

**Agricultural marketing system in Odisha, Case study
of Bargarh and Balangir districts**

*A Dissertation Submitted to the University of Hyderabad in Partial Fulfillment
of the Requirements for the Award of*

**MASTER OF PHILOSOPHY
IN
ECONOMICS**

**By
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**UNDER THE SUPERVISION OF
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CERTIFICATE

This is to certify that **Mr. Pintu Majhi** has carried out the research embodied in the present dissertation entitled “**Agricultural marketing system in Odisha, case study of Bargarh and Balangir districts**” for the full period prescribed under M.Phil. ordinances of the University of Hyderabad.

This dissertation is an independent work and does not constitute part of any material submitted for any research degree or diploma here or elsewhere.

Dean
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Supervisor



DECLARATION

I **Pintu Majhi**, hereby declare that the research embodied in the present dissertation entitled, **“Agricultural marketing system in Odisha, Case study of Bargarh and Balangir districts”** is an original research work carried out by me under the supervision of **Prof.J Manohar Rao**, School of Economics, for the award of M.Phil. from University of Hyderabad.

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Dedicated

To My

Parents

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CONTENTS

Acknowledgement

Table of contents

List of graph

List of abbreviation

Page no.

CHAPTER 1: INTRODUCTION

1-6

1.1 Introduction

1.2 Agricultural Marketing in India

1.3 Agricultural marketing in Odisha

1.4 Significance of agricultural marketing

1.5 Statement of the problem

1.6 Objective of the study

1.7 Hypothesis

1.8 Methodology

1.9 Selection of the study area and sample technique

1.10 Limitations

1.11 Chapterisation of the study

CHAPTER 2: REVIEW OF LITERATURE

7-11

CHAPTER 3: PROFILE OF THE STUDY AREA AND SOCIO ECONOMIC

CHARACTERESTIC

12-18

3.1 Profile of the study area and Socio-economic characteristics of sample farmers

3.1.1 Profile of Odisha

3.1.2 Bargarh district

3.1.3 Balangir district

3.1.4 Profile of all selected village

3.2 Socio-economic condition of the sample farmers

3.2.1 Educational status

3.2.2 Occupation of the respondents

3.2.3 Category wise distribution of respondents

3.2.4 Size of land holding (in percentage)

3.2.5 Income classification

CHAPTER 4: DATA ANALYSIS 19-55

Agricultural marketing system in Bargarh and Balangir district problems and prospects

SACTION- A 19-44

4.1.1 Awareness of farmers about RMCs Minimum Support Price (MSP)

4.1.2 Disposal pattern

4.1.3 Factor responsible for selection of a market intermediaries or village traders

4.1.4 Factor responsible for selection of govt. market / RMCs

4.1.5 Factor responsible / Reasons for not utilizing the services at RMCs

4.1.6 Reasons for not utilizing the services at intermediaries or private traders

4.1.7 Farmers views on village marketing methods and facilities

4.1.8 Farmers views on Regulated Market methods and facilities

4.1.9 Agricultural Marketing Information System

4.1.10 No. of problems faced by farmer

4.1.11 Facilities expected by farmers in RMC yards

4.1.12 summing up

SECTION-B

45-55

4.2.1 Introduction

4.2.2 Marketing efficiency

4.2.3 Hypothesis

4.2.3 Definition of efficiency

4.2.4 Education and market efficiency

4.2.5 Caste and market efficiency:

4.2.6 Size of land holding and marketing efficiency

4.2.7 Type of land holding and marketing efficiency

4.2.8 Level of income and marketing efficiency

4.2.9 Summing up

CHAPTER 5: SUMMARY AND CONCLUSION

56-60

5.1 Introduction

5.2 Major finding of the study

5.2.1 Socio-economic characteristics

5.2.2 Disposal pattern and marketing system

5.2.3 Socio economic characteristic and marketing efficiency

5.3 Conclusion

5.4 Suggestions

LIST OF THE TABLE

Table No.	Title of the table	Page No.
Table 3.1	Geographical and population of the district	13
Table 3.2	Administrative setup	13
Table 3.3	Administrative setup	14
Table 3.4	Distribution of respondents according to educational qualification	15
Table 3.5	Distribution of respondents according to occupation	16
Table 3.6	Distribution of farmers according to caste (in percentage)	17
Table 3.7	Distribution of farmers according to their size of land holding (in percentage)	17
Table 3.8	Distribution of farmers according to their type of land holding (in percentage)	18
Table 3.9	Distribution of farmers according to their income level (in percentage)	18
Table 4.1	Nos. of farmers production and selling of produce	19
Table 4.2	Awareness of farmers on regulated market and MSP of the produce (In percentage)	20
Table 4.3	Disposal pattern of the produce (In percentage)	21
Table 4.4	Price for disposal of produce by paddy farmers and price difference of paddy	22
Table 4.5	Price for disposal of produce by groundnut farmers and price difference of groundnut	23
Table 4.6	Price for disposal of produce by cotton farmers and price difference of groundnut	23
Table 4.7	Factor responsible for selection of a market intermediaries or local private trader (in percentage)	24
Table 4.8	Factor responsible for selection of govt. market / RMCs (in percentage)	26
Table 4.9	Factor responsible / Reasons for not utilizing the services at RMCs	27
Table 4.10	Reasons for not utilizing the services at intermediaries or private traders (in percentage)	29
Table 4.11	Opinion of respondents on the available marketing methods and facilities in village market (in percentage)	30
Table 4.12	Opinion of respondents on the available marketing methods in RMCs (in percentage)	36

Table 4.13	Types of market information of the produce (in percentage)	39
Table4.14	Source of market information of the produce (in percentage)	40
Table 4.15	Education and market efficiency of paddy (in percentage)	47
Table 4.16	Education and market efficiency of Groundnut and cotton (in percentage)	47
Table 4.17	Farmers Caste and market efficiency of paddy (in percentage)	47
Table 4.18	Farmers Caste and market efficiency of paddy Groundnut and cotton (in percentage)	48
Table 4.19	Categories of farmers size land holding and marketing efficiency of paddy product (in percentage)	49
Table 4.20	Categories of farmers size land holding and marketing efficiency of groundnut and cotton product (in percentage)	50
Table 4.21	Categories of farmers type land holding and marketing efficiency of paddy product (in percentage)	51
Table 4.22	Categories of farmers type land holding and marketing efficiency of groundnut and cotton product (in percentage)	52
Table 4.23	Farmers Level of income and marketing efficiency of paddy product (in percentage)	53
Table4.24	Farmers Level of income and marketing efficiency of groundnut and cotton product (in percentage)	54

LIST OF THE FIGURE

Figure No.	Title of the figure	Page No.
Figure 4.1	Factor responsible for selection of a market intermediaries or local private trader (in percentage)	25
Figure 4.2	Factor responsible / Reasons for not utilizing the services at RMCs	27
Figure 4.3	Opinion of respondents on the available marketing methods and facilities in village market (in percentage)	31
Figure 4.4	Opinion of respondents on the available marketing methods in RMCs (in percentage)	37
Figure 4.5	Types of market information of the produce (in percentage)	39
Figure 4.6	Source of market information of the produce (in percentage)	41
Figure 4.7	Education and market efficiency of paddy (in percentage)	46
Figure 4.8	Farmers Caste and market efficiency of paddy (in percentage)	48
Figure 4.9	Categories of farmers size land holding and marketing efficiency of paddy product (in percentage)	49
Figure 4.10	Categories of farmers type land holding and marketing efficiency of paddy product (in percentage)	51
Figure 4.11	Farmers Level of income and marketing efficiency of paddy product (in percentage)	53

Agricultural marketing system in Odisha, case study of Bargarh and Balangir districts

Chapter-1

1.1 Introduction

The importance of agriculture in the economic growth of any country, rich or poor, is borne out by the reality that it is the agricultural sector of the economy which provide the basic component, necessary for the survival of human being and also provide most of the raw materials which when transformed into final products serve as basic necessities of the human race. Agriculture and allied sector is the important sources of raw materials for industries even as they generate demand for many industrial products like fertilizer, agricultural implements, pesticides, and a verity of consumer goods. However though there has been large growth and development in other sectors, the agriculture sector still continues to be mainstay of livelihood for human being. Growth of the agricultural sector is most important not only for ensure food security and reduction of poverty in subsistence/ rural areas, but also sustaining growth of the rest of the economy.

A progressive agriculture serves as an engine of economic growth. It helps in initiate and support to other sector growth & development by providing capital, foreign exchange and raw material wage good. So for the growth and development of the agriculture sector there is a need for an efficient agricultural marketing system. In Odisha many organization, institution and policy implemented for the agricultural sector but now also state suffer from ineffective marketing system.

1.2 Agricultural Marketing in India

India is an agricultural country and one third population depends on the agricultural sector indirectly or directly. As per 2018 agriculture sector employed 50 percent of the Indian workforce and contributed 17-18 percent to country's GDP. In India, there are many central government organizations, who are involved in agricultural marketing like, Food Corporation of India, Cotton Corporation of India, Commission of Agricultural Costs and Prices, Jute Corporation of India, etc.

Most of the agricultural plants in India are sold by using farmers in the private merchants to moneylenders (to whom the farmers may be indebted) or to village traders. Products are offered in various ways. For example, it would possibly be offered at a village market in the farmer's village or in a nearest village. If these stores are not available, then produce might be offered at irregularly held markets in a close by village.

1.3 Agricultural marketing in Odisha

¹Agricultural marketing system in Odisha is different from the other state that means functioning of the markets in these states is different from each other. Odisha State Agricultural Marketing Board (OSAMB) is the head of Agricultural Marketing Institution in the Odisha state responsible for creation marketing infrastructure and for exercise regulation and control over the performance of RMCs of the state. The existing agricultural marketing system is disgustingly inefficient one, where farmers do not have access to regulated market for disposal of their produce and resort either to sale of their produce to village traders at very badly low prices. Consumers also have to pay higher prices for the commodities they purchase.

1.4 Significance of agricultural marketing

In study of agriculture, agricultural production is the important factor, However , an overall increase in agricultural productivity, production are not the only factors required to sustain the pace of growth and development. Agricultural marketing also have most significant role on agricultural production. In other word a well organized marketing system takes agriculture to a progressive and prosperous position. An efficient agricultural marketing innovates and motivates the agricultural productivity and production with the motto of selling agricultural product.

An efficient agricultural marketing system is an efficient way by which the farmers can dispose their produce at a fair and remunerative price. In the case of agricultural product marketing imply services involved in moving an agricultural product from the producer/farmers to the consumer. It includes transport, processing, grading, storage, packaging, harvesting, distribution, advertising etc.

¹ Astudy on agricultural marketing system in Odisha

1.5 Statement of the problem

I belong to a farmer family; I have an experience about farming, problem of farming and problem of farmers etc. I am aware about existing agricultural marketing system in village level, so my observation on agricultural marketing system is inefficient marketing system in village level. Non-availability of marketable surplus has retarded the development of the marketing system in this district. There are many factor like inadequate rain fall, traditional method of cultivation, exploitation by intermediaries and many other factors which are responsible for the less marketable and marketed surplus.

There are not many studies on agricultural marketing have been done in these districts. As such there is lack of information regarding marketing of agricultural products, the disposal practices, problems of marketing etc. at the grass root level. Agricultural marketing system of selected village is inefficient because of certain major reason like farmers have not been getting reasonable price of their produce, farmers were not directly connected with govt. market / RMCs etc.

So the question arises:

1. What is the existing marketing system prevailing in the selected village of Bargarh and Balangir district?
2. What are the factors responsible for the selection of intermediaries/ village traders and regulated market/ govt. market for the disposal of their produce?
3. What are the factors responsible for the not selection of regulated market / govt. market and village traders for the disposal of their produce?
4. What are the opinions of the farmers on existing marketing methods/ facilities?
5. What are the type and source of agricultural marketing information in village level?
6. What are the factors responsible for the agricultural marketing efficiency?

The present study provides a systematic approach to the Identification of actual marketing problems in rural agricultural marketing and also suggests suitable ways and means to plan for an effective and an efficient system of marketing.

1.6 Objective of the study

1. To study the status of existing agricultural marketing system in selected district.
2. To evaluate the opinions of the farmers on the existing marketing facilities and method in the study areas.
3. To analyses the factors that influences the marketing efficiency.
4. To identify the problems and prospects of agricultural marketing of the produce.

1.7 Hypothesis

1. Most of the farmers sold their product at less than minimum support price (MSP).
2. Majority numbers of farmers preferred to sell their produce to village trader and some of the paddy farmers preferred to sell at RMCs.
3. Short distance to the market, easy methods of marketing system, immediate payment, advance taken money, poor quality of product are the major factor which is responsible for the selection of intermediaries/village traders for disposal of the three crops.
4. Right prices, Short distance to the market are the major factor which is responsible for the selection of market yards for disposal of paddy product.
5. Difficulties created by the official of RMCs, complex method of marketing system, late payment, lose of time are the major factor which is responsible for not selection of market yards for disposal of paddy and cotton product. Non availability of the market is the major factor which is responsible for not selection of market yards for disposal of cotton and groundnut product.
6. The main reason for not utilizing the service at private traders is received better price over village trader price.
7. All the marketing method and facilities provided in village market was satisfied by farmers except price paid for the paddy, groundnut. Cotton was dissatisfied.
8. The unorganised institutions will be more active than the organised Institutions in providing marketing information.
9. The agricultural marketing efficiency is dependent of the factors like education, caste, size of land holding, income of the farmers etc.

1.8 Methodology

Primary data has collected for the fulfilling of the objective of the study and information and concept on agricultural marketing system has collected from OASMB, NIAM etc.

Field visits were made to different markets for discussion with stakeholders

- RMC Baragarh
- RMC Bolangir
- Grindolmal village market
- Telipukhapani village market
- Dangbahal village market
- Cooperative society

Field survey method and personal interview were adopted for the collection of data required for the present study. The data was collected from the selected marketing societies and from the selected farmers. Stakeholders like farmers, village traders were contacted by me and my friends to identify the problems being faced by stakeholders (mainly farmers) have been discussed. Primary information was collected through farmer's discussion in each selected village of the two districts by organizing stakeholders meet.

1.9 Selection of the study area and sample technique

At the first Phase two District of Odisha state namely Bargarh and Balangir have been chosen on the basis of purposive sampling technique.

In the second stage two villages from each district have been selected using purposive sampling technique. The names of the villages that are producing paddy groundnut and cotton are Grindolmal and Telipukhapani of Bargarh district and Dangbahal and Fatamunda of Balangir district.

In all 100 respondents comprising 25 from each of the selected village of Bargarh and Balangir district have been interviewed by adopting purposive sampling technique.

The word ‘universe would imply all categories of farmers in both the district of odisha . Our sample consists of 100 respondents drawn from all categories of farmers viz. Marginal farmers. Small Farmers, Large Farmers, Medium Farmers. Marginal farmers are those who possess less than 2.5 acres of land followed by small farmers with 2.5 to 5 acres, medium farmers with 5 to 10 acres and large farmers with above 10 acres of land.

1.10 Limitations

1. The study is confined to only four villages of the two districts.
2. The selection of despondence restricted to 100 due to economic constraint.
3. The duration of the study was confined to a limited period-kharif seasons of 2018.
4. Some of the selected farmers were hesitant to furnish the information like their income and expenditure etc.
5. The study problem discussed and conclusion arrived at may not be relevant to other area.

1.11 Chapterisation of the study

Chapter -1 The first chapter refers to introduction that has been adopted for the present study. It also covers the significant of agricultural marketing, statement of the problem, objective, hypothesis, methodology and limitation.

Chapter-2 The second chapter deals with the review of literature.

Chapter-3 The third chapter deals with the profile of the study area and economic profile of the farmers in selected village of both Bargarh and Balngir district.

Chapter-4 The fifth chapter deals with the disposal pattern, problems of marketing and the opinions of the respondents in regard to marketing facilities. In addition, the factors that influence marketing efficiency have also been examined.

Chapter-5 The sixth chapter deals with major finding, conclusion and suggestion of the study.

Chapter-2

Review of literature

Shakeel-Ul-Rehman , M. Selvaraj , M. Syed Ibrahim (2012) This article brings that in Indian agriculture many development programme and scheme has been made for agricultural marketing. But that is not efficient because there are many obstacles in agricultural marketing which produce inadequate access to the agricultural marketing information, low level literacy among the farmers etc. Many programme and scheme has been done for development of agricultural marketing, but still farmer facing a lot of problem. So there is an eminent need for efficient agricultural marketing.

Ramesh chand has analised in his study that India is suffering from inefficiency. a disconnect between the prices paid by the final consumer and the price received by the farmers/producer, poor infrastructure, policy distortions, fragmented marketing channel. Urgent reforms are needed to address this inadequate inefficiency and check the excesses of middleman.

A. Vadivelu and B.R. Kiran(2013) This article studies, There is need for effective A.M.I.S for increasing marketing success for every one there are different sources of marketing information but dissemination and utilization of market information is not effective and adequate.

Veer Sain, K.K. Kundu and V.P. Mehta (2017) this article says that about 85% of farmer in BHAWANI Dist. expressed that agricultural market information is not available in required form and there is non-availability of real market information. Farmers have also faced complexity on accessibility aspects (73.3%).

Lakshmidhar hatia nad debashish panda (2015) has explained in awareness on price in village market, arrival in village market and price in reference market characterize as rank1, rank2, rank 3. This paper is estimation of latakia market price dynamic and verity then use of regression and ordinary least square method and agricultural marketing is for citrus price forecasting in latakia market.

Gaustavjeet dagar (2015) explained this paper looks into the many types of AMIS prevalent and attempts to provide a broad prospective of agricultural marketing information system. Increase

production and productivity; reduce marketing cost timely delivery of product can manage by an efficient M.I.S for making of healthy market. The main cause of agricultural marketing information system (MIS) is to support in marketing efforts of entrepreneurs and farmers and marketing decision making.

D.r Gauravbicsa and vijaya vyas in his study they find that

(1) The creation of adequate infrastructural facilities in liberalized and market driven economy environment is necessary particularly in rural area for mobilizing economics disparities between rural urban areas.

2) Growth of production of agricultural product depends mostly on the growth of productivity of land and availability of modern technologies. Infrastructure development is necessary supply of modern inputs and facilities for market clearance.

3) Creation of infrastructure leads to decrease in the migration of people from rural to urban and marketing cost.

D.r G. Karthikeyan(2016) This paper focuses to know the problem faced by the agricultural farmer in the marketing of agricultural produce and to offer suitable suggestion to defeat the problem faced by the Indian farmers at the time of marketing their produced good. If the farmers and government work together the problem of marketing of agriculture produce can be solved.

Rabinarayan panda (2017) revealed in his paper that, because of the distress sale of the paddy how farmers are affected, which is leading to farmer's suicide. There is positive relationship between distress sale and farmer's movement and distress sale and farmer suicide.

Subarao (1979) found that the market price of paddy is greater than the procurement of paddy and production cost is higher than the procurement price of paddy.

R.V. Ramesh found that there is production and marketing problem of cotton at tirupur district. There is significant relationship between level of educational qualification and quality of cotton supply, size of land holding and quality of cotton supplied, distance of market yards and quantity of cotton supplied, experience in cultivation and quality of cotton supplied. Majority of the

respondents are opined that intermediaries arranging storage facility and loss of weight problem facing by respondents while storing their cotton.

A study on marketing problem on paddy and bengal gram farmers with special reference to kurnal dist. Of Andhra Pradesh, State that majority of the farmers were facing problems while marketing of paddy and Bengal gram, major marketing problem is storage facilities. There is significant relationship between efficient APMC and marketing problem faced by farmer. That means inverse relationship between efficient APMC and problem faced by farmer.

Ramjilal choudhiry, D.S.Rathore and Amod Sharma revealed that the farmers were not fully aware of a number of the components of groundnut production improved technology. To increase their production levels, there is a need to increase adoption of recommended technology like use of HYV, fertilizer, plant protection and other technology given by the universities for increasing the groundnut production.

The study of **Dharm Narain (1950)** exposed that the marketed surplus as a percentage of the value of the produce decline up to 10-15 acres size group and it gradually increased afterwards.

A study conducted by **Misrab and Sinha S.P. (1961)** reveals that "the majority number of the small families had no marketable surplus of food grains while more than 50 per cent of very large families had some marketable surplus of grains.

Nagarathanam (1985) revealed that a number of primary farmers cannot afford to come to the govt. market yard for selling their product. This economic disability arises out of the fact that the existing volume of mutual credit is highly inadequate to meet the financial needs of the farmers. Thus they choice to forced sales in the village local private traders and to the agencies from which they borrow loans and advances.

Varadarajan (1991) asserted that the vital question of communication and finance remain the major constraints for developing markets. He further added that little attention has been paid to the two major inputs - financial assistance and proper road linkage. He made a suggestion to set up a bank for agricultural marketing to finance agricultural marketing products under the state Markets Act. He stressed the need for an improved agricultural marketing system with adequate and appropriate infrastructural and credit facilities.

The studies of **Dantwala, Kulkarni , Subba Rao, Babara Haris and Narasimha Murthy (1984)** revealed that lack of organization among the cultivators, widespread malpractices in the markets, inadequate storage facilities, ill equipped transport facilities, defective marketing methods, presence of middlemen, unregulated markets, unreasonable market price, absence of grading and standardization etc. are some of the hindrances that damage the interests of both producers and consumers.

Sadhu Saran Prasad (1994) found that in Bihar the place rural financial system is mostly dominated by way of the small and marginal farmers, agricultural advertising and marketing system is inefficient and insufficient in the case of small farmers in spite of that this team contributes considerably to the marketable surplus.

Sunil Kumar (1994) has revealed that the regulation of markets has not shown considerable impact on agricultural marketing pattern and cost of marketing and profit margins. To get better the position it is imperative that agricultural product marketing problems of small farmers should be given the highest precedence and efforts should be taken up to for adequate market infrastructural facilities.

Ramkishan (2004) In his study argue that because of inadequate processing and storage facilities of the agricultural produce, the farmers/ producer is deprived of a good price for his produce during the peak agricultural marketing season while the consumer unnecessarily pay a higher price during lean season.

A study conducted by **Mallick (1987)** on Paddy revealed that in four middleman farmers receive 66.5 percent and two middle man farmers receive 71.11 percent of the consumer rupee. The mean share of farmers on an average comes to 67.81 % of consumers' price in private / village markets.

Study conducted by **Panigrahi (2008)** majority numbers of farmers sold their produce to the village traders, procurement agencies middleman etc. the village trader giving lower price of their produce.

It is clear that effectiveness of agricultural marketing facilities, services such as training, market intelligence, research and advisory services etc. are vital for acceleration of growth and development of marketing channels of agricultural product. The effectiveness of marketing largely depends on system of agricultural marketing.

There is also a tendency among the economists to feel that the present marketing systems should be improved through better marketing methods, better storage and transportation facilities, training and education of agent, speedy and correct market intelligence services, and sound coordinated of institutional arrangements. Direct government intervention in the market systems operation would be the last resort to depend on, if it effectively induces the continuously increased volume of agricultural flows from the producer to the consumer.

The above review gives a bird's eye view of the significance of agricultural marketing, the problems and prospects of agricultural marketing, the research findings of different studies on Agricultural Marketing etc.

Chapter-3

3.1 Profile of the study area and Socio-economic characteristics of sample farmers

This chapter gives a brief account of the profiles of Odisha state, Bargarh and Balangir district together with the profiles of sample villages namely Grindolmal, Telipukhapani and Dangbahal, Fatamunda. It also deals with the socio-economic traits of the sample farmers.

3.1.1 Profile of Odisha

The Odisha state is situated on the eastern part of India along the Bay of Bengal. It is bounded by Andhra Pradesh in the North West and Madhya Pradesh in the South, West Bengal in the North and Chhattisgarh on the West. It extends over 1.5 lakh sq.km and is home to 36 million people, the state is separated into 30 districts for administrative reasons. Local language is Odia in the east and Sambalpuri in the west. One third of the area is forests. It has a geographical area of 1, 55, 707 sq. km, 61.80 lacs hectare is cultivated land and 54 percent of cultivated land is irrigated.

3.1.2 Bargarh district

The Bargarh district is coming under (ACZ) Agro-Climatic zone- Western Central Table Land and is separated into five (AES) Agro Ecological Situations. 1367mm is the average annual rainfall in the district. But the rainfall is not well distributed. The unreliable distributions of rainfall very often hamper the Kharif crop production particularly in Bhatli, Ambabdhona Blocks and Padmapur Sub-division of Bargarh Sub-division. Bargarh is 48 kms from the Asia's large Hydroelectric Project, Hirakud. Paddy harvesting plays a most important role in the economic condition of Bargarh District. The irrigated blocks of Bargarh district i.e. Bargarh, Barpali, Attabira & Bheden are producing huge food (Paddy crop twice in a year) on behalf of the Nation. Bargarh district is broadly known as the rice Bowl of India for its abundant rice production.

3.1.3 Balangir district

Balangir is mainly an agrarian district with more than 70% of the population dependant on agriculture for their livelihood. Cotton cultivation is another important bough of agriculture which has huge popularity in Balangir. Other than that of paddy, till, mustard etc which are also produced in the district. Most of the areas follow a single cropping pattern. Many poor migrate to cities like Hyderabad, Raipur to work there as "Dadan Sramik".

Table 3.1 Geographical and population of the district

Name	Bargarh district	Balangir district
Geographical area	5837 sq.km	6575 sq.km
Area under forest	4.61	1543 sq.km (23.48%)
Total Population 2011 census	1,481,255	1648997
Male	50.58 %	50.34 %
Female	49.42 %	49.66 %
Rural	89.87 %	88.03 %
Urban	10.13 %	11.97 %
Schedule caste	20.17 %	17.88 %
Schedule tribe	18.98 %	21.05 %
Literacy	66.42 %	56.23 %

Source: 2011 census**Table 3.2 Administrative setup**

Name	Bargarh district	Balangir district
No. of Sub-Divisions :	02	03
No. of Tehsils :	12	14
No. of Municipalities :	01	02
No. of N.A.Cs :	03	03
No. of Blocks:	12	14
No. of Police Stations	14	18
No. of Gram Panchayats	248	285
No. of Villages	1207	1783

Source: government of odisha Bargarh and Balangir district

Table 3.3 Administrative setup

Name	Bargarh district	Balangir district
Geographical Area :	5,837.00 sq.km	658200 ha
Cultivated area	3,48,747	345475 ha
Paddy area	1,99,750	
Irrigated area (kharif)	1, 53,920 (44%)	102171 (10.9%)
Irrigated area (rabi)	95,640 (27%)	34144 (4.6%)
Non-irrigated area	2, 03,233 (58%)	80%
Farm families (in nos.)	1,94,827	249561
Small farmers	73,819 (36%)	50990
Marginal farmers	73,819 (36%)	177870
Big farmer s	53,092 (26%)	20701
Agricultural Labourers (nos.)	2,47,022	
Average annual rainfall	1367mm	1289.8 mm
Major crop produce	Paddy ,groundnut	Cotton , paddy

Source: government of odisha Bargarh and Balangir district

3.1.4 Profile of all selected village

Grindolmal : Grindolmal is a Village in Gaisilet Tehsil , Bargarh district and Odisha State. The whole populace of grindolmal and quantity of houses are 543and 155 Female Population is 49.9%. Village literacy price is 55.2 percentages and the Female Literacy fee is 24.7percent. Grindolmal Village Gram Panchayath title is Jamutpali. Grindolmal is 6 km distance from Sub District HeadQuarter Gaisilet and it is 70 km distance from District HeadQuarter Bargarh. Nearest Statutory Town is Padmapur in 26 km Distance. Grindolmal Total vicinity is 112.89 hectares.Paddy,cotton and groundnut is agriculture commodities develop in this village.

Telipukhapani: Telipukhapani village is located in Gaisilet Tehsil of Bargarh district in Odisha, India. As per 2009 stats, Talpali is the gram panchayat of Telipukhapani village.The total geographical area of village is 343 hectares. Telipukhapani has a total population of 550 peoples. There are about 135 houses in Telipukhapani village.paddy and groundnut agricultural commodity grow in this village.

Fatamunda: Fatamunda is a Village in Patnagarh Tehsil in Balangir District of Odisha State, India. It is situated 39 KM towards North from District head quarters Balangir. Fatamunda Local Language is sambalpuri. Fatamunda Village Total population is 701 and number of houses are 181. Female Population is 46.6 percent. Village literacy rate is 69.0% and the Female Literacy rate is 29.4 percent.

Dangbahal: Dangbahal is a Village in Patnagarh Tehsil in Balangir District of Odisha State, India. It is located 39 KM towards west from District head quarters Balangir. Dangbahal Local Language is Oriya. Dangbahal Village Total population is 1466 and number of houses are 379. Female Population is 50.4 percent. Village literacy rate is 56.3 percent and the Female Literacy rate is 23.4 percent.

3.2 Socio-economic condition of the sample farmers

3.2.1 Educational status

Educational status of farmers has a bearing on farm efficiency and productivity. Farm modernization and mechanization of agriculture are associated with educational levels. Educational status of farmers has a bearing on farm efficiency and productivity. Farm modernisation and mechanization of agriculture are linked with educational levels. There is trend among the economists to think that agricultural output can be increased by improving the educational condition of the farmers.

Table 3.4 Distribution of respondents according to educational qualification

Serial no.	Education status of respondents	No. of respondents
1	Below metric	73
2	Metric	19
3	Graduate	7
4	Post graduate	1

Source: field survey

Table 3.4 gives the information about the educational status of the sample respondents. Out of 100 sample respondents, 73 percent of the farmers coming under below metric followed by 19 percent of the farmer's qualification are metric and 7 farmers are graduate and 1 is post graduate. Most of the farmers coming under below metric that means educational status of this selected village are very low and which will effect to efficiency of the agricultural marketing. The table gives us an impression that illiteracy among the farmers comes in the way of marketing the agricultural produce. The illiterate farming community is prone for economic exploitation. In other words farm efficiency and productivity are high in case of farmers with higher levels of education.

3.2.2 Occupation of the respondents

In Odisha most of the people depends on agriculture and this selected village also describe that all the respondents are agricultural farmers.

Table 3.5 Distribution of respondents according to occupation

Serial no.	Occupation	No. of respondents
1	Main (agriculture)	100
2	Secondary	12

Source: field survey

Out of 100 respondents, the main occupation of 100percent of farmers is agriculture and both main &secondary occupation cover 12 percent of the farmer. These farmers are mutually exclusive in occupation. All the sample farmers depends open agriculture for their livelihood.

3.2.3 Category wise distribution of respondents

The caste-wise distribution of the respondents in the study areas of both bargarh and balangir is presented in table 3.2.The total population has been broadly classified in to four groups viz. Forward, Backward, scheduled Caste and Scheduled Tribes.

Table 3.6 Distribution of farmers according to caste (in percentage)

Serial no.	Category of res.	No. Of respondents
1	SC/ST	20
2	OBC	73
3	General	7

Source: field survey

It is evident from the table that (out of 100 total Respondents), 20 percent respondents belonged to S.C. and S.T category. While majority (73percent) of the respondents is backward class and 7 percent are general or forward class.

3.2.4 Size of land holding (in percentage)

Small and marginal holding plays a major role in rise in agricultural growth and poverty elevation. Marginal and small holders face challenges market volatility and vulnerability etc.

Table 3.7 Distribution of farmers according to their size of land holding (in percentage)

Serial no.	Size of land holding	N0.of respondents
1	Marginal holding	16
2	Small holding	33
3	Semi medium holding	40
4	Medium holding	8
5	Large holding	3

Source: field survey

It is revealed from the table, out of 100 farmers surveyed, 16 percent of farmers belong to the marginal size of land holders which is followed by small holders 33 percent and 40 percent by semi medium land holders. Only around 3 percent of farmers were large holders and 8 percent are medium holding.

Table 3.8 Distribution of farmers according to their type of land holding (in percentage)

Serial no.	Type of land holding of respondents	No. of respondents
1	Own land	58
2	Leased land	7
3	Own and leased land	35
4	Others	0

Source: field survey

Out of the 100 respondents, 58 percent of the farmers have their own land while only 7 percent of the farmers have leased land and 35 percent farmers have their both leased and own land. Majority of the farmers have their own land both own and lease land.

3.2.5 Income classification

All farmer of the selected villages are depends open agriculture. The dependency is very high of farmers on agriculture for their livelihood. The main source of income of the farmers is agriculture. Income level is very low in selected village.

Table 3.9 Distribution of farmers according to their income level (in percentage)

Serial no.	Annual household income of the farmer	No. of respondents
1	Below 50 thousand	44
2	Below 1.5 lakh	43
3	1.5 to 3 lakh	9
4	3 to 5 lakh	3
5	Above 5 lakh	1

Source: field survey

Out of 100 farmers surveyed 44 percent of the farmer's incomes were below 50 thousand followed by 43 percent of the farmers income were 1.5 lakh. Majority of the farmer's income were below 50 thousand and 1.5 lakh. Only 9 percent of the farmer's income was belonging to 1.5 to 3 lakh and 3 percent of farmer income is 3 to 5 lakh while 1 percent of farmer's income is above 5 lakh. Majority number of farmer's income has below 50 thousand and below 1.5 lakh and less numbers of farmers have between 1.5 to 3 lakh 3.5 to 5 lakh and above 5 lakh

Chapter-4

Data analysis

Agricultural marketing system in Bargarh and Balangir district problems and prospects

SACTION- A of The chapter makes an attempt to study the disposal pattern of paddy, groundnut, cotton product, and the views of respondents on existing marketing facilities / method and the problems encountered by sample farmers in marketing their agricultural products.

SACTION-B examines the factors that influence the marketing efficiency of farmers.

SACTION – A

The development of agricultural marketing is necessary to modernise agriculture sector. The development of agricultural marketing assumes to be most importance in the context of agricultural development. In other words, an efficient agricultural marketing system is required for the growth and prosperity of agricultural sector. However the growth of agricultural marketing has been inefficient due to certain obstacles. There is necessary to identify the actual problem agricultural marketing system for the development of agricultural sector. The under developed rural markets are bound to arrest the pace of agricultural development in particular and the rate of growth of the agricultural economy in general. That's why we have to know the existing marketing system/ method in village level.

Table 4.1 Nos. of farmers production and selling of produce

Serial no.	Production and Selling of agri. Product	No. of farmer
1	Paddy	83
2	Groundnut	40
3	Cotton	65

Source: field survey

The sample farmers of Bargarh and Balangir district mainly producing and selling paddy, groundnut and cotton product. Farmers are not mutually exclusive in production and selling of paddy, Groundnut and cotton. Out of 100 sample farmers 83 farmers produced paddy, 40 farmers produced groundnut and 65 farmers produced cotton.

4.1.1 Awareness of farmers about RMCs Minimum Support Price (MSP):

The survey collected information on awareness of the agricultural farmers on paddy, groundnut and cotton product - specific procurement prices declared by Government viz. Minimum Support Price (MSP), Fair and remunerative price etc.

Table 4.2 Awareness of farmers on regulated market and MSP of the produce (In percentage)

Crop	Aware of regulated market / govt. market	Aware of MSP of your produce	MSP of the produce in the year 2017-2018
Paddy	100	65.06	1500
Groundnut	0	0	4450
Cotton	87.69	36.92	4320

Source: field survey

Out of 83 paddy farmers 100 percent of the farmers were aware about regulated market for paddy and 65.06 percent of farmers were aware about MSP of paddy product. Out of the 40 groundnut farmers no one was aware about RMCs and MSP of the groundnut product. Out of the 65 cotton farmers 87.69 percent of farmers were aware about regulated market and 36.92 percent were about MSP of cotton product.

4.1.2 Disposal pattern

Most of the agricultural products do not pass directly from the producer to the final consumer. A commodity may be bought and sold several times before it reaches to the consumer. The commodities pass through chain of buyers and sellers or middlemen.

For the identification of the problem in agricultural marketing system we should know the prevailing marketing system in village level. To excess the present marketing system, various

channels, and intermediaries through which farmer dispose of their produce were analyzed. There are two market prevailing in selected village level i.e. private market (village market) and government market/ RMCs.

Table 4.3 Disposal pattern of the produce (In percentage)

Crop	Local private /village trader	Mandi/govt market	Processors	Input dealers	Others
Paddy	85.54	14.45	0	0	0
Groundnut	100	0	0	0	0
Cotton	100	0	0	0	0

Source: field survey

Regulated market and village / local market are two types existing market where farmers sold their produce. Most of the farmers were aware about the MSP of paddy and cotton product after that also they preferred to sold at village itself at a lower prices.

Paddy: It can be noticed from the table that out of 83 respondents who had grown paddy, 85.54 per cent of them (71 persons) sold their paddy in their village traders (private trader) while only 14.45 percent of the farmers were sold their produce to in regulated market. The farmers could not get a higher price for paddy since they are caught in the vicious circle of middlemen. However some of the big and medium farmers sold their paddy in regulated market. But the marginal and small farmers, who could not bear high transport costs, preferred marketing their products in village itself.

Groundnut: It is evident from table that groundnut was marketed in the village itself. Out of 40 respondents who had grown groundnut product, 100 percent of them (40) sold their groundnut to village trader While 0 (zero) percent of the farmers marketed their groundnut in the regulated market, Because of non availability of Regulated market for groundnut.

Cotton: There has been a tendency among the farmers to grow Cotton since it would fetch them higher dividends. The cotton was mostly marketed (65 farmers) in the village itself. Out of 65 cotton farmers 100 percent of the farmers were sold their cotton to village trader. No one of the cotton farmer marketed their cotton in regulated market.

It can be concluded from the above table that, most of the farmers were sold their produce to village trader because of certain major obstacle. Why the farmers were sold their product to village trader at an unreasonable price and why the farmers not preferred to sold their product in RMCs is the important concept for the identification of the problem of existing marketing system in the selected village.

Table 4.4 Price for disposal of produce by paddy farmers and price difference of paddy

Farmers Selling price/village trader purchasing price/quintal	price difference =MSP – farmers selling price	No./percentage of farmers
1000	550	3.61 (3)
1050	500	0
1100	450	7.22 (6)
1150	400	1.2 (1)
1200	350	36.14 (30)
1250	300	13.25 (11)
1300	250	10.84 (9)
1350	200	2.4 (2)
1400	150	6.02 (5)
1450	100	3.61 (3)
1500	50	1.2 (1)
1550	0	14.45 (12)

Source: field survey

Most of the farmers were aware about the MSP of paddy after that also they preferred to sell in village itself. It has been observed from the above table that village farmers sold their produce at lower price which is less then minimum support price (MSP). Majority number of farmers (36.14 percent) sold their produce at 1200 rupees, where the MSP was 1550 in regulated market and the price difference is 350 which is less them MSP.13.25 percent of farmers were sold at price difference of 300, 10.84 percent of farmers were sold at price difference of 250 and only 14.45 percent of farmers were sold in regulated market at 1550 rupees which is MSP.

So in the village private market farmers were exploited by the middleman that's why the market efficiency is affected. There is inverse relationship between traders' profit margin and agricultural market efficiency. In other words when profit margin is increasing market efficiency will decrease and vice versa. So that farmers are not rewarded by efficient price of the produce.

Table 4.5 Price for disposal of produce by groundnut farmers and price difference of groundnut

Farmers Selling price/village trader purchasing price	Price difference=MSP – farmers selling price	No./percentage of farmers
3000	1450	7.5 (3)
3500	950	8.43 (7)
4000	450	67.5 (27)
4350	100	7.5 (3)

Source: field survey

The MSP of groundnut in 2017-2018 was 4450 but farmers were not sold at minimum support price because of some major constraint. They were sold their produce at a lower prices / unreasonable prices to village traders. Out of 40 groundnut farmers 67.5 percent of farmers were sold their produce at 4000 rupees with price difference of 450 rupees which is loss for the farmers. Only 7.5 percent of the farmers were sold their produce at less price difference of 100 rupees.

Table 4.6 Price for disposal of produce by cotton farmers and price difference of groundnut

Farmers Selling price or village trader purchasing price/ quintile	Price difference=MSP – farmers selling price	No./percentage of farmers
3900	420	21.53 (14)
4000	320	10.76 (7)
4100	220	40 (26)
4200	120	12.3 (8)
4300	20	15.38 (10)

Source: field survey

Most of the farmers were aware about the MSP of cotton after that also they preferred to sold in village itself at a lower price. 21.53 percent of cotton farmers were sold their product at 3900 rupees, where the MSP in 2017- 18 was 4320 rupees , with price difference of 420 rupees. Majority numbers of farmers sold at 4100 with price difference of 220 and only 115.38 percent of farmers sold at less price difference of 20 rupees.

4.1.3 Factor responsible for selection of a market intermediaries or village traders

The margin (profit) of the farmers depends on their cost of farming incurred and selling price of that product. Further selling price depends on many factors such as time; place, intermediary, quality, quantity etc. are few of the most important factors. It has been observed that the farmers prefer a local village traders or an intermediary due to constraint they face.

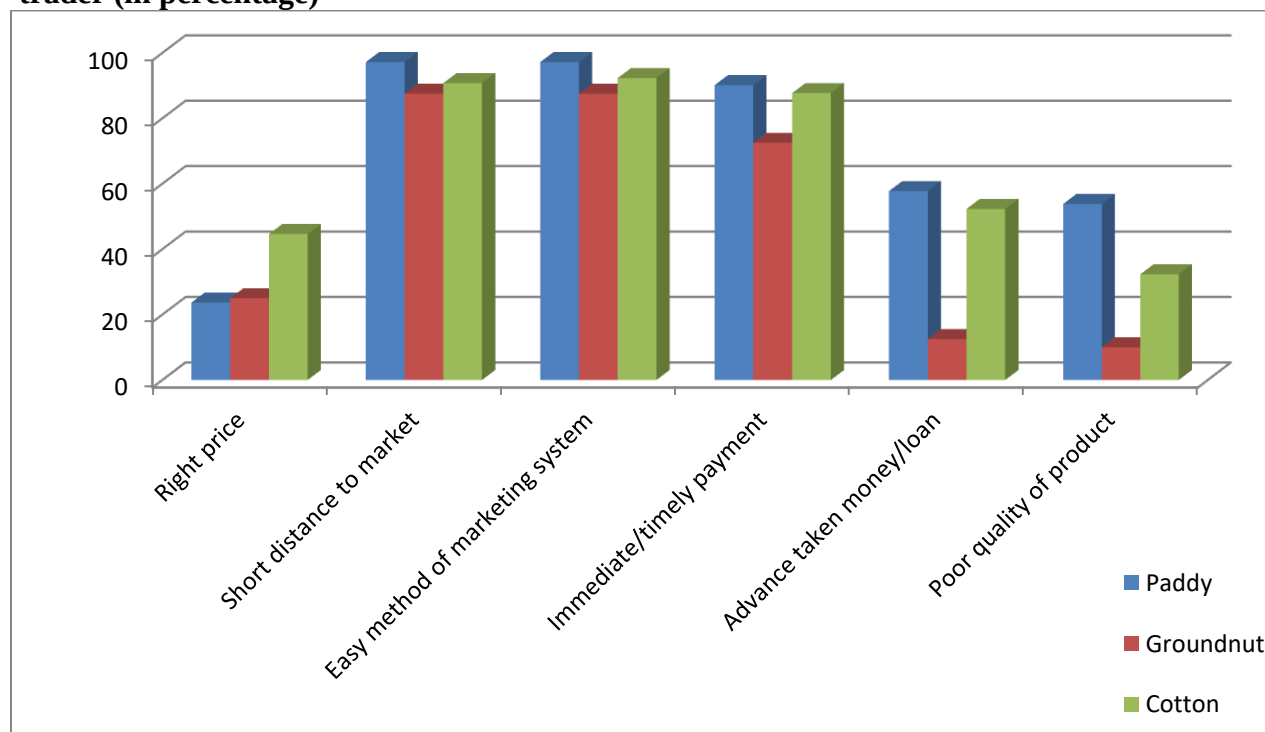
The market where the farmers sold their product is very short distance or in some of the cases the village trader taking their produce from his house, they don't need to go anywhere for sell of their produce. The village traders gave facilities regarding marketing of agricultural produce, farmers don't want to face all the method of complex marketing system which is prevailing in the RMCs. Farmers sold their product directly to village trader and got their payment immediately. Most of the farmers have taken loan from village a trader that's why they sold their produce to village traders.

Table 4.7 Factor responsible for selection of a market intermediaries or local private trader (in percentage)

crop	Right price	Short distance to market	Easy method of marketing system	Immediate/timely payment	Advance taken money/loan	Poor quality of product
Paddy	23.66	97.18	97.18	90.14	57.74	53.84
Groundnut	25	87.5	87.5	72.5	12.5	10
Cotton	44.61	90.76	92.30	87.69	52.30	32.30

Source: field survey

Figure 4.1 Factor responsible for selection of a market intermediaries or local private trader (in percentage)



Source: field survey

As depicted in the above table and graph that the farmers prefer middleman mainly due to the constraints they face. How many percentages of farmers were sold their product to village traders because of certain major factor has been analyzed in this above table.

Paddy: It has been observed from the table, the major reasons behind selection of local private trader/ intermediary's platform are the Right price (endorsed by only 23.66% farmers), Short distance to market (endorsed by 97.18% farmers), Easy method of marketing system (endorsed by 97.18% farmers), Immediate/timely payment (endorsed by 90.14% farmers), Advance taken money/loan (endorsed by 57.74% farmers), Poor quality of product (endorsed by 53.84% farmers).

Groundnut: As depicted in the above table, the major reasons behind selection of local private trader/ intermediary's platform are the Right price (endorsed by only 25% farmers), Short distance to market (endorsed by 87.5% farmers), Easy method of marketing system (endorsed by 87.5%

farmers), Immediate/timely payment (endorsed by 72.5% farmers), Advance taken money/loan (endorsed by 12.5% farmers), Poor quality of product (endorsed by 10% farmers).

Cotton: As depicted in the above table, the major reasons behind selection of local private trader/ intermediary's platform are the Right price (endorsed by only 44.61% farmers), Short distance to market (endorsed by 90.76% farmers), Easy method of marketing system (endorsed by 92.30% farmers), Immediate/timely payment (endorsed by 87.69% farmers), Advance taken money/loan (endorsed by 52.30% farmers), Poor quality of product (endorsed by 32.30% farmers).

The major factors responsible for selection of intermediaries are short distance to the market, easy methods of marketing system, immediate payment, and advance taken money and poor quality of product but right price is a factor which is less responsible for the selection of intermediaries for disposal of all these three crops. In other word private traders gave market facilities at the cost of unreasonable price or lower price of the produce. What the price is given to the farmers of their produce was unreasonable price.

4.1.4 Factor responsible for selection of govt. market / RMCs

In most of the cases it has been observed that farmer's selection of sale their agri. Produce in RMCs. there are some important reason for selection of RMCs.

Table 4.8 Factor responsible for selection of govt. market / RMCs (in percentage)

crop	Right price	Short distance to market	Easy method of marketing system	Immediate/timely payment	Advance taken money/loan	Poor quality of product
Paddy	91.66	63.63	16.66	41.66	41.66	0

Source: field survey

As depicted in the above table, the major reasons behind selection of govt.market/ RMCs platform are the Right price (endorsed by 91.66% farmers), Short distance to market (endorsed by 63.63% farmers), Easy method of marketing system (endorsed by 16.66% farmers), Immediate/timely payment (endorsed by 41.66% farmers), Advance taken money/loan (endorsed by 41.66% farmers),

Poor quality of product (endorsed by 0% farmers). Majority percent of farmers prefer RMCs because of right price given by the RMCs.

Right prices, Short distance to the market are the major factor which is responsible for the selection of market yards for disposal of paddy product where as easy method of method of marketing system , immediate payment, poor quality of product are the factors which are less responsible for selection of RMCs for the disposal of paddy.

4.1.5 Factor responsible / Reasons for not utilizing the services at RMCs

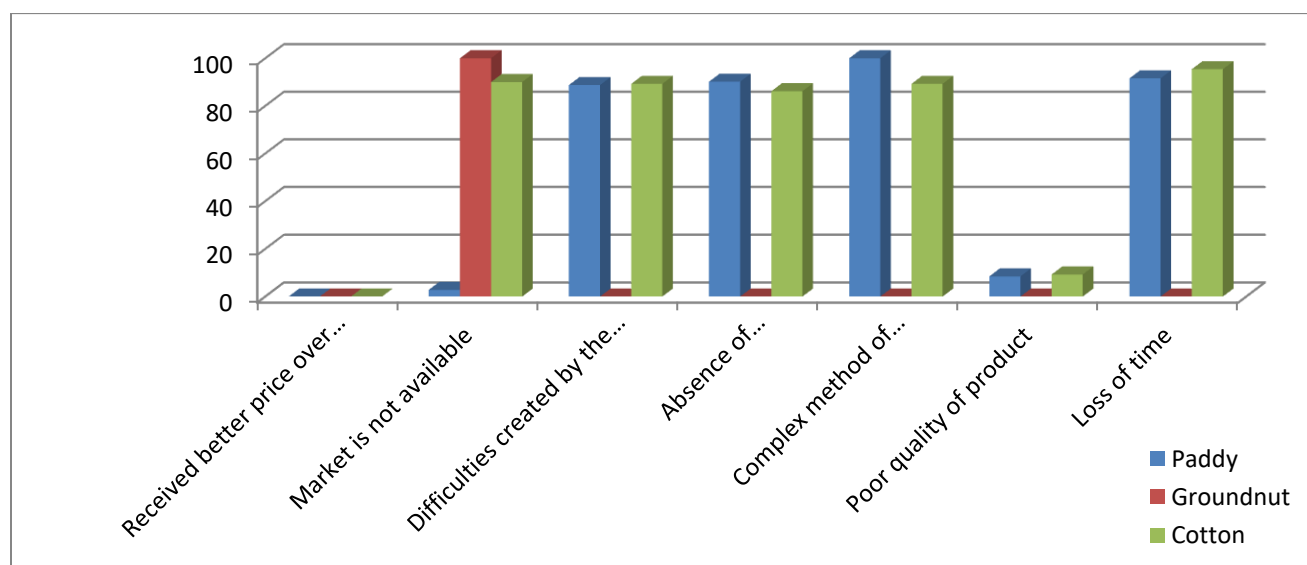
In most of the cases farmers are not utilize the services at RMCs. The following table analyses the why the farmers are not utilizing services at RMCs.

Table 5.9 Factor responsible / Reasons for not utilizing the services at RMCs

Crop	Received better price over MSP	Market is not available	Difficulties created by the official of RM	Absence of immediate/timely payment	Complex method of marketing system	Poor quality of product	Loss of time
Paddy	0	2.81	88.73	90.14	100	8.45	91.54
Groundnut	0	100	0	0	0	0	0
Cotton	0	90	89.23	86.15	89.23	9.23	95.38

Source: field survey

Figure 4.2 Factor responsible / Reasons for not utilizing the services at RMCs



Source: field survey

Paddy: The above table shows that, major reasons behind not utilizing RMC platform are the Received better price over MSP(endorsed by 0% farmers), Market is not available(endorsed by 2.81% farmers), Difficulties created by the official of RM(endorsed by 88.73% farmers), Absence of immediate/timely payment(endorsed by 90.14% farmers), Complex method of marketing system (endorsed by 100% farmers), Poor quality of product (endorsed by 8.45% farmers), Loss of time(endorsed by 91.54 farmers). Majority of the farmers were not utilizing RMCs because of Difficulties created by the official of RM, Absence of immediate/timely payment, Complex method of marketing system and Loss of time.

Groundnut: The above table shows that, the major reasons behind not utilizing RMC platform are the Received better price over MSP(endorsed by 0% farmers), Market is not available(endorsed by 100% farmers), Difficulties created by the official of RM(endorsed by 0% farmers), Absence of immediate/timely payment(endorsed by 0% farmers), Complex method of marketing system (endorsed by 0% farmers), Poor quality of product(endorsed by 0% farmers), Loss of time(endorsed by 0% farmers). Most of the farmers were not aware about the market of groundnut.

Cotton: The above table shows that, the major reasons behind not utilizing RMC platform are the Received better price over MSP(endorsed by 0 % farmers), Market is not available(endorsed by 90% farmers), Difficulties created by the official of RM(endorsed by 89.23% farmers), Absence of immediate/timely payment(endorsed by 86.15% farmers), Complex method of marketing system (endorsed by 89.23% farmers), Poor quality of product(endorsed by 9.23% farmers), Loss of time(endorsed by 95.38% farmers). Majority of the farmers were not utilizing RMCs because of Difficulties created by the official of RM, Absence of immediate/timely payment, Complex method of marketing system and Loss of time. Cotton market is not available nearby village of the farmers, that's why they are not preferred to village trader.

The agricultural marketing system is efficient in case of efficiency in price or reasonable price, only for that reason few farmers preferred to sold his produce at RMCs. Complex method of marketing system, Difficulties created by the official of RM, loss of time, late payment, high transaction cost are the main reason for not utilizing service at RMCs. Non availability of market for cotton and groundnut nearby village is most important reason for not utilizing service of RMCs.

4.1.6 Reasons for not utilizing the services at intermediaries or private traders

In some of the cases farmers are not utilize the services at village market. The following table analyses the why the farmers are not utilizing services of village trader.

Table 4.10 Reasons for not utilizing the services at intermediaries or private traders (in percentage)

Crop	Received better price over trader price	Market is not available	Difficulties created by the trader	Absence of immediate/timely payment	Complex method of marketing system	Poor quality of product	Loss of time
Paddy	83.33	0	8.33	8.33	0	0	0

Source: field survey

The above table revealed that, the major reasons behind not utilizing intermediaries/ private trader platform are the Received better price over trader price (endorsed by 83.33% farmers), Market is not available (endorsed by 0% farmers), Difficulties created by the trader (endorsed by 8.33% farmers), Absence of immediate/timely payment (endorsed by 8.33% farmers), Complex method of marketing system, Poor quality of product & Loss of time (endorsed by 0% farmers).

The private trader is giving unreasonable price for the produce. The main reason for not utilizing the service at private traders is received better price over village trader price where as Complex method of marketing system, Difficulties created by the official of RM, loss of time, late payment factors are less responsible not utilizing the service at private traders.

4.1.7 Farmers views on village marketing methods and facilities

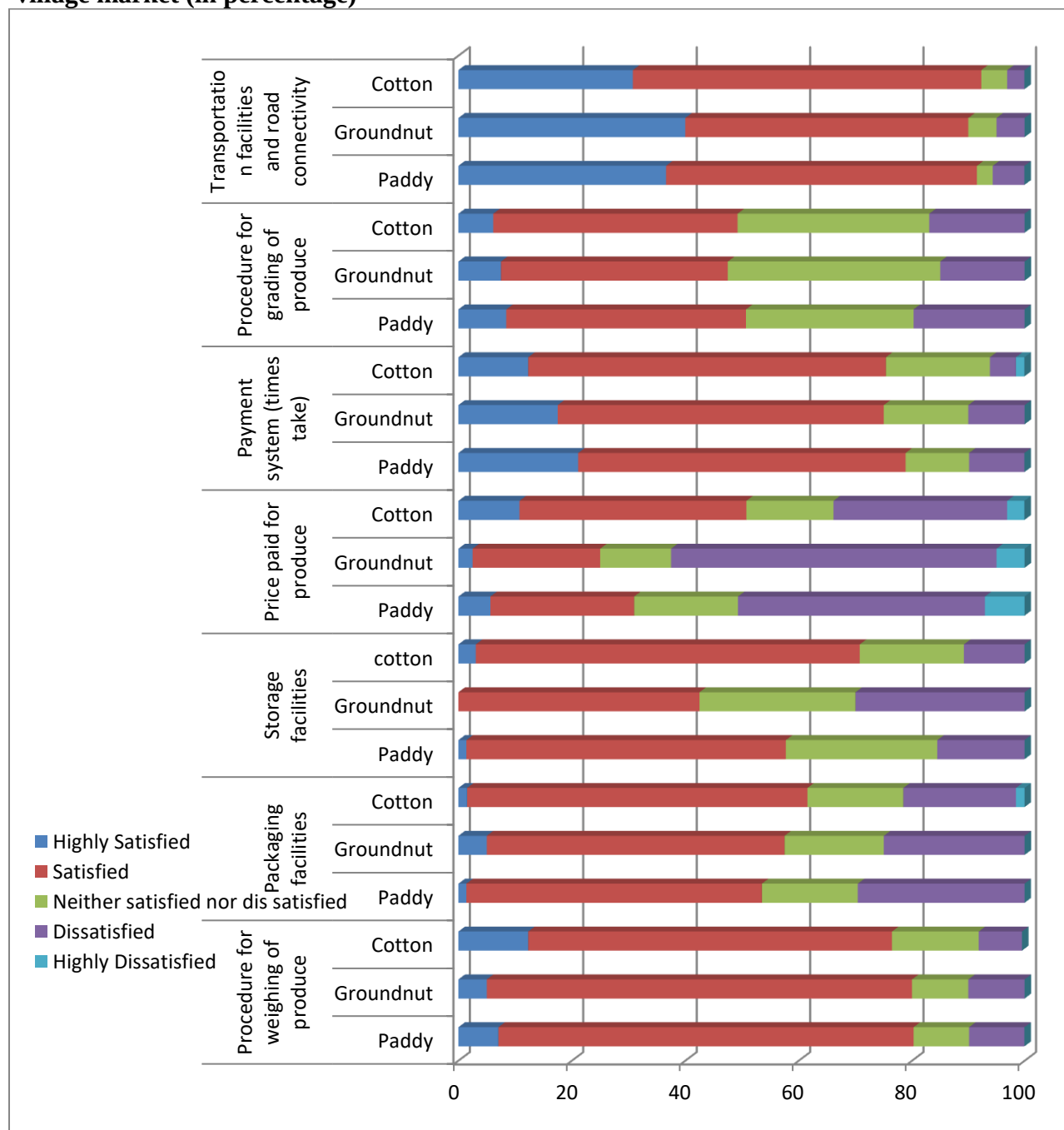
The present study makes an assessment of the views of the respondents on the prevailing marketing methods in their areas. An attempt has been made to elicit information on various aspects such as grading of the products, weights and measurement, method of bidding and timings, market deductions, mode of payments, methods of sale procedures etc.

Table 4.11 Opinion of respondents on the available marketing methods and facilities in village market (in percentage)

Particular	Crop	Highly Satisfied	Satisfied	Neither satisfied nor dis satisfied	Dissatisfied	Highly Dissatisfied	Total percentage
Procedure for weighing of produce	Paddy	7.04	73.23	9.85	9.85	0	100
	Groundnut	5	75	10	10	0	100
	Cotton	12.30	64.16	15.38	7.69	0	100
Packaging facilities	Paddy	1.40	52.11	16.90	29.57	0	100
	Groundnut	5	52.5	17.5	25	0	100
	Cotton	1.53	60	16.92	20	1.53	100
Storage facilities	Paddy	1.40	56.33	26.76	15.49	0	100
	Groundnut	0	42.5	27.5	30	0	100
	Cotton	3.07	67.69	18.46	10.76	0	100
Price paid for produce	Paddy	5.63	25.35	18.30	43.66	7.04	100
	Groundnut	2.5	22.5	12.5	57.5	5	100
	Cotton	10.76	40	15.38	30.76	3.07	100
Payment system (times take)	Paddy	21.12	57.74	11.26	9.85	0	100
	Groundnut	17.5	57.5	15	10	0	100
	Cotton	12.30	63.07	18.46	4.61	1.53	100
Procedure for grading of produce	Paddy	8.45	42.25	29.57	19.71	0	100
	Groundnut	7.5	40	37.5	15	0	100
	Cotton	6.15	43.07	33.84	16.92	0	100
Transportation facilities and road connectivity	Paddy	36.61	54.92	2.81	5.63	0	100
	Groundnut	40	50	5	5	0	100
	Cotton	30.76	61.53	4.61	3.07	0	100

Source: field survey

Figure 4.3 Opinion of respondents on the available marketing methods and facilities in village market (in percentage)



Source: field survey

Procedure for weighing of produce: The prevailing methods of weights and measurements were scientific. The private traders cannot cheat the farmers because of scientific weightment and the knowledge of the farmers on weighing of produce. The private trader's don't deduct the produce while they are weighing of produce instead of that the private trader charging lower price.

Paddy: Because of right measurement of weight of produce majority number of farmers (73.23) were satisfied, 9.85 percent of farmers were neither satisfied / nor dissatisfied, 9.85 percent of farmers were dissatisfied and only 7.04 percent of farmers were highly satisfied.

Groundnut: In case of groundnut majority number of farmers (75 percent) were satisfied, 10 percent of farmers were neither satisfied / nor dissatisfied, 10 percent of farmers were dissatisfied and only 5 percent of farmers were highly satisfied.

Cotton: In case of cotton majority number of farmers (64.16 percent) were satisfied, 15.38 percent of farmers were neither satisfied / nor dissatisfied, 7.69 percent of farmers were dissatisfied and only 12.30 percent of farmers were highly satisfied.

Packaging facilities: What the instrument material is given by the farmers for packaging of agricultural produce have good condition because they don't want to waste the produce while the private trader is going to sell again their produce in other place where the price is high.

Paddy: In case of paddy majority number of farmers (52.11 percent) were satisfied, 16.90 percent of farmers were neither satisfied / nor dissatisfied, 29.57 percent of farmers were dissatisfied and only 1.40 percent of farmers were highly satisfied.

Groundnut: In case of groundnut majority number of farmers (52.5 percent) were satisfied, 17.5 percent of farmers were neither satisfied / nor dissatisfied, 25 percent of farmers were dissatisfied and only 5 percent of farmers were highly satisfied.

Cotton: In case of cotton majority number of farmers (60 percent) were satisfied, 16.92 percent of farmers were neither satisfied / nor dissatisfied, 20 percent of farmers were dissatisfied and only 1.53 percent of farmers were highly satisfied.

Storage facilities: The storage facilities in village market was satisfactory for the farmers because the farmers no need to move anywhere for storage of the produce ,the traders itself taking their

produce from farmers house or destination and the traders purchase their product at lower price and store their product in a safety place.

Paddy: The table reveals that majority number of farmers (56.33 percent) satisfied, 26.76 percent of farmers were neither satisfied / nor dissatisfied, 15.49 percent of farmers were dissatisfied and only 1.40 percent of farmers were highly satisfied.

Groundnut: in case of cotton majority number of farmers (42.5 percent) satisfied, 27.5 percent of farmers were neither satisfied / nor dissatisfied, 30 percent of farmers were dissatisfied and only 0 percent of farmers were highly satisfied.

Cotton: in case of cotton majority number of farmers (67.69 percent) satisfied, 18.46 percent of farmers were neither satisfied / nor dissatisfied, 10.76 percent of farmers were dissatisfied and only 3.07 percent of farmers were highly satisfied.

A farmer in Bargarh and Balangir district does not get the proper value of his produce due to lack of storage facilities. He normally disposes of his goods either during or immediately after harvest. Due to this, it is usually found that there is abundant availability of agricultural produce just after the harvest. The private trader provides storage facilities by condition that the farmers will dispose their agricultural product to village traders. This makes the private trader capable of lowering the prices to an unreasonable level.

Price paid for produce: The village trader provide most of the facilities in marketing of agricultural product at the cost of charging lower price of the produce. Most of the farmers were not satisfied, what the price was given by the traders.

Paddy: Because of unreasonable price the majority of the farmers (43.66percent) were dissatisfied, 18.30 percent of farmers were neither satisfied / nor dissatisfied, 25.35 percent of farmers were satisfied; only 5.36 percent of farmers were highly satisfied and 7.4 percent of farmers were highly dissatisfied. Majority numbers of farmers were dissatisfied on price paid for the produce.

Groundnut: Because of unreasonable price the majority of the farmers (57.5 percent) were dissatisfied, 12.5 percent of farmers were neither satisfied / nor dissatisfied, 22.5 percent of farmers were satisfied, only 2.5 percent of farmers were highly satisfied and 5 percent of farmers were highly dissatisfied. Majority numbers of farmers were dissatisfied on price paid for the produce

Cotton: In case of cotton majority number of farmers (40 percent) were satisfied, 15.38 percent of farmers were neither satisfied / nor dissatisfied, 30.76 percent of farmers were dissatisfied and only 10.76 percent of farmers were highly satisfied and 3.7 percent of farmers were highly dissatisfied. Majority numbers of farmers were dissatisfied on price paid for the produce

Payment system (times take): village traders provide payment in time. Because of immediate payment system most of the farmers sold their product to village traders.

Paddy: It was found (Table 5.9) that 57.74 per cent of the respondents were satisfied with the prevailing mode of payment, 11.26 percent of farmers were neither satisfied / nor dissatisfied, 9.85 percent of farmers were dissatisfied and only 21.12 percent of farmers were highly satisfied.

Groundnut: It was found (Table 5.9) that 57.5 per cent of the respondents were satisfied with the prevailing mode of payment, 15 percent of farmers were neither satisfied / nor dissatisfied, 10 percent of farmers were dissatisfied and only 17.5 percent of farmers were highly satisfied.

Cotton: in case of cotton 63.07 per cent of the respondents were satisfied with the prevailing mode of payment, 18.46 percent of farmers were neither satisfied / nor dissatisfied, 4.61 percent of farmers were dissatisfied and only 12.30 percent of farmers were highly satisfied.

It shows that the farmers were unorganized and hence their bargaining power was considered to be very low.

Procedure for grading of produce: In case of paddy the private trader treated as equal price to all qualities of paddy. But in case of groundnut and cotton different qualities of product treated as different price.

Paddy: In case of paddy It was found that 42.25 per cent of the respondents were satisfied with the prevailing mode of payment, 29.57 percent of farmers were neither satisfied / nor dissatisfied, 19.71 percent of farmers were dissatisfied and only 8.45 percent of farmers were highly satisfied.

Groundnut: in case of groundnut It was found that 40 per cent of the respondents were satisfied with the prevailing mode of payment, 37.5 percent of farmers were neither satisfied / nor dissatisfied, 15 percent of farmers were dissatisfied and only 7.5 percent of farmers were highly satisfied.

Cotton: in case of cotton It was found that 43.07 per cent of the respondents were satisfied with the prevailing mode of payment, 33.84 percent of farmers were neither satisfied / nor dissatisfied, 16.92 percent of farmers were dissatisfied and only 6.15 percent of farmers were highly satisfied.

In other parts of the country various standards for grading has been adopted. In Odisha, the farmers are not aware of the importance of grading of their produce. They therefore adopted their own standards for grading their products and because of this they could not get best possible rate for such items. It is therefore important that the state Government be intervened to supervise the grading activity of our farm products.

Transportation facilities/road connectivity:

Adequate and efficient transportation is corner stone of present marketing system the condition of which is already stated. In selected village, only one system of transport is available for marketing of our agricultural products, namely, road transport as the village region. As a consequence of it the transportation cost goes high which in turn creates a problem for the farmers as well as the ultimate buyers. Addition of cost of transportation to the product ultimately increases the selling price and at the same time creating less profits to the growers. That's why the rural farmers are sold their produce at village market.

Paddy: In case of paddy It was found that 54.92 per cent of the respondents were satisfied with the prevailing mode of transportation, 2.8 percent of farmers were neither satisfied / nor dissatisfied, 5.63 percent of farmers were dissatisfied and 36.61 percent of farmers were highly satisfied.

Groundnut: : In case of groundnut It was found that 50 per cent of the respondents were satisfied with the prevailing mode of transportation, 5 percent of farmers were neither satisfied / nor dissatisfied, 5 percent of farmers were dissatisfied and 40 percent of farmers were highly satisfied.

cotton: in case of cotton It was found that 61.53 per cent of the respondents were satisfied with the prevailing mode of transportation, 4.61 percent of farmers were neither satisfied / nor dissatisfied, 3.07 percent of farmers were dissatisfied and 30.76 percent of farmers were highly satisfied.

It has been observed from the above table that majority numbers of farmers were satisfied and less numbers of farmers were dissatisfied on Procedure for weighing of produce, packaging facilities,

storage facilities, Payment system (times take), Procedure for grading of produce, Transportation facilities and road connectivity of the produce in village market level but Majority number farmers were dissatisfied on price paid for the produce. So the village market is less efficient in providing the reasonable price of his produce.

4.1.8 Farmers views on Regulated Market methods and facilities

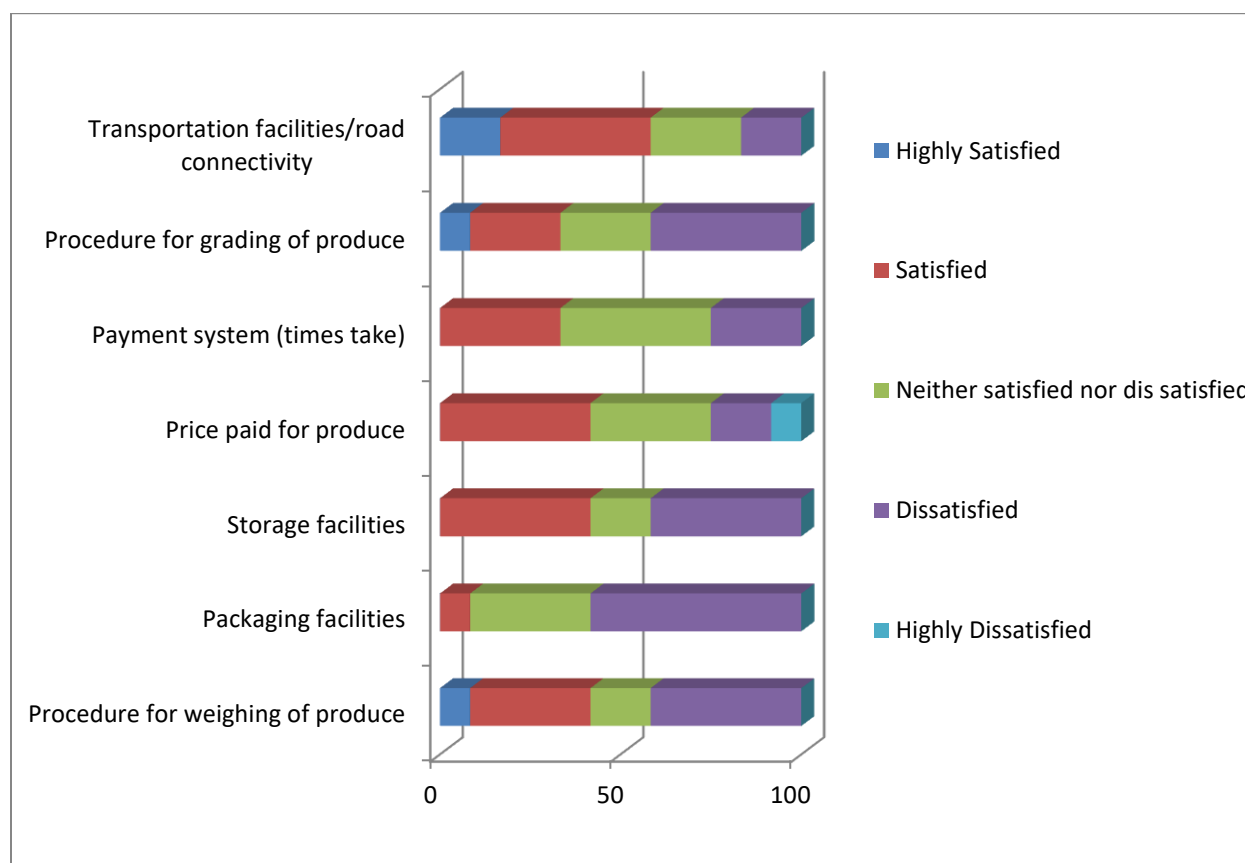
The present study examines the opinion of the respondents on the existing marketing facilities/ methods in the market yard.

Table 4.12 Opinion of respondents on the available marketing methods in RMCs (in percentage)

Particular	Crop	Highly Satisfied	Satisfied	Neither satisfied nor dissatisfied	Dissatisfied	Highly Dissatisfied	Total percentage
Procedure for weighing of produce	paddy	8.33	33.33	16.66	41.66	0	100
Packaging facilities	paddy	0	8.33	33.33	58.33	0	100
Storage facilities	Paddy	0	41.66	16.66	41.66	0	100
Price paid for produce	Paddy	0	41.66	33.33	16.66	8.33	100
Payment system (times take)	Paddy	0	33.33	41.66	25	0	100
Procedure for grading of produce	Paddy	8.33	25	25	41.66	0	100
Transportation facilities/road connectivity	Paddy	16.66	41.66	25	16.66	0	100

Source: field survey

Figure 4.4 Opinion of respondents on the available marketing methods in RMCs (in percentage)



Source: field survey

Procedure of weighing of produce: The data on the prevailing (Table 5.12) weights and measurements in the market yard indicate that 8.33 percent farmers were highly satisfied, 33.33 farmers were satisfied, 16.66 percent neither satisfied nor dissatisfied and majority numbers of farmers were dissatisfied and less numbers of farmers were satisfied. These farmers were dissatisfied because of deduction of paddy when they were sold their produce market yards.

Packaging facilities: The table reveals that 58.33 percent of the farmers were not satisfied, 33.33 percent of farmers neither satisfied/nor dissatisfied, and only 8.33 percent of farmers were satisfied with available methods of packaging facilities of the products in the market yards. The degree of dissatisfaction was more among the respondents (58.33) of selected district. Absence of good method packaging facilities of the produce hampered the interests of farming farmer community.

Storage facilities: Table elicits that 41.66 per cent of the respondents expressed that storage facilities were satisfied and dissatisfied and only 16.66 percent of farmers expressed that storage facilities were neither satisfied nor dissatisfied.

Price paid for produce: Our analysis reveals that 41.66 per cent of the respondents were satisfied, 8.33 percent of farmers were highly dissatisfied, only 16.66 farmers were dissatisfied, 33.33 percent neither satisfied nor dissatisfied and majority numbers of farmers were dissatisfied.

It is observed from the above analysis that price policy has a significant role in accelerating agricultural growth. A sound agricultural price policy can do a lot in correcting the distortion in the marketing structure. A comprehensive agricultural price policy should strike a balance between the needs of farmer for remunerative prices and the supply of food grains to consumers at reasonable prices.

Payment system (times take): According to farmers the regulated market payment system is in late procedure and farmers need immediate money so they sold their product to village trader. That's why 25 percent of farmer was dissatisfied and 33.33 percent of farmers were satisfied and majority of the farmers i.e. 41.66 percent of farmers were neither satisfied nor dissatisfied.

Procedure for grading of produce: Farmer's point of view if the paddy quality is little bit less, than the office people of RMCS deduct the quantity from actual quantity. That's why most of the farmers do not want to go for market yards and sell their produce to village traders. 41.66 percent farmers were dissatisfied, 25 percent farmers were satisfied and neither satisfied and nor dissatisfied and only 8.33 percent were highly satisfied in prevailing grading method.

Transportation facilities/road connectivity: Majority number of farmers (41.66) were satisfied, 25 percent of farmers neither satisfied / not dissatisfied and only 16.66 percent of farmers both dissatisfied and highly satisfied in prevailing transportation facilities.

It has been observed from the above table that majority numbers of farmers were dissatisfied on Procedure for weighing of produce, packaging facilities, storage facilities, Payment system (times take), Procedure for grading of produce of the produce in village market level but the Majority of the farmers satisfied with transportation facilities and road connectivity and price paid for produce.

The agricultural marketing system is inefficient because farmers are not satisfied on the existing system of agricultural marketing. They sold their product at RMCs only because of higher price.

4.1.9 Agricultural Marketing Information System

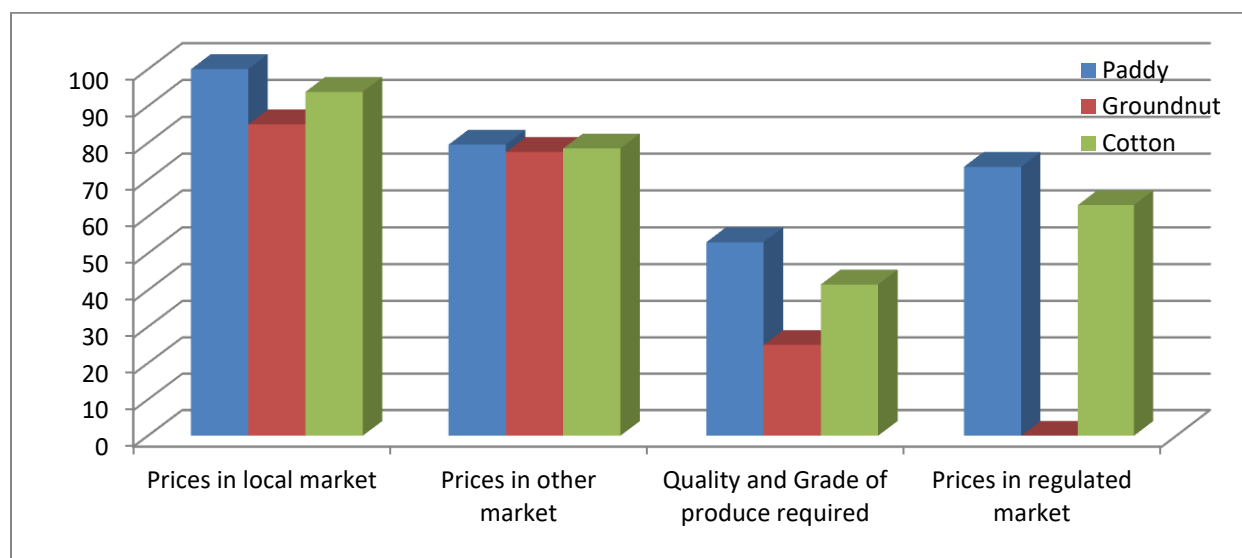
Market information & intelligence: Agricultural Market information is most for the making decision regarding production, product marketing. The RMCs, as per provisions of OAPM Rules, 1958 and RMC Bye-Laws, are supposed to provide agricultural market information to the farmers. Market committees provide information through notice board of the RMC at main market yard only and few RMCs are uploading price information in AGMARKNET also.

Table 4.13 Types of market information of the produce (in percentage)

Types of market information	Paddy	Groundnut	Cotton
Prices in local market	100	85	93.84
Prices in other market	79.51	77.5	78.46
Quality and Grade of produce required	53.01	25	41.53
Prices in regulated market	73.49	0	63.07

Source: field survey

Figure 4.5 Types of market information of the produce (in percentage)



Source: field survey

This table showed the type of market information of the produce at the village level on arrival information indicated that, in case of paddy 100 percent of farmers aware about information on price in local market, 79.51 percent on price in other market, 53.01 percent on quality and grade of produce required and 73.49 percent on prices in regulated market. Most of the farmers have been getting information on all above this type market information.

Groundnut: In case of groundnut majority numbers of farmers were getting information on price in local market (85 percent) and price in other market (77.5 percent). Less number of farmers was getting information on quality and grade of produce required and price in regulated market i.e. 25 and 0 percent.

Cotton: Most of the cotton farmers have been getting information on all type of information such as 93.84 percent on price in local market, 78.46 percent price in other market, 41.53 percent quality and grade of produce required and 63.07 price in regulated market.

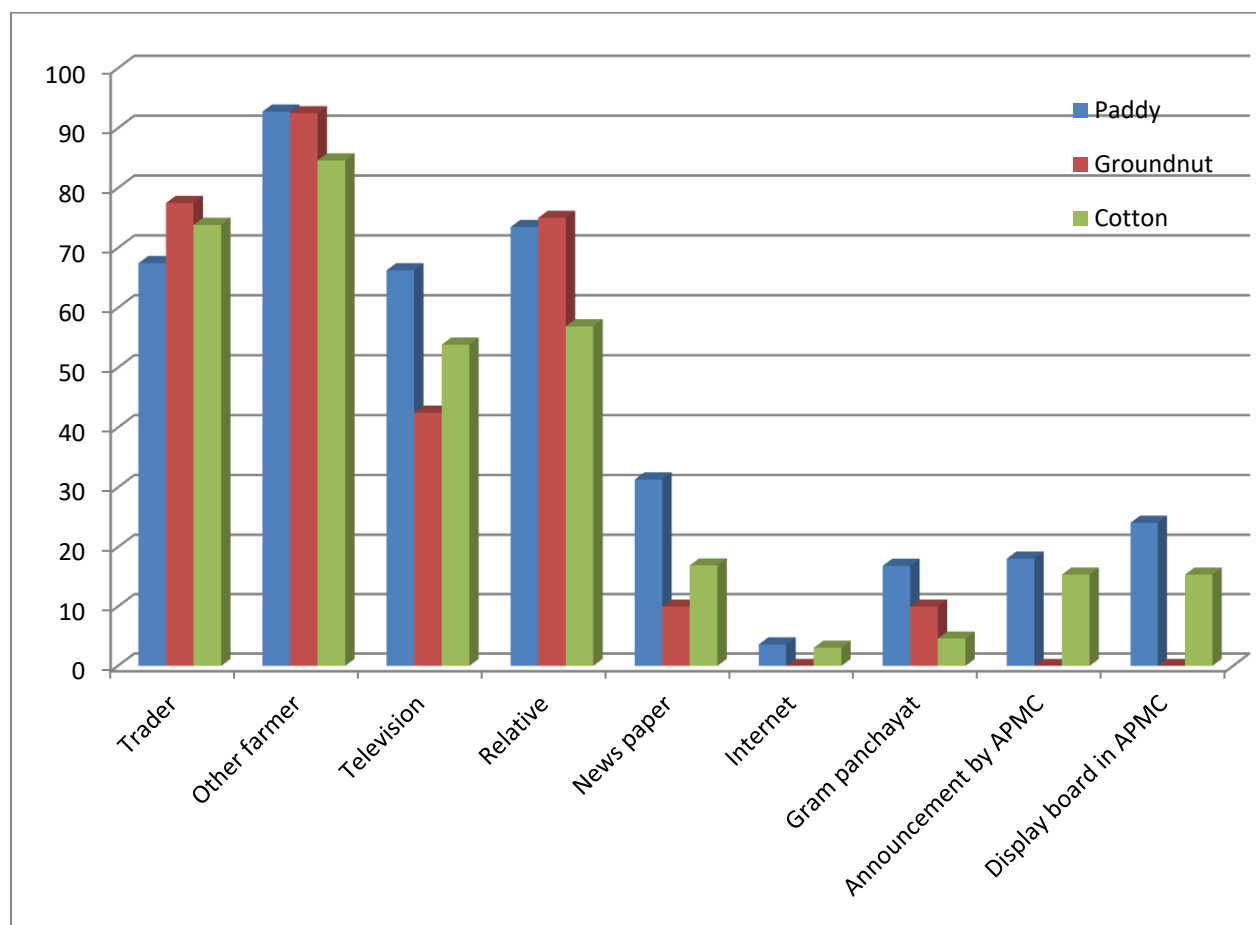
By conclude that majority of farmers have got more information on price in local market and price in other market and price in regulated market. But the question is where they were getting information on agricultural marketing is most important.

Table 4.14 Source of market information of the produce (in percentage)

Source of market information	Paddy	Groundnut	Cotton
Trader	67.46	77.5	73.84
Other farmer	92.77	92.5	84.61
Television	66.26	42.5	53.84
Relative	73.49	75	56.92
News paper	31.32	10	16.92
Internet	3.61	0	3.07
Gram panchayat	16.86	10	4.61
Announcement by APMC/RMCs	18.07	0	15.38
Display board in APMC/RMCs	24.09	0	15.38

Source: field survey

Figure 4.6 Source of market information of the produce (in percentage)



Source: field survey

Paddy: This table showed that the sources of market information at village level on arrival information indicated that majority of farmers source of market information were 67.46 percent from village traders, 92.77 percent from other farmers, 66.26 percent from television, 73.49 percent from relative and less numbers farmers source of market information from news paper, internet, gram panchayat, announcement by APMC display board of RMCs i.e. (31.32, 3.61, 16.86, 18.07, 24.09 percent)

Groundnut: In case of groundnut the sources of market information at village level on arrival information indicated that majority of farmers source of market information were 77.5 percent from village traders, 92.5 percent from other farmers, 42.5 percent from television, 75 percent from relative and less numbers farmers source of market information from news paper, internet, gram panchayat, announcement by APMC display board of RMCs i.e. (10, 0, 10, 0, 0 percent).

Cotton: In case of cotton the sources of market information at village level on arrival information indicated that majority of farmers source of market information were 73.84 percent from village traders, 84.61 percent from other farmers, 53.84 percent from television, 56.92 percent from relative and less numbers farmers source of market information from news paper, internet, gram panchayat, announcement by APMC display board of RMCs i.e. (16.92, 3.07, 4.61, 15.38, 15.38 percent).

Unorganized institution (village traders, farmers, relative etc) is more active than organized institution (APMC, RMCs, gram panchayat) in providing agricultural market information in village level. Most of the farmers were got market information from unorganized institution.

4.1.10 No. of problems faced by farmer

1. Higher dependence on village traders for credit requirements and hence to sell the produce to these agents a lower prices.
2. Groundnut and cotton market is not available nearby village.
3. Farmers are force to sell the produce at an unreasonable price.
4. Non availability of proper packaging material.
5. No access to market information.
6. Inadequate storage facilities in RMCs.
7. Inadequate grading facilities in RMCs.
8. Inadequate packaging facilities in RMCs.
9. Inadequate weighing facilities in RMCs means deduction of quantity while weighing of produce.
10. Payment system is very poor, late payment for the produce at RMCs.
11. Manipulations by village traders.
12. Infrastructure of RMC is not suitable.
13. Inadequate marketing information system.

4.1.11 Facilities expected by farmers in RMC yards

Some of the facilities which farmers are expecting at RMCs are:

1. Minimum Infrastructure facility as required in an ideal market yard.
2. Market Information at time.
3. Facility for loan at the time of cultivation and harvesting
4. Provision for inputs and extension in an around market yard.

5. Arrangement for Insurance for
6. Immediate payment system.
7. Provisions for adequate Sorting, Cleaning and Grading, packaging, storaging etc.
8. Dispute settlement through committee.
9. Proper Weighing arrangements.
10. Govt. market has to purchase their produce from his house.
11. Like private trader govt. agencies give market facilities.
12. Market should available in near villages.

4.1.12 summing up:

The growth and development of agricultural marketing in district has been checked due to some serious obstacles. It calls for an advanced and adequate facilities for certain market services such as warehousing, transport, reasonable price, finance, packaging, grading and standardisation etc. our study noticed certain disturbing features like unorganised market structure, late payment, inadequate infrastructural facilities, inadequate storage facilities, unreasonable price, lack of uniform grading system, ineffective marketing information. Unless these problems are checked, efficient marketing system is not possible.

The study revealed that the unorganised institutions were more active than the organized ones in the providing the required market facilities at the cost of lowering the price of the produce. This calls for an effective approach to tighten the linkages of agricultural marketing committee. These committees need to be assigned newer roles for providing effective marketing facilities.

It was found that inadequate storage facilities forced the peasants to sell their output immediately without waiting for a higher price in future.

It was observed that the prevailing marketing methods and facilities were not advantageous. The study underlines the need for organising the farmers so as to enhance their bargaining power. There has been an urgent need for revising the market price for the produce.

The study highlights the need for a multi-pronged strategy for tackling the different problems of marketing. It is, therefore, very important to provide well developed marketing infrastructure to optimise the incomes of the farmers. The study calls for the development of primary rural and

wholesale markets in backward areas for protecting and helping the small and marginal farmers who depend on the nearest rural markets for the sale of their marketable surplus. Agricultural marketing is a continual growth process. The development of agriculture and the well being of farmers hinge on a proper working of agricultural markets in this region.

SECTION-B

4.2.1 Introduction:

This section attempts to examine the factors that influence marketing efficiency of farmers. Marketing is one of the factors stimulating agricultural production of an area. The farmer always needs an efficient market to sell his surplus produce at remunerative prices. It is generally opined that an effective and efficient marketing system, from the point of view of a farmer, is one which maximum return from selling of the agricultural produce. A maximum return can get a farmer by selling their produce at regulated market price which is higher price than the price in village /local market. But because of certain major factor such as non availability of regulated market nearby village, complex method of marketing system RMCs, late payment by RMCs, long distance to the RMCs etc are responsible for not preferred to sold at RMCs and by forced they sold their produce to village traders at a very lower price.

Agricultural market price efficiency is high in case of regulated market and low in case of village/local market, Because farmers has option to sell at a higher price in regulated market but farmers sold their product at low price in village market.

4.2.2 Marketing efficiency

The present study makes an attempt to identify the socio economic factors that influence marketing efficiency at the grass root level. The factors that have been studied to measure efficiency include the following:

- 1. Education**
- 2. Caste**
- 3. Size of land holding**
- 4. Type of land holding**
- 5. Income classification**

4.2.3 Hypothesis

1. There is direct relationship between marketing efficiency and educational level of the farmers.
2. Numbers of farmer's lower caste and marketing efficiency are inversely related.
3. Farmers size of land holding and marketing efficiency is positively related.
4. Level of income of the farmers and marketing efficiency is positively related.

4.2.3 Definition of efficiency

If the farmers are getting reasonable price of his produce we generally called as market efficiency. In other words if the farmers are able to access the regulated market for the disposal of the produce at a reasonable price we can called as marketing efficiency through reasonable price. In case of price RMCs is efficient and village market is inefficient because RMCs is providing reasonable price and village traders is not providing. So which type or category of farmers are access the regulated market /reasonable price for disposal of his produce are analyses in this chapter in section –b.

In relation to the present study, 'Efficiency' in operational terms is defined as follows

1) Low Market Efficiency

2) High Market Efficiency

Low market efficiency

A farmer who sells his agricultural produce in the village itself to the village traders at a lower price is considered to have low market efficiency.

High market efficiency: A farmer who sells his agricultural produce in Regulated Markets at a higher and remunerative price is considered to have high market efficiency.

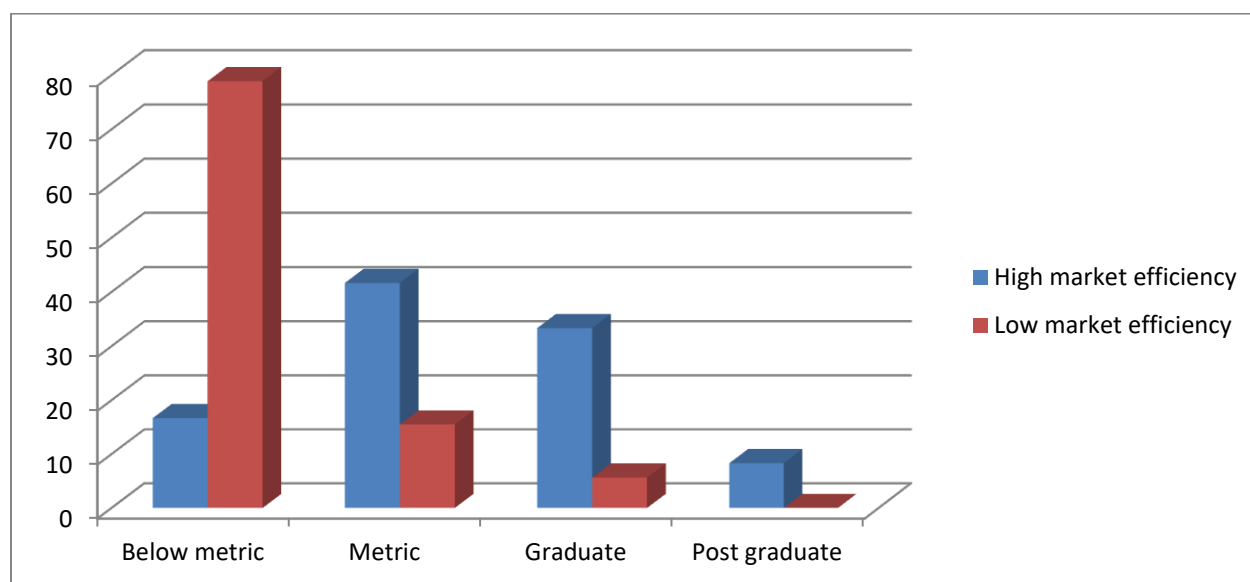
4.2.4 Education and market efficiency

The data pertaining to the number and percentage of respondents with different levels of education presented in following table.

Table 4.15 Education and market efficiency of paddy (in percentage)

Educational level	High market efficiency	Low market efficiency	Total
Below metric	(2) 16.66	(56) 78.87	58
Metric	(5) 41.66	(11) 15.49	16
Graduate	(4) 33.33	(4) 5.63	8
Post graduate	(1) 8.33	(0) 0	1
total	(12) 100.00	(71) 100.00	83

Source: field survey

Figure 4.7 Education and market efficiency of paddy (in percentage)

Source: field survey

The table clearly depicts that 78.87 per cent of below metric group is said to have low market efficiency and only 16.66 per cent of the same group with high market efficiency. In metric group, 5 are (41 per cent) said to possess high market efficiency as against 11 (15 per cent) in the low efficiency category. There is direct relationship between marketing efficiency and educational level. Higher the education level higher marketing efficiency and lower the education level lower the marketing efficiency.

Table 4.16 Education and market efficiency of Groundnut and cotton (in percentage)

Educational level	High market efficiency		Low market efficiency	
	groundnut	cotton	groundnut	Cotton
Below metric	0	0	(26) 65	(47) 72.30
Metric	0	0	(11) 27.5	(13) 20
Graduate	0	0	(3) 7.5	(4) 6.15
Post graduate	0	0	(0) 0	(1) 1.53
total	0	0	(40) 100.00	(65) 100.00

Source: field survey

In case of groundnut and cotton there is only presence of low marketing efficiency because of none of these farmers were sold their product in RMCs. Here also majority numbers of below metric farmers (groundnut 65 percent and cotton 72.30 percent) said to have low marketing efficiency and less number of metric, graduate and post graduate farmers said to have low market efficiency in both groundnut and cotton. Low level of education farmers has high level of low marketing efficiency. Because of low level of education they are not getting proper information and foolishly all the farmers sold their product at a chipper price.

It can be inferred that education holds key to marketing efficiency. Education goes a long way in enhancing the marketing efficiency of farmers. Educated farmers can procure all relevant information through organized agencies.

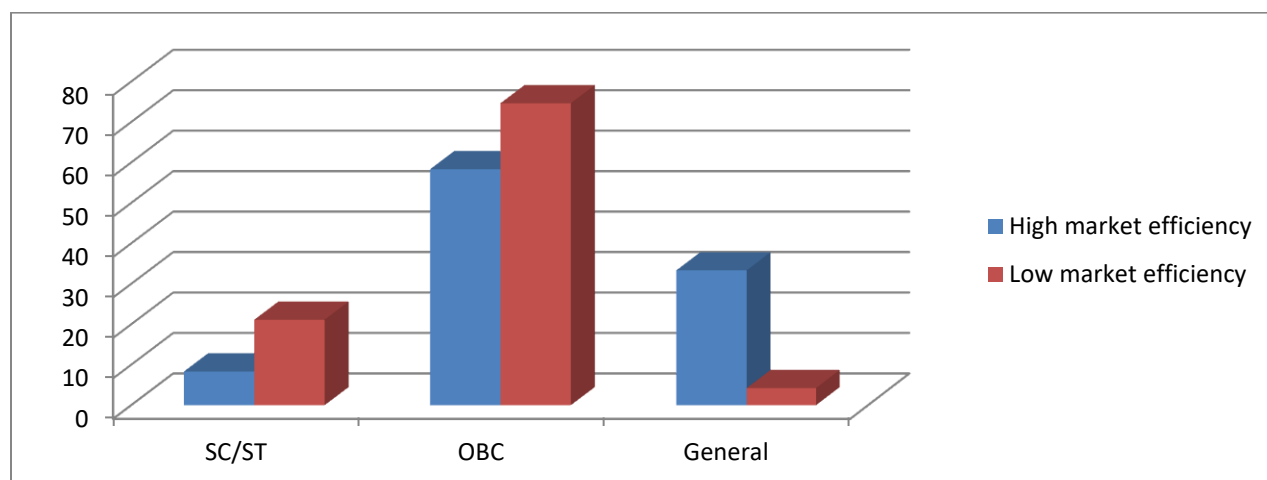
4.2.5 Caste and market efficiency: The data relating to the number and percentage of respondents with different castes in terms of their marketing efficiency are shown in Table 5.16.

Table 4.17 Farmers Caste and market efficiency of paddy (in percentage)

Category of res.	High market efficiency		Low market efficiency	Total
SC/ST	8.33	(1)	21.12 (15)	16
OBC	58.33	(7)	74.64 (53)	60
General	33.33	(4)	4.22 (3)	7
Total	100.00	(12)	100.00 (71)	83

Source: field survey

Figure 4.8 Farmers Caste and market efficiency of paddy (in percentage)



Source: field survey

Out of 83 paddy farmers 71 farmers are associated with low market efficiency and 12 farmers associated with high market efficiency. Out of total high market efficiency majority numbers of farmers (58.33 percent) are from OBC and out of low marketing efficiency also majority from OBC (74.64 percent). It can be noticed that 8.33 per cent and 21.12 per cent of SC and ST groups are associated with high and low market efficiency respectively. While 33.33 percent general respondents are in high efficiency group, 4.22 percent are with low market efficiency. But Less number/percentage of SC/ST and OBC farmers said to have high marketing efficiency as compare to more number SC/ST and OBC farmers said to have low marketing efficiency and high marketing efficiency in case of general/higher caste which is more than low marketing efficiency of general group. So higher caste denotes increase in high marketing efficiency and lower caste denotes increase in low marketing efficiency.

Table 4.18 Farmers Caste and market efficiency of paddy Groundnut and cotton (in percentage)

Category of res.	High market efficiency		Low market efficiency	
	groundnut	cotton	groundnut	Cotton
SC/ST	0	0	12.5 (5)	26.15 (17)
OBC	0	0	77.5 (31)	67.69 (44)
General	0	0	10 (4)	6.15 (4)
Total	0	0	100.00 (44)	100.00 (65)

Source: field survey

In case of groundnut and cotton there is only low marketing efficiency because none of these farmers are selling their product in RMCs. Here also majority numbers of OBC farmers (groundnut 77.5 (31) percent and cotton 67.69 (44) percent) sold their product to local private traders. In case of SC/ST only 12.5 (5) percent of groundnut farmers and 26.15 (17) percent of cotton farmers sold their product to local private traders that's implies low marketing efficiency. But majority number of OBC farmers said to have low market efficiency as compare to less numbers of general farmers said to have low market efficiency.

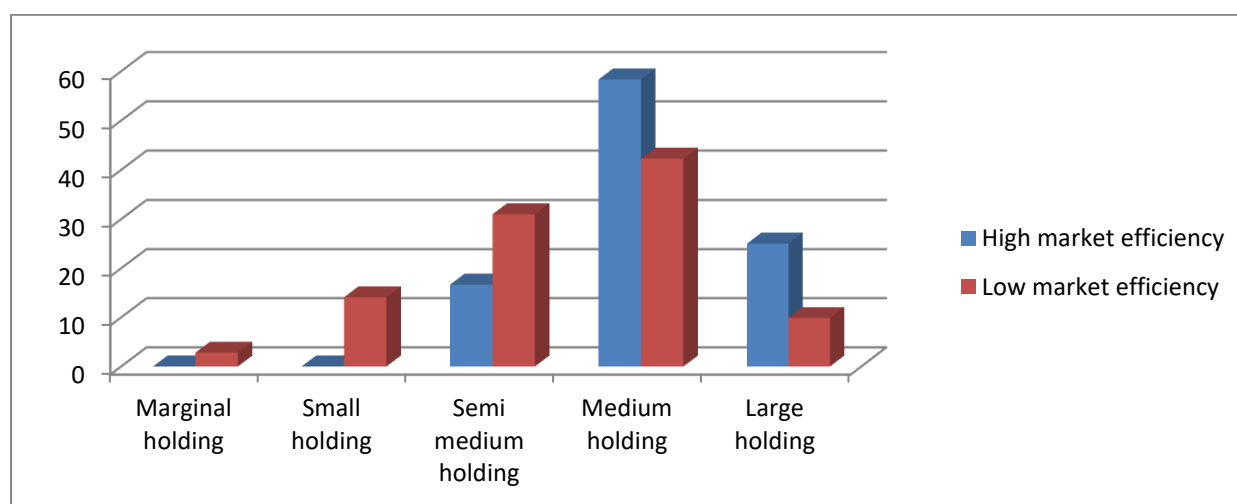
4.2.6 Size of land holding and marketing efficiency

Table 4.19 Categories of farmers size land holding and marketing efficiency of paddy product (in percentage)

Size of land holding	High market efficiency	Low market efficiency	Total
Marginal holding	0 (0)	2.81 (2)	2
Small holding	0 (0)	14.08 (10)	10
Semi medium holding	16.66 (2)	30.98 (22)	24
Medium holding	58.33 (7)	42.25 (30)	37
Large holding	25 (3)	9.85 (7)	10
Total	100.00 (12)	100.00 (71)	83

Source: field survey

Figure 4.9 Categories of farmers size land holding and marketing efficiency of paddy product (in percentage)



Source: field survey

Out of 83 paddy farmers 71 farmers are associated with low market efficiency and 12 farmers associated with high market efficiency. The table shows that out of total high market efficiency 58.33 per cent of medium and 25 per cent of large farmers said to have High market efficiency. Out of low market efficiency of same land holding group and 42.25 medium holding and 9.85 percent of farmers said to have low market efficiency. So majority numbers of medium and large holding farmers said to have high marketing efficiency as compare to less number of same land holding group said to have low marketing efficiency. Out of total low market efficiency 2.81 per cent of marginal and 14.08 per cent of small farmers said to have Low market efficiency and out high marketing efficiency no one of small and marginal holder said to have high marketing efficiency. So small and marginal farmers said to have higher low marketing efficiency as compare to less high marketing efficiency.

It is evident from the table the market efficiency is considered to be higher in case of medium and large farmers. It is quite obvious that a sizeable number of marginal and small farmers are in low market efficiency group.

Table.4.20 Categories of farmers size land holding and marketing efficiency of groundnut and cotton product (in percentage)

Size of land holding	High market efficiency		Low market efficiency	
	Groundnut	cotton	groundnut	Cotton
Marginal holding	0	0	2.5 (1)	1.53 (1)
Small holding	0	0	17.5 (7)	12.30 (8)
Semi medium holding	0	0	35 (14)	26.15 (17)
Medium holding	0	0	37.5 (15)	47.69 (31)
Large holding	0	0	7.5 (3)	12.30 (8)
Total	0	0	100.00 (40)	100.00 (65)

Source: field survey

In case of groundnut and cotton there is only low marketing efficiency because of none of these farmers are selling their product in RMCs. Majority number of medium holding and semi medium holding farmer said to have low marketing efficiency with compare to less number of small and marginal farmer said to have low marketing efficiency.

Size of landholding is one of the important factors associated with marketing efficiency of farmers. The study highlights the need for consolidation of holdings into economic holdings so as to avail of the benefits of economies of scale.

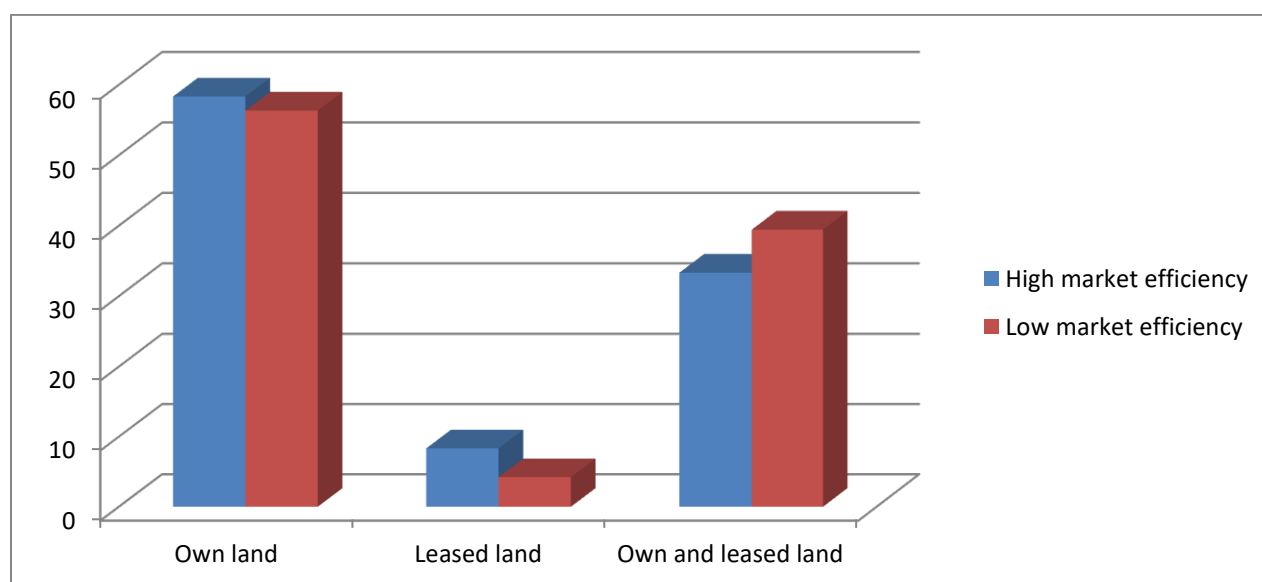
4.2.7 Type of land holding and marketing efficiency

Table 4.21 Categories of farmers type land holding and marketing efficiency of paddy product (in percentage)

Type of land holding of respondents	High market efficiency	Low market efficiency	Total
Own land	58.33 (7)	56.33 (40)	47
Leased land	8.33 (1)	4.22 (3)	4
Own and leased land	33.33 (4)	39.43 (28)	32
Others	0 (0)	0 (0)	0
total	100.00 (12)	100.00 (71)	83

Source: field survey

Figure 4.10 Categories of farmers type land holding and marketing efficiency of paddy product (in percentage)



Source: field survey

Out of 83 paddy farmers 71 farmers are associated with low market efficiency and 12 farmers associated with high market efficiency. The table shows that out of total high market efficiency 58.33 per cent own land, 33.33 per cent of Own and leased land and 8.33 percent of leased land farmers said to have High market efficiency group as against out of total low market efficiency 56.33 per cent of Own land, 39.43 per cent of Own and leased land and 4.22 percent of leased land farmers said to have Low market efficiency group. Here majority numbers of farmers associated with high and low marketing efficiency in case of own land and both own and leased land farmer. But high market efficiency is less than low market efficiency in case of own and leased land group and high market efficiency is greater than low market efficiency in case of own land group and leased land is same relation like own land.

Size of landholding is one of the important factors associated with marketing efficiency of farmers. The study highlights the need for consolidation of holdings into economic holdings so as to avail of the benefits of economies of scale.

Table 4.22 Categories of farmers type land holding and marketing efficiency of groundnut and cotton product (in percentage)

Type of land holding of respondents	High market efficiency		Low market efficiency	
	groundnut	cotton	groundnut	Cotton
Own land	0	0	62.5	52.30
Leased land	0	0	0	9.23
Own and leased land	0	0	37.5	38.46
Others	0	0	0	0
total	0	0	100.00 (44)	100.00 (65)

Source: field survey

In case of groundnut and cotton there is only low marketing efficiency because of none of these farmers are selling their product in RMCs. Here also majority numbers of farmers have (groundnut 62.5 and cotton 52.30 percent) low marketing efficiency in case own land and (groundnut 37.5 and cotton 38.46 percent) low market efficiency in case of own and leased land. But the less numbers of leased land holders said to have low marketing efficiency i.e. 0 percent in groundnut and 9.23 percent in cotton.

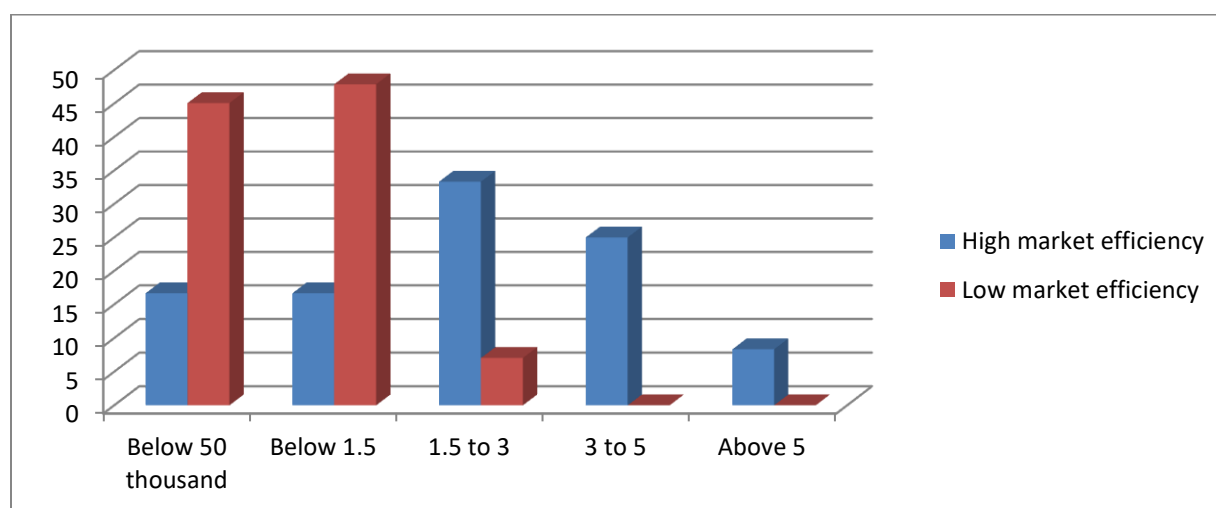
4.2.8 Level of income and marketing efficiency

Table 4.23 Farmers Level of income and marketing efficiency of paddy product (in percentage)

Annual household income of the farmer	High market efficiency		Low market efficiency		Total
Below 50 thousand	16.66	(2)	45.07	(32)	34
Below 1.5	16.66	(2)	47.88	(34)	36
1.5 to 3	33.33	(4)	7.04	(5)	9
3 to 5	25	(3)	0	(0)	3
Above 5	8.33	(1)	0	(0)	1
total	100.00	(12)	100.00	(71)	83

Source: field survey

Figure 4.11 Farmers Level of income and marketing efficiency of paddy product (in percentage)



Source: field survey

The table shows that 1.5 to 3 lakh, 3 to 5 lakh and above 5 lakh income group farmers said to have 33.33, 25, and 8.33 high marketing efficiency and 7.04, 0, 0 low marketing efficiency. In case of below 50000 and below 1.5 lakh said to have 16.66 and 16.66 high marketing efficiency and 45.07 and 47.88 percent low marketing efficiency. So income level and marketing efficiency is directly correlated. Standard income group farmers prefer to sell in regulated market and get efficient price.

Table 4.24 Farmers Level of income and marketing efficiency of groundnut and cotton product (in percentage)

Annual household income of the farmer	High market efficiency		Low market efficiency	
	groundnut	cotton	Groundnut	Cotton
Below 50 thousand	0	0	55 (22)	21.53(14)
Below 1.5	0	0	21.12(15)	61.53(40)
1.5 to 3	0	0	5 (2)	12.30 (8)
3 to 5	0	0	2.5 (1)	3.07 (2)
Above 5	0	0	0 (0)	1.53 (1)
total	0	0	100.00 (44)	100.00 (65)

Source: field survey

In case of groundnut and cotton there is only low marketing efficiency because of none of these farmers are selling their product in RMCs. Majority of the below 50000 and below 1.5 lakh income group farmers said to have(55%groundnut,21.53 % cotton) and (21.12% groundnut,61.53%cotton) low marketing efficiency. In case of high income group there is less low marketing efficiency.

4.2.9 Summing up: In view of the foregoing discussion, it can be asserted that a thorough knowledge of marketing and its problems is very essential to the farmer, for it will help him take business decisions, such as, what to produce, how much to sell, when to sell and where to sell how much to produce. He has to study market trends and then adjust his production accordingly.

Our analysis revealed that most of the farmer mainly marginal and small farmers exploited by middlemen. Lack of storage facilities and also an access to reliable market data made the farming community to market their surplus in the village itself.

It was found that the level of marketing efficiency is dependent on the factors like caste; educational status, size of landholding, type of land landholding, income level of the farmers etc. have a significant bearing on the market efficiency. Farmers like higher caste, higher level of education, high level of income group, medium and large farmers group are sold their product at regulated market and reworded by reasonable price/efficient price.

The marketing efficiency of the farmers increases manifold if stimulatory and supporting activities are taken note of by the Government for protecting the interests of the vulnerable farming community at the grass root level. Development of communication system, provision for storage facilities, strengthening retail outlets etc. deserve consideration for increasing the market efficiency of the farmers.

Chapter-5

Conclusion and summary

5.1 Introduction

Agriculture is the lifeblood of a country. A strong foundation of agriculture is necessary for speedy economic and social development in India. The agricultural development and the welfare of farmers also depend on a proper and efficient agricultural marketing system in India. Agricultural marketing is one of the factors motivating agricultural production of a region. An efficient agricultural marketing system not only facilitates the proper disposal of the farmer produces but also acts as motivate higher production. It also protects the small and marginal farmers from the exploitation of intermediaries. It is, therefore, important to provide an efficient marketing infrastructure to optimize the profit of the farmers. If the standard of living of the cultivator/ farmers has to be raised and his economic situation improved, he is not only to be helped to produce more, but also to be assist in the disposal of his surplus at reasonable price, with minimum cost. The marginal and small farmers who can't meet the expense of come to the regulated market because of their economic disability and by forced the farmers sold their produce in village market / village trader from which they borrowed loans and advances. In other words, the produce is sold to village traders due to the occurrence of poverty, rural indebtedness, inadequate communication, lack of holding power etc. The efficient agricultural marketing is necessary for modernizing agriculture sector. Therefore, development of marketing in village level assumes principal importance in the context of agricultural development.

The present study tried to focus on existing agricultural marketing system and problem faced by farmers in Bargarh and Balangir district. Primary data has used for the fulfillment of the objective of the study. It has been observe from the above analysis that, there are two markets existing in village level where the farmers were disposed their produce i.e. village market and Regulated market. How these market functioning in village level has explained in this study.

5.2 Major finding of the study:

The following are the major findings of the present study.

5.2.1 Socio-economic characteristics:

1. Most of the farmers coming under below metric that means educational status of this selected village are very low and which will effect to efficiency of the agricultural marketing.
2. Out of 100 farmers 20 percent respondents belonged to S.C. and S.T category. While majority (73percent) of the respondents is backward class and 7 percent are general or forward class.
3. Majority numbers of farmers are small, marginal and semi medium land holders.
4. Majority of the farmers have their own land both own and lease land.
5. Majority number of farmers income have below 50 thousand and below 1.5 lakh and less numbers of farmers have between 1.5 to 3 lakh3.5 to 5 lakh and above 5 lakh.

5.2.2 Disposal pattern and marketing system:

1. Majority numbers of farmers were sold their produce at village market/ village traders at a lower price and only few paddy farmers sold at regulated market at a reasonable price.
2. Out of 83 paddy farmers 100 percent of the farmers were aware about regulated market for paddy and 65.06 percent of farmers were aware about MSP of paddy product. Out of the 40 groundnut farmers no one was aware about RMCs and MSP of the groundnut product. Out of the 65 cotton farmers 87.69 percent of farmers were aware about regulated market and 36.92 percent were about MSP of cotton product.
3. The major factors responsible for selection of intermediaries are short distance to the market, easy methods of marketing system, immediate payment, and advance taken money and poor quality of product but right price is a factor which is less responsible for the selection of intermediaries for disposal of all three crops.
4. Right prices, Short distance to the market are the major factor which is responsible for the selection of market yards for disposal of paddy product where as easy method of method

of marketing system , immediate payment, poor quality of product are the factors which are less responsible for selection of RMCs for the disposal of paddy.

5. Difficulties created by the official of RMCs, complex method of marketing system, late payment, lose of time are the major factor which is responsible for not selection of market yards for disposal of paddy and cotton product. Non availability of the market is the major factor which is responsible for not selection of market yards for disposal of cotton and groundnut product.
6. The main reason for not utilizing the service at private traders is received better price over village trader price where as Complex method of marketing system, Difficulties created by the official of RM, loss of time, late payment factors are less responsible not utilizing the service at private traders.
7. The majority numbers of farmers were satisfied and less numbers of farmers were dissatisfied on Procedure for weighing of produce, packaging facilities, storage facilities, Payment system (times take), Procedure for grading of produce, Transportation facilities and road connectivity of the produce in village market level but Majority number farmers were dissatisfied on price paid for the produce. So the village market is less efficient in providing the reasonable price of his produce.
8. The majority numbers of farmers were dissatisfied on Procedure for weighing of produce, packaging facilities, storage facilities, Payment system (times take), Procedure for grading of produce of the produce in village market level but the Majority of the farmers satisfied with transportation facilities and road connectivity and price paid for produce.
9. Unorganized institutions are more active than organized institution in providing agricultural market information in village level. Most of the farmers were got market information in unorganized institution.

The available methods of grading and standardisation, storage facilities, infrastructural facilities, mode of payment, unhelpful attitude of the commission agents and purchasers, market deductions etc. hampered the economic interests of the farmers.

5.2.3 Socio economic characteristic and marketing efficiency:

1. There is direct relationship between marketing efficiency and educational level. Higher the education level higher marketing efficiency and lower the education level lower the marketing efficiency.
2. Numbers lower caste farmers and marketing efficiency are inversely related.
3. Farmers' size of land holding and marketing efficiency is positively related.
4. Level of income of the farmers and marketing efficiency is positively related.

5.3 Conclusion:

So it can be concluded from the above analysis that, the agricultural marketing system in selected village of Bargarh and Balangir district is inefficient because the farmers are not able to access the marketing facilities provided by the RMCs, so the middleman/ intermediaries are taking advantage of that by purchasing their produce at lowest/unreasonable price. The farmer's point of view the Regulated market is giving reasonable price of their produce where as the village traders giving unreasonable price. The facilities given by the RMCs for the marketing of agricultural produce is not accessible and dissatisfied by majority of the farmers where as village market facilities are accessible and satisfied by majority of the farmers, but the village market price much less than MSP, that means village market facilities is given by the village traders at the cost of lowest/ unreasonable price of the produce. So the government has to create such a type of market (efficient agricultural market) where the farmers can able to access the market facilities and get remunerative price of his produce and not exploited by the village traders. The unorganized institutions are much more active than organized institution in providing of agricultural marketing information. Efficient agricultural marketing information system is needed for the farmers to know the existing marketing situation and able to identify about what to produce, how to produce, where to sell. It can thus be inferred that a farmer at the grass root level needs mass media to know the prevailing information on marketing situation.

5.4 Suggestions:

An adequate and timely finance as a short term advance is to be made available to the farmers. This will provide immediate financial support to the grower to meet the pressing cash demands, increase the holding capacity of the farmer, and enable the farmer to avoid distress sales. This would facilitate direct sales between the purchaser and seller without intermediaries and multiply the arrivals in the market yards.

The government has to create such a type of market (efficient agricultural market) where the farmers can able to access the market facilities and get remunerative price of his produce and not exploited by the village traders.

Government should to create an efficient agricultural market information system so that the farmers able to take right decisions.

RMCs procurement agencies should act like village traders by giving facilities to farmers. That means the government has to provides market facilities like village market where the farmers able to access the market at a remunerative price.

The market should available in nearby village so that farmers able to access the marketing facilities.

The measures such as consolidation of land holdings, adult education, and financial support at right time to weaker sections must be taken note of for increasing the marketing efficiency of farmers at village level.

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