



Rancher's Awareness on Government Care in Marketing of Farming Crops

Ms Anitha A.G^{1*}, Dr. S. Panneerselvam²

^{1*}Scholar in St Peters Institute of Higher Education and Research, Email: anisairam@gmail.com

²Professor & Supervisor in St Peters Institute of Higher Education And Research.

Citation: Ms Anitha A.G, et al. (2024), Rancher's Awareness On Government Care In Marketing Of Farming Crops *Educational Administration: Theory and Practice*, 30(2),483 -491,

Doi: xyz

ARTICLE INFO

ABSTRACT

Larger part of the families in India picked agriculture as their favoured work for living, however the present rancher face confronting issues and difficulties. One of the significant issues of agribusiness is neglected to gauge or obsession of costs for items due to ignorance, bombed gauge interest, absence of mindfulness about innovation, fizzled choose what to create and when to deliver, numerous farmers are occasional producers, many are relying upon storm, absence of use of assets, water issues, need drives by state run administrations and absence of mindfulness about government plans and brokers impedance in sales. Rising changes in farming like electronic market, model demonstration, warehousing, promise advance, contract cultivating, and so on are introducing open doors for new organizations of business sectors which are successful in answering to request and supply. These changes will require speculation. India is a worldwide forerunner in the creation of heartbeats and milk, second in foods grown from the ground, tea, sugarcane, and cotton and third in oats. One in each five people in the nation is poor. Electronic National Agriculture Market (e-NAM) for farming showcasing can be viewed as an innovation which will acquire a social change market. Approachable, widespread and innovative markets definitely assist farmers. Government should bring awareness to our farmer's regarding sale of produce through e-NAM throughout India.

Keywords: *Issue of agribusiness; Electronic National Agriculture Market (e-NAM); government assistance; Farming crops.*

Introduction

Agriculture is the most customary and legacy work of the country, 65 percentage of the business made and 16 percentage of GDP commitment by the agriculture area. Greater part of populace of India lived in provincial region and their business is agribusiness, numerous farmers are relying upon rainstorm for developing harvests exceptionally less level of the ranchers having water system office. Government set out many open doors for promoting of agricultural items yet those offices covered by mediators and specialists. Numerous ranchers are unskilled and not mindful regarding innovation, market investigation and costs. Ranchers are relying upon customary strategy for creation and which are chosen by top of the family. With agriculture farmers can run poultry cultivating, dairy cultivating and become the business rancher. Indian agriculture has become progressively market situated and popularized. During 1950s, around 35 percentage of produce was cultivated, and then it increased to 70 percentages. 25 percentages of products like milk, meat, fish and eggs are spoilt due to lack of proper storage. The assessed misfortunes in products of the soil are considerably higher, 30-40 percentage. **(8)**

The government has set an objective of multiplying rancher pay by 2024. It is going to different lengths and a multi-pronged way to deal with help farmers, right from planting to collect to deals. The government has declared a venture of Rs 1.5 lakh crore to fabricate farm entryway framework and backing operations needs for ranchers and related networks. The work deficiencies have affected crop gathering by and large. In spite of customarily being an agrarian economy, agriculture in India has been tormented by earth animated issues around low yield and harvest disappointment. These have come about because of flighty climatic circumstances or from its dependence on informal farming practices because of an absence of schooling. For example, finished or under-water system, absence of successful harvest turn, and sub-standard utilization of manures altogether sway soil ripeness after some time, accordingly hampering yield levels. The issues can be

resolved by embracing new advancements and present-day procedures that are not difficult to send and that yield palatable outcomes. Likewise, aside from the development of harvests, even the capacity to store, sell, and transport rural produce has a colossal bearing on farmers' benefit. Innovation can assume significant part agriculture across the whole lifecycle of the harvest, right from picking an appropriate yield to selling it on the lookout at the right cost. (17). The Fig 1 shows the production of agriculture.

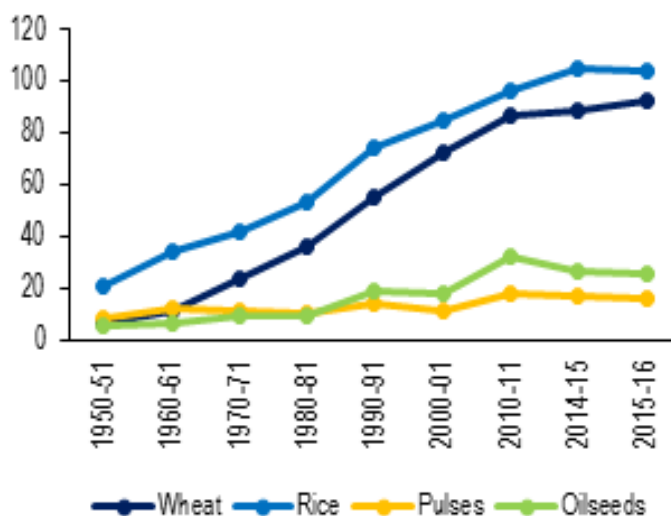


Figure 1: Agriculture production (Directorate of Economics and Statistics, Ministry of Agriculture and Farmers Welfare)

Perhaps the greatest variable impeding farmers' productivity is the absence of direct admittance to business sectors that offer the right incentive for their produce. Government sent off the electronic National Agriculture Market (eNAM) in 2016 to assist ranchers with selling straightforwardly to clients, consequently guaranteeing that they get the right cost for their produce. Today there are over 1.66 crore ranchers enlisted on the eNAM stage alongside over 1.3 lakh dealers, 73,151 commission specialists, and 1,012 farmer item associations. The organization has been reached out to incorporate Village markets. This enables ranchers to sell their produce straightforwardly to processors, aggregators or wholesalers. This is much more important in the setting of the Government's approaching move to permit hindrance free between state exchange of homestead produce, immediate and online deals. The Government's choice to liberate the offer of agrarian produce like cereals, consumable oils, oilseeds, heartbeats, onions and potatoes, by altering the Essential Commodities Act, 1955 will give a major fillip towards rancher's advancement.

The Government is investigating the utilization of artificial learning (AI) and machine learning to help empower virtual examining of produce as opposed to requiring an actual assayer. This robotizes quality control and wipes out the additional progression for the public authority to affirm the nature of produce in a computerized commercial centre. Likewise, start to finish digitization of the supply chain network is expected to guarantee that most extreme advantages of a strong commercial centre are accumulated. Government wants to speed up our endeavours to guarantee that we arrive at our objective of engaging farmers and making agriculture practical.

Review of literature

Rahul Tongia in his article - India's Biggest Challenge, 2021 referenced that India is a rural country. Farming is 16 percentages of GDP yet the biggest area for work. Formally farmers were two or three hundred million, however adding relatives who help or incidentally ranch, as additionally wage workers, the quantity of homestead labourers are probably going to be nearer to a large portion of a billion group. The farming area has numerous twists and disengagements, mediators, yet in addition an exceptionally unfortunate production network, with absence of cold stockpiling and proficient vehicle. India squanders some 20 percentage of its products of the soil, and profoundly short-lived. Various upgrades are required as far as business sectors, adaptability, and so on, permitting farmers to pick whom they offer to, at what terms, and so on (12)

Shakeel Ul Rehman and Mahalakshmi Selvaraj in their article - Indian Agricultural Marketing-A Review have expressed that AGMARKNET-The web based data framework targets giving "single window" administration taking special care of enhanced requests of data with the advancement of data and information foundation market costs will perform job of data specialist organizations, web based advertising data will associate far off advertisers and advance the effective promoting in not so distant future. There are a few different areas of rural promoting with which the client gets mindfulness like embracing best market rehearses for further

developing value acknowledgment and information is granted in regions as market driven creation programs, post-gather the board, market finance, offices for quality confirmation and principles, bundling and naming putting away and shipping, contract cultivating, direct advertising, elective business sectors, product trade etc. **(15)**

Vijayakumar.A.B in his article - Farmer's insight towards marketing of Agriculture products in 2019 mentioned that farming is essential, but farmers must apply latest technology to produce and market their produce. The government should also take initiative to arrange for infrastructure facilities to farmers to supply their yield to the buyer. These developments will help to increase in farming activities and expand the agribusiness market. The government needs to show more drive's in supporting farmers with giving appropriate data about crops developing and those yields has to the advertised straightforwardly with client. **(18)**

Jablonski B.B - in his article discussed new research on the financial performance of new farm and ranch operations in the US, and the potential implications for the 2023 Farm Bill. The author used data from the USDA Agricultural Resource Management Survey and the USDA Census of Agriculture to analyse the use of local food markets, Federal crop insurance, and financing mechanisms by new farm and ranch operations. The results indicated that the performance of new farm operations was related to both growth in scale and productivity, as well as participation in agricultural programs. Additionally, the study found that access to credit was important for the success of new farm operations, and that a lack of access to credit decreased the chances of survival, growth and success. Lastly, it was found that new operations were less likely to use Federal crop insurance compared to established operations. **(19)**

Manida, M in his article - Advances in science and technology, along with urbanization, have led to changes in food preferences and an increasing population, creating a challenge for horticulture to produce more and healthier food. Traditional methods, such as the use of synthetic fertilizers and pesticides, have negative impacts on the environment. To address these challenges, new farming innovations such as vertical and organic farming are needed. Vertical farming uses vertical stacking to increase production using less land, while organic farming relies on minimizing synthetic inputs and is more environmentally friendly. These methods aim to increase production and profitability to meet the growing food demand. **(20)**

Nedumaran, D.G in his article - Ranchers use cell phones to communicate with other farmers, get market information, and communicate with family members. They have found that cell phones save them time and money on transportation and give them direct access to information on market prices, crop varieties, planting times, and agro-input prices. E-agriculture has reduced information gaps and improved knowledge and involvement to enhance yield and boost growth. A study found that consumers had a better perception of organic food products. The researcher used Chi-Square Test and Percentage Analysis to determine the level of farmer used mobile communication. **(21)**

Thilmany, D in his article –examined the financing strategies of US beginning farmers and ranchers, focusing on the source of financing and debt structure. It used 2013-2016 USDA Agricultural Resource Management Survey data to compare financing patterns across operations with all beginning operators, a mix of beginning and established operators, and all established operators. The research explored the influence of beginning farmer status, human capital resources, and alternative marketing strategies on financial management strategies and the use of non-traditional financing sources. The authors hoped this exploratory study would provide insight into the role of non-traditional credit in the US farm economy. **(22)**

Manida, M in his study –examined the factors that affected marketing in green-based agriculture and the impact that product characteristics had on the marketing performance of farmers involved in selling goods in Tamil Nadu, such as corn, rice, lemon, cucumbers, mango, pulses, and cotton. Based on data collected from Tamil Nadu farmers' advertisements, several traits influenced produce value and farmer expenses in the marketing process. The significance of this finding is that marketers were able to gather information about costs, such as marketing costs, transportation costs, and product waste or damage, from respondents in Tamil Nadu. **(23)**

Objectives

The study of farmers' awareness regarding government assistance to market agricultural products is an important topic as it can help to identify areas where farmers may be struggling to access the resources and support, they need to successfully market their products. By analyzing the difficulties that farmers face when it comes to marketing their crops, we can gain a better understanding of the challenges they face and develop strategies to help them overcome these obstacles.

The study will focus on identifying the main challenges faced by farmers when it comes to marketing their products, including issues with transportation and logistics, limited access to markets, lack of knowledge and skills in marketing, and limited resources and support from the government. By gaining a deeper understanding of these challenges, we can develop more effective strategies to help farmers overcome them.

One potential solution to these challenges is to provide farmers with more access to training and education on marketing and business management. This could include workshops and seminars on marketing strategies, as well as more in-depth training programs that cover everything from product development and

packaging to distribution and logistics. Additionally, providing farmers with more resources and support from the government could also be beneficial, such as grants, subsidies, and other financial assistance to help them get their products to market.

Another approach could be to provide farmers with more access to markets and customers. This could include connecting farmers with local and regional markets, as well as connecting them with larger national and international markets. This will help to increase the demand for their products, and ultimately help to improve their bottom line. Additionally, partnerships with processors and other value-added businesses could be formed which can help to increase the value of the products.

In conclusion, the study of farmers' awareness regarding government assistance to market agricultural products, the analysis of difficulties in the marketing of agricultural crops, and the offering of suggestions to progress the marketing of products by farmers is crucial to help farmers overcome their challenges, increase their access to markets, and improve the overall success of their businesses.

Government assistance to market agricultural products

One of the elements that ruin the reception of maintainable agribusiness innovation advancement is the farmer's awareness on the development, which is impacted by inner and outside factors. There are restricted availabilities of infra-design and offices to help manageable agrarian creation, which are outer elements. This study investigates the farmers' awareness on the public authority support in executing manageable agribusiness showcasing framework, to figure out factors that are connected with the ranchers' discernment and to create proposals that help reasonable agriculture framework to the public authority with regards to economical farming mainstreaming. The outcomes showed that farmer's mindfulness was negative on government support in carrying out feasible farming advertising framework. The vast majority of the farmer's thought about that administration offered less help to the showcasing of horticulture produce. Many farmers have not benefited Insurance on ranchers' produce, least cost fixed by the government on agriculture crops. **(13)**

Pradhan Mantri Fasal Bima Yojana (PMFBY) is a government-funded crop insurance scheme in India. It was launched in 2016 with the aim of providing financial protection to farmers against crop loss due to natural disasters and other unforeseen events. The scheme covers all farmers who are growing notified crops, including cereals, pulses, oilseeds, vegetables, and spices.

Under PMFBY, farmers pay a small premium for the insurance coverage and the government provides the remaining amount. In the event of crop loss, farmers can file a claim with their insurance company and receive compensation for their losses. The scheme has several key features, including:

- ❖ Coverage for pre-sowing and post-harvest losses
- ❖ Simplified claims process
- ❖ Use of technology to assess crop losses
- ❖ Participation by private insurance companies

The government has allocated a budget of Rs 9,000 crore for PMFBY in the Union Budget 2017-18. In 2016, the scheme had a target of insuring 1.41 crore hectares of land during the Kharif season, compared to 30.9 lakh hectares in the previous year. The scheme also aims to encourage farmers to adopt modern farming practices and improve their income. **(10)**

Nutrient based subsidy policy

This arrangement, which aimed to promote the efficient use of nitrogen, phosphorus, and potassium fertilizers, allowed manufacturers of phosphorus and potassium fertilizers to set their maximum retail prices at nominal levels. The policy provided a subsidy per kilogram of the nutrient, and also provided an additional grant to be paid to domestic manufacturers of fertilizers. As a result of this policy, the fertilizer utilization ratio of urea, which is a type of nitrogen fertilizer, increased from 4.3 in 2009-10 to 8.2 in 2012-13. This indicates that farmers were using more urea fertilizer in comparison to other types of fertilizers. The strategy was implemented to address the challenges of the overuse of fertilizers which led to the decreasing soil fertility, and increasing the cost of production. The policy aimed to balance the use of all three essential nutrients- Nitrogen, Phosphorus, and Potassium, which are essential for plant growth and development. The policy helped to make the use of fertilizers more efficient and reduce the cost of production for farmers. **(14)** Additionally, the grant provided to domestic manufacturers of fertilizers helped to promote the domestic production of fertilizers and reduce the dependency on imported fertilizers. This not only helped to reduce the cost of fertilizers for farmers but also promoted the growth of domestic industries. Overall, the policy aimed to promote sustainable agriculture practices by promoting the efficient use of fertilizers and reducing the cost of production for farmers, while also promoting the growth of domestic industries. With the increasing population and demand for food, the policy played a vital role in the food security of the country.

Warehousing facility

The Warehousing Regulatory and Development Authority (WRDA) was established to provide regulated and organized storage facilities for agricultural produce. This helps farmers protect their stock from waste, and also allows them to access credit based on the receipts they receive for their stored produce. The WRDA oversees the functioning of different types of warehouses, including those maintained by private organizations, cooperatives, and the government. These warehouses are equipped with modern storage facilities and infrastructure to ensure the safekeeping of agricultural produce. One of the key benefits of the WRDA's warehousing system is that it allows farmers to store their produce for a longer period of time, thereby reducing the pressure on farmers to sell their produce immediately after harvest. This helps farmers avoid being forced to sell their produce at low prices due to oversupply in the market. Additionally, the WRDA's warehousing system enables farmers to access credit more easily. By providing receipts for their stored produce, farmers can use these receipts as collateral to secure loans from banks and other financial institutions.

The WRDA also plays an important role in promoting efficient and fair-trade practices in the agricultural sector. It works to ensure that farmers receive fair prices for their produce, and that they have access to information about market prices and trends. This helps farmers make informed decisions about when to sell their produce, and at what price. In summary, the WRDA's warehousing system is an important tool for supporting farmers and promoting sustainable agricultural practices. It helps farmers protect their stock from waste, access credit, and participate in fair trade practices. The organization is committed to ensuring the proper functioning of warehouses and the efficient storage of agricultural produce. **(3)**

Mega Food Parks

The plan to connect agricultural production to the markets aims to create a more efficient and profitable food supply chain. By involving farmers, processors, and retailers in the process, the ultimate goal is to increase the prices farmers receive for their produce, improve food handling infrastructure, reduce food waste, and create a more efficient food distribution network. In July 2016, the Ministry approved the construction of several super food parks to support this goal. These parks will provide farmers with modern facilities and equipment to process and store their produce, as well as access to markets where they can sell their products at fair prices. Additionally, processors will have access to high-quality raw materials and retailers will have a reliable supply of products to sell to consumers. Overall, the plan aims to create a more sustainable and profitable food system for all stakeholders involved. By increasing the prices farmers receive for their produce, it will empower them to invest more in their farms and improve their livelihoods. With the establishment of top-notch food handling infrastructure, it will help to decrease food wastage and increase the shelf life of the produce, which will lead to a more efficient food supply chain. The efficient food distribution network will ensure that the food reaches the consumer at the right time and at the right price. **(6)**

Minimum Support Prices (MSPs)

Agrarian circumstance in India has gone through ocean change after the green revolution frame, yet the farming cost approach has stayed same. Food excess is accessible in many states like Haryana, Punjab and Andhra Pradesh; the acquisition has generally bound to these districts. MSP is seen as a well-being net to guarantee cost security for a drawn-out speculation choice to farmers. **(9)** From the well-being net viewpoint, MSP assists farmers by setting floor with valuing in the event that acquirement organization buys the crop at MSP when the open market cost falls underneath the floor cost. Without obtainment, a farmer can decline to agree to a cost underneath MSP in the event that he knows about the support cost for the yields. On the off chance that he isn't even mindful of MSP of harvests, merchants and agents can turn shady and deal cost not exactly MSP. The farmers must be aware of MSP to avoid an intermediary for the effect of support prices. After 40 years of its execution, fewer than 25 percentage farmers know the MSP of yields they develop. In spite of the fact that MSP is reported for the entire of India, the activity is restricted uniquely to not many states where the assigned government organizations obtain the produce from ranchers. State wise figures on farmers' information on MSP of yields support our suggestion. In states where obtainment of food grains through assigned offices is more dynamic, in states like Punjab, Haryana, Chhattisgarh, Uttar Pradesh and Telangana, the attention to MSP is additionally high. **(11)**. The Fig 2 shows the Farmers' Knowledge of Minimum Support Prices for Crops, State-by-State

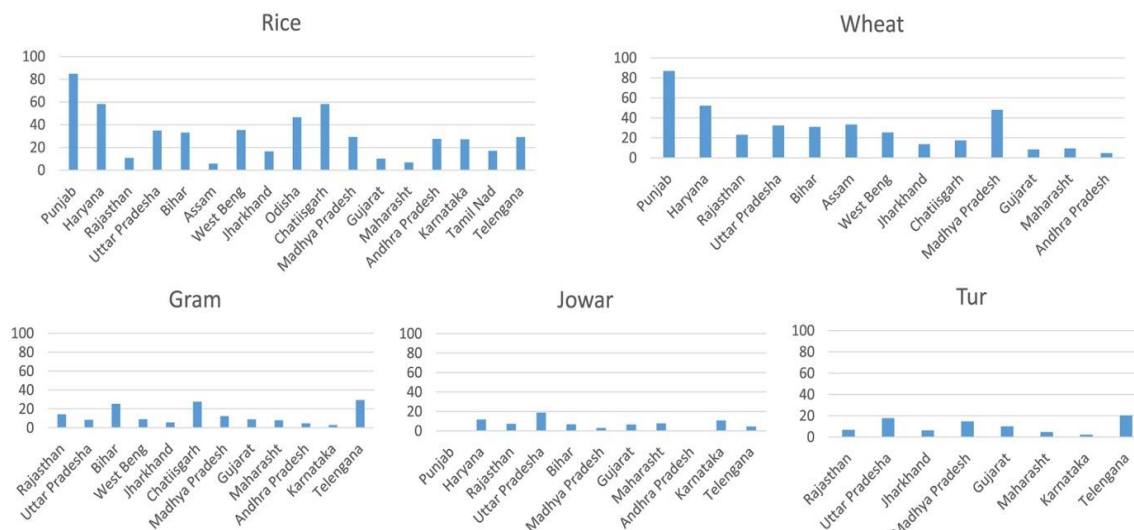


Figure 2: Crop wise and State wise Awareness of Farmers about Minimum Support Price of Crops (Source: <http://cacp.dacnet.nic.in>)

Minimum Support Price (MSP) is a government-mandated price at which the government purchases certain agricultural products from farmers. The purpose of MSP is to ensure that farmers receive a fair price for their crops and to stabilize prices in the market. However, a survey conducted by the Sample Survey Office found that more than 75% of Indian farmers are not aware of the MSP for the crops they produce. This lack of awareness is particularly high for pulse crops, with awareness of MSP for these crops being less than 10% in most cases. This lack of awareness among farmers is a major concern as it makes them vulnerable to exploitation by brokers and other traders who may offer them lower prices for their crops. If farmers were aware of the MSP, they would be better equipped to negotiate prices and would be less likely to accept lower prices. The survey found that awareness of MSP was highest in the states of Punjab, Haryana, and Chhattisgarh, where food grains are intensively acquired by government offices for maintaining buffer stocks or Public Distribution System (PDS).

To address this issue, the government needs to take steps to increase awareness of MSP among farmers. This could include educating farmers about MSP through extension services, providing information about MSP through agricultural markets, and increasing the visibility of MSP through mass media campaigns. Additionally, the government should also ensure that farmers are able to access the MSP for their crops through effective procurement mechanisms. By increasing awareness of MSP among farmers, the government can help to empower farmers and ensure that they receive a fair price for their crops. **(4)**

Agriculture markets

Government of India started measures to develop the farming marketing framework. The proficiency of farming marketing framework expanded with the NAM stage. Agriculture markets in the nation are directed by state Agricultural Produce Marketing Committee (APMC) regulations. **(1)** Also, ranchers need to set up for their produce to be shipped from their farms to the closest mandis, which was expensive. While shifting the produce from their farm to the store, middle men are involved, for whom commission has to be paid. Hence the farmer gets less for his produce than the cost at which his produce is offered to the retailer. NAM visualizes spatial market reconciliation, decrease in exchange costs and has direct ramifications on value signals and cost disclosure, farmers pay and market advancement also. To expand the volume of exchange on electronic exchanging stage and increment rancher's cooperation e-NAM, more mindfulness programs are required. Government should take steps to record one example of overcoming adversity of nearby farmer, who is benefited by trading with NAM. **(16)**

Difficulties in marketing of agriculture crops

Farmers need sufficient information on the area of providers and the amount purchasers need. Farmers know nothing about the quality necessities of clients, compelling them to rely upon the middlemen who direct cost and get a significant part of the market edge. Ranchers are taken advantage of by the other chain entertainers, particularly the brokers as they acknowledge any cost presented by them for their produce. Ranchers like other inventory network can keep themselves associated with immediate and various business sectors. Information and Communication Technology (ICT) can help farmers to overcome difficulties in marketing agriculture crops.

Problem in agricultural marketing emerges because of loads and scales. Blocks are utilized as loads and in metropolitan business sectors likewise faulty loads are found. Hence, the grain of the rancher is weighed by a heavier load for their own benefit. The majority of the merchants save separate weights for buying and offering of grain. Due to the absence of monetary assets, their crisis necessities are not satisfied. Hence the

farmers sell their produce before its maturing. Farmers also have to repay loans for farm truck, thrasher, on a monthly basis, because of which they need to sell the produce immediately. The streets from Villages to urban areas are typically destroyed which are not equipped for transport during the stormy season. The bullock trucks can take the item up to a restricted region. Due to the lack of transport facilities, the rancher can't take his produce to the market and can't get a fair cost for his crop.

The Indian farmer has no information regarding marketing. He has confidence in data gained from the financial specialists and cash moneylenders of the town. As the Indian ranchers are uneducated, they are unable to read the newspaper and update the latest information. The utilization of information and communication technology (ICT) in rural area can be called as E-horticulture or E--agribusiness. **(2)** This application can be found from the farming stage to the rural marketing. ICT can be utilized to oversee and enhance farming data set for both agricultural showcasing and production exercises, and to abbreviate the ideal opportunity for innovation scattering to ranchers. In the field of promoting, IT can give quicker online exceptional cost data so that farmers and business visionaries can settle on choices rapidly to foster creation methodologies and acquire ideal advantages in the market. E-commerce deals with market access to reduce marketing costs, causing in more efficient distribution processes. Information technology applications offer product information in real time and quicker price information for both marketers and consumers to make decisions.

Spearman's rank-order correlation was used to determine the association between the levels of the willingness to adopt technology to market agriculture produce. The table 1 presents the correlation coefficients and p-values for various variables.

Table 1: Variables' p-values and correlation coefficients

Variables	Correlation Coefficient	<i>p-value</i>
Monthly Income	-0.065	0.012
Use of ICT	0.006	0.043
Farm Size	-0.650	0.240
Education	-0.346	0.000
Age group	-0.241	0.000
Awareness on govt support	-0.145	0.000

The correlation coefficient measures the strength and direction of a linear relationship between two variables, with a value between -1 and 1. A negative coefficient indicates a negative correlation, while a positive coefficient indicates a positive correlation. The p-value is a measure of the significance of the correlation coefficient, with a smaller p-value indicating stronger evidence against the null hypothesis of no correlation.

- The first variable, "Monthly Income," has a correlation coefficient of -0.065 and a p-value of 0.012. This suggests a weak negative correlation between income and the other variables, and a low p-value provides evidence against the null hypothesis of no correlation.
- The second variable, "Use of ICT," has a correlation coefficient of 0.006 and a p-value of 0.043. This suggests a weak positive correlation between the use of ICT and the other variables, and a low p-value provides evidence against the null hypothesis of no correlation.
- The third variable, "Farm Size," has a correlation coefficient of -0.650 and a p-value of 0.240. This suggests a strong negative correlation between farm size and the other variables, and a high p-value provides evidence against the null hypothesis of no correlation.
- The fourth variable, "Education," has a correlation coefficient of -0.346 and a p-value of 0.000. This suggests a moderate negative correlation between education and the other variables, and a very low p-value provides strong evidence against the null hypothesis of no correlation.
- The fifth variable, "Age group," has a correlation coefficient of -0.241 and a p-value of 0.000. This suggests a weak negative correlation between age group and the other variables, and a very low p-value provides strong evidence against the null hypothesis of no correlation.
- The sixth variable, "Awareness on govt support," has a correlation coefficient of -0.145 and a p-value of 0.000. This suggests a weak negative correlation between awareness on government support and the other variables, and a very low p-value provides strong evidence against the null hypothesis of no correlation.

It is clear from the above table 1 that age group and educational level have moderate positive correlation which was statistically significant at 1% level of significance. Other variables such as farm size, use of ICT is found to have no significant correlation with the awareness on government support to market agricultural produce.

Findings:

- Majority of the farmers are practicing agriculture for more than 20 years
- 25 per cent of farmers are not marketing the produce through procurement agencies due to the absence of procurement agencies and local purchaser
- The increase in population has escalated domestic demand for food which in turn reduce farm exports
- Only 15% of farmers are aware of online marketing of agriculture products
- Majority of the farmers do not have warehousing facility
- Majority of farmers feel there is variability in market fluctuations
- Many framers do farm as Subsistence farming than commercial farming
- 60 percentages of the farmers sell their produce through middlemen only
- More than 60 percentages of farmers are not aware of the government assistance to market agricultural produce
- Majority of the farmers insisted they need change in agriculture marketing
- Many farmers are not aware of the latest technology implemented in agriculture, and adopt traditional farming

Suggestions:

- Farmers must be trained in modern marketing techniques
- Farmers can be motivated to involve in cooperative marketing of their produce
- Government should take initiative to increase the warehouse facilities in remote areas.
- Government can form more regulated markets
- Government can develop control and coordination towards marketing of agricultural crops.
- Government must maintain transparency on agricultural crop marketing and form confidence in global markets
- Farmers must be practiced to enter in national agriculture website on crops grown and place of agriculture land
- Farmers must be trained to grow crops that has demand in the market
- Many farmers are not aware of procurement agencies like Food Corporation of India, Jute Corporation of India, Cotton Corporation of India, State Food Corporation and Civil supplies
- Awareness on MSP should be given to farmers. Increased storage facilities will support the farmers to sell at minimum price.
- Farmers should be trained with skills and hands on training can be offered free of cost
- To increase the contribution of small and marginal farmers on e-trading platform, farmer's must be educated to trade on e-NAM

Conclusion

Taking everything into account, farming assumes a significant part in the Indian economy, from the viewpoint that it utilizes millions, yet additionally according to the perspective of India's food security. Speeding up its digitization exertion by working with noteworthy experiences for ranchers and enabling them with information, and upgrading transportation and safeguarding of the produce should be main concern. Agriculture market should cover promotion of network and real guideline on direct marketing. India can profess to have biggest organization of agri-business cooperatives on the planet, taking part in performing assembling, acquirement and advertising of horticultural produce. ICT can bring out better arrangements as it can work with farming advertising capacities and cycles incorporate trading, instalment, evaluating, normalization, transportation in a productive way. In spite of the fact that expense of creation is a vital element in assurance of MSP, different factors, for example, request and supply, cost patterns, intercrop cost equality, terms of exchange among horticulture and non-agribusiness and ramifications of MSP on buyers are thought of.

The normal horticultural stage coordinated with present day advancements will be a significant impetus to guarantee best cost to the makers for their produce and will likewise guarantee the assortment of value items to the shoppers. The extension in the volume of exchange e-NAM stage will follow the fortified back-end foundation for complete worth chain of produce. Consequently, endeavours should likewise be channeled towards improvement and up gradation of logical distribution centres, cold capacity, refrigerated vans for perishables, mindfulness and preparing to the members in the promoting system, high velocity web network to the business sectors and among various parts of the market. The advantages of eNAM should be brought to the notice of farmers, so that they can enjoy its benefits.

Reviews:

- (1) Agricultural Marketing, Department of Agriculture, Co-operation and Farmers Welfare, Ministry of Agriculture and Farmers welfare, <http://www.agricoop.nic.in/divisiontype/agricultural-marketing>.
- (2) Analiza C.Diaz,NopheaSasaki,Takuji W.Tsusaka,SylviaSzabo, Factors affecting farmers' willingness to adopt a mobile app in the marketing of bamboo products in Elsevier, 2021
- (3) Annual Report 2014-15, Warehousing Development and Regulatory Authority, <http://wdra.nic.in/Annual-report2014-15>
- (4) Deshpande RS (Ed) (2008) Impact of Minimum Support Prices on the Agricultural Economy. In Glimpses of Indian Agriculture - Ministry of Agriculture & Academic Foundation, Government of India, New Delhi.
- (5) Directorate of Economics and Statistics, Ministry of Agriculture and Farmers Welfare, February 15, 2017
- (6) "Food Processing Units and Mega Food Parks", Press Information Bureau, Ministry of Food Processing Industries, July 29, 2016.
- (7) Heri Akhmadi- Use of Information and Communication Technology (ICT) on Agricultural Marketing in Indonesia a Brief Literature Review-2018, Published by Atlantis Press.
- (8) Jaiprakash Bisena and Ranjit kumar, Agricultural marketing reforms and e-national agricultural market (e-NAM) in India: a review in Agricultural Economics Research Review 2018, 167-176
- (9) K.S. Aditya,S.P. Subash,K.V. Praveen,M.L. Nithyashree,N. Bhuvana,Akriti Sharma, Awareness about Minimum Support Price and Its Impact on Diversification Decision of Farmers in India, in Asia and the Pacific Policy Studies, 2017
- (10) "Pradhan Mantri Fasal Bima Yojana (PMFBY), Ministry of Agriculture, http://agricoop.nic.in/imagedefault/whatsnew/sch_eng.pdf; "Cabinet approves New Crop Insurance Scheme – Pradhan Mantri Fasal Bima Yojana", Press Information Bureau, Ministry of Agriculture, January 13, 2016.
- (11) "Pricing, Costs, Returns and Productivity in Indian Crop Sector during 2000s", Commission for Agriculture Costs and Prices, Ministry of Agriculture, June 2013, <http://cacp.dacnet.nic.in>.
- (12) Rahul Tongia-India's Biggest Challenge: The Future of Farming in The India forum, 2021
- (13) Ratri Virianita, Tatie Soedewo, Siti Amanah and Anna Fatchiya - Farmers' Perception to Government Support in Implementing Sustainable Agriculture System in Jurnal Ilmu Pertanian Indonesia-2019
- (14) Report No. 16 of 2015, Performance Audit on Nutrient Based Subsidy Policy, <http://cag.gov.in/content/report-no-16-2015-performace-audit-nutrient-based-subsidy-policy-decontrolled-phosphatic>.
- (15) Shakeel Ul Rehman and Mahalakshmi Selvaraj - Indian Agricultural Marketing-A Review in Asian Journal of Agriculture and Rural Development, 2(1)2012: 69-75
- (16) Swapnil Gupta and Prof. P. S. Badal, E-national Agricultural Market (e-NAM) in India: A Review in BHU Management Review I Vol. 6, Issue-1&2 Jan. - Dec. 2018
- (17) The Economic Times-Sep, 2020
- (18) Vijayakumar.B-Farmer's insight towards marketing of Agriculture products in Seshadripuram Journal of Social Sciences -2019
- (19) Jablonski, B.B., Key, N., Hadrich, J., Bauman, A., Campbell, S., Thilmany, D. and Sullins, M., 2022. Opportunities to support beginning farmers and ranchers in the 2023 Farm Bill. Applied Economic Perspectives and Policy.
- (20) Manida, M. and Ganeshan, M.K., 2021. New Agriculture Technology in Modern Farming. In Proceedings of the 2nd International Multidisciplinary Conference on Information Science, Management Research and Social Science. Chennai, Tamil nadu.
- (21) Nedumaran, D.G., Kumar, M.A. and Alaguraja, M., 2020. Effect of mobile applications on farming in Virudhunagar District-a study.
- (22) Thilmany, D., Bauman, A., Hadrich, J., Jablonski, B.B. and Sullins, M., 2021. Unique financing strategies among beginning farmers and ranchers: differences among multigenerational and beginning operations. Agricultural Finance Review.
- (23) Manida, M., Nedumaran, G., Mehala, D. and Baladevi, M., FACTORS AFFECTING THE MARKETING OF ORGANIC AGRICULTURAL PRODUCTS IN TAMILNADU. The Hindu The Indian express