

Agricultural Marketing

2nd Revised and Enlarged Edition

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SCIENTIFIC
PUBLISHERS

Published by

SCIENTIFIC PUBLISHERS (INDIA)

5 A, New Pali Road

P.O. Box 91

Jodhpur - 342 001 INDIA

E-mail: info@scientificpub.com

Website: <http://www.scientificpubonline.com>

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ISBN: 978-93-92590-90-0 (Hardback)

ISBN: 978-93-92590-92-4 (E-book)

Printed in India

**In Sacred Memory of
My Beloved Parents
Late Baban Prasad Shrivastava**

and

Late Smt. Lalmuni

**Whose noble soul gave me a new life
as well as**

Late Dr. Hema Verma

my better half,

**whose love, devotion, sincerely and guidance have
inspired me for higher attainments.**

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FOREWARD

This book written by Prof. Sawalia Bihari Verma gives a good understanding of underlying "**Agricultural Marketing**" deserves special praise for taking the various aspects of the subject concern. This would certainly enrich the existing knowledge of the subject and would benefit the readers in the field immensely. The strength of the book lies in the comprehensive presentation of the concerned aspects, issues and their applications.

I find the book to be an excellent resource for readers. I recommend it fully to everyone interested in the understanding of the Agricultural Marketing.

(M.L. Verma)

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CA K.K. Choudhary
LL.B., M.B.A., F.C.A.

This book on "Agricultural Marketing" is a very good presentation on the subject. This book is an upshot of an authentic hard work and scholarly exercise. Diverse concepts have been logically explained so that the readers can understand seamlessly without a set twist. The author has concerned the spirit of the subject matter.

Prof. (Dr.) S.B. Verma has really attempted to share with the readers the outcome of his well healed experience in teaching as well as research.

I rate this book is a momentous accretion to the available bits and pieces on the theme and as such it will serve a genuine text on the subject.

I hope that those who will read this book will be serve of fresh loom to learn subject with high passion.

I sincerely congratulate Prof. (Dr.) S.B. Verma who has written this valuable book and thankfully acknowledge the endeavours of the contributors.

(CA K.K. Choudhary)

PREFACE (2nd Edition)

I am glad immense pleasure to present before my readers the second thoroughly revised and enlarged edition of my book “Agricultural Marketing”. The book is strictly according to agro-research oriented. The book has been designed keeping in mind the mental horizon of researchers, yet it will surely raise their mental aptitude. This edition is a precise analysis and it has been attempted to introduce the basic concepts of agricultural marketing that creates a logical aptitude among researchers for analysing agro-marketing concepts. Simplification in the explanation of various agro-problems have tried to bring researcher nearer their solution and logically and scientifically. This makes the book lucid and comprehensive.

A consistent demand for the edition, I resisted the temptation with a view to update and make it more useful for the readers and researchers as well. Addition and alteration have been affected wherever felt necessary. A reader who is making first acquaintance, the subject may get stimulation and interest in them.

I place my deep sense of gratitude to the researchers and readers for their appreciation of my work. It has afforded me an opportunity to bring out the edition. I am sure the book would inspire young people to take a fresh look at the subject immensely.

Editor has made every effort to wipe out deficiency in concept, yet perfection lies only with God. Therefore, shortcoming and lacking will be welcomed and acknowledged gratefully.

Shivprui, Muzaffarpur

Sawalia Bihari Verma
Editor

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PREFACE (1st Edition)

Marketing is an increasing awareness that is not enough to produce a crop or animal product, it must be marketed as well. Indian agriculture marketing operates primarily as per forces of supply and demand in the private section. Indian Government intervention is limited in protecting the interests of producers and consumers and promoting organised marketing of agricultural commodities. In 2008 there were 8640 regulated markets to which central government provided assistance in the establishment of infrastructure and in setting up rural warehouses. In modern times, agricultural produce has to undergo a series of transfers on exchanges from one hand to another before it finally reaches the consumer.

The agriculturist has realized the importance of adopting new techniques of production and is making efforts for more income and higher standards of living. The cultivation is handicapped by several disabilities as a seller. He sells his produce at an unfavorable place, time and price. In recent years, agriculture in India is becoming more and more market oriented. With the onset of Green Revolution and subsequent white Revolution. The problems of marketing are becoming more serious. Production, processing and marketing are the three pillars of the agricultural economy in India.

Agricultural marketing in India suffers from a number of defects like; Improper warehouses, lack of grading and standardization; inadequate transport facilities; presence of large number of middlemen; malpractices in unregulated markets; inadequate market report and information; inadequate credit facilities; Unfair practices by middlemen; Excessive, marketing charges; unorganised and poor farmers.

The government has undertaken various steps for improvement of agricultural marketing in India are marketing surveys; grading and standardization; setting up cooperative marketing societies; Extension of Ware housing facilities; Extension of transport facilities to rural areas; provision for market information; state trading in food grains.

In order to enable the Indian farmers to meet these challenges comprehensively, the institutional arrangements, to be given a much greater freedom to discover prices. Future market assumes a very important role in facilitating discovery of prices and devising new and effective risk management tolls for the benefit of farming economy.

The opening of future trading in several commodities, after an almost 50 year gap, is a welcome step. Future trading is employed in all major global commodities

market as an effective hedge against fluctuating prices. However, in India, a great deal of groundwork needs to be done if the future markets are to efficiently carry out their functions as a mechanism of price discovery and risk management.

There is a need to put in place a strong, but not excessive, regulatory regime that will ensure transparency and efficiency trading and encourage development of future trade. Efficient future market will stabilize the incomes of the farmers and provide an incentive to go for capital intensive cash crops. This will improve their income levels and will help ushering in rural prosperity in India. But still, a great deal remains to be done like grading, expansion of warehousing facilities, and extension of transport facilities in undeveloped areas.

The Anthologist cum Editor of the Venture are thankful to 'Kurukshetra'; Yojana; the Southern Economist; the Employment News, and so many Journals for giving their permission to reprint the articles published by them.

I, Dr. Sawalia Bihari Verma, would like to articulate my deep sense of gratitude to my parents late Baban Pd. Srivastawa and Late Mrs. Lalmuni and My wife Late Dr. Hema Verma, Deputy Magistrate, although they are not alive to day but their invisible soul always inspire me in shaping the venture.

Sawalia Bihari Verma
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ACKNOWLEDGEMENT

I would like to articulate my deep sense of gratitude to my parents Late Baban Prasad Shrivastava and Late Smt. Lalmuni as well as my better half Late Dr. Hema Verma, Deputy Collector (Magistrate) although they are not alive today but their invisible soul always inspire me to extend when I got struck in shaping the venture.

I am grateful to all such people who talked to me and let us be part of their lives, even if it was for a short-time and those who facilitated these visits.

I would also like to thank my colleagues who have always been supportive of my work as well as to extend my gratitude to the reviewers of the book, whose encouraging comments and valuable suggestions helped me to improve the edition.

I owe my gratitude to the publisher for his indefatigable interest in bringing out this edition in time.

Sawalia Bihari Verma
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