



MAGADH MAHILA COLLEGE  
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CC-05 MODULE-2

# AGRICULTURAL MARKETING IN INDIA



Department of Economics

# INTRODUCTION



Agricultural  
Marketing in  
India

Agricultural marketing plays an important role in the very growth and development of agriculture outputs essential for the rural development of India.

# Meaning of Agricultural Marketing

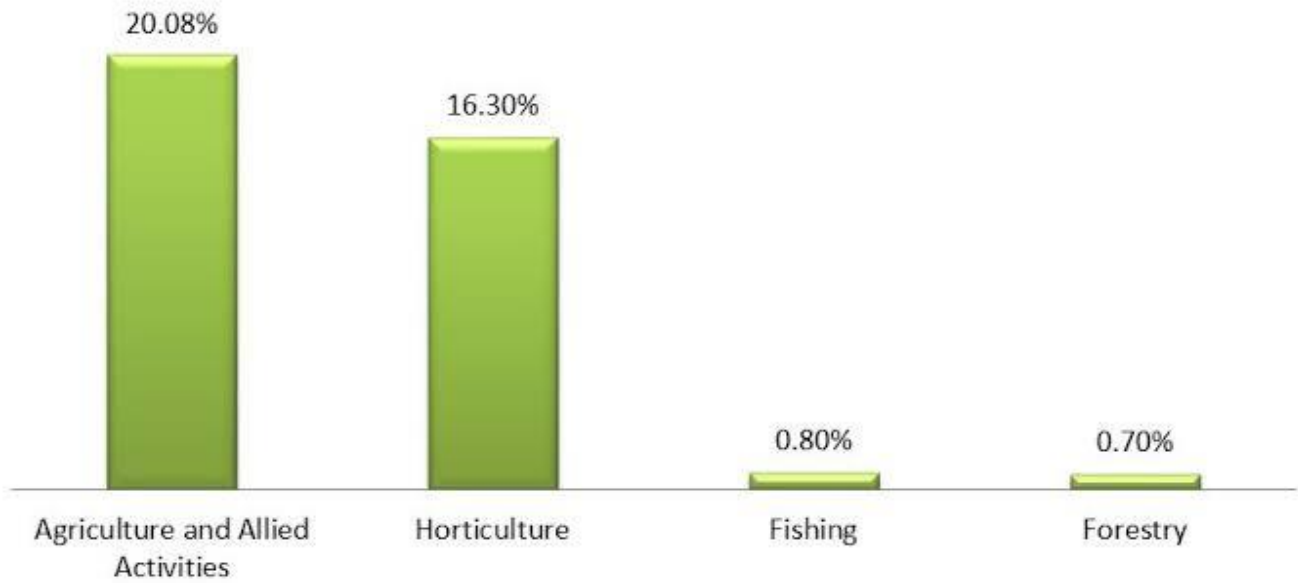
The definition of agricultural marketing as given by the national Committee on Agriculture states that:

“a process of flow of agricultural and farming produces produced through the use of natural resources for the welfare of the people i.e. it includes all such activities of primary production related to the agricultural or farming which includes activities such as growing up or rising of crops and management of livestock.”

# The broader role of Agriculture Marketing in India

- ▣ To transmit macroeconomic signal to farmers or producers
- ▣ Balancing demand and supply
- ▣ Providing incentives to producers to increase production and output
- ▣ Promoting the efficient use of resources in the production and distribution systems

## Agricultural Activities % of GDP in India

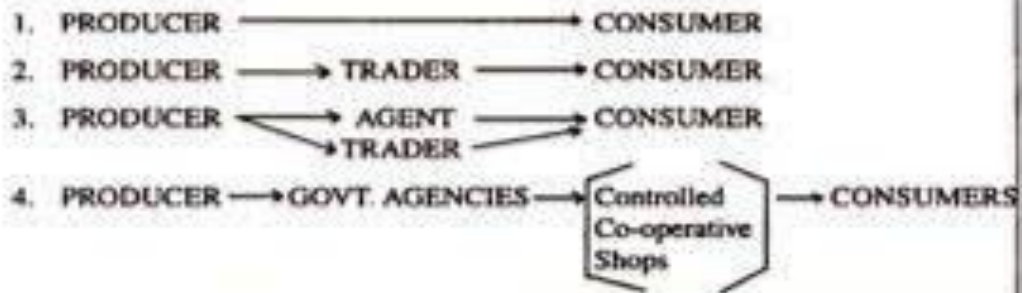


# Present Agricultural Marketing systems in India

1. Sale in villages
  - Small size
  - Transportation cost
2. Sale in markets
  - Regulated
  - Unregulated
3. Other markets
  - Cooperative societies
  - Government directly purchase system

# Process of Agricultural Marketing

## (A) IN NON-REGULATED MARKETS



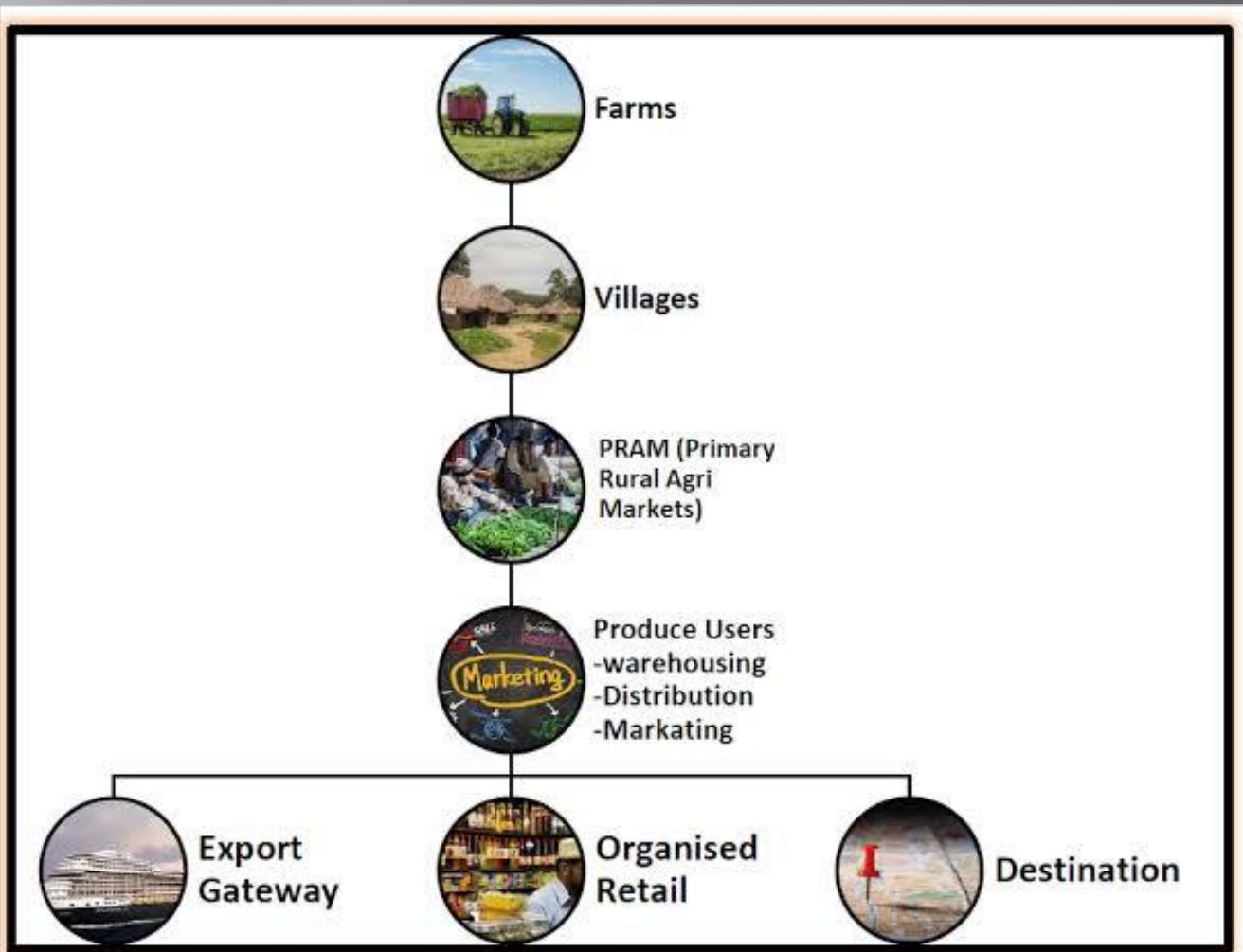
## (B) IN REGULATED MARKETS



# Conditions for satisfying Agricultural Marketing

- ▣ Freedom from money lenders
- ▣ Elimination of middle man
- ▣ Bargaining power and storage facility
- ▣ Transport facilities
- ▣ Regulated markets
- ▣ Market intelligence





**Figure- Agriculture Marketing Structure**

# Defects of Agricultural Marketing

- ▣ Unorganized farmers
- ▣ Multiplicity of intermediaries
- ▣ Lack of Grading
- ▣ Weak transportation facilities
- ▣ Lack of proper storage facilities
- ▣ Lack of finance
- ▣ Mal practices

# Measures to improve Agricultural Marketing

- ▣ Regulated markets
- ▣ Co-operative marketing societies
- ▣ Grading of agricultural produces
- ▣ Standardization of weights and measures
- ▣ Display market information
- ▣ Development of means of transport
- ▣ Agricultural marketing organizations

Thank you