

## AN INVESTIGATION OF THE DIFFICULTIES SMALL-SCALE FARMERS IN THANJAVUR DISTRICT'S PERAVURANI BLOCK HAVE SELLING THEIR AGRICULTURAL ITEMS

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### ABSTRACT

*Agricultural refers to the cultivation and circulation of organisms that are utilized as nourishment, fiber, biofuel, medicines, and various other goods to support and improve the well-being of humans. The Indian economy is mostly based on agriculture. Over 47% of rural households rely either entirely or partially on farming for their income. The agriculture industry will account for 4532.49 INR billion of the Indian economy's overall GDP between 2011 and 2023. A major portion of the labour of individuals comes from the agriculture sector. This article explores the numerous challenges small-scale cultivators encounter when trying selling their produce.*

**Keywords:** GDP, Agricultural, Indian Economy, Farmers.

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### Introduction

The foundation of any country is farming. Lots of countries, particularly developing nations, are attempting to improve the study environment for the farming sector. Over sixty percent of Indians depend on farming for their way of life, which also supports the nation's general prosperity. Farming is the cornerstone of the Indian economy. About two thirds of humanity is dependent on agricultural output. People's number is increasing daily while the amount of soil, water, and woodland is decreasing, making studies on agriculture a priority. Although farming only makes up 18–19% of the economy as a whole, it has a substantial influence on both the service and industrial markets since, over the last few years, the rural community has grown to be an important buyer of products and services. Therefore, a number of emerging economies engage in agricultural sector research in order to fulfil the fundamental demand in a quality manner. The agriculture sector's study and manufacturing are crucial since they provide significant value in a variety of regions, but the sales of those products whether for imports or export is the most crucial phase. Many obstacles stand in the method of selling agricultural products.

The primary concern on the present study is on the issue at hand and its solutions. Various sorts of activity make up agriculture marketing. The simplest definition of marketing in farming is the purchase and sale of agricultural products. The actions associated with getting agricultural products from growers or farmer to customers are referred to as agribusiness advertising. Designing manufacturing, buying, cultivating or gathering, evaluation, storing, transporting, shipping, advertising, agro and food-processing, selling, and directing the economy's work in the farming sector are some of these operations.

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### Review of Literature

**Raghurama's (2005)** a farmer's economic activities revolve around marketing. It will raise the price of the crop, raise the farmers' income and level of life, and stop them from being taken advantage of by traders and money lenders. Globalization won't provide a quick fix for rural areas' marketing issues.

**Tarit Kumar Datta's (2004)** investigation into the issues with the agricultural markets in West Bengal's Sunderban region, they don't even have the bare necessities for the advancement of agricultural transactions.

**Dasanathan (1990)** asserts which the marketplace's regulatory system must take into account the socioeconomic issues that arise when farms trade their produce at a less advantageous location at the most practical hour. He stands to gain the least. Growers will undoubtedly gain from market consolidation and the proper application of the law's regulation provisions.

### Statement of the Problem

The sale of agricultural commodities has been a major issue for small sized farms. Even when cultivating crops for the sale of what they produce, they encounter numerous challenges and difficulties, including shortages of plants as well as trees, poor the rainy season circumstances, a shortages of fertilizers out there, adverse weather, brokers' and middlemen's disruption in the sales and distribution of their goods, a wave of coverage, an absence of funding, a shortage of governmental assistance, a shortage of warehouses equipped with contemporary technology, expensive inputs, issues with storage facilities, and transportation issues. So, from the beginning of farming until the items are sold in the marketplace, agriculturalists encounter a variety of issues. These issues are interconnected and eventually have a significant influence on marketing in agriculture. Farming as a profession thus turns expensive and, as a consequence, unsustainable. The current study addresses the issues that small sized farms confront, starting with the challenges associated with making products and continuing through issues with the sale of these agricultural goods.

### Objectives of the Study

- To examine small-scale farmers opinions on the farming process and the commercialization of their products.
- To investigate the issues farmers, encounter from crop production through sale of agricultural commodities.

### Research Methodology

The current study has made an attempt to analyze the numerous issues small sized farmers in the Thanjavur area confront in agricultural marketing. The information was gathered from Peravurani block. Data from 170 respondents were gathered by the investigator utilizing a convenient sampling procedure. For the objective of gathering data, the investigator employed a systematic questionnaire/interview schedule. To analyze the information, the analyst used analytical techniques such as percentage estimation, Frequency ranking, and mean score test.

### Data Analysis and Interpretation

The information obtained through the samples was integrated carefully and is shown in the tables under several headings.

**Table 1: Socio-Economic Profile of Respondents**

Particulars	Frequency	Percentage
<b>Gender</b>		
Male	123	72.4
Female	47	27.6
<b>Total</b>	<b>170</b>	<b>100</b>
<b>Age Group</b>		
20-30 Years	09	5.2
31-40 Years	15	8.9
41-50 Years	95	55.9
Above 50	51	30.0
<b>Total</b>	<b>170</b>	<b>100</b>

<b>Educational Qualification</b>		
Illiterate	21	12.3
School Education	97	57.1
Diploma	39	22.9
UG & Above	13	7.7
<b>Total</b>	<b>170</b>	<b>100</b>
<b>Zone</b>		
Urban	41	24.1
Rural	129	75.9
<b>Total</b>	<b>170</b>	<b>100</b>
<b>Marital Status</b>		
Single	27	15.9
Married	143	84.1
<b>Total</b>	<b>170</b>	<b>100</b>
<b>Monthly Income</b>		
Rs.10000-15000	15	8.8
Rs.15000-20000	32	18.9
Rs.20000-25000	98	57.6
Rs.25000 & Above	25	14.7
<b>Total</b>	<b>170</b>	<b>100</b>

Sources: Primary Data

**Interpretation**

- The majority of farmers roughly 72.4% are men.
- The majority of farmers, or 55.9% of them, are between the ages of 41 and 50.
- Married farmers make for about 84.1% of all farmers.
- The majority of farmers, 57.1%, only completed their schooling.
- Roughly 75.9% of cultivators farm in rural areas.
- The majority of farmers, or 57.6%, earn between Rs. Rs.20000-25000 per month.

**Table 2: Agriculture Marketing Issues**

Factors	SA	A	N	DA	SDA	Mean Score
Insufficient funding	56	64	23	19	8	1.96
Absence of a structured marketing system	21	55	6	10	67	1.84
Inadequate transportation options	20	41	11	56	42	1.94
Product of inferior quality	5	9	10	69	57	1.70
The pricing is not decided by the supplier.	76	53	13	8	11	1.86
Farmers are not together as a group	89	47	12	9	13	2.01
Faulty balances and measures	22	15	7	51	73	1.92
Far too many intermediaries	9	7	15	53	61	1.66

Sources: Primary Data

**Interpretation**

According to the table, the majority of respondents concur that the main issues facing farmers in agricultural marketing include too many intermediaries, Faulty balances and measures, Absence of a structured marketing system and Product of inferior quality.

**Table 3: The requirements for agricultural marketing growth that is satisfying**

Factors	Rank
Licensed Markets	9
Warehouse Building	5
Loan Resources	1
Suitable Transport Infrastructure	4
Utilizing Average Weight	3
Getting rid of brokers	2
Products classification and uniformity	7
Data on marketplaces	6
Agreement to farmers	10
Instruction in contemporary technology	8

Sources: Primary Data

### Interpretation

Results of the Table indicate that the majority of those surveyed provided the lowest rankings for the factors of Agreement to farmers, Licensed Markets, Instruction in contemporary technology, and Products classification and uniformity. A large number of respondents gave a value of five for the use of Warehouse Building, while they gave a rank of four for Suitable Transport Infrastructure. According to a large number of respondents, getting rid of brokers received ranking two, along with those satisfied aspects, the element Loan Resources received rank one.

### Finding and Suggestions

- The farmers will be able to overcome these issues if these issues are addressed.
- The main issues impacting farmers are discovered to be a shortage of funding, storage, and transportation facilities.
- Small-scale farmers should get education on new technology as well as market knowledge.
- To defend the interests of small farmers, middlemen in agricultural marketing should be eliminated.

### Conclusion

The primary component of our economic system is farming. There are actually four agricultural marketing systems used in India are as follows: cooperation marketing, local marketing, mandi branding, and commercial trading. The main issues in agricultural marketing include transportation costs, poor market conditions, a shortage of marketplace knowledge, a shortage of production facilities, a shortage on warehouses, and price volatility. For successful agricultural marketing, it is necessary to do away with intermediaries and have appropriate storage space, be without financiers, have sufficient transit, have access to loans and educational opportunities, among other things. Farming insurance & technical assistance have been recommended as possible ways for the nation's marketing of agriculture to become better. Unless attention were regularly paid to such issues, the farming industry could get rid of them entirely.

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