Abstract

Agriculture sector plays an important role for the survival of the rural people. 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. 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. 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, etc. 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. The given study is focusing that how the agricultural marketing does affects the farmer’s livelihood (income, cost and margin), the study is mainly focusing on the farmers of Agra district.