

Paper –CONSUMER BEHAVIOUR

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Topic- Marketing of Agri-produce

Marketing of Agri-produce

Efficient marketing of agricultural produce is important for the well-being and generation of disposable income for rural consumers. Yet it is always considered as inefficient and exploitative, where middlemen enjoy the benefits. Mainly this happens due to the peculiar characteristics of agricultural produce as given below.

1. Bulkiness
2. Perishability
- 3 Wide varietal differences
4. Dispersed production
- 5 Processing needs for consumption
6. Seasonality
7. Comparative advantage
 - a. Lack of expertise and bargaining power

Farmers normally sell the raw produce, which the middlemen buy, collect and assemble for processing and resale. It helps farmers, the Government has set up over 5000 Primary and Secondary Agricultural Produce Markets, or Regulate Market Co-operative Marketing and Processing Societies also take up the function of middlemen. The Milk Producers Co-operative (AMUL and Nandini and the Horticultural Producers Co-operative Marketing and Processing Society Ltc HOPCOMS) are good examples

Some private companies are now going in for contract farming' where the produce is purchased for processing and sale of branded products (e.g. HLL's Kissan Anna puma Atta and ITC's e Choupals programme for tobacco styled as 'see to smoke').

Cottage Industries and Handicrafts Marketing

Rural artisans and cottage industries are provided marketing help by institutions like Khadi Gram Udyog Bhavan Bhandars, etc. The All India Handicrafts Board and State Handicrafts Development Corporations also play a significant role in these lines, by providing sophisticated showrooms for display and sale (e.g. Cauvery of Karnataka, Lepakshi of Andhra Pradesh). The handloom weavers' co-operatives like Co-optex in Tamil Nadu and Apco of Andhra Pradesh also promote brand image for their products,