

ROLE OF AGRICULTURE MARKETING IN ECONOMICS

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Definitions of Agricultural Marketing:

The term agricultural marketing is made up of two words - agriculture and marketing. Agriculture, which usually means the planting and/or growth of crops and livestock while marketing involves a series of activities involved in moving goods from the manufacturing facility to a place of use. Many scholars have described agricultural marketing and included the essentials of time, place, form and the use of love.

Agricultural marketing is a process that begins with the decision to produce tangible assets on the farm, encompassing all aspects of market structure or system, both financially and institutionally, based on technical and economic considerations, and includes pre- and post-harvest operations, integration, planning, storage, transportation and distribution, 1976).

Key aspects:

Agricultural marketing includes all activities involved in the provision of farm inputs to farmers and the transfer of agricultural products from farms to consumers. The marketing plan should be such that it can bring general well-being to all sectors (producers, consumers, middlemen and retailers) in the community. The government acts as a watchdog in ensuring the interest of all advertising-related parties. The topic of agricultural marketing includes marketing activities, agencies, channels, efficiency and cost, price distribution and market integration, producer surplus, government policy and research, training and agricultural marketing statistics and imports/exports of agricultural goods. The ultimate goal of agricultural marketing in a developing country like India is to help the first producers, namely. Farmers in obtaining paid prices for their product and providing the right type of goods in the right place, in the right quantity and quality at the right time, and at the right prices for the processors and/or end-users.

Importance of Agricultural Marketing:

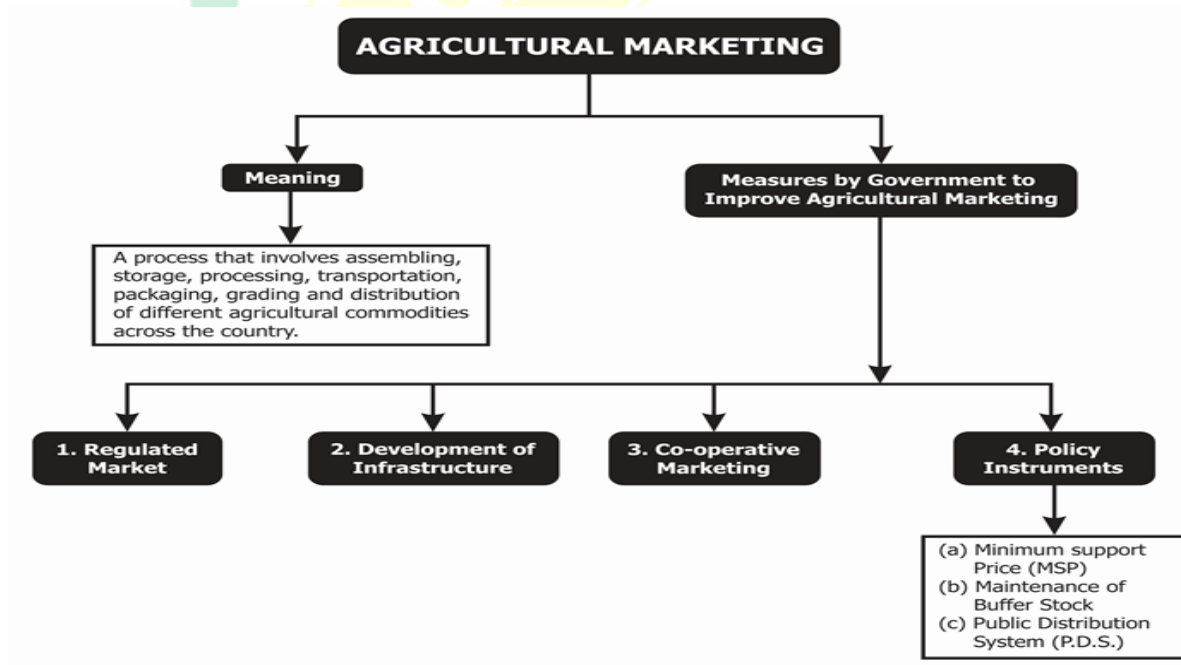
- Optimization of Resource use and Output Management.
- Increase in Farm Income
- Widening of Markets
- Growth of Agro-based Industries
- Price Signals
- Adoption and Spread of New Technology
- Employment Creation
- Addition to National Income
- Better Living
- Creation of Utility

(a)Form Utility

(b)Place Utility

(c)Possession Utility

(d)Time Utility



**Market Structure: Conduct and Performance:**

Term structure means something that has an organization and size, size and design; and arising for the purpose of doing the work. The name of the market structure means market size and structure. It includes how the market works.

Market structure refers to those market organizations that influence competition and prices, which affect the performance of business firms.

Market structure refers to those market factors that affect the behaviour of traders and their performance.

Market structure is the legal entity for the operation of a marketing centre.

Components of market structure:

- Concentration of market power
- Degree of product differentiation
- Conditions for entry of firms in the market
- Flow of market information

Importance:

Agricultural marketing is one of the various problems, directly affecting the prosperity of farmers, as India is an agricultural country and about 70% of the population depends on agriculture. Most of the fully planted area (about 76%) is under food and pods. About 33% of the grain, fragrance and all the produce of cash crops such as cotton, sugarcane, oilseeds etc. are sold as they remain a residue after meeting the needs of the farmers. Technological advancement, rapid communication and transportation have introduced technology into agriculture.

The marketing program can be a direct source of new technological knowledge and encourage farmers to use scientific methods of planting.

Conclusions:

Agricultural marketing research covers all the activities, and the agencies that do it, are involved in the distribution of farm-produced food, raw materials and raw materials, such as textiles, from farms to end-users, and the effects of these operations on farmers, intermediaries and consumers. Agricultural marketing is the study of all the activities, agencies and policies involved in the purchase of farm inputs by farmers and the transfer of agricultural products from farms to consumers. The agricultural marketing system is the link



between the farm and the non-farm sectors. It encompasses all aspects of market structure or system, both operational and operational, based on technical and economic considerations, and includes pre and post-harvest operations, integration, measurement, storage, transport and distribution. A strong and growing agricultural sector needs fertilizer, pesticides, farm equipment, machinery, diesel, electricity and repair services produced and provided by the industry and non-farm businesses. Extending the size of the farm outlet promotes advanced connectivity by providing residual or food and natural fibres that need to be transported, stored, digested or processed, packaged and resold to consumers.

References:

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