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**MARKETING OF AGRICULTURE IN RURAL INDIA -A CASE STUDY OF  
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**ABSTRACT**

*Agriculture in India has specifically or in a roundabout way kept on being the wellspring of job to larger part of the populace. Indian agriculture has seen a considerable measure of changes in its structure. India, transcendently an agrarian economy, has sound indications of change in agriculture and associated exercises. India has considered agriculture to be a valuable instrument of financial advancement as different divisions of generation rely on upon it. India's flourishing relies on the rural thriving. There are numerous sorts of agrarian items delivered in India and the marketing of all these homestead items for the most part has a tendency to be a complex process. Agricultural marketing includes numerous operations and procedures through which the sustenance and crude materials move from the developed ranch to the last purchasers. Indian agriculture can be adjusted and improved effective through legitimate and administration hones. The neighborhood farmers are confronting expanding market rivalry in nearby markets. In India, the weights of market changes are most felt by the greater part of the farmers. Moreover, these farmers confront various difficulties in deliver marketing, which put their market survival in question. This paper draws out the present situation of agricultural marketing winning in India, its difficulties and future suggestions. This paper moreover endeavors to highlight the patterns in agrarian marketing that ought to be tapped successfully by the marketers.*

**INTRODUCTION**

India is a farming nation and 33% populace relies on upon the farming division specifically or by implication. Agriculture stays as the principle stray of the Indian economy since times immemorial. Indian agriculture commitment to the national total

National output (Gross domestic product) is around 25 for each penny. With sustenance being the delegated need of humankind, much accentuation has been on commercializing agricultural creation. Thus, satisfactory generation and even

dissemination of nourishment has generally turned into a high need worldwide concern.

### ***Agricultural marketing***

Farming marketing covers the administrations required in moving a rural item from the ranch to the buyer. Various interconnected exercises are included in doing this, for example, arranging creation, developing and collecting, evaluating, pressing, transport, stockpiling, agro-and nourishment handling, appropriation, publicizing and deal. Rural marketing is primarily the purchasing and offering of rural items. In prior days when the town economy was pretty much independent the marketing of agrarian items introduced no trouble as the farmer sold his deliver to the buyer on a money or bargain premise.

Today's agricultural marketing needs to experience a progression of trades or exchanges starting with one individual then onto the next before it achieve the shopper. There are three marketing capacities included in this, i.e., collecting, arrangement for utilization furthermore, appropriation. Offering on any agrarian create depends on some couple of components like the request

### **REVIEW OF LITERATURE**

There were many reviews completed by various researchers, board on agriculture,

of the item at that time, accessibility of capacity and so on. The items might be sold straightforwardly in the market or it might be put away locally for the time being. Besides, it might be sold as it is assembled from the field then again it might be cleaned, evaluated and handled by the farmer or the dealer of the town. At some point preparing is finished since shoppers need it, or here and there to preserve the nature of that item. The undertaking of dispersion framework is to coordinate the supply with the current request by entire offering and, retailing in different purposes of various markets like essential, optional or terminal markets.

The greater part of the agrarian items in India is sold by farmers in the private part to moneylenders (to whom the farmer might be obliged) or to town merchants. Items are sold in different ways. For instance, it may be sold at a week by week town market in the farmer's town or in a neighboring town. In the event that these outlets are not accessible, then deliver may be sold at unpredictably held markets in a close-by town or town, or in the mandi.

and rural marketing thus on. The accompanying are the past research work went ahead farming marketing frameworks.

**Hoff, et.al., (1993)** in their exploration paper reported that in reaction to the de-systematization of rural territories that taken after state pressure, the reproduction of new agrarian establishments reciprocal to the market and the state is along these lines an essential component of rural advancement .This has appeared as either private or agreeable associations.

**Grosh, (1994)** trusted that since the turn of the thousand years, consideration has moved toward more miniaturized scale level and institutional strategies. Specifically, authoritative game plans with downstream processors, agro exporters and retailers, regularly arranged through farmer gatherings, are progressively observed as a method for defeating the market defects that prompted to the disappointment of macroeconomic and sectoral change strategies.

**Reardon and Barret, (2000)** in their review recommend that when market changes the ware costs raise, empowering an increment underway, particularly of the fare crops. The ascent in cost encourages the foundation of general store chains, cooperatives, trade situated plans, preparing zones and general incitement of agro industrialization in creating nations.

**Hota, et.al., (2002)** in their review saw that cooperatives possess an imperative part in India's economy as far as their scope of rural makers, business turnover and commitment to financial welfare of their individuals and in addition to rural economy of India.

**Deshpande and Gopalappa (2003)** encouraged to build up an successful value checking framework including market data stands including data on costs, quality, worldwide exchange focuses and innovation. Factual framework also, database ought to be fortified to enhance the scope also, nature of agrarian marketing related data and to decrease the time slack in its accessibility. **Reardon et.al., (2003)** in their review recorded that private firms now play a prevailing part in nations, for example, China, India, South Africa in creating of enhanced seed assortments delivering and, circulating sources of info, post gather operations and retailing through general stores.

**Ramkishan, (2004)** in his examination paper contended that in light of the fact that of the absence of sustenance handling and capacity, the cultivator is denied of a decent cost for his deliver amid the pinnacle marketing season while the shopper unnecessarily pay a higher cost amid incline season.

**Kashyap and Raut, (2006)** in their paper proposed that, marketers need to outline inventive arrangements like e-marketing to conquer challenges ordinary of the rural condition, for example, physical conveyance, channel administration advancement and correspondence. The "at whatever time anyplace" preferred standpoint of e-marketing prompts to effective value disclosure, offers economy of exchange for exchanging and more straightforward and aggressive setting.

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**Hashim (2009)** states that proficiency of market, plausibility of its disclosure and its development relies on upon in-your-face physical foundation. The most critical of which are streets (transport connections) and power. Power supply to rural territories, but a few areas, is lacking. Frosty capacity does

not work. Transport connects in rural India are feeble and thusly, cost of transporting perishables is restrictive. Luckily, correspondence framework has progressed. Framework, proficient data framework and accessibility of credit can go a long route in creating markets for agricultural deliver without which the following period of agrarian improvement will remain hindered.

**Pathak, (2009)** in his examination paper expressed that the commitment of agriculture in development of a country is constituted by the development of the items inside the segment itself and in addition the farming advancement allows alternate areas to create by the merchandise delivered in the residential and universal market.

**Acharya, (2011)**, has assessed the execution of the existing marketing framework, foundations and approach in quickening farming advancement in the nation. The article and book contain a sharp examination with unique accentuation on marketing capacities, foundations, effectiveness, and costs and, edges, government endeavors in the improvement of agrarian marketing and market examine.

### ***Challenges in agricultural marketing***

Throughout the years, real changes happened to enhance the farming

marketing framework. Numerous organizations viz., the managed markets, marketing sheets, helpful marketing organizations, warehousing cooperatives and so on., have been built up fundamentally to help the farmers. Be that as it may, different contemplations showed that modernization in agrarian marketing couldn't keep pace with the innovative selections in agriculture. The different marketing capacities viz., grading, standardization, stockpiling, market knowledge, and so on., should be enhanced to meet the present day prerequisites of the farmers.

These issues incorporate the accompanying:

- Substantial Number of Go betweens
- Little and Scattered Holding
- Constrained Deals
- Innovative Advancement Issues in Homestead Creation
- Absence of Transport Offices
- Poor Taking care of, Pressing, Bundling, and Handling Offices
- Absence of Uniform Institutionalization and Reviewing
- Insufficient Capacity Limit and Warehousing Offices
- Corruption of Deliver and Acts of neglect in Market
- Development of Urban Focuses
- Correspondence Issue
- Absence of Data about Generation and Marketing
- Absence of Farmers' Association
- Insufficient Exploration on Marketing

Recommendations to enhance agrarian marketing  
Enhancing the marketing arrangement of farming items would help the farmer to better his economy. The accompanying are proposed measures that could mirror a made strides farming marketing framework:

- Foundation of Managed Markets
- Institutionalization and Reviewing
- Change in Taking care of and Pressing
- Arrangement of Storerooms
- Enhancing Transport Offices
- Market Data
- Market Exploration
- Market Expansion
- Arrangement of Farming Marketing Preparing to Farmers
- Helpful Marketing
- Arrangement of Cool Storerooms and Refrigerated Transport
- Advancement of Physical Market

## **PROSPECTS OF AGRICULTURAL MARKETING**

### ***a. Part of ICT in Agricultural Marketing***

Fortifying little holders' entrance to quality market data - particularly value data - is a territory where ICT has extraordinary potential and as of now some achievement in creating nation agriculture. Regardless of different open and private interests in agriculture, there are not very many nations that have great fundamental value data administrations. However this is changing with increments in availability and moderateness of ICT devices. Market data can be given through a different arrangement of mediums including cell phones, Web, and radio. Utilizing ICT, particularly cell phones, farmers can: settle on more educated choices on where and when to offer the cultivate yield, Sidestep or deal with go between (enabling their arrangement prospects), Improve hazard alleviation choices in light of confined climate, and Be more mindful of more requested items, rare agri-inputs, and benefiting appropriations.

**Eg.:** Farmers in the remote outskirts locale of Ranga Reddy, Andhra Pradesh, India have been interconnected by an exceptional SMS

benefit that will give them climate data, market rates of ranch items, agriculture advisories, and general news. The SMS service was propelled on 8 August 2014 by Area Judge of Ranga Reddy. Under the first stage, 250 farmers in A.P delivering 'chyura', a high-esteem item, will be given access to the SMS benefit. The administration will convey customized climate, market, and agricultural data straightforwardly to the farmers' versatile telephones, which will help them settle on educated choices about their creation and additionally to arrange more powerful marketing systems.

### ***b. Coordinate Marketing of Agricultural Deliver:***

Coordinate marketing includes offering items specifically to the purchaser with a specific end goal to permit the maker the likelihood of accepting a higher cost. Coordinate marketing channels incorporate Guide Deals to Eateries and Retailers, farmers markets, roadside stands, and U-Pick/Pick-Your's-Possess/Cut-Yours-Claim operations.

**Eg. :** Punjab and Haryana (ApniMandis), Andhra Pradesh (Rythu Bazaar), Tamil Nadu (UzhavarSandhai), Maharashtra

(Shetkari Bazar), Karnataka  
(RaitharaSanthegalu)

***c. Guide Deals to Eateries and Retailers***

Offering specifically to eateries or retailers disposes of in any event two stages in the market channel, which adds to the esteem the maker gets for the items. A maker frequently moreover supplies transportation, which can be taken a gander at as esteem included benefit.

***d. Farmers' Markets***

A farmers market is a typical office or zone where a few farmers or producers assemble on a normal, repeating premise to offer a assortment of new organic products, vegetables and other ranch items from autonomous stands straightforwardly to purchasers.

***e. Roadside Markets***

A roadside stand is a transitory office set up to offer item at a roadway or other substantial activity range far from the homestead or sorted out farmers market. This option kills the need for transportation since items are typically sold on the cultivate where they are delivered. Once more, producers give all of the means from maker to retailer, which expands the cost

and, diminishes value changes, subsequently decreasing value instability.

***f. Pick-Your-Own***

U-Pick/Pick-Your-Own/Cut or Pick Your-Own particular operations happen when customers visit the ranch where an item is developed also, go to the field to pick, cut or pick their own particular item. Berries, tree natural product, pumpkins and Christmas trees are ordinarily marketed utilizing this strategy.

***g. Contract Cultivating***

Contract cultivating, is a sort of cultivating wherein the business or point of view purchaser goes into an agreement with the farmer and guarantees to purchase the farmer's create at a pre-arranged cost under pre-arranged conditions. Moreover, the purchaser consents to supply the required ranch contributions at the required time. In this handle farmers are guaranteed of a built up market and a settled cost for their create. The purchasers would have the capacity to get the delivery of a predetermined quality at considerably less expensive rate.

**Eg.:** Contract cultivating is turning into an inexorably vital part of agribusiness, regardless of whether items are obtained by multinationals or by littler organizations. There are few examples of overcoming



adversity on contract cultivating, for example, Pepsico India in regard of potato, tomato, groundnut and bean stew in Punjab, Safflower in Madhya Pradesh, oil palm in Andhra Pradesh, seed creation contracts for half and halves seed organizations and so on. Which helped the cultivators in acknowledgment of better returns for their deliver? Different examples of overcoming adversity of agreement cultivating are Amul and NDDDB for drain acquisition, sugarcane agreeable in Maharashtra, and prawn-acqua culture in Andhra Pradesh.

*h. Fates Exchanging/Forward Contracts*

Agricultural product prospects are market-based instruments for overseeing dangers and they help in deliberate foundation of effective agricultural markets. Future markets are utilized to support ware value dangers.

They likewise fill in as a minimal effort, exceedingly proficient and straightforward instrument at finding costs later on by giving a gathering for trading data about free market activity conditions. The supporting and value disclosure elements of future markets advance more proficient generation, stockpiling, marketing and agro-preparing operations and help in change in general

agricultural marketing execution. In spite of the fact that India has a long history of exchange ware subordinates, this division stayed immature due to government mediation in numerous item markets to control costs. The generation, supply and dispersion of numerous agricultural wares are still represented by the state. At present, 25 item trades are in operation in India doing fates exchanging upwards of 81 ware things. The vast majority of these trades is provincial and ware particular trades.

*i. Open Private Organizations In Agricultural Marketing*

Open private organizations are regularly at the cutting edge of marketing motivation. It is recognized that making auspicious, significant, and dependable substance implies putting resources into extensive settled costs. Venture assets are required for the accompanying purposes:

**Information exchange** - limit building might be required to show farmers how to utilize new devices or applications.

**Foundation** - versatile administrators and broadcast communications enterprises may not will to stretch out systems to rural territories on the off chance that it is not productive. This requires open speculation.

**Marketing-**To change buyer conduct and bolster farmers in tolerating and receiving new mediums of data.

**Eg.:** ITC's Agri Business Division, one of India's biggest exporters of agricultural wares, has considered e-Choupal as a more productive store network went for conveying incentive to its clients around the globe on a supportable premise. The e-Choupal demonstrate has been particularly intended to handle the difficulties postured by the interesting components of Indian agriculture, described by divided homesteads, feeble foundation and the contribution of various middle people, among others. e-Choupal connects straightforwardly with rural farmers by means of the Web for obtainment of agricultural and, aquaculture items like soybeans, wheat, espresso, and prawns. e-Choupal handles the difficulties postured by Indian agriculture, described by divided homesteads, powerless foundation and the contribution of go-betweens. The program introduces PCs with Web access in rural territories of India to offer farmers state-of-the-art marketing and agricultural data.

*j. Co-operative Marketing*

Government's measures have enhanced the arrangement of agricultural marketing to

some degree a noteworthy piece of the benefits has been denied by huge farmers who have sufficient 'Marketable excess'. In this way it is fundamental to frame Co-operative of little and minimal farmers to empower them to get reasonable cost for their create. The Co- operative marketing gives them a few preferences to little farmers for getting reasonable cost for their create.

The Co-operative social orders deals with the co-operation premise. It offers offices to enhance agriculture item marketing such as foundation of controlled market, development of distribution centers, arrangement for evaluating and institutionalization of item, institutionalization of weight and measures, day by day broadcasting of market costs of agricultural yields on All India Radio, change of transport offices and so on the above said offices are given by the agreeable social orders so that the improvement in agriculture item marketing is extremely conceivable and the misuse of farmers by the center keeps an eye on is limited. A co-operative marketing is subsequently to store, transport, and prepare the ranch products in the shape, at the time and at the place that shoppers covet.

**Eg.:** In Tamil Nadu, general society conveyance framework is worked through the reasonable value shops keep running by Tamil Nadu Common Supplies Organization and cooperatives. The cooperatives play a unmistakable part in the dissemination of fundamental products to around 1.68 crore cardholders through a broad system of 21644 reasonable value shops. Also, the cooperatives are additionally running 5602 low maintenance reasonable value shops and 36 portable reasonable value shops to serve the families in remote and distant regions. There are 617 sub-retail outlets keep running by ladies and self improvement gatherings. The cooperatives likewise run 266 lamp fuel bunks to disseminate lamp oil in the state.

*k. Directed market*

Directed market is discount market where purchasing and offering is directed and controlled by the state government through the market panel. It goes for the disposal of undesirable and deceitful works on decreasing marketing charges and giving offices to makers and venders in the market. The commonness of different misbehavior's, for example, short-weights, over the top market charges, unapproved derivation, defilement of create and the nonattendance of apparatus to settle question amongst dealers and purchasers were perceived as the

principle impediments in agricultural marketing.

## **RESEARCH METHODOLOGY**

### **Period of the Study**

The time of the study has been taken from 2016-2017. It is felt that the research period will give adequate data to permit the germane investigation, help in making the pertinent inferences and be adequate to study the fundamental components and patterns important to the destinations of the study. Determination of various sorts of Agricultural Markets (Rythu Bazaar) in Krishna district of Andhra Pradesh i.e., Different Agricultural Market Committee has been chosen for the study basing upon the vicinity to the researcher.

### **Sample Design**

The stratified Random Sampling Technique is embraced for choosing ranchers and merchants, taking informed zone Kunduru as the Primary Unit and agriculturists and brokers as extreme units. In Kunduru, Agricultural Market Yard 200 ranchers and 85 brokers were taken as test of respondents for the study which covers about 2/3rds of the agriculturists and merchants selected in the yard.

## Sources of Data

The essential information identifying with entries of agri-items, arranging them, organization and monetary viewpoints are gathered from records of chose market. Two polls comprising inquiries on vital issues were drafted independently for Rice agriculturists and merchants, which was converted into neighborhood vernacular (Telugu) at time of addressing. The researcher went by the chose showcase and evoked data from respondent agriculturists and brokers who were guaranteed of privacy. Wherever fundamental the help of the bosses at exchange was taken so as to conquer the issues emerging out of aversion of ranchers in noting the inquiries. In this way in such a way the extra required data for investigation and arrangement has been gathered from the respondent specimen of agriculturists and dealers with the assistance of the survey. The information so gathered was altered for inside irregularities and dependable information was gathered and arranged. Rate examination has been connected for Data investigation and in view of that information examination, elucidations were made. In any case, alongside rate investigation connected with the end goal of Data Analysis, Pictorial Representation through Bar Diagrams, Pie-

graphs, Line outlines was made to bring lucidity. Discoveries from essential data were co-related with individual perceptions of the researcher, writing on the theme and sentiment of the specialists were additionally mulled over keeping in mind the end goal to make pertinent and reasonable suggestions. The optional information are gathered from the records of Directorate of Agriculture, Hyderabad, Bureau of Economics and Statistics, Hyderabad, Ministry of Agriculture, Government of India, New Delhi and so on. Further, Secondary information was gathered from Government Publications, Circulars, Departmental requests, letters, fliers, government orders, consistence reports and examination reports presented by the officers of the market yard. Different wellsprings of auxiliary information alluded to were daily papers, magazines, memorandums submitted to government by various associations, monographs, inner reports of associations required in agricultural advertising, flyers, leaflets and announcements issued by the administration organizations, and so on. In perspective of the way that the research venture is restricted to a wonder in the condition of Andhra Pradesh, huge dependence has been made on wellsprings of information in the

vernacular. Information gathered from optional sources was evaluated with reference to the parameters of objectivity and credibility.

**ANALYSIS**

**Table 1: shows production of crops**

Crops	Production (in Million Tonnes)			
	2012-13	2013-14	2014-15	2015-16 (2nd AE)
Total Foodgrains	257.1	265.0	252.0	253.2
Rice	105.2	106.7	105.5	103.6
Wheat	93.5	95.9	86.5	93.8
Total Coarse Cereal	40.0	43.3	42.9	38.4
Total Pulses	18.3	19.3	17.2	17.3
Total Oilseeds	30.9	32.8	27.5	26.3
Sugarcane	341.2	352.1	362.3	346.4
Cotton	34.2	35.9	34.8	30.7

As per the 2nd advance estimates released by Ministry of Agriculture & Farmers Welfare on 15th February 2016, production of food grains during 2015-16 is estimated at 253.2 million tons as compared to 252.0 million tons in 2014-15

As on 11th April 2016, procurement of rice was 30.6 million tons during kharif marketing season 2015-16

and procurement of wheat was 28.1 million tons during rabbi marketing season 2015-16

Crops	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16
Rice#	34.2	35.0	34.0	31.8	32.2	30.6*
Wheat@	22.5	28.3	38.2	25.1	28.0	28.1*
Total	56.7	63.4	72.2	56.9	60.2	58.7
Source: DFPD, M/o Consumer Affairs and Public Distribution;						
#Kharif Marketing Season (October-September),						
@Rabi Marketing Season (April-March),						
*Position as on 11.04.2016.						

Table 2: shows procurement of crops in AP

Off-take of rice was 26.5 lakh tones in

January 2016. The comprises 23.6 lakh tons under TPDS /NFSA (offtake against the allocation for the month of February, 2016) and 2.9 lakh tons under other schemes. The

total off-take of wheat in January, 2016 was 34.1 lakh tons comprising 18.2 lakh tons under TPDS/NFSA (offtake against the allocation for the month of February, 2016) and 15.9 tons under other schemes. Cumulative off-take of

Foodgrains during 2015-16 (till January, 2016) was 55.8 million tons

Crops	2012-13	2013-14	2014-15	2015-16 (Till January)
Rice	32.6	29.2	30.7	28.9
Wheat	33.2	30.6	25.2	26.9
Total 65.9 (Rice & Wheat)	59.8	55.9	55.8	

Source: DFPD, M/o Consumer Affairs and Public Distribution

Table 3: off-take of food grains

Stocks of foodgrains (rice and wheat) held by FCIs on April 1, 2016 were 43.4 million

tons, compared to 41.0 million tons as on April 1, 2015

Table 4: stock of food grains

Crops	April 1, 2015	April 1, 2016
1. Rice	17.1	22.2
2. Unmilled Paddy#	10.0	9.9
3. Converted Unmilled Paddy in terms of Rice	6.7	6.7
4. Wheat	17.2	14.5
Total Rice & Wheat) (1+3+4)	41.0	43.4

Source: FCI;

#Since September, 2013, FCI gives separate figures for rice and unmilled paddy lying with FCI & state agencies in terms of rice.

## CONCLUSION

Agricultural marketing assumes an imperative part not just in invigorating generation and utilization, however in quickening the pace of monetary advancement. To keep up this rhythm and, pace of expanded generation, a confirmation

of profitable costs to the farmer is an essential, and this confirmation can be given to the farmer by building up an productive marketing framework. The agricultural marketing framework assumes a double part in monetary advancement in nations whose assets are principally agricultural. It is the

marketing framework that transmits the pivotal value signals. Then again, and with a specific end goal to manage the development of the non-agricultural area, assets must be extricated from the agricultural segment – physical assets to ensure supplies of nourishment and crude materials for the agro-business and monetary assets for interest in non-cultivate economy and in addition for re-venture in agriculture.

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