

## **A CASE STUDY OF ABHINAV FARMERS GROUP:- A DIRECT MARKETING MODEL OF MSAMB IN PUNE DISTRICT**

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### **ABSTRACT**

Agricultural marketing covers the services involved in moving an agricultural product from the Farm to the consumer. Numerous interconnected activities are involved in doing this, such as planning production, growing and harvesting, grading, packing, transport, storage, agro -and food processing, distribution advertising and sale. Some definitions would even include “the acts of buying supplies, renting equipment, (and) paying lab our”, arguing that marketing is everything a business does. Such activities cannot take place without the exchange of information and are often heavily dependent on the availability of suitable finance (Penn State College of Agricultural Sciences Agricultural Marketing, 2012) Marketing systems are dynamic; they are competitive and involve continuous change and improvement.

**KEYWORDS:** Direct Marketing Model of MSAMB

### **1. INTRODUCTION**

#### **What is Agricultural Marketing**

The National Commission on Agriculture defined agricultural marketing as a process which starts with a decision to produce a saleable farm commodity and it involves all aspects of market structure of system, both functional and institutional, based on technical and economic considerations and includes pre and post harvest operations, assembling, grading, storage, transportation and distribution. The Indian council of Agricultural Research defined involvement of three important functions, namely (a) assembling (concentration) (b) preparation for consumption (processing) and (c) distribution. Agricultural marketing can be defined as the commercial functions involved in transferring agricultural products consisting of farm, horticultural and other allied products from producer to consumer. Agricultural marketing also reflect another dimension from supply of produce from rural to rural and rural to urban and from rural to industrial consumers.

#### **Agricultural Marketing in India**

There are several challenges involved in marketing of agricultural produce. There is limited access to the market information, literacy level among the farmers is low, multiple channels of distribution that eats away the pockets of both farmers and consumers. The government funding of farmers is still at nascent stage and most of the small farmers still depend on the local moneylenders who are leeches and charge high rate of interest. There are too many vultures that eat away the benefits that the farmers are supposed to get.

Although we say that technology have improved but it has not gone to the rural levels as it is confined to urban areas alone. There are several loopholes in the present legislation and there is no organized and regulated marketing system

for marketing the agricultural produce. The farmers have to face so many hardships and have to overcome several hurdles to get fair and just price for their sweat.

### **Farmers Role in Marketing**

Direct marketing is a felt need of the farmers and consumers of the country as it goes a long way in ensuring higher remuneration to the farmers and meeting the satisfaction level of the consumers through direct sale of the agricultural commodities by the farmers to the consumer at affordable prices. Direct marketing of agricultural produce helps in complete elimination of middle men and commission agents who charge high level of commission fee from the agriculturists/farmers coming to the market yards for selling their produce and then artificially inflate the retail prices. The efficacy of direct agricultural marketing infrastructure facility can be increased by providing market user common facilities for proper weighing, cleaning, grading and packaging of agricultural produce being brought to the market yard by the farmers for sale. In order to give a big boost to the development of direct agricultural marketing infrastructure facilities in the country, the Government of India, Ministry of Agriculture has announced the "Scheme for Development/ Strengthening of Agricultural Marketing Infrastructure, Grading and Standardization." The scheme is reform linked, i.e. Desires the states to amend their state specific APMC acts for enabling development of direct agricultural marketing infrastructure facilities, contract farming and participation of private and cooperative sector in creation of market yards. Under the scheme credit linked back ended subsidy to the tune of 25 per cent of the total project cost (33.33% of the total project cost for projects in North East states, hilly and tribal areas, SC/ST entrepreneurs or their cooperatives) is available. The implementation period of the scheme is from 20.10.2004 to 31.3.2007. Development of direct marketing infrastructure forms one of the component of the scheme.

#### **1.1 Concept and Meaning of Direct Marketing**

It is the establishment of direct linkages between farmers and consumers.

Direct marketing of agricultural produce helps in eliminating middlemen and makes the farmer directly responsible for selling his/her produce it is known as Direct Marketing. This helps in ensuring financial returns for farmers as well as increased consumer satisfaction.

The sale by the farmer is direct to the consumer. Different studies show that many consumers prefer direct contact with the producer/seller compared to an impersonal service, although the latter are in some cases more efficient. One of the main advantages of direct sales to consumers is the opportunity to reduce marketing costs and to add value to the product. In this way, the profit margin is increased. Producers need to become aware of existing marketing tools in order to maximize sales.

##### **1.1.2. Importance of Direct Agricultural Marketing**

Agriculture continues to be the mainstay of the Indian economy. Agriculture is the principal means of livelihood for over 58.4 per cent of India's population and accounts for approximately one-fifth of the total gross domestic product. While significant strides have been made in increasing agricultural production over the years, immense problems continue to cloud the system of agricultural marketing in the country. Ironically, the burden of inefficient marketing procedures affects the farmers of the country the most, when in fact as producers they are entitled to the benefits of a robust marketing system.

An effective answer to these issues lies in the establishment of direct linkages between farmers and consumers. Direct marketing of agricultural produce helps in eliminating middlemen and makes the farmer directly responsible for selling his/her produce. This helps in ensuring financial returns for farmers as well as increased consumer satisfaction.

There has been concern in recent years regarding the efficiency of marketing of fruits and vegetables, leading to high and fluctuating consumer price and only a small share of consumer rupee reaching to the farmer. Marketing of fruits and vegetables is complex because of perish ability, seasonality and bulkiness. Low efficiency in the marketing channels and inadequate marketing infrastructure are believed to be the cause for fluctuating prices. Indian farmers depend heavily on middlemen in fruits and vegetable marketing.

### 1.2 Global Direct Marketing Scenario

Direct marketing has played a major role in increasing productivity across a wide range of consumer goods and services in the world. The impact could be best seen in countries like U.S.A., U.K., Mexico, Thailand and more recently China. Economies of countries like Singapore, Malaysia, Hong Kong, Sri Lanka and Dubai are also heavily assisted by the direct marketing sector. Direct marketing is the second largest industry in United States both in number of establishments and number of employees. It is also one of the largest world-wide. Direct marketing employs more than 22 million Americans and generates more than \$3 trillion in retail sale annually. Wal-Mart is the world's largest retailer. Already the world's largest employer with over 1 million associates, Wal-Mart displaced oil giant Exxon Mobil as the world's largest retail sector.

Direct marketing when it posted \$219 billion in sales for fiscal 2001. Wal-Mart has become the most successful retail brand in the world due its ability to leverage size, market clout, and efficiency to create market dominance. Wal-Mart heads Fortune magazine list of top 500 companies in the world. Forbes annual list of billionaires has the largest number (45/497) from the retail business. As regards the country wise retail share, USA stands first with a share of 38 per cent and it was followed by Europe (27%), Japan (13%), China (8%), India (3%) and Russia (2%).

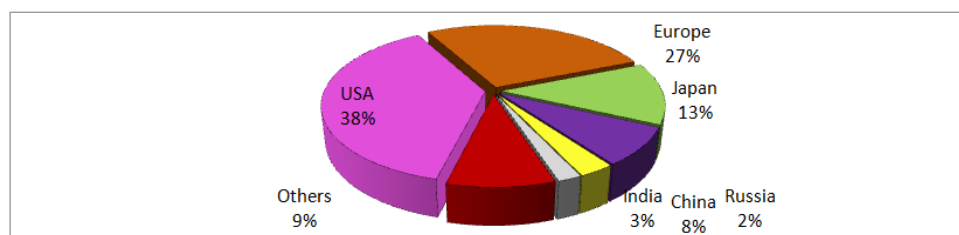


Figure 1.1: Country Wise International Retail Share at a Glance

### 1.3 Indian Direct Marketing Scenario

The Indian marketing industry is becoming intensely competitive, as more and more players are trying for the same set of customers. Although still at a nascent stage, organized marketing in India is witnessing a radical transformation. The increase in the number of marketing chains across the country is an indication that organized marketing is emerging as an industry and will boom in a big way in the near future.

Direct marketing is one of the biggest sectors and it is witnessing a revolution in India. The new entrant in marketing in India signifies the beginning of marketing revolution. The windows of opportunity shows that retailing in India was at opening stage in 1995 and now it is in peaking stage in 2010. India shows a retail market of US \$330 billion

that is expected to grow at a pace of 25-30 per cent annually. With the modern retailing just begin. This sector contributes 10 per cent of India's GDP and the present size of the organised retailing sector is approximately 3 per cent.

### **1.3.1. Forms of Direct Agriculture Marketing in India**

#### **a). Apni Mandi**

In Apni Mandi, there is a direct contact between the farmers and ultimate consumers. These man dies are called apni mandi since farmers as producers bring the product for sale directly to the buyers as consumers.

#### **b). Hadaspur Vegetable Market**

Hadaspur vegetable market is a model market for direct marketing of vegetables in Pune City. It belongs to the Pune Municipal Corporation and fee for using the space in the market is collected by the Municipal Corporation from the farmers. This is one of the ideal markets in the market mechanism. There are no commission agents and has modern weighing machines for weighing products. The purchasers make payment of the value of produce directly to the farmers in cash.

#### **c). Rythu Bazaar**

Rythu Bazaars have been established in Andhra Pradesh with prime objective to provide direct link between farmers and consumers in marketing of fruits, vegetables and essential food items. Both producers as well as consumers are benefited from Rythu Bazaar as producer's share in consumer's rupee is more than 15 to 40 per cent and consumers get fresh vegetables, fruits and food items at 25-30 per cent less prices than the prevailing prices in nearby markets

#### **d). Uzhavar Mandies**

The State Government of Tamil Nadu established Uzhavar Mandies (farmers markets) in selected municipal and panchayat areas of the State. In these markets, farmers enjoy better marketing infrastructure free of cost and receive considerable higher prices for the products than what they receive from middlemen at villages or primary markets at town. Farmers also get good quality seeds and other inputs in the market itself.

#### **e). Contract Farming**

Contract farming may be defined as an agreement between processing and/or marketing firms for production support at predetermined prices. This stipulates a commitment on the part of the farmers to provide a specific commodity in terms of quality and quantity as determined by the purchaser and commitment on the part of the company to support the farmer for production through inputs and other technical support. Contract farming is becoming popular in recent years and there are number of success stories like NDDDB, PEPSI Co., etc. The contract farming needs to be further developed after identifying areas, commodities and markets for market oriented and demand driven production planning. However, while providing for this system of alternate marketing under the APMC Act it is necessary to draft any appropriate legislation separately for ensuring definition of terms and conditions of the agreement keeping in view the objectives.

### **1.5 Objectives of the Study**

- To ascertain the activities and importance of farmers direct marketing model of MSAMB.
- To study the farmers satisfaction about the direct marketing model.
- To study the experiences of farmers in Pune district and their recommendation and suggestions about direct

marketing.

## 2. RESEARCH METHODOLOGY

This chapter will explain the methodology adopted to fulfill the objectives under the study. The major topics covered in this chapter are research design and location of study, nature of respondents. Design of the study is mainly concerned with study of direct marketing system there activities and benefits of direct marketing to farmers. Keeping these points in view, research procedure is adopted to examine the above said aspects have been discussed below.

### 2.1 Location of the Study and Research Design

Pune city is the major city and a district place in the State of Maharashtra. So, Pune city and in and around area of Pune city was selected purposively for the study, because this area has maximum population. Sampling design used for the study was both the purposive and random sampling design as the tahsils viz; Mulashi, Junnar, Khed, Baramati and purandar were selected purposively and five farmers clubs and farmers were selected randomly. The study was conducted in Mulashi, Junnar, Khed, Baramati, and Purandar tahsils of Pune district. The one Abhinav Farmers Club from each tahsil were selected purposively



Figure 2.1: Map of Pune District Showing Location of Study

### 2.2 Selection of Sample Respondents

#### 2.2.1 Method of Sampling

The sampling method is used for project was purposive. The sample was selected in such a way that representative of universe and maximum possible study area should covered.

#### 2.2.2 Sample Size

As it is not possible to survey the entire target population, 50 Farmers form five Abhinav Farmers Club were selected for the study. The farmers were selected randomly.

### 2.3 Sources of Data Collection

#### 2.3.1 Primary Data

The primary data for the year 2012-2013 refers to original information gathered for a specific purpose and provides up to date, accurate and relevant information and it is collected according to the needs of the study. The primary data were collected by survey method with the help of questionnaires and interviews, personal observation, direct consultation with farmers, and dealers and sub-dealer.

### 2.3.2 Secondary Data

The secondary data can be defined as data collected by someone else for purposes other than solving problem being investigation and books, periodical, journals, office records, papers, company records, internet etc.

### 2.4 Analytical Tools Used

The collected data were analyzed according to the objectives of study by using such as percentages, averages, tabular, graphical methods.

## 3. RESULTS AND DISCUSSIONS

### 3.1 Profile of MSAMB

#### 3.1.1 Profile of MSAMB (Maharashtra State Agriculture Marketing Board), Pune

The Maharashtra State Agricultural Marketing Board (MSAMB), Pune was established on 23 March 1984, under section 39A of Maharashtra Agricultural Produce Marketing (Development and Regulation) Act, 1963. MSAMB has done pioneering work in the field of Agricultural Marketing in the State and achieved success in various areas. MSAMB is having an important role in developing and coordinating agricultural marketing system.

#### Profile of Abhinav Farmers Club



**Table 3.1: Profile of Farmers Club**

<b>Founded in</b>	<b>15th August 2004</b>
<b>President</b>	Shri. Dnyaneshwar Bodake
<b>Members</b>	305
<b>Village covered</b>	17
<b>SHG Promoted</b>	112 There are 56 groups of which active in direct marketing are 23 groups in Abhinav Farmers Club
<b>Training Activities</b>	Protected Cultivation, Floriculture, Indian/Exotic Vegetables, Dairy, Exposure visits of bank Officers, Farmers, Govt. Officials, etc.

### 3.3. Profile of Sample Farmers

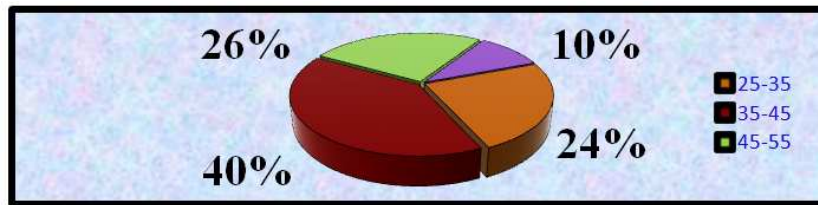
It is essential to know the agricultural profile of the selected sample farmers in study area. In this chapter, information regarding to age of farmers, their education level, land holding , awareness regarding Direct Marketing Model were collected, analyzed and presented as follows;

#### 3.3.1. Age of the Sample Farmers

The sample farmers were classified according to their age groups like 25-35, 36-45, 46 55and above 56 years and their category wise distribution is presented in Table 3.2 and Figure 3.3

**Table 3.2: Age Category of Sample Farmers**

Sr. No.	Age Category	No. of Farmers	Percentage (%)
1	25- 35	12	24
2	36-45	20	40
3	46-55	13	26
4	56 and above	5	10
	<b>Total</b>	<b>50</b>	<b>100.00</b>



**Figure 3.3: Distribution of Sample Farmers According to Age**

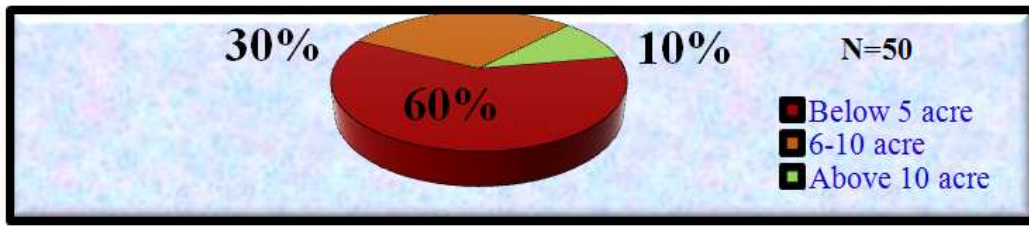
From Table 3.2, it is noted that 10per cent progressive farmers having age above 50 years i.e. old age group. 40 per cent farmers belongs to middle age i.e. for 35-45 years and are engaged in farming business. It indicates that among the respondents middle age farmers are relatively more than other age groups. Generally, middle age farmers are innovative, they welcome new ideas and ready to adopt new products rather than the old aged farmers those who are experienced and they are not easily diverted towards the new products. Thus, the involvement of middle age person is relatively more in direct agriculture marketing.

**3.3.2 Land Holding Pattern of Sample Farmers**

It is essential to study the land holding pattern of selected sample farmers. Pattern of land holding affects the cropping pattern of the farmer. Usually marginal, small farmers are more involved in vegetable production and large farmers are more interested in growing cash crops. The average land holding of sample farmers is depicted in Table 3.3

**Table 3.3: Land Holding Pattern of Sample Farmers**

Sr. No.	Land Holding	No. of Farmers	Percentage (%)
1	Below 5 acre	30	60
2	6-10 acre	15	30
3	Above 10 acre	5	10
	<b>Total</b>	<b>50</b>	<b>100.00</b>

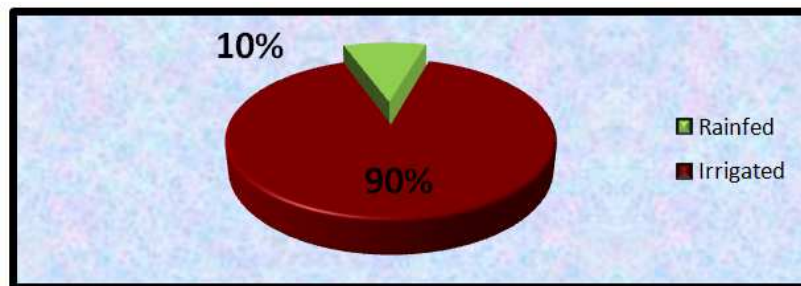


**Figure 3.4: Land Holding Pattern of Sample Farmers**

From Table 3.3 and Figure 3.4, it is seen that majority of the selected farmers (60 %) were small (below 5 acre) size land holders. About 30 per cent farmers belongs to medium farmers category (6-10 acre) and 10 per cent large farmers (more than 10 acre). The land is the constraint for these farmers, hence adoption of high yielding varieties and improved agro techniques are the only ways of increasing the farm income.

**3.3.3 Type of Farming**

From data collected it is observed that most of the sample farmers have permanent source of irrigation for their fields:



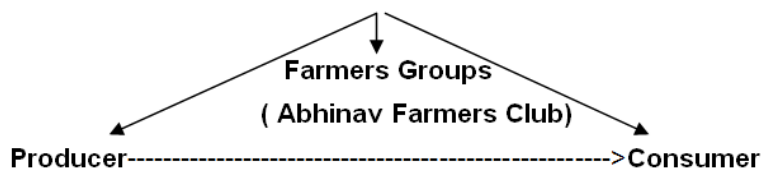
**Figure 3.5: Type of Farming Followed by Sample Farmers**

From Figure 3.5, it revealed that among sample farmers 90 per cent farmers have permanent source of irrigation where as 10 per cent farmers have rainfed type of land.

**3.4 Existing Marketing System and Marketing Channel Adopted by MSAMB in PUNE District**

Marketing channels refers the route through which the commodity passes from producer to consumer without market players. The effective and efficient marketing channel decides the profitability of business. Agriculture product is the perishable commodity, hence very sensitive for time factor. Various intermediators involved in this channel which affect on price, quality, wastage of material and farmers does [not get the returns That is the reason MSAMB adopted Direct Marketing Channel for farmers.

**3.4.1. Marketing Channels of MSAMB**





**3.5. Importance of Farmers in Direct Marketing Model and Activities Carried Out by MSAMB**

**3.5.2 Farmer’s Preference for the Activities of MSAMB**

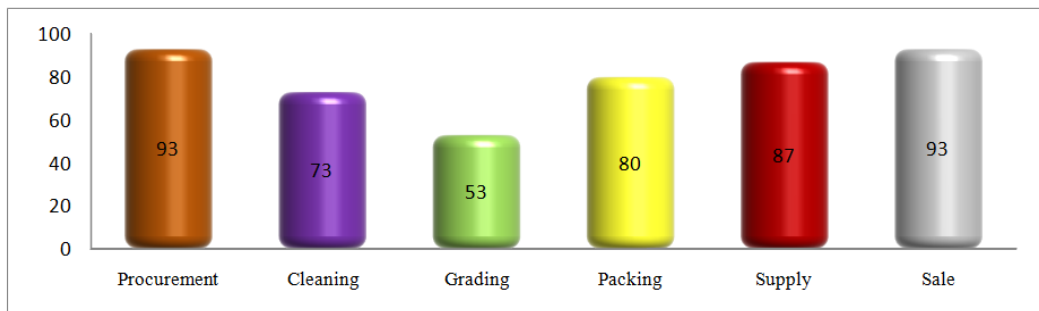
The aim of marketing is to meet and satisfy target consumers needs. Consumer behavior is the study of how individuals, groups and organizations select, buy, use and dispose of goods, services, ideas or experiences to satisfy their needs and wants studying consumers provides clues for improving or introducing products or services, setting prices, devising channels, crafting messages and developing other marketing activities. Marketers are always looking for emerging trends that suggest new marketing opportunities.

The following parameters were used for finding out preference of the farmers towards activities of MSAMB direct marketing.

1. Procurement 2 Cleaning 3. Grading 4. Packing 5. Supply Sale

For to study the activities MSAMB the farmer opinion is very much important .The farmers preference about procurement, cleaning, grading, packing, supply, sale, activities is given in Table 3.5 and Figure 3.6

**Table 3.5 Activities Carried-out by Farmers under MSAMB**



**Figure 3.6: Activities Carry by Sample Farmer**

From the above Table 3.8 and Figure 3.6 it reveals that farmers were gives first preference to the procurement of vegetables and sale the vegetables in housing societies 93.33 per cent farmers gives first rank to the procurement of vegetables and selling of vegetables after that the give second preference to the supply of vegetables that is 86.66 per cent then 80 per cent farmers preference to the packing after that 73.33 per cent to the cleaning and 53.33 to the grading.

**3.5.3 Importance of Direct Marketing to Farmers**

Direct marketing is very important for farmers as well as for consumer. The beneficial schemes are as follows:-

- First most importance of direct marketing is the eliminating the middle man
- Because of eliminating the middlemen the profit of middlemen is directly getting to the farmers.
- Farmers directly contact with the customers.
- Benefits of direct marketing apply to producers, consumers, communities the environment and our national food system.
- Producers enjoy higher returns, contributing to long-term farm viability.
- DM is seen as a vehicle for new small farm entry.

- Provide the employment to farmer.
- It provide transportation facility to farmer
- Providing bridge for conducting money from urban area to villages and simultaneously generating employment in village areas.
- Low wastage of material.
- Consumer gives fresh items.
- Because of MSAMB provide cooling vans wastage of material is low.

### 3.5. Satisfaction Level of the Farmers about Direct Marketing

In any business the customer satisfaction is the primary aim for increasing sell and achieving a good position in the market. In direct marketing it is easy to increase the satisfaction level of farmers because large number of production.

#### 3.6.1 Prices Received by Farmers in Selling the Produces through Direct Marketing

The price of produce of the farmers is depend upon months of production. The price may vary from months to months and also at each stage of direct channel.

**Table 3.6: Price Structure of Producers**

Sr. No.	Producer Received Price More Than Production Cost/ Profit (%)	Farmers	Percentage (%)
1	10	-	-
2	20	10	20
3	30	30	60
4	Above 40	10	20

**Figure 3.7: Satisfaction Level of the Farmers**

From above Table 3.6 and Figure 3.7 it shows that farmers received price more than production cost 30 farmers (50 per cent) farmers received 30 per cent profit more than production cost 20 farmers (33 per cent) received 20 per cent profit and 10 farmers (17 per cent) received above 40 per cent profit it means it shows that direct marketing model is very beneficial channel and all farmers getting profit from production.

#### 3.6.2. Response of Farmers to MSAMB Direct Marketing

In Direct Marketing model MSAMB provides various services or additional to the farmers. In following table by using score card technique it is tested that whether farmers were satisfied with this services or not;

**Table 3.7: Response of Farmers about Different Aspects of Direct Marketing Model of MSAMB**

Sr. No.	Source	High 3	Moderate 2	Low 1	Total Score	Percentage (%)
1	Pricing	50(150)	-	-	150	100
2	Transportation	30(90)	10(20)	10(10)	120	80
3	Training	50(150)	-	-	150	100
4	Mode of payment (cash)	50(150)	-	-	150	100

From above Table 3.7 it shows that farmers were highly satisfied with the services provided by the MSAMB. Among the sample 100 per cent farmers satisfied with the price they get, training given by MSAMB and the mode of payment i.e. cash in hand, 80 per cent farmers satisfied with the transportation facility.

**3.6.3 Additional benefit of MSAMB**

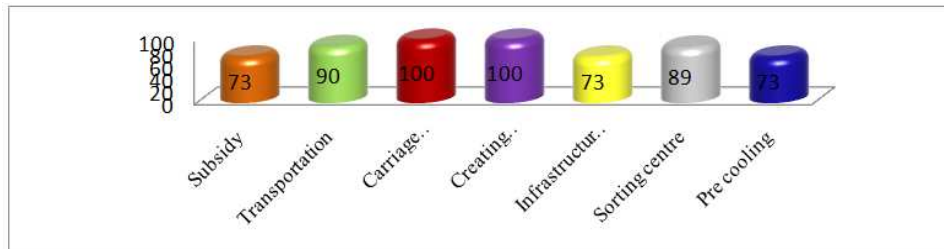
For the Benefits of the farmer MSAMB provide various additional benefits to the groups like,

- 1) Subsidy
- 2) Transportation Facility
- 3) Carriage equipment
- 4) Creating new groups
- 5) Infrastructure Facility
- 6) Sorting Centre
- 7) Pre cooling

MSAMB provide same facilities for the all five groups according to that following score card has been prepare.

For low wastage of material or easy way of marketing to direct access with the consumer or to provide fresh product to the consumer. Following table shows satisfaction of farmers group about direct marketing

**Table 3.8 Response of farmer about MSAMB**



**Figure 3.8: Satisfaction Level of the Farmers about Additional Benefits of MSAMB**

From the above Table 3.8 it can be revealed that groups are highly satisfied with the additional benefit of MSAMB and 100 per cent farmers group are satisfied with the transportation facility, carriage equipment, creating new groups, followed by 86.66 per cent farmers group satisfied with the sorting center, and 73.33 per cent farmers satisfied with the subsidy, Infrastructure and pre cooling center.

**3.6.4 Rating for MSAMB**

MSAMB provides various services and facilities to the farmers. Following Table presents the rating for the Direct Marketing Model.

Rating to the MSAMB Direct Marketing scheme is given by the farmers.

**Table 3.9: Response of Farmer about MSAMB**

Sr. No.	Rating for MSAMB	No. of Farmers	Percentage (%)
1	Excellent	10	20
2	Better	15	30
3	Good	20	40
4	Satisfactory	5	10
	<b>Total</b>	<b>50</b>	<b>100.00</b>



**Figure 3.9: Satisfaction Level of the Farmers about MSAMB**

From the above Table 3.9 and Figure 3.9 it is revealed that out of sample farmers, 40 per cent farmers have gives good rating to MSAMB followed by 30 per cent farmers give better rating , 20 per cent have gives excellent rating and 10 per cent farmers have give satisfactory rating. It means mostly farmers like the MSAMB and satisfied with the direct marketing model.

**3.7 Experiences of Famers about Direct Marketing**

The various farmers are involved in direct marketing model and experiences about the direct marketing model of the farmers in general are as under,

- Customer get vegetables of good quality at cheaper rates i.e. 10 per cent less than prevailing market prices.
- Farmers got direct access to market wherein they can sale their vegetables by the own as this is not possible to small farmers.
- It was found that 40 per cent of the goods used to perish due to local transport but now it has reduced to 2 per cent by using the refrigerated vans provided by MSAMB.
- Profit has increased as the farmers are getting the 30 per cent price more than cost of cultivation.



**Figure 3.10: Satisfaction Level of the Farmers**

Above Figure 3.10 revealed that among the sample farmers all 50 farmers have good experiences about direct marketing.100 per cent farmers were getting experiences about good quality of products followed by 40 farmers (80 per cent) experiences cheaper rate, 45 farmers (30 per cent) experiences low wastage of material, 10 farmers (20 per cent) direct access to the market, 25 farmers (50 per cent) experience the profit has grown up to 30 per cent.

**3.9 Findings**

- Among the sample farmers, 60 per cent respondents were small farmers, 30 per cent medium farmers land holding and only 10 per cent farmers are large farmers and all are members of abhinav farmers club.

- The major activities carried out by MSAMB in direct marketing are formation of farmers groups, providing space in housing societies in urban area for selling vegetables and making the arrangement for transport in refrigerated vans.
- The Direct marketing is very beneficial to the farmers.
- As the cent percent 100 per cent farmers are satisfied with the Direct marketing as the cent per cent farmers are satisfied with the Direct marketing
- About 40 per cent farmers have give better rating to MSAMB direct marketing model majority 75 per cent of farmers satisfied with the transportation facility and 25 per cent moderately satisfied with the transportation facility
- Nearly 50 per cent farmers got 30 per cent profit, 33 per cent farmers got 20 per cent profit and 17 per cent farmers got 40 per cent profit from the agriculture produce sold through direct marketing among the 50 farmers, 40 per cent farmers sold vegetables, food grain, and pulses and 20 per cent farmers have sold fruits and other products like milk.
- The cent percent farmers were highly satisfied with the services provided by MSAMB, prices fetched and cash payment however, 80 per cent farmers satisfied with transportation facility.
- The cent per cent farmers have expressed that the farmer group leaders have purchased 'A' grade quality product and 80 per cent farmers have told that the produce has sold in urban area at the prices 10 per cent less than prevailing market price. About 90 per cent farmers opined that low wastage of produce during transportation and 10 per cent farmers said that they get direct access to the market and 50 percent farmers experienced 30 per cent prices more than production cost.
- The members of Abhinav Farmers club suggested that management of sorting center precooling centers and refrigerated vans handover to the farmers club for effective and efficient working of direct marketing. The permission to members of women SHGs for involvement in direct selling of vegetables in urban areas should be given by MSAMB.

### **3.10 CONCLUSIONS**

- The involvement of small farmers is relatively more in direct Agril. Marketing model of MSAMB as compared to medium and large farmers.
- In Direct agriculture marketing farmers groups have conducted various activities like procurement of vegetables, cleaning, gradation and packing of vegetables and supply of vegetables through refrigerated vans to the consumer societies in urban area.
- The activities like cleaning, sorting, packing were performed through women self help groups which generates employment in village area.
- All selected farmers involved in direct agriculture marketing are satisfied with services provided by MSAMB. However, these farmers need modifications in transport facility.

- The farmers were benefitted in terms of more return i.e. 30 per cent more than cost of production and wastage of agriculture produce in transit period is less due to transport of vegetables in refrigerated vans.
- For efficient and effective working of direct agriculture marketing the farmers themselves may be permitted to sale their produce in urban areas and management vans should be rested to the leader of farmer groups.

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