated market of India and its function, methods of marketing, and government initiatives etc. The major focus was on primary survey which included the framers of three tehsils e.i. Agra, Etmadpur, kheragarh. In the survey we found that there are many differences in the working of agricultural marketing among the tehsil. The farmers of the Agra tehsil are the better position in comparison to the farmers of the other tehsil. They have relatively high knowledge about marketing, whereas farmers of Etmadpur tehsil are in very pity situation. They have admitted the bitter truth that they can’t increase their standard of living because in etmadpur district the farmers are only depend on cultivation of potato due to shortage of
water supply whereas other sample tehsils are free from this problems. They used to cultivate other crops like: jwar, bajara, sarson, and floriculture like rose, sunflower etc. The major improvement which the farmers wants through the agricultural marketing is timely training and timely payment by the traders, and government supporting prices for the potato so that the farmers save ourselves from the severe losses.

RECOMMENDATIONS

Following recommendation is given by farmers and researchers itself. These are as follow

- Improvement in the production technologies.

- Apart from the production technologies, the extension worker now, have to get equipped with market information which requires further training for skill upgradation in the field of agricultural marketing.

- Strong network of marketing extension is very much necessary at District/block/Village level to effectively advise farmers on various aspects of marketing, advice on product planning, marketing information, securing market for farmers, advice on improved market practices and advice on post-harvest management practices.

- Marketing Extension Network is required to be formed by integrating the extension network already available with Agriculture Department. Officers of Agriculture, Horticulture and Agricultural Marketing departments should be given training on various aspects of Agricultural Marketing for the purpose of carrying out extension works effectively and efficiently. This will help in minimizing the postharvest losses to a considerable extent.

- Cooperative market should be formed
• To set up mandi of nearest block so that they may could direct contact with the customers.

• Enhancing the interactive and communication skills of the farmers to exchange their views with customers and other market forces (middlemen) for getting feedback and gain the bargaining during direct marketing

• Near training canters.

• Educating the farming community to treat agriculture as an entrepreneurial activity and accordingly plan various phases of crop production and marketing

• Minimum support price of the potato.

• Providing the proper water facility so the farmer can produce other crop in non-potato season.

• Link the mandi fee with the services and infrastructure being provided for transaction of agricultural commodities.