

Impact of Rural Agricultural Marketing on Rural Life of Upper Siang district Arunachal Pradesh

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Introduction

The word “market” comes from the Latin word “marcatus” which means merchandise or trade or a place where business is conducted whereas marketing is a process of promoting, selling and buying of the service or products by the seller to the potential clients or consumer respectively who are in need of the services or the product. The marketing involves many steps and processes to deliver the services or the products such as researching, promoting, selling and distribution of the services or the products. The rural marketing basically means planning and implementation of marketing functions which leads to transaction of goods and services (involving largely of agricultural produces) in the villages or rural areas. Agricultural marketing usually involves growing or rising of crops or livestock and selling and buying them. It means it would not be wrong to say that agricultural marketing is both an input and output marketing in which there is an input for good seeds, manure, fertilizer, machineries etc. and the produces as the output.

According to National Commission on Agriculture “Rural marketing is a process which starts with a decision to produce a saleable farm commodity and it involve all the aspects of market structure or system, both functional and institutional, based on technical and economic considerations and pre and post-harvest operation, assembly, grading, storage, transportation and distribution.

Rural Agricultural Marketing Meaning:

The rural agricultural marketing is the process of selling and buying of agricultural goods which are produce in the rural area itself. Usually the rural agricultural marketing do not have proper marketing strategies or systems. It is random and not organized; the pricing also generally differs from one village to the other. Various agricultural products are



available but not in a very large quantity. The rural agriculture market usually runs freely without the interference of the others that is from government and administration.

Nature of Rural Agricultural Marketing:

The rural agricultural marketing varies from one place to another. In more developed states or regions even though it's rural area the marketing system is good with functioning APMCs and other wholesale mandis with good storage facilities. Farmers of such rural areas get good opportunities for selling their produces. Those states or regions which are not so developed or are underdeveloped have a poor rural agricultural marketing system and functions. In such areas the farmers sell their products directly to the private traders or to the middlemen. Sometimes they sell their products directly by themselves to the consumers. The form of agricultural marketing in rural areas are not so well- organized nor are they uniform in the way the function. The farmers grow crops of their own choice rather than the demands in the market. They use traditional method of farming for cultivation of crops. Majority of the farmers used to market what they have as surplus of their farm which they produced for their own consumption. A very less number of farmers are thoroughly involved in the production and marketing of agricultural products.

Status of Rural Agricultural Marketing in North-East India

North East Region of India having a hilly terrain almost in all the North East states except for Assam and valleys of Imphal in Manipur. The region has high potential for agricultural development because of the good agro-climatic conditions. Though the states of North East have good agro climatic conditions for agricultural production but because of hilly terrain these region faces problem of transportation and the losses in the transit is found to be 35-45% in case of fruits and vegetables. Studies have revealed that 58% of the villages in the region do not have proper linked roads. Storage facilities are also either absent or insufficient in rural areas. In states like Mizoram and Arunachal Pradesh such facilities do not practically exist. In Meghalaya we can witness a large number of pucca storage for primary markets. So we can say that the agricultural marketing system is not so developed in most of the places in North East Region. In North East India there are no proper marketing regulation Acts therefore majority of the agricultural marketing is dominated by private traders.

Table 1: Distribution of Wholesale Assembling Primary and Regulated Markets in North East Region

Sl.No	STATE	No. of wholesale market	No. of periodic markets	Total	No. of principal regulated market	No. of sub-yard	Total
1	ASSAM	172	650	822	16	19	35
2	ARUNACHAL PRADESH	–	50	50	-	-	-
3	MANIPUR	20	49	69	APMC not passed		
4	MEGHALAYA	101	82	183	2	-	2
5	MIZORAM	8	35	43	-	-	-
6	NAGALAND	16	80	96	-	-	-
7	TRIPURA	84	554	638	21	-	21
	TOTAL	401	1500	1902	39	19	58

Table 1 shows that there are very less number of wholesale market, regulated and periodic markets in the states of North East India. Assam having maximum number of wholesale and periodic markets as compared to other states.

Status of Rural Agricultural Marketing in Arunachal Pradesh

In the state of Arunachal Pradesh though there are agricultural marketing regulation acts and the APMC acts being passed in the state but there is no proper implementation of this market regulation acts. In the APMC act where it states that there should be Mandis or yards for selling the produces to the wholesalers at a good price but the state witnesses' lack of infrastructures and facilities. As a result of this there is no proper marketing system and regulations. In the state of Arunachal Pradesh maximum percentage i.e about 80%-85% of the rural agricultural marketing is unorganized. Only some numbers of progressive farmers do a proper business of agricultural marketing. Since agricultural marketing is unorganized here it gives opportunities to the private traders who make deals with the farmers for the standing crop at a low price compare to the prevailing market price. This kind of contract

marketing usually happens in crops like paddy, ginger, cardamom and fruits (like oranges, kiwi etc.). The rural people are not aware about the market prices and the marketing strategies which let them to sell their products to private traders or the middlemen. In the present day cultivation of oranges, kiwi, ginger and cardamom are very high in the state but the farmers are not making much profit because of the private traders or the middlemen. The private trader will fixed the price of one orange tree bearing fruit to about rupees 3000-5000 depending upon the fruit bearing capacity or sometimes they will procure the harvested orange at rupee 1 per orange and sell it at rupees 9-10 per orange at market. This shows a large difference in the procurement price and the market price and by this only the middlemen get a better profit than the actual farmer. In case if this same tree is being harvested by the farmer himself, sell it by him than he could get better price for the same. Since the agricultural marketing is not so developed many of the farmers are not even aware about the incentives and government schemes. In case of vegetables the farmers usually sell their produces at village or at markets to the vendors at low prices (Jaryon, they called it).

I. Land Use Cover Clasification of Upper Siang District (In Hectare) 2019-2020

SL.NO	LAND USE		Area (in hectare)	TOTAL
1.	Net irrigated area	Flat land	1136	2335
		TRC	1199	
2.	Unirrigated area	Settled	2968	7097
		Jhum	4129	
3.	Net area sown		9432	9432
4.	Doubled cropped area		2892	2892

II.Upper Siang District Arunachal Pradesh (Land Use and Cropping Pattern 2020-2021)

1. Land holding size: 80% of the farmers are small and marginal.
2. Land under cultivation :

a.	Gross cropped area	12912 hectare
b.	Net cropped area	11010 hectare
c.	Double cropped area	1902 hectare

3. Net irrigated area: 2340 Hectares

4. Crops cultivated:

- a. Paddy
- b. Maize
- c. Millets (finger millets, foxtail millets)
- d. Ginger
- e. Cardamom
- f. Tuber crops (yam, colocasia, tapioca)
- g. Potato
- h. Sweet potato
- i. Soybean
- j. Pulses (arhar, local pulses)
- k. Vegetables.
- l. Sugarcane
- m. Horticultural crops (orange, pomelo, guava, banana etc.)

5. Farming method:

- a. Paddy : TRC (irrigated) , monocropping.
- b. Other crops: Traditional method of the farming.

III. Distribution on Area, Production, Yield in respect of all crops in Upper Siang (2020-2021)

Sl.no	Name of crop	Area (Ha)	Production (MT)	Yield (Qtls/Ha)
1.	Paddy	6754	19582	28.99
2.	Millet	1406	1300	9.25
3.	Maize	1758	2407	13.69
4.	Pulses	490	526	10.73
5.	Oilseeds	235	229	9.74
6.	Ginger	303	1465	48.35
7.	Chilli	290	619	21.34
8.	Sugarcane	201	3607	179.45
9.	Potato	199	1551	77.94

10.	Vegetables	422	1465	34.72
11.	Others	266	526	19.77
	TOTAL	12,324 Ha	33,277 MT	453.97Qtls/Ha

Rural Agricultural Marketing in Upper Siang District.

Upper Siang district is one of the largest district of Arunachal Pradesh inhabited largely by Adi tribes. The people here mainly practices jhum cultivation and terrace farming. Maximum of the rural people here do the farming for their own consumption, the surplus of what they produce are only sold. The agricultural marketing system is not formally organized here, so they sell their produces in various type of areas like near roadside or the highways, junctions, small areas in the main town market or village shop areas etc. They sell their produce in portion and not in the weight system. For leafy vegetables they use to make bundles amounting Rs. 10 or Rs. 20, for vegetables like brinjal, bitter brinjal, chillies, tomatoes etc. they use measuring cup (non-scientific) and make portion of varying prices. The farmers, usually the women harvest their vegetables during day and bring their produce to the market area at evening and sell them to other vegetable vendors or sometimes they use to sit and sell the vegetables by themselves to the customers. Therefore the income they get by selling vegetables and other agricultural products are not always same, sometimes they get better profit when they bring fresh produces and sell themselves as compare to when they sell it to the vendors. It is also noticed that the farmers generally have 2-3 small vegetables field therefore they can, in season supply continuously to the consumers. They will first harvest in the first field and sell them and for the second day harvest they will go to the 2nd and after that to the 3rd and by that time the 1st field will be ready for its 2nd harvest and so on. In the market the consumers will get only what is produce in the farmer's field.

It is also evident that in Upper Siang district there are many farmers who are greatly involved in the production of ginger (*Zingiber officinale*) and large cardamom (*Amomum subulatum*). Along with these two perennial herbaceous crop, oranges (citrus fruit) are the three largely adopted crops for a higher income by some progressive farmers. Growing and selling of ginger and cardamom has been quite a success. It is seen that many farmers with medium land holding size are adopting either ginger or cardamom for their economic development.

The two main hindrance for these farmers are the lack proper storage facilities and the transportation problems. Since Upper Siang is district where every land is a hill or a slope, transporting the harvest to the main road or the highways is a big burden for the farmers as it takes lot of man power for the transportation. But still with their will they are managing well and as a result of that we can witnesses few success stories of farmers on growing of these crops.

For fruit like oranges there is system of contract farming where in the private trader or the middlemen use to make a deal to purchase the standing crop before it is the time for harvesting of fruits. The private traders come from different districts and sometimes from outside of the state. They will fixed the price of one fruit tree into Rs.3000-5000 depending upon the fruit bearing capacity of the tree. But it is seen that this type of marketing does not give much profit to the actual farmers.

I. Sale At Village

At the village the farmers usually set up structures in areas where there is a probability of getting more crowds that is in areas like junctions and near the highways where the public transport passes. They sell their produces at very low price compare to the market prices. For example they will just sell a huge cucumber for just 10-20 rupees whereas if it is sold by weight it will give them a better price, same goes for other fruits and vegetable items. They do not sell their produce in the weight system but instead in portion of different price ranges.

Commonly seen price pattern in the rural market:

Sl.no	Name of vegetables	Price range per bundle/portion
1.	Leafy vegetables (mustard, spinach, local leafy vegetables- Rori, Ongin, Oyik, Marsang etc.)	Rs. 20/ bundle
2.	Bitter brinjal	Rs.50-60/ portion
3.	Brinjal	Rs. 50-60/ portion
4.	Local Chilli	Rs.20-60/ portion
5.	King chilli (Bongal)	Rs.30/ 5 pieces
6.	Local tomatoes	Rs. 50-60/ portion
7.	Banana	Rs.100/ bunch

Other than those mention fruits and vegetables the farmers also sell other food grain items like rice(mostly), millets etc. Both husk and unhusked form of rice they use to sell at the price range of Rs.600-800 per Tin and Rs. 220-300 per Tin respectively. It is found that the finger millets are very much important in Arunachal Pradesh especially to Adi tribe for making of wine. So many farmers are greatly involved in growing of millet and sell after fermenting it at a good price. Rural people in various places of the state are adopting different crops for better income but since they are not so aware about the agricultural marketing and the strategies the economic development is slow.

Commonly seen price pattern of food grains in the area:

Sl. No	Item	Price
1.	Unhusked rice	Rs. 220-300 per tin
2.	Husked rice	Rs.600-800 per tin
3.	Unhusked millets	Rs.250-300 per tin
4.	Husked millets	Rs. 600-650 per tin
5.	Fermented millet	Rs.1200 per 40 Litre bucket
6.	Foxtail millet husked	Rs. 600-700 per tin
7.	Amkel husked(colored rice)	Rs. 1100-1200 per tin

Commonly seen market price of ginger and cardamom:

Sl.no	Name of crop	Price per kg
1.	Ginger	Rs.15-50
2.	Cardamom	Rs.500-550

*The market price of ginger in Upper Siang district 2021 is Rs.25/kg

*The market price for Cardamom in Upper Siang district 2021 is Rs.580/kg

II. Sale at Market:

Sale at market means selling of produces directly to the vegetable wholesalers in nearby towns when the farmer does not want to sell directly by themselves to the customers. In this kind of practice the farmer gets a very low price for the produces. This type of practice is called Jaryon in the local language. In this type of practice the farmers will bring their vegetables and other farm produces in their basket (locally known as Tokaree, Kiro, Baye) or in cement bags of size 50kg and sell them at Rs. 180-200 per bag or tokaree.



III. Sale at Highway Side:

Villages which lie near to main highway road gets a better opportunity for selling their produces. With the development of the highways there are many passenger vehicles travelling from nearby districts and regions and as a result the village farmer get direct customer for their produces.



Villages of Upper Siang like Geying, Sili, Padu, Pasi, Damroh, Bomi, Simong, Gobuk which lies in National Highway 513 connecting Pasighat in East Siang district and Yinkiong in Upper Siang is a boon for these villages because rural farmers of these villages directly sell their produce near rest areas of NH 513 passing through their respective villages. During peak season of vegetables we can see various type of fresh vegetables after every 15-20 kilo



meters. During winter the highway sides are decorated in orange with those delicious orange fruits in baskets. They sell oranges in different size of baskets with price range Rs.50-300. It is seen that after the development of the highways not only in Upper Siang but also in different other regions of Arunachal Pradesh has improved so much for the rural life of those living in the villages near to the highways.

Significance of Agricultural Marketing in Rural Life

A well- established agricultural marketing system helps in accelerating the economic development in rural areas. In any rural area if the marketing system is efficient than it ensures higher level of income for the farmers. An efficient agricultural marketing system reduces the number of middlemen and as a result it restricts commission on marketing services as well as malpractices adopted by the middlemen. Also it will ensure fair price for farm products. A well established marketing system widens the market area, it increases the demand, as well as it maintains the frequency of demand which in result will provide great opportunity to the farmers. To have a good agricultural marketing system will not only be a boon to the farmers but also to the urban population. To the rural people it will provide employment opportunities as agricultural labourer or as machine handler or operators, increase their knowledge level, give better opportunities to interact with different types of people and situations in the sphere of agricultural marketing, increase in income etc. And to urban population it will provide the luxury of nutritious agricultural goods in terms of fruits, vegetables, pulses etc. So it is mandatory that a good marketing system is there in the rural area for the development of rural people and for a better life.

Importance of Rural Agricultural Marketing:

- **Economic growth of rural people:** The rural agricultural marketing is an important element of for the economic development of rural life. Many of the rural people has adopted the practice of selling their surplus agricultural products. By selling them they increase their income. The farmers therefore try to grow various type of crops in different seasons so that they can have a source of income throughout the season.
- **Generation of employment:** The rural agricultural marketing provides opportunities for employment. The development in agricultural marketing system will generates employment opportunities in various aspects such as employment in delivery service



of vegetables, as operators of various agricultural implements, will encourage the rural youth in agricultural activities etc.

- **Improvement in the living standard:** Once the agricultural marketing system is improved automatically the living standards of many rural people will increase. With the development in agricultural marketing the farmers will also understand the demand and the needs of the people; it will help them to increase their income and over all living standard.
- **It reduced the burden on urban population:** In many rural areas we see that there is a migration of rural people towards the urban areas in search of job, better living condition etc. but if the agricultural marketing system is developed well than it will create job opportunities and as a result there would not be migration of rural people in urban areas.
- **It creates the opportunity for development of agro based industries:** Once the marketing system is developed than the farmers will also take interest in growing varieties of crops in large quantities. This will lead to development of agro based industries; will invite the companies to start business based on agriculture and allied sectors.
- **It will help in creating improved rural infrastructures:** Majority of the rural agricultural market do not have proper marketing infrastructures because of lack of proper marketing system and functions. Therefore if the government improves the marketing system with marketing rules and policies than there will be development of infrastructures for market and related activities.
- **It helps in increasing knowledge level and overall development of rural people:** With development in marketing system there will be involvement of many people of various knowledge level in the marketing process. Rural people will get the chance to interact with various people, they will learn new things from those they meet, share knowledge etc. Improvement in marketing system will help in increasing the knowledge and overall development of rural people.

Problems in Rural Agricultural Marketing:

The agricultural marketing faces different kind of problems in North East Region because of the following reasons:-

1. Small and scattered land holding leading to lower scale of production
2. Seasonal production of agricultural produce which affects the consistency in supply.
3. Low demand in rural areas.
4. Scattered production centers.
5. Large number of middlemen in the marketing process.
6. Lack of farmers organizations.
7. Poor connectivity to the rural areas from the main road.
8. Lack of proper implementation of the marketing rules.
9. Lack of knowledge of the farmers about proper marketing system, government schemes etc.
10. Lack of infrastructures like storage, pre and postharvest machineries etc.
11. Being hilly terrain machineries cannot be used properly or might not even be in use.
12. Extreme weather conditions during monsoon.

Way Forward:

1. There should be proper implementations of marketing rules and policies at the grass root level.
2. In rural areas extension agents should function more than ever to teach them about rural development in general and rural agricultural marketing in particular.
3. Permanent structures for marketing should be set up in the rural areas so that they can sell their produces in good condition.
4. Agriculture being a state subject there should be implementations of farmer friendly schemes by the state government in addition to the central schemes.

Success Story

Mrs. Odam Pertin Tayeng now 37 years was born in a farmer family where both her parents were engaged in farming. Growing up she also learned to do farming and was always interested in those agricultural activities. She gave up her studies after appearing class 10 and took the responsibilities of taking care of the farming activities so that her four younger siblings could focus on their education. But she believes that it was not a kind of sacrifice for her siblings as she herself was interested in farming. She got married at 28 and the couple started to do farming. At first they were just engaged in cultivation of rice, millets, vegetables etc. for own consumption but as her husband is a graduate and knew the on going demands of

ginger and cardamom, they started cultivation of ginger in their 1 pura land area(0.535) for which the initial production was not so good but with the passes of time they could produce 5-6 tonnes. Later on they started cultivation of cardamom in their half of land that is in 1 pura area which gradually began producing good harvest. From the production of these two crops she earns around 2 lakhs annually. Apart from this she is also engaged in production of millets, paddy, fruits and vegetables. She sell the produce at market herself and sometimes sell to the wholesalers. She did not adopt any new farming technologies or system, she just follows the traditional method of farming. Apart from selling the fresh produce she also use to ferment the millets and rice which is used for making local drinks at festivals and sell them .She works really hard to meet the needs and now she can afford to send her two kids for day schooling at private school.

Cardamom farm of Mrs Odam Pertin Tayeng



As I was interacting with her she told me that she will try to produce king chilli at large quantity as she has observed that cultivation of this crop gives good income. She has initially cultivated this crop in small area and have seen that once it start bearing there is atleast 3 harvest per week and the harvest can go on starting from june -july to till December. So her next goal is the production of king chilli.



Millet farm of Mrs. Odam Pertin Tayeng

Conclusion

India being an agriculture oriented country has seen many phases of agricultural development and it has the potential to do many more agricultural sector. Rural agricultural marketing plays a vital role in the economic development of the country where about 70% of the employments are generated through agriculture and allied sectors. The rural life has developed so much as compare to pre independence by the development in agriculture and its allied sector. Many youths are employed in agricultural activities and it help in boasting their economic status. Government of India and the states government has taken up many initiatives in development of agriculture and agricultural marketing. Agricultural marketing regulation acts and APMC Acts has been implemented in almost all the states and union territories of India for better agricultural marketing. But it still faces problem in actual implementation and as a result though there are various marketing regulations by the Government of India and the Government states, there is still a need for the proper agricultural marketing system in overall India at rural areas specially in the states of North East Region.

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