

A Study on Use of Agriculture Marketing in Agriculture

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Abstract

In India, farming gives a huge kind of revenue for most of the country's populace in some structure. The institutional arrangement of Indian horticulture has numerous weaknesses and difficulties, which are quickly developing with numerous advances. India's non-agribusiness area is basically dependent on agrarian areas for improvement. In terms of quantity, efficiency, and expense, efficient market integration has resulted in a low-cost manufacturing method. Agricultural cooperatives are a viable option for value-added production in agriculture and related fields. Agriculture in India can be improved with successful and proper management. Agriculture is India's main source of revenue. Most of India's populace actually lives in provincial zones, with farming and related exercises filling in as the essential source of revenue. Despite the government's efforts, there is still a disparity between a farmer's investment and the return on that investment. As a result, the aim of this study is to investigate the influence of various factors on farmers' attitudes toward agricultural produce marketing and the use of marketing in agriculture which will help the researchers to understand the concept of agricultural marketing in detail.

Key words: Agriculture, Farmers, Government, Gross Domestic Product (GDP), India, Investment, Marketing, Population, Produce, Source.

1. Introduction

Various examinations in the field of horticultural advertising writing have been found. Agrarian advertising has been characterized as 'an interaction starting with a choice to fabricate sellable rural items which likewise incorporates pre-or post-gather tasks, get together, reviewing, capacity, transport and conveyance.' These are the primary showcasing elements of the homestead. Different hypothetical and observational examinations have shown that the exchanges of farming items under the control of customers are completed by methods for a chain of intermediates or offices. This prompts the arrangement of business sectors as essential, auxiliary, terminal or fare markets. These business sectors work through various channels: government, helpful and private channels [1]. In the private channel, there are many intermediaries among these. Most of the crops sold through private channels in Assam, with the exception of a few. Jaffer et.al shows that less intermediaries are more efficient on the market and vice versa[2]. A small bunch of studies around the planet have inferred that rural item appropriation costs are generally more noteworthy. Every channel of the market, farmers have relatively small rubies in the consumer rupee compared to several intermediaries because of the diversified interest of farmers, consumers and intermediaries. Sudha, et.al found that "producers are higher in the rupee of consumers than there is in the rupee of middleman[3]." Therefore, there is no middleman in the marketing efficiency As far as prices are concerned, the Linlithgow Committee observes that "the price range is unjustifiably large between producers and consumers. In all, distribution costs are far more burdensome than society will allow to bear". Farmers are paid in the United States and only about two-fifths in Germany at half of the price paid by consumers for food products. A study conducted by United States Department of Agriculture (USDA) over the next fifty years (1915 -1964) showed that 'the food consumer has received an overall average of 42% of the food dollar from farmers, while 57% of the food dollar was paid to marketing agencies[4]. 'A study by Khatkar et al. found that a large part of consumers' rupees have passed into the pockets of intermediaries in 'Milk marketing in Haryana'. He therefore called for government intervention to protect the interest of farmers through cooperative marketing and agricultural products processing[5]. The price behavior of agricultural products is one of the important aspects of a country's agriculture marketing. During the harvest period, the price of agricultural goods is decreased generally. A series of studies have shown that numerous intermediaries operate at several stages in India's agricultural marketing. The jute growers at Assam were deprived of the true prices because of intermediaries like Commission agents etc. which is one of the causes that causes farmers ultimately to lose the provision made in favor of farmers through regulating market laws. The cooperative network

in the state is insufficient and cannot supply the farmers with agricultural products to protect their interests. In developing countries, the most significant factor is broad market imperfection. It is due to the lack of market data and the lack of market demand uncertainty. Moreover, a Government intervention is critical in market mechanisms for the development of the country. The market is therefore essential to allocate resources at the margin. In 1935, following the valued Recommendation of the Royal Commission on Agriculture (1928), the Government of India established a central organization known as the Office of the Marketing Adviser to the Govt. of India. In its report, the Commission affirmed the importance of an efficient marketing system and pointed out that the success of any policy on farmers' development and prosperity depends on their efficient marketing facilities [6]. Agricultural marketing problems can be solved by creating regulated markets with marketing efficiency. The marketing costs on these markets are standardized and the practice regulated according to Acharya and Agarwal [7]. Big studies in different parts of Assam revealed that farm marketing has had many problems in Assam and that the regulated market has several short breaks in Assam [8]. The controlled business sectors set up by Assam State Agricultural Marketing Board under the different Market Committees couldn't effectively execute advised farming wares. As the traditional marketing system prevails in Assam, the producers don't receive real farm prices [9]. A handful of research studies in the area of 'agricultural marketing' and 'jute' were also found in Assam, in addition to the existing mentioned literature.

1.1 Definitions of Agricultural Marketing

Two words are utilized to depict farming and advertising as agrarian promoting. Farming for the most part implies the development and additionally raising of harvests and animals and the promoting includes various exercises including the exchange of merchandise from creation to utilization. Numerous researchers have characterized ranch advertising and joined fundamental time, spot, shape and handiness of energy. Portions of the ranch showcasing definitions are given underneath;

- Human activity to meet needs and desires through a process of exchange [7].
- The execution of business exercises that immediate the stream to clients of merchandise and ventures.
- All the activities and the offices liable for them are engaged with moving agrarian delivered staples; essential and subordinates like materials, from ranches to end-client, and the impacts on ranchers, mediators, and shoppers of those tasks. The information side of horticulture doesn't cover this definition.
- Marketing in agribusiness is a cycle that starts with the choice to deliver the sellable item for ranchers.

1. Important features of agricultural marketing

- Agricultural marketing including all exercises associated with giving ranchers inputs and moving agrarian items from homesteads to purchasers.
- Agricultural marketing. Two significant sub-frameworks – advertising items and info (factor) promoting – include the agrarian showcasing framework. The sub-arrangement of items showcasing covers ranchers, town/family merchants, wholesalers, processors, shippers, exporters, cooperatives, guideline advisory groups and retailers. The info sub-framework incorporates makers of information sources, merchants, affiliations, shippers, exporters and different organizations which furnish ranchers with different contributions for their creation.
- Agrícola marketing framework as the connection between the horticulture areas and non-agrarian areas is reasonable and created. Dynamic and developing horticulture requires the creation and arrangement of businesses and non-ranch organizations for composts, pesticides, rural hardware, motors, diesel, power and pressing materials and fix administrations. Extending the size of ranch creation empowers future associations by giving food excesses and regular strands requiring transport, stockpiling, processing or handling, pressing and retailing for purchasers. The non-ranch organizations play out these capacities. Moreover, when an expansion in ranch creation is joined by a development in ranch families' genuine earnings, interest for non-ranch purchaser items is ascending as the extent of pay spent on non-food consumables and feasible products will in general increment with genuine per capita pay rising. A few businesses are thusly finding new business sectors for their horticultural items.
- There ought to be a general advertising framework which gives government assistance to all areas of society (makers, buyers, middlemen and merchants). In guaranteeing the promoting interests of all related gatherings the public authority goes about as a guard dog.

- Marketing capacities, offices, channels, effectiveness and cost, value circulation and market coordination, surplus maker, government and exploration strategy, preparing and insights in the advertising of farming items and agrarian imports/trades.
- The abrogating point of homestead showcasing in agricultural nations like India is for essential makers to assist ranchers with getting their items at gainful costs and to give appropriate items in the opportune spot, amounts and quality at the perfect time and at the perfect costs for the producers as well as extreme clients on the other.

1.2 Traditional Methods of sale

The vast majority of them in countries are owned by India which has a long custom on occasional markets. Rural primary markets mainly incorporate opportunities such as Painths, Shandies, Haats, Fairs and Mandis that are estimated between 22,000-46,000 across the country, in general for small and small farmers to develop and buy input[10]. Agrarian inventory is sold by going with systems in these business areas. Hatha Framework won in India a few years prior and has now substantiated itself in by far most of the country's rustic conveyance conditions, where the buyer and the merchant's official settle the expenses for creation. Codes are utilized to pay the conveyance costs. Private consultations are those buyers who come to the sales officer's office at the convenience of the customer and the price is offered after the examination of the products. Private discussions between consumer and supplier will until now take place in the case of the villages[10].

1.3 Cooperative movement in India

The commission agent shall take the product, according to the product references, into the shop of the buyer, where the consumer is offered the price. This sells the product to the highest bidder. This system of agricultural commercialization changes everywhere and the changes can also be seen within a region, despite the prevalence of regulated marketing in India. The most prevalent systems include village selling, mandis selling, weekly markets selling, sales by the cooperative, and tampon selling to the state. Participation implies that we have a shared objective through agreeable standards, that we think and work together (for example Open participation, Democratic Control, Equitable appropriation of excess, Limited revenue and capital, Cash Trading, Political and territorial impartiality and Cooperative Education). The development of cooperatives was conceived from affliction that was distinctive in different spots. The advancement of the helpful development can typically be found in two stages: Pre-Self-Government and post-Self-Government. The co-activity center in India was to furnish ranchers with better costs. The National Agricultural Cooperative Marketing organization of India was arrangement in India during 1958 to advance something very similar for the advantages of the partners through its branches and advertising organization [10]. The commission agents were eliminated so that the share of the producer in the price of the consumer can be increased.

In a country like India, agricultural marketing plays an important part, although the share of agriculture in GDP has fallen from 51.9% in 1950-51 to 13.7% at 2004-13[4]. In order to bring reasonable returns to farmers and to make goods available for consumers, a well-organized and efficient marketing system is required. Although different actions are being taken at the central and state levels on the side of the government, there are still a lot of controversy and depression in marketing agricultural products. Dissatisfaction and injustice arise in determining the prices the farmers receive and the prices the consumers actually pay because most agricultural products are being acquired and sold by means of intermediaries. Most agricultural products are sold at Assam using the traditional marketing methods, with products bought and distributed in a market place locally available known as 'Haat.' A 'Haat' is a rural market place where agricultural and cottage and craft products are bought and sold, which are mainly locally available. These commercialization centers are the centers for the collection and transportation of small-scale producers in other areas. Assam is a producer of a large number of commercial commodities, such as tea, rice, jute, fruits, vegetables, etc., which are commercialized by middlemen. Serious studies in this regard are therefore called for. Works, literature and documents available in the selected area confirms that few reviews have been made specifically useful over the years in the field of agricultural marketing and rural advertising. A large number of scientific institutes, analysts and academics have examined the marketing of agricultural products. In addition, since pre-freedom time, the government conducted several investigations. Swaminathan has examined how its main objective is to assimilate the weak committees on the agricultural market[11]. The non-contribution in marketing,

lack of expert management, a lack of proper infrastructure, lack of vertical integrations, poor links and poor assets were some of the major problems of this study. The study therefore suggested that the position of company turnover should be improved and establishment costs limited. In 2008, Angelina Sheba Albert led a study on the execution of committees for agriculture and identified various aspects, including objectives, structure, roles, features, advantages, membership and financing sources[12]. The researcher also identified disadvantages for agricultural committees and pointed to some corrective measures to overcome these limitations. The study sought to audit rural farm marketing with respect to its grade, opportunities, scope and strategies. They also examined some difficulties such as the lack of staff training, high operating costs, maintenance and high award rates that limit these companies to dealing with already existing market brands.

The National Cooperative Development Corporation produced a report on explicit planting and mentioned marketing arrangements, agencies and their activities such as market finances, publicity exercises and price patterns as well[13]. The study recommended the various measures for the establishment of specific farm committees and the development of specific market committees in relation to harvests as an aid function, such as cashew nut, cocoon, black pepper, cardamom and dry ginger. A case study in the state of Uttar Pradesh has been conducted by Badhnai and Seksena[14]. Farmers had to offer the nearby dealers the use credit they obtained from brokers during the off-seasons. This framework is referred to as the 'foster framework based on credit.' The study was conducted to consider the size and arrangement of the subject. In a study Tyagi reveals that the farmer's costs, even if imported, are not better; they are lower than the open market costs[15]. Furthermore, expanded economic and physical access to food did not allow ranchers' costs to go up, despite their stagnation in production during 1950-51 and 1960-61. Venkatarmanan revealed that farmers' market deals have increased and that there have been physical losses in transportation, as have storage[16]. The study further showed that the cost disclosure procedure was visibly open in a large proportion of the companies, that the market charges were supported and that retroactive market links had expanded considerably. All this was due to the legitimate interests of ranchers.

By the Selvaraj et al. the perception and operation of regulated markets was studied [17]. The study showed that most farmers were unaware of the working of guided markets and of the effects of an awareness model, which indicated that the ranchers' educational status was an important factor. The farmers' attention to the directed market has been affected by this factor. Therefore, efforts to disperse the advantages of the directed market between each farmer through exposure and deliberate advertising exercises were recommended in order to be taught in this area. In his investigation, Atibudhi showed that a producer organization, in order to secure the interests of farmers and to simplify the framework better, for any significant increase in producers' share of the client's rupee[18]. In this way the efficiency of market wills can be limited by strengthening the market committee, as can farmer's exploitation by brokers. He recommended that governments intervene to improve marketing departments through the establishment of appropriate marketing offices, skilled workers, and strict provisions of a Regulated Markets Act and should implement necessary action in these associations.

Rajagopal was focused on the discovery, weight, regularity and the packaging of prices[19]. Furthermore, the study also showed that, in addition to these price discovery and weighting regulations and, on the contrary, customers' health and sanitation have also been taken into account in the drafting of the regulations. However, the agricultural marketing directive is the subject of the State and therefore reflects heterogeneity in its implementation. In the end, a uniform model for carrying out marketing acts, rules and orders was suggested. It was imperative. Rao focused on some agricultural marketing advantages change[20]. It was suggested that attention should be paid to the structural problems of marketing when farmers are prepared to move from food to cash. Private investment in the agricultural sector, previously below the expected echelon, should also be increased. Organized commodities boards should be set up to address issues of production, processing and marketing that also offer a wide range of services.

Singh's study insisted on the need to deal with the iron hand and to pay attention to the existence of internal barriers[21]. The revision of the guiding principles that prevent the direct communication among farmers and agro-industries was also realized. A single market should be in place throughout the world that will benefit both agricultural and industrial products and foster the connection between the agribusinesses. As farming is a vital sector, the main concern, as it deserves, must therefore be addressed. Farm research, extension and training also require considerably superior thinking. In order to achieve the preferred effects, Sharma and Raghuvanshi focused on the facilities required for marketing agriculture[22]. The study revealed that, in order to obtain higher prices during off-seasons, farmers must be equipped with some basic facilities such as storage for their goods. In order to enable the farmers to take excess products into the market rather than dispose in the village, cheaper transport

facilities should be available. They shall be provided with data on decision-making costs in markets. The number of mediators is limited in order to reduce the advantages of the agent and to expand the profits for ranchers.

The agro processing sector was studied by David Kapya and colleagues, whose average technological efficiency was about 42.5%, and a mean efficiency of 81.7% [23]. Drinking companies made better profits than food producers. Food manufacturing, meat processing companies has made the best profit. The bakers and millers, on the contrary, were the worst and suffered enormous losses. A programme of reindustrialization should focus on advancing current developments, limiting construction and improving foundations, as well as on upgrading the administrative system.

Kachulu, a courageous man The effects of climate change on smallholders were studied in their study as regards different crop technologies: optimal fertilization, conservation, crop rotation, irrigation of dripping, etc.[24]. The evaluation of the transformation of crop productivity was based on a biophysical economic modeling technique. The study recommended that the adoption of intensive farming and preserve agriculture increase to a minimum of 12% of the total area cultivated to enhance the good wellbeing of smallholder farmers. The study also showed that the incapacity of farmers to optimize land use has a more negative impact on welfare compared to climate change impacts. This means that the optimization of crop and technology choices may be more important than mere adaptation to climate change in order to improve farmers' welfare.

1.4 Current Scenario

Multiple fifths of India's kin live on farming, which just adds a fifth of their GDP. Clear genuine concerns ought to be communicated about this present area's successful activity, just as its creation/efficiency and showcasing. While supply side elements are creation and efficiency, markets structure a halfway connection among producers and customers' last interest. Makers and shoppers will profit by proficiently working business sectors. Mediations in homegrown rural business sectors may contrarily impact the productive allotment of assets, in this way diminishing the seriousness of the homegrown ranch area on global business sectors. Intercessions in line exchange arrangements may additionally intensify this impact. The useful asset for lessening destitution can likewise be effective farming business sectors. In the town, rustic/metropolitan market or auxiliary ranch market the result of ranchers is typically discarded in India. At March 2010 in examinations with just 286 of every 1950, the managed (auxiliary) farming business sector added up to 7,157. There are likewise somewhere in the range of 22 2221 rustic diary markets, of which around 15% are managed. The normal market territory is 115 km², while the normal market region is 454 km² (shifts from 103 sq km in Punjab to 11,215 sq km in Meghalaya) [25]. Markets ought to be accessible inside 5 km of range (approx. 80 sq km) as per the proposals of the National Farmers' Commission (2004). Directed business sectors are overseen by Agricultural Produce Market Committees or APMCs, albeit different names, for example, Agricultural Market Committees in Andhra Pradesh, Regional Market Committees in Western Bengal might be given in certain nations. Administrative snags limited interests away and preparing improvement, hindered the advancement of effective market establishments, and decreased ranch makers' ability to contend on the global stage. India, for instance, is the biggest leafy foods maker on the planet, yet insufficient capacity and transportation after gather cause misfortunes of around 30-40%, adding just 7% of the worth and just around 2% of the creation is prepared financially.

Because of the progressing strategy change measure in India, a wide agreement has arisen concerning the requirement for change in agrarian approach, and very critical changes lately have been carried out. One of the significant approach and practice issues for improving livelihoods for a large number of destitute individuals in the creating scene was the connection between little essential makers and market. There are numerous serious advantages for little makers, for example, lower costs because of plentiful family work, more prominent work capacity and conventional information that can be misused across various areas. The solitary dangers they face: interest for normalized items on worldwide and homegrown business sectors. In natural, reasonable and moral exchange markets, in any case, there are openings that are especially appropriate for little ranchers and offer more exorbitant costs. Private organizations, conversely, can acquire from the associations between limited scope makers, when the spotlight isn't just on benefits yet additionally on political and social authenticity. In addition, taking care of little ranchers can decrease costs in contrast with overseeing enormous ones, and it is generally simpler to oversee more modest makers. Normally, ranchers whine an absence of market for their produce, while processors, exporters or grocery store retailers grumble of an absence of sufficient supplies of value produce. This advertising conundrum is available on the grounds that frequently, purchasers don't contact investigate new providers or ranchers come up short on a comprehension of business sectors just as the capacity to recognize new markets or to make the most of

such freedom with esteem expansion exercises like evaluating, cleaning, arranging, bundling and essential preparing.

2. Discussion

Rural development is one of the main factors in the development of any country whose main population resides in rural areas. Although it is the most important sector, still it faces many problems. The conditions that lead to farmers' suicide is worse than ever. Because of various reasons, farmers are still in a position to benefit from their work. They still have no idea how to sell your products; how to get the right price; they do not know how to channel your products; they do not know how to mitigate risks; they do not know about modern technology. There are several problems with agriculture, which is the major sector of Indian economy, and the most important is the marketing. The scope for exploitation and the defrauding of (farmers) producers is greater only in agricultural marketing. The problem takes on different dimensions as producer-farmers are dispersed and unorganized. Such facilitations are either missing or insufficient in India on agricultural markets. Farmers' markets were therefore recognized and organized in order to take account of the situation of Indian marketing. Farmers' markets were therefore organized and recognized in order to take account of the situation of Indian marketing.

In view of the absence of infrastructure, transport, information, storage and guidance for farmers, the problem of sales in the spot market should be resolved to a lower rate. To this extent, farmers need to be better able to improve their production and eventually rural development by knowing how important it is that the farmers' livelihoods are properly commercialized.

3. CONCLUSION

Though there are a few studies on agriculture and its related activities in terms of marketing, results, and prospects, the majority of the studies were conducted prior to the reform era. In the post-reform era, the Indian market has undergone major transformations. As a result, serious studies on agricultural produce marketing during the post-liberalization period, as well as the performance of the agricultural sector in the Indian economy, are required. In Assam's current agricultural sector, we can see two severe situations: one "freely run by private companies" with no state interference, and the other "systems fully under state control." There are a lot of semi-private and semi-government marketing conditions in between these two extremes. However, as the essence of economic policies, development trends, and marketing conditions change, India has undergone a variety of marketing systems. As a result, such issues must be addressed in agricultural marketing research in India, especially in Assam.

Without a doubt, the primary goal of Indian marketing is profit maximization, but it must also adhere to certain values, such as providing fair prices to farmers. Using a price discovery process to implement crucial and vital reforms in Indian agricultural marketing would aid in the strengthening of agricultural marketing. Farmers on a small scale are often abused and cut off from the benefits of agricultural products; thus, market awareness programmes should be carried out for the sake of the farmers and expertise such as supply as well as the demand. Agricultural produce marketing can be productive/useful if farmers, middlemen, researchers, and administrators work together. It is past time to introduce systematic agricultural marketing strategies that involve innovative and creative methods to help farmers reap the benefits of their labor.

Farm marketing could be transferred to the concurrent list in the Constitution. Following reforms can be made:

- Under Union list entry 42 (Inter-State Trade and Commerce), the Central Government should enact a "Inter-State Agriculture Produce Trade and Commerce Regulation Act."
- As accommodated in Article 307 of the Constitution, an Authority to Promote and Regulate Inter-State Commerce might be made.
- Government of India should modify the Act of the Forward Markets Committee and subject spot exchanges to its control of regulations
- The APMC Acts should be de-notified or exempted from market fees for fruits, vegetables, milk, and other perishable commodities.
- The procurement price of Food Corporation of India for food grains should include local taxes.

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