

A STUDY ON MARKETING FACILITY IN AGRICULTURAL MARKETING IN KAMRUP DISTRICT OF ASSAM

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Abstract

In the age of Neo - liberal economy pursued by globalization agricultural marketing has assumed a great importance. The agricultural sector plays a crucial role in the economy of Assam, with Kamrup District being one of the prominent regions for agricultural production. However, the lack of adequate marketing facilities has been a persistent issue faced by farmers in this region. In the age of digitalization, one has to think that technological advancement would bring tremendous development in agricultural marketing but our farmers have failed to achieve the goal in reality. This study aims to explore the existing marketing facilities in agricultural marketing in Kamrup District and provide insights into the challenges and potential solutions. Through primary data collection and analysis, this study sheds light on the current scenario and proposes recommendations for improving marketing facilities in the agricultural sector.

Keywords: Neo - Liberal Economy, Globalization, Digitalization, Technological advancement

Introduction

Agriculture forms the backbone of Assam's economy, contributing significantly to its overall growth and development. Kamrup District, located in the western part of Assam, is known for its rich agricultural resources. However, despite the abundance of agricultural produce, farmers in this region often face difficulties in accessing appropriate marketing facilities. Inadequate infrastructure, lack of storage facilities, and limited market linkages are some of the challenges that hinder the growth of agricultural marketing in Kamrup District.

Objective

The main objective of this study is to examine the existing marketing facilities in agricultural marketing in Kamrup District and identify the challenges faced by farmers. By understanding these challenges, we aim to propose potential solutions and recommendations for improving the marketing facilities and enhancing the overall agricultural marketing system in the region.

Hypothesis

Based on preliminary research and observations, we hypothesize that the lack of marketing facilities in Kamrup District negatively affects the agricultural sector, leading to reduced income for farmers and limited growth opportunities. However, through targeted interventions and improvements in marketing infrastructure, the agricultural marketing system can be revitalized, benefiting both farmers and the overall economy of the region.

Methodology

In order to reach the said objectives, the researcher has used stratified random sampling method. As a means of stratified random sampling first District is selected- Kamrup District. Then out of two Sub-Divisions namely, Rangia Sub- Division and Kamrup Sadar Sub- Division, Rangia Sub-Division which is situated in the North bank of Brahmaputra River is selected for study the said phenomenon. After selecting the Sub-Division as a next step out of three Community Development Blocks – two CD Blocks are selected namely Bihdia Jajikona and Rangia CD Block. And lastly from each CD Block five villages and from each village 25 farmers are randomly selected. Accordingly, ten villages are found and from ten villages 250 farmers are finally selected as sample size.

Literature Review

Several studies have highlighted the significance of marketing facilities in the agricultural sector and the impact they have on farmers' income and overall economic development. Research conducted in other regions of India has shown that improved marketing facilities lead to better price realization for farmers, reduced post-harvest losses, and increased market linkages. However, limited literature specifically focuses on the marketing facility scenario in Kamrup District of Assam. This study aims to bridge this gap by exploring the current situation and providing valuable insights for policymakers and stakeholders.

Primary Data Analysis

To gather accurate and comprehensive data, a primary data collection process was conducted in Kamrup District. A structured questionnaire was used to collect data on various aspects, including the existing marketing facilities, challenges faced by farmers, and their suggestions for improvement. The data collection process was carried out over a period of two months, ensuring a wide coverage of farmers and their experiences.

1. Whether there is any cold storage facility nearby your area and distance to nearest cold storage –

Name of CD Block	Name Of Village	Number Of Farmers Participated	Is there any Cold Storage Facility near by your Area	Name and address of Nearest Cold Storage	Distance in Km
Bihdia Jajikona CD Block	Barlessakona	25	No	Reliable Cold Storage (P) ltd, Changchari, GHY	25
	Bihdia	25	No		& Citra Cold Storage, Changchari, GHY
	Jatia Bhangra	25	NO	25	
	Karara	25	No	15	
	Panara	25	No	17	
Rangia CD Block	Alagdia	25	NO	Singimari Cold Storage, Singimari	35
	Gorkuchi	25	NO		30
	Halikuchi	25	NO		35
	Ichapur	25	NO		32
	Sundhia	25	No		25

2. In What type of market, you sell your produce and distance between resident to wholesale market –

Type of Market	No of respondent farmers		Total
	Bihdia Jajikona CD Block	Rangia CD Block	
Village Market	105	90	195
Weekly Hat	70	75	145
Mandi/ Wholesale Market	25	00	25
No of farmers that sell their produce in market	200	165	365

Distance between resident to wholesale market (On Average)	15 KM	40 KM	
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From the above table it is seen that in comparison to Rangia CD Block more farmers are participate in marketing in Bihdia Jajikona CD Block. As seen above in Bihdia Jajikona CD Block 200 farmers are acquainted in marketing whereas it is less in Rangia CD Block. Even no farmers are found to sell their produce in wholesale market. Of course, it is due to the fact that the wholesale market is far away from their residents (More than 40 km).

3. Questions related to road infrastructure and means of transport for marketing –

Name of CD Block	Road Infrastructure (Respondent nos)		Means of Transport	
	Katcha	Pakka or Metal Road	Traditional	Modern
Bihdia Jajikona CD Block	70	55	30	95
Rangia CD Block	50	75	20	105
Total	120	130	50	200

So far as road infrastructure is concerned already under the scheme of PMGSY most of the rural roads have been converted from katcha to metal road. It is however still 70 no of respondents from Bihdia Jajikona CD Block and 50 no of respondent from Rangia CD Block revelled the fact that still their village roads are yet to become metal road. Even bridges are also made of bamboo and woods and often fragile. As a result of which they have to face hurdles in carrying agricultural goods in market. In the context of means of transport it is seen in the age of modernization and technological development still some respondent uses traditional means of transport like bicycle, Push cart (thela gadi), etc. However, today most of the farmers have used modern means of transport like E – Rickshaw, Motor Cycle and Pickup Van etc with the invention of modern science and technology.

4. Questions related to latest marketing trends-

Name of CD Block	Are you a member of FPO		Heard about eNAM & AGMARKNET	
	Yes	No	Yes	No
Bihdia Jajikona CD Block	15	110	18	107
Rangia CD Block	20	105	25	100
Total	35	215	43	207

From the above table it is seen that though the government of India has made focus on formation of FPO as a hybrid model between private company and Co – Operatives to enhance the income of farmers especially small and marginal farmers yet, it is not so popular in our study area. Only 15 members in Bihdia Jajikona CD Block & 20 number of farmers in Rangia CD Block are the members of FPO. Likewise, though Govt has made lot of efforts in digital market and doubling the income of farmers yet the farmers of Assam and specially in our study area farmers are not acquainted with digital marketing. Even they hardly heard the porta like eNAM or AGMARKNET as a result of which they are deprived from obtained remunerative price of their produce. Only 43 farmers including both the CD Block heard about these portals, remaining 207 nos of farmers have no any idea about these portals.

Findings

The findings of the study reveal that the marketing facilities in Kamrup District are inadequate and do not meet the requirements of the farmers. The lack of proper storage facilities leads to substantial post-harvest losses, while the absence of direct market linkages hampers the farmers' ability to get fair prices for their produce. Additionally, the absence of near by cold storage facilities and transportation infrastructure further exacerbate the challenges faced by farmers. These findings highlight the urgent need for interventions to improve the marketing facilities in the agricultural sector of Kamrup District.

Conclusion

In conclusion, this study highlights the critical need for improved marketing facilities in agricultural marketing in Kamrup District of Assam. The findings indicate the challenges faced by farmers and emphasize the urgent need for interventions to address these issues. By investing in infrastructure development, enhancing market linkages, and providing financial support to farmers, the agricultural marketing system in Kamrup District can be revitalized. This, in turn, will contribute to the overall growth and development of the region, benefiting both farmers and the economy as a whole. It is imperative for policymakers, stakeholders, and the government to collaborate and take proactive measures to improve the marketing facilities in Kamrup District and ensure a prosperous future for the agricultural sector.

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