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PRINCIPAL

Savitribai College of Arts

Pimpalgaon Pisa, Tal. Shrigonda, Dist. Ahmednagar

Problems of Indian Agriculture and Marketing

Prof.Pandarkar Babasaheb Raghunath Savitribai College of Arts, Pimpalgaon, Pisa. Taluka- Shrigonda.

Introduction

India is an agriculture based country, Agriculture is the most important sector of Indian Economy. Where more than 50% of population is depend on agriculture. This sector is the main source of income. The commitment of agribusiness in the national income in India is all the more, subsequently, it is said that agriculture in India is a backbone for Indian Economy. ButIndian Farmershave to suffer a lot throughout their life. It can be observed that most of the lower Indian farmers born in borrowings, live in borrowings and died in borrowings...it is said but with great regret about the Indian Farmers. It means that, the loan drowned situation for farmers never ends. Any such and middle class farmers is supposed to be the major reasons in the development of the farming industry. Agriculture is a backbone of Indian Economy. Agriculture gives the proper shape to the economy without the Agriculture sector we can't get the total idea of the Economy. Agriculture play important role in Indian Economy. But Indian Agriculture has lot of problems in marketing system.

Key Words - Grading, Packing, Transport, Storage, Land Holding, Rural Atmosphere, Commercial Attitude, Land Holding etc.

Objectives of study

- 1) To study the Problems of Indian Agriculture.
- 2) To study the problems of agriculture marketing.
- 3) To study the Measures to overcome the Agriculture Problems.

Methodology

The present study carries on Secondary data. Information collected especially from various books and magazines etc.

Problems of Indian Agriculture

Indian Agriculture has very different Problems compared to other parts of the world. India has great tropical climate in most parts of the country but resource-wise we lack quite a few things such as:

1. Irrigation

Although India is the second largest irrigated country of the world after China, only one-third of the cropped area is under irrigation. Irrigation is the most important agricultural input in a tropical monsoon country like India where rainfall is uncertain, unreliable and erratic India cannot achieve sustained progress in agriculture unless and until more than half of the cropped area is brought under assured irrigation.

2. Financial Problem



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This is a one of the major problem faced by Indian Agriculture sector, Majority of farmers is financially weak, they are affecting to development of Agricultural sector very badly. Without the support of finance they can't use modern techniques. As far as Indian farming is concerned, very few farmers do have a big fields & also affordable in terms of income. But as most of the farmers lack in these two features they can't bring the expected results even after heavy efforts on their part. They can't make any further progress as there is a drought or lack of finance, and other means. Many farmers do desire, but they are helpless. In sum the poor farmers are not able to draw the big results & so they resorts to new loan.

3. Unfavorable Rural Atmosphere

In general is unfavorable the atmosphere in the rural area (e.g. Majority of people in rural area are illiterate, ignorant, superstitious etc.) harmful to the development of Agriculture sector. This type of atmosphere is a important cause reducing Agricultural productivity.

4. Lack of Commercial Attitude

Majority of Indian farmers are involved in farming activity for fulfillment of their needs. Majority of farmers never look farming activity on commercial ground. The narrow attitude of farmers hits directly to growth and development of Indian agriculture, they must do the farming activity on commercial scale which helps increase in the Agricultural productivity.

5. Small Size of Land Holding

The average size of land holding in India is very small and there are very wide disparities in the distribution of land holding and the problem of holdings hits development of Indian Agriculture, because very small holding are un-commercial, many times modern techniques farmers can't used on that small land.

6. Old Technique of Production

Majority of farmers is used very old technique in the Agricultural production and very few farmers take a benefit of modern technology. This thing directly related with the Agricultural productivity. Old technique or out dated method of production can't improve the production level of Agriculture sector and it is one big bottleneck in the Agricultural development.

7. Weak Human Factor

Position in regard to the human factor in Indian Agricultural is very depressing from the point of view of efficient farming. For the increasing Agricultural productivity good human power play very important role. The human development index is very lower in rural area due to various causes like illiteracy, lack of technical knowledge, limited information of market etc. and farmers should used their marginal efficiency for the development of Agricultural sector.

8. Undeveloped Processing Industries

Supply is increasing of Agricultural crops in the season and the prices are decreasing, it's badly affected to the financial position of farmers. The availability of efficient processing industries play very important role at that time. This industry give the shape to the economy of farmers, but processing industries are very limited and backward in India and it's also creates many problems in the development of Agricultural sector.



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9. Suicide of Farmers

In last few years farmer's Suicide are increasing in some states in India and some districts of Maharashtra. Framers Suicide is a National—stigma and very black side of Agricultural. Framers Suicide are increasing because various causes like increasing production cost, decreasing prices of Agricultural crops etc. and its badly affected to the Agricultural development.

Lack of mechanization

In spite of the large scale mechanization of agriculture in some parts of the country, most of the agricultural operations in larger parts are carried on by human hand using simple and conventional tools and implements like wooden plough, sickle, etc.

Agricultural Marketing:

Indian Farmers are suffering from lack of marketing skills. Brokers or middle men still rule the procurement domain. In fact, these middle men book crops even before harvest. Small and marginal farmers, due to lack of information and capital, trust these brokers and sell their crop at a throw-away price. Farmers are also burdened with loans, drought, mismanagement, family feuds for property ownership, and hence don't bother to dedicate time and effort into marketing. Major Marketing Problems are as Fallows

1. Grading Problem - Grading can improve the value of our product. Grading is important in agriculture sector for various agricultural crops. Grading can possible on the basis of size, color, taste, quality, etc. Farmers can do the grading as per quality one, quality two, quality three etc Majority of our farmers can't take a benefit of grading and it will be badly affected to the financial returns of farmers from the crops. Grading can specify the price and quality of product it will be beneficial for the maximum returns to the farmers so each and every or

Dimension	High Depress Students (N=35)		Low Depress Students (N=65)			t- ratio	df	р	
	Mean	SD	SE	Mean	SD	SE			
Mental Health	162.54	7.58	1.09	177.96	8.48	0.98	8.99**	98	< .0

- 3. Transport Facility Good transport facilities can play very important role in marketing of agricultural crops because good and efficient transport facility can improve the market price of perishable agricultural crops. Majority of agricultural crops are perishable and that type of crops are must needed to reach in the market very early. Quick transport facility is big part of marketing and it is require for maximum returns to farmers.
- 4. Malpractices in Market Number of agricultural markets are present in India for various crops but there are many types of bad practices are present in some agricultural market committees e.g. big chain of middlemen, chain of merchants, various charges cut by market committees like tolai, mapai, hamali, charity etc. this type of charges can reduce the



income of farmers.

5. Storage Facility - Good storage facility are require for the sufficient waiting period for selling agricultural crops because waiting period can improve the market value of agricultural crops. In the season of specific crops majority of farmers are supplied same agricultural crop in the market it decreases the market value of this particular crop, at that time good storage facilities are require for beneficial selling of agricultural crops. There is very rare storage facilities are present in agricultural markets.

Measures to overcome the Problems

There are lot of Droblems in front of Agricultural sector these are hadly affected to the

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Conclusionan Economy - A.N. Agarwal.

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- 4) Warhigh depressiperst-graduate college students.
- 3) Negative Correlation between depression and mental health among post-graduate college students

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