CHAPTER-1
INTRODUCTION
1.1 Statement of the Problem

The role of an efficient agricultural marketing system as a key component for accelerating agricultural production and thereby promoting economic growth in developing countries is now widely accepted. In the past, more emphasis was given to the increase of agricultural production throughout the country under hectarage expansion and improvement in productivity. Issues related with marketing of agro-commodities have usually taken a secondary place. Government is now increasingly becoming aware that agricultural production and marketing are two sides of the same coin.

In India, there is widespread belief among the producers of agricultural commodities that the farming activities, especially, the production of various kinds of food grains have become uneconomic and non-remunerative. Because the ratio of production cost and output price is expanding year after year due to removal of subsidies from agricultural inputs and insufficient marketing facilities available at the time of harvest of crops. Further, a relatively larger margin of middlemen in the consumer’s price of various agro-products is also a common feature, which reflects exploitative nature of oligopolistic and semi-monopolistic practices in agricultural trade, making farmers handicapped. Large seasonal fluctuations in arrivals and prices of the agro-products are another expression of an inefficient marketing system.

The study of actual performance of agricultural marketing, in India in general and in Bihar in particular, however, remains a neglected area about which a concrete and rational understanding has not been developed. Past studies have given only a general description of prevailing marketing systems for transaction of different commodities in distinct areas. No doubt, some sporadic attempts were made to discuss and analyze the role of regulated markets and rural markets in
transaction process of farm products. The price distribution at different levels of a marketing channel, estimation of marketable and marketed surplus of different commodities and so on are found to be main themes of the past studies. But all these efforts at academic as well as government levels are very much influenced by an economist's macro-level economic understanding of the problem. Thus most of these studies have economic overtones and emphasis. The study of agricultural marketing system in geography deals with micro-level spatial inquiry of agricultural markets. It takes into consideration physical, socio-economic and political factors etc which affect markets and its different aspects. Because the agricultural practices/production and behaviour of marketing of the farm products are the combined effect of space-time and socio-economic attributes of the given geographical area.

The relevance of geographical enquiry of agricultural marketing system is very obvious. The marketing as a process does exist in the geographical space as market centres. The effectiveness of this process is reflected in the various spatial characteristics of market centres, viz. their size, network, connectivity, extent etc. The spatial efficiency, integration, accessibility, expansion and availability of amenities at market centres depend upon location of these centres. Thus the spatial system of market is affected by all the factors physical, social as well as cultural, which interplay at local level. The effect of this local interplay of factors spreads to higher level of spatial hierarchy of markets. Ultimately the economic process and efficiency of the markets are affected by this spatial characteristic of market centres.

A systematic study of the nature of marketable and marketed surplus in spatio-temporal framework with reference to backward and agriculturally sensitive regions needs to be understood to help in policy
making. It is because population of backward region mainly subsists on agriculture and its allied activities. The typical characteristics of Indian agriculture have been the pre-dominance of marginal and small farmers with tiny plots and heavy pressure per unit of land, lower level of productivity and so on. As a result there is highest distress sale and low prices during post-harvest period, while during lean period low arrival of marketed surplus results in high prices of agricultural commodities. The elimination of these problems needs proper policies and their implementation.

1.2 Significance of the Study

The nature of the study selected for research work is of academic as well as of applied importance. Academically, it is going to help in creating new insight to understand agro-marketing in spatio-temporal framework. On the other hand at policy level it would generate data for accurate estimation of existing problem. The study area is essentially an agrarian economy belonging to flood prone region of Kosi plain. Climatically and economically the district is marginal in nature where a primary activity like agriculture is the only main source of livelihood for the people. The marketable surplus is meager in study area as compared to developed areas of the state. It is because of physical and socio-economic characteristics of the study area. Moreover, the farmers who are selling their marketable surplus in the market centres are not in position to get better price, as a result of which they have remained poor. It has affected the economy of study area in particular and Bihar in general.

An efficient movement of farmers’ surplus to consumers will raise their income level and will promote the economic development of study area. The farmers would allocate their comparative advantage to invest on modern agricultural inputs to obtain the enhanced productivity
and production. This, in turn, would contribute to an increasing marketable/marketed surplus of agricultural commodities and inter-regional trade. This would ultimately increase the demand for improved market facilities as a whole.

However, before formulating any such policies to meet these problems, it seems necessary to find out the marketing conditions under which surpluses are disposed off in the market spatially and temporally. Further, it is necessary to identify and quantify the marketing costs and margins that determine efficiency of agricultural marketing system, so that the improvements can be directed towards those factors which are crucial in determining market efficiency. This research problem has its genesis in the observation of general neglect of these issue related with marketable/marketed surplus, and inefficient pattern of agricultural marketing in the region of North Bihar. An understanding of all these factors in a backward and agriculturally sensitive region will provide substantial empirical evidences for the market planners and policy makers to formulate such policies which will be of immense help in increasing agricultural marketing efficiency.

An attempt is made to analyze these problems in the present study. Based on empirical evidence of the study area an attempt is also made to suggest some improvement in the exiting agricultural marketing system through a well designed 'integrated market development policy'.

1.3 Objectives of the Study

The discussion and review of literature of the studies regarding agricultural marketing system of both the developed and developing countries has motivated the researcher for a detail spatio-temporal analysis in an agriculturally backward region of India. With a view to understand and analyze the existing agricultural marketing system in the
study area i.e. Araria district (Bihar), the following objectives are to be understood.

(1) To understand the existing agricultural marketing system in the study area.

(2) To estimate the spatial and temporal patterns of marketed surplus of different agricultural commodities in the sampled market centres and villages.

(3) To assess the spatial and temporal patterns of price structure of different agricultural commodities in the sampled market centres.

(4) To find out the marketing costs of different agricultural commodities in the sampled market centres.

(5) To examine the difference in the prices received by the farmers and intermediaries in the market with a view to determine the nature and extent of price spread in the market.

(6) To furnish empirical evidences to market planners to help them formulate relevant and effective policies, and

(7) To suggest a new integrated market development policy for overall agricultural development of the study area.

1.4 Hypotheses

The following hypotheses have been put forward with a view to infer result regarding the discussed objectives.

(1) Seasonal fluctuations in arrivals and prices of agricultural commodities are pronounced in the agriculturally backward areas.

(2) The village level sale and distress sale are the result of small holdings and small marketable surplus.

(3) Larger is the price spread; greater is the inefficiency in the marketing system, and vice versa.

(4) Better spatial integration of market centers at different levels of a marketing channel due to efficient transportation and other infrastructural facilities reduces unnecessary spatial unevenness of marketed surplus.

(5) Government intervention in terms of regulation measures leads to higher growth of marketed surplus.
1.5 Methodology of Research and Data Collection

The present study is based on both the primary and the secondary sources of data. Primary data have been generated from three tier marketing agencies i.e. village level, periodic market and regulated market. They represent the major components of agro-marketing system in Araria district. Six per cent (45) of total villages and 10 per cent (20) of total periodic markets have been selected on the basis of stratified random sampling technique for detail enquiries. 100 per cent regulated markets (02) are also selected for the survey. The reason is, they are government controlled, and represent regulated agriculture markets in each district of every province of the country. Further, 10 per cent of producer sellers in all sampled periodic and regulated agriculture markets and 50 households of each sampled village have been selected on the basis of stratified random sampling techniques. They have been thoroughly interviewed for relevant enquires regarding the various aspects of research problem. Besides, seven more periodic markets, based on some specific consideration like distance from road, location in an urban centre or along the canal and so on, are also being included in the sampled markets. Only six major crops rice, wheat, maize, pulses, potato and onion have been taken into consideration in the present study programmes. The criteria of selection of crops are based on their hectarage, production and quantities of marketable and marketed surplus in the markets.

All the sampled villages were visited before conducting actual survey. In this preliminary survey list of households was prepared and village inhabitants were classified on the basis of size of landholding, i.e. marginal, small, medium and big farmers. Keeping in view total 50 households in each of sampled villages, farmers belonging to different categories according to size of land holding were selected in the
proportion, following stratified random sampling technique. The researcher enquired from them about market participants’ socio-economic behaviour at the time of agricultural transaction, mode and volume of transactions of commodities and their specific market channels, and the spatio-temporal patterns of market transaction of agro-products and that of the traders in sampled markets and villages.

In addition to primary data, the study is also based on secondary sources of data which have been collected mainly from the following sources.

(1) Census Office Patna.
(2) District Statistical Office Araria/Purnea.
(3) Agricultural Marketing Office Araria.
(4) District Council (Zila Parisad) Office Araria.

The collected data have been processed and brought in to tabular forms. These processed data are analyzed by using simple statistical techniques especially percentage method with a view to derive some specific conclusion regarding spatio-temporal patterns of agricultural marketing of Araria district.

1.6 Study Area

Owing to difficulty in collection of the primary data regarding the marketed surplus and price structure at wider scale the researcher, selected a micro-level region, “Araria district,” as the study area. It lies in the extreme eastern part of Bihar along the border of Nepal. It is located between 25° 56’ North and 26° 35’ North latitudes and between 87° 3’ East and 87° 42’ East longitudes, in which 2124831 people inhabit over 2830 sq. kms. area. The study area is divided into 2 sub-divisions and 9 community development blocks for administrative convenience.
Agriculture is the main economic activity in the district. Net-sown area occupies about 65.76 per cent of the total reported area of the district. There are three cropping seasons viz., Rabi, Kharif and Zaid. The main crops are paddy, wheat and maize occupying more than 70 per cent of gross cropped area. Besides, jute, pulses, oilseeds, vegetables and fruits are also cultivated with varying amount of hectarage and production. Animal husbandry is also practiced as a supplementary occupation to agriculture.

The study area has 751 inhabited villages, 3 towns, 2 regulated markets and 198 rural periodic markets. Industrially the region is very backward. Cottage and small-scale industries based on forest and agriculture products are the main features. Transportation network is not well developed in the area. Metalled roads approach only 33.73 per cent villages and 25.13 per cent villages have power supply.

1.7 Review of Literature

The study of agricultural marketing is a new off-shoot of the main stream geographical sciences. During 20th century there has been a significant and growing interest in the study of market place, exchange system and the mechanism and process of transaction of agricultural commodities. But most of these studies have been done by economists, commercialists and anthropologists with their own approaches, that too, in a limited sense. The study of agricultural marketing and markets from geographers’ perspective is found to be negligible. William Applebaum, identified a new sub-field known as marketing geography during early 1950’s. He defines that marketing geography is concerned

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with the delimitation and measurement of the markets with channels of
distribution through which goods move from producer to consumer.

Geographers' contribution is limited to the study of periodic,
urban, retailing, wholesaling, as well as regular markets. Large number
of studies have been undertaken by geographers like by Hodder (1965),
Skinner (1965), Berry (1967), Ambrose (1968), Garner (1970),
Mulvihill (1970), Smith (1972), Symnaski (1974), Hay (1979), Dixit
(1984), Srivastava (1984), Saxena (1990), Khan (1991),

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9 Dixit, R.S. (1984), Market Centers and their Spatial Development in the Umland of Kanpur, Kitab Mahal, Allahbad.
Bidikar (2002) and Sexana (2003). No doubt some basic concepts of marketing envisaged in these early studies, definitely provide a base for the analysis of agricultural marketing/markets system.

With the establishment of the International Geographical Union (IGU), a working group on market distribution system/market place-exchange system (1972–73), the study of marketing activities in geography has been accelerated, not only in developed countries, but also in developing countries like India. The pace of development has been very rapid during the eighties of the twentieth century. This Study Group was transformed into Study Group of Commercial Activities in France IGU summit in 1988. Afterwards this group was developed as IGU Commission on Commercial Activities in 1993 and in Hague summit (1996) it was restructured and named as study group on Globalization of Retailing. At present this study group is continued as IGU commission of Globalization of Retailing. Thus, the field and scope of marketing geography has widened to a very large and considerable extent.

In the universities of the United States, several doctoral researches have been done on the theme ‘Food and Agricultural Marketing in Developing Countries’ (An Annotated Bibliography of Doctoral Research in the Social Sciences, 1969-79 by Peter Riley and Michael T. Weber, Michigan), but most of these studies are unpublished.

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A few studies conducted by international organizations like Food and Agricultural Organisation (F.A.O), Food Research Institute and German Foundation for International Development are notable. Food and International Organization has published several articles in its journal like Food Marketing System in Asian Cities (1975)\(^1\), Planning and Operation of Wholesale Markets, Development of Food Marketing System for Large Urban Areas (1973)\(^2\), Agricultural Marketing in Iraq (Martin 1981)\(^3\), Marketing Improvement in Developing Countries (1986), etc. Two notable articles are Measuring the Effectiveness of Agricultural Marketing in contributing to Economic Development\(^4\) and Regional Analysis and Agricultural Marketing Research in Tropical Africa\(^5\) which have been written by William D. Jones. A working paper entitled, Agricultural Food Marketing in Socio-Economic Development by Lorenzl (1978)\(^6\) has been published by German Foundation for International Development.

A number of works have been done on agricultural marketing, especially in developing countries. Proceedings of INCOMES, Vol. I entitled, Marketing System for Developing Countries’ (Izraili, Izraeli, and Messner)\(^7\) has provided background for study of agricultural marketing.


markets. Similarly Bucklin's (1970) Vertical Marketing System is also a useful study on marketing in various socio-economic regions of the world. Carol A. Smith (1976) has contributed several articles on marketing from an anthropological point of view. She has also edited a volume entitled 'Regional Analysis' which contains some articles on Agricultural Marketing. Markets and Marketing in Developing Economies (Moyer & Hollander, eds 1968) have papers related to various aspects of marketing including agricultural marketing.

The contribution of Barbara Harriss in the field of agricultural marketing is most notable. Her important works are Regulated Food Grain Markets-A Critique, Role of Punjab Markets as Growth Centers (1974), The Distribution of Agricultural Mercantile Power in Tamil Nadu (1981), Agricultural Markets and Inter-sectoral Resource Transfer (1985) etc. Her book on State and Market (1983) and working paper on How to Study Agricultural Marketing and How Not to Study it (Madras Inst of Dev. Studies) are the classical works useful for geographical study. She deals with the spatial distribution, size and structure of mandies. The author has successfully distinguished the central place hierarchies. Problems related to shape and sizes of tributary areas are discussed. A few other studies done by foreign


5 Harriss, B. (1983), State and Market, Concept, New Delhi.

6 Harriss, B. (1985), How to Study Agricultural Marketing and How Not to Study it, working paper No.7, Madras Inst. of Dev. Studies.
scholars are State Control of Marketing in Developing Countries (Bauer, 1976)¹. Marketing Agricultural Commodities in Pichincha Province, Ecuador (V. A. Smith, 1975)² Marketing of Agricultural Products in Punjab (Pakistan) (Yasin, 1976)³, Farmers and Traders in Hauseland (Clough, 1981), the Food Marketing Systems in China (Chong-Yeong, Lee 1982)⁴. All these studies highlight the system of agri-marketing and its effects on farming communities in developing countries.

However, during last decade a large number of work regarding agricultural marketing in developing countries have been done. Marketing Reforms, Market Development and Agricultural Production in China (Weersink, A. and Rozelle, S., 1997)⁵, Middlemen and Peasants in Rice Marketing in the Philippines (Hayami et al. 1999)⁶, Structural Changes in the Demand for food in Asia (Huang, J. and Bouis, H., 2001)⁷, The Role of Intermediaries in Enhancing Market Efficiency in the Ethiopian Grain Market (Gabre, 2001)⁸ deserve for


³ Yasin, G. (1976), Marketing of Agricultural Products in Punjab, Punjab Board of Economic Inequality, Lahore.


⁷ Huang, J. and Bouis, H. (2001), Structural Changes in the Demand for Food in Asia Agricultural Economics, Michigan.

special consideration in pursuing the study of agricultural marketing system in 21st century. All these studies are generally concerned with the effects of structural reforms under the World Trade Organization (W.T.O). Besides, farmers' response to the new policies adopted in developing world has also been taken into consideration.

Let us see how Indian Scholars have studied the agricultural marketing system. It is true for India that geographers' contribution in the study of agricultural market/marketing is negligible. Thus, it is a new field of geographical research. Since this field of enquiry is interdisciplinary in nature, one must consult all those studies which have been done by economists or commercialists as well.

The studies on the market efficiency in general and on the functioning of regulated markets in particular are negligible. Further, academic efforts for understanding of the role and importance of agricultural marketing in the under developed countries like India, have not been undertaken seriously in the past.

After 1930 various studies came into existence, which attracted the attention of geographers towards the study of market centres. During the forties, the trade centres of Tinnevelly district and cotton markets of Tinnevelly district, agricultural marketing in the Western United Provinces (Mathur, 1941)\(^1\) were studied by the geographers. Their contributions proved vital for the development of marketing geography.

Regarding the working of regulated markets the report of Dantwalla Committee (1950)\(^2\) to review the working of regulated


markets in the state and to suggest necessary changes in the legislation is significant. Marketing geography made a modest progress in India during fifties. The Directorate of Marketing and Inspection brought out a brochure in 1956\(^1\), to compile the marketing legislation in force in various states.

During sixties and seventies marketing geography made remarkable progress in India. Singh (1962)\(^2\) presented an excellent work on the study of rural and urban market centres in Eastern U.P. A seminar was organized on "Marketing of Agricultural Commodities" in the year (1963) by the Indian Society of Agricultural Economics. In this seminar an attempt was made to review the progress of agricultural markets in India by Mirchandani and Hiranandani\(^3\). The study conducted by V.R. Joshi on "Regulated Markets in Gujarat" (1966)\(^4\) revealed that the Market Acts in Gujarat state did not remove the obstacles in the formation of regulated markets. The studies on marketing efficiency were made by Jasdanwala (1966)\(^5\), Cummings (1967)\(^6\) and Holmes (1969)\(^7\). These studies concluded that Indian

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agricultural markets are fairly competitive and the existing market structure did not need any radical overhaul at the present stage of economy.


The Government of Andhra Pradesh conducted a seminar in 1975 to review the marketing activities in the state and also issued a brochure in which projects for the development of the markets in the state were formulated. A study made by International Crop Research Institute for Semi–Arid Tropics (1976) revealed that producer sellers were not only interested in selling the produce at higher prices, but also wanted to purchase their necessities at cheaper prices at market centres.

S.C. Mallick (1976) made a study on “Rice Marketing in Orissa” and found that agricultural marketing lacked adequate

2 Radhakrishnan, V (1971), Marketing of Cash Crops With Special Reference to Groundnut and Cotton in Khandesh, Ph D. Thesis, Univ of Bombay
3 Ramanayya, V (1972), Emerging Problems in Agricultural Marketing, Seminar on Emerging Problems on Marketing of Agricultural Commodities, Indian Society of Agricultural Economics, Bombay
5 Mallick, S C (1976), Marketing of Rice in Orissa, Ph D Thesis, Orissa University of Agricultural and Technology
transport facilities and failed to exercise sufficient influence on price control.

B.D. Kulkarni (1977)\textsuperscript{1} studied various aspects related with the management of regulated markets in Sholapur district. Subba Rao (1978)\textsuperscript{2} in his study entitled “The Examination of Economic Efficiency of Paddy Marketing System at Village Level in West Godavari District of Andhra Pradesh”, concluded that there were \textit{many imperfections in marketing of paddy at village level}. Barbara Harriss (1980)\textsuperscript{3} examined the effects of market regulation in reducing the degree of imperfections with which different markets function through time and space.

Siva Rama Prasad studied working of regulated markets in Andhra Pradesh (1982)\textsuperscript{4} by selecting six markets on sample basis. The study made an attempt to measure the operational efficiency of market in quantitative terms.

L.P.Singh (1983)\textsuperscript{5} made a study to examined how far regulated markets have been able to accomplish their objectives in India.

N.L.Agralwal (1986)\textsuperscript{6} has examine the nature and measures of spatial and temporal variations in price of foodgrains,

\textsuperscript{1} Kulkarni, B.D. (1977), \textit{Functioning of Regulated Markets in Sholapur District with Special Reference to Groundnut, and Bajra}, Ph.D. Thesis, Shivaji University


\textsuperscript{3} Harriss, B (1980), Regulated Food Grain Markets, \textit{A Critque Social Scientist}. VIII, March 8, pp. 22-31.


\textsuperscript{6} Agarwal, N.L. (1986), \textit{Agricultural Prices and Marketing in India}, Mittal Publication, Delhi.
G. Narasimha Murthy's study (1988)\(^1\) evaluates the performance of selected regulated markets in the backward region of Warangal district of Andhra Pradesh.

Jagdish Prasad (1991)\(^2\) has estimated the marketable and marketed surplus of foodgrains and examined the organization of the marketing system and impact of regulatory measures on the marketing pattern of Muzaffarpur foodgrain marketing system.

M. Upender (1990)\(^3\) estimated the acreage response of paddy as associated with the changes in prices, productivity and identified the price spread between producer's receipt and consumer's price in most important market channels of Warangal district.

Nizamuddin Khan (1991)\(^4\) has analysed agricultural marketing system through rural markets in Faizabad district of Uttar Pradesh. He studied marketable surplus of important crops, market channels, market area, hierarchy, traders and consumers behaviour in rural market.

H.M. Saxena (1992)\(^5\) has proposed the analysis of regulated market in terms of growth, organization, structural pattern, commodities, trade areas, market efficiency, role of market etc.

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Anita Arya (1993) has pointed out the working strategy of regulated market in Gujarat and analyzed the characteristics of a competitive market, market integration, market stability, cost of buying and cost of selling, market arrival etc.

Abha Lakhsmi and Shahab Fazal (1994) have discussed general conditions of the farmers of their study area and revealed that marketing facilities in the region were deplorably poor and despite of the presence of government officials, malpractices are rampant.

R.S. Dixit (2001) has studied the distribution of the regulated agricultural markets of Uttar Pradesh and analyzed the theoretical patterns of regulated agricultural markets over the space of Uttar Pradesh in terms of area, population and inhabited villages. H.M. Saxena (2003) explained the nature and characteristics of market place participants and their behavioural pattern in urban markets as well as agricultural markets.

1.8 Chapter Design

The present research work unfolds the various aspects of agricultural marketing of Araria district both in term, time and space. The whole study has been divided into six chapters.

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Chapter-1\textsuperscript{st} is an introductory chapter dealing with the statement of problem, concept of agricultural marketing, review of selected works done by foreign and Indian geographers as well as agricultural scientists. Besides, objectives, hypotheses, methodology, selection of the study area, significance of study have also been discussed.

The geographical outlook of the study area has been described in chapter-2\textsuperscript{nd}. It deals with (a) physical profile (b) demographic profile (c) agricultural economy and (d) non-agricultural economy of the study area. The study area embodies a distinct geographical personality in term of physiography, climate, natural vegetation, soil and water bodies. It is due to its location, Kosi river plays an important role in designing and re-shaping the land and people relation of the region. The economic structure of the region is dominated by agricultural and its allied activities. Jute, paddy and wheat are the important crops of the region.

The chapter-3\textsuperscript{rd} deals, with the overall view of agricultural marketing i.e. nature, scope, present situation, types of markets. Besides, it deals with present state of agricultural marketing in Bihar, cooperative marketing system, facilities and amenities in the regulated market, historical perspective of agricultural marketing as well as its status during various Five Years Plan, state intervention in agricultural marketing, private trade, cooperative marketing in Bihar. These topics give a holistic view of the past and present agricultural marketing system in Bihar and to certain extent of India to understand the exiting problems in agricultural production and its marketing.

Chapter-4\textsuperscript{th} describes the system of agricultural marketing in Araria district. Two types of trading system (a) private trading, and (b) public trading system, have been identified. Village level transactions of different agricultural commodities to the different agencies, methods of
transaction of agricultural products, market functionaries and marketing channels of different commodities have been discussed.

Chapter-5\textsuperscript{th} discusses the spatio-temporal patterns of marketed surplus in selected regulated and periodic markets of the district. This chapter has been divided into three sections. Section first is devoted to the study of the spatial patterns of marketed surplus on the basis of the size of arrival of six major commodities i.e. rice, wheat, maize, pulses, potato and onion. Section two deals with temporal patterns of marketed surplus in selected periodic and regulated markets. Seasonal patterns of marketed surplus are also discussed on the basis of average monthly transaction. Moreover, section third represents village level marketed surplus of the different marketing agencies according to size of land holding of the farmers, involved in the transactions of different agricultural commodities.

Chapter-6\textsuperscript{th} is titled as ‘spatio-temporal patterns of price structure and marketing costs’. The spatial and seasonal price behaviour of six selected crops has been analyzed. Different forms of price have been discussed like (a) wholesale purchase price (b) wholesale sale price and (c) retail price. It also includes the price structures. Each crop’s price structure is dealt with reference to three distinct period (a) post-harvest (b) intermediate period and (c) before harvest/lean period. In the last, producers’ share in consumers’ price and net price received by producers through different channels have also been discussed.

In the last, the conclusion summarises the main findings of the study and highlights its importance. However, some measures have also been suggested for the improvement of agricultural marketing system in the district.
References


