

***AN ANALYTICAL STUDY ON MARKETING MANAGEMENT AND PROBLEM
FACED BY GREEN VEGETABLES SELLER IN LUNGLEI AREA***



**A report submitted to Department of Commerce, Higher And Technical Institute,
Mizoram (HATIM) for the academic year 2022-23**

Submitted by: CVANLALFAKAWAMA

University Reg. No.: 2107067

Prepared under the guidance and supervision of:

VANKHAWPUIMAWII PACHUAU

Assistant Professor, Department of Commerce

Higher And Technical Institute, Mizoram (HATIM)

HIGHER AND TECHNICAL INSTITUTE, MIZORAM

PUKPUI, LUNGLEI – 796691



CERTIFICATE

This is to certify that the dissertation entitled “An Analytical Study on Marketing Management and Problem Faced by Green Vegetables Seller in Lunglei Area” submitted to the Mizoram University for the award of the degree of Bachelor of Commerce, is a record of research work carried out by C. Vanlalfakawma, Roll No. 2123BCOM007, IV Semester B.Com. He has fulfilled all the requirements laid down in the regulations of Mizoram University. This dissertation is the result of his investigation into the subject. Neither the dissertation as a whole nor any part of it was ever submitted any other University for any degree.

Date: 8th May, 2023

Place: Lunglei, Mizoram

(VANKHAWPUIMAWII PACHUAU)

Project Supervisor

HEAD
Department of Commerce
Higher And Technical Institute, Mizoram
Lunglei

(VANKHAWPUIMAWII PACHUAU)

Head, Department of Commerce

(VUAN SANGA VANCHHAWNG)

Principal, HATIM
Principal
Higher And Technical Institute, Mizoram
Lunglei

DECLARATION

I, C.Vanlalfakawma, hereby declare that the subject matter of this dissertation is the record of work done by me, that the contents of this dissertation did not form to anybody else, and that the dissertation has not been submitted by me for any research degree in any other university or institute. This is being submitted to the Mizoram University for the degree of Bachelor of Commerce.

Date: 4 May 2023

C.VANLALFAKAWMA

Place: Lunglei

Student

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TABLE OF CONTENTS

S.NO	CONTENTS	PAGE NO.
1.	Certificate	i
2.	Declaration	ii
3.	Acknowledgement	iii
4.	Table of Contents	iv
5.	List of Tables	v
6.	List of Figures	vi
7.	CHAPTER I – INTRODUCTION	1-7
	a) Conceptual Framework	1
	b) Literature Review	2-3
	c) Rationale of the Project/Study	4
	d) Statement of the Project/Study	5
	e) Objectives of the Project/Study	5
	f) Research methodology	6
	g) Limitations of the Project/Study	7
8.	CHAPTER II – ANALYSIS AND INTERPRETATION OF DATA	8-30
9.	CHAPTER III – RESULTS AND DISCUSSIONS	31-34
10.	CHAPTER IV – CONCLUSIONS AND SUGGESTIONS	35-36
	Bibliography	37-38
	Appendix	39-45

LIST OF TABLES

TABLE NO	CONTENT	PAGE NO
2.1	Demographic profile	8-9
2.2	Duration of farmer engage in farming	15
2.3	Major sources farmer get capital investment	16
2.4	Farmer's firm	17
2.5	Production input that farmer's use	18
2.6	Place farmer's sell their product	19
2.7	Farmer's marketing place	20
2.8	Unsold veggies treated by farmers	21
2.9	Transportation used by farmer	22
2.10	Problem faced by farmer while exporting their vegetables	23
2.11	Setting the price of the vegetables	24
2.12	Paying of market fees	25
2.13	Factor that effect the marketing of green vegetables	27
2.14	Challenge faced by farmer	29

LIST OF FIGURE

FIGURE NO	CONTENT	PAGE NO
2.1(1)	Village	10
2.1(2)	Gender	11
2.1(3)	Age	12
2.1(4)	Marital status	13
2.1(5)	Educational qualification	14
2.2	Duration of farmer engage in farming	15
2.3	Major sources farmer get capital investment	16
2.4	Farmer firm's	17
2.5	Production input that farmer used	18
2.6	Places Farmer's sell their product	19
2.7	Farmer's marketing place	20
2.8	Unsold veggies treated by farmer	21
2.9	Transportation used by farmer	22
2.10	Problem faced by farmer while exporting their vegetables	23
2.11	Setting the price of the vegetables	24
2.12	Paying of market fees	25
2.13	Factor that effect the marketing of green vegetables	27
2.14	Challenge faced by farmers	29

CHAPTER I
INTRODUCTION

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INTRODUCTION

a) CONCEPTUAL FRAMEWORK

Vegetables marketing is a type of crop production intended primarily for human consumption of the crop edible part such as the shoots, leaves. It can also be said that a vegetable market is a particular kind of building or structure that has been made and constructed in a variety of colors, materials, forms, sizes and styles with precise and particular fruit and vegetables. Compared to supermarkets, vegetable markets provide fresher and healthier food options. Nearly every neighborhood has street vendors who come and sell directly to customers. Therefore, it is practical for almost everyone everywhere.

India diverse climate ensures the availability of all vegetables which make India rank the second production of vegetables in the world. As per National Horticulture Database published by National horticulture board during 2014-2015, 169.478 million tons of vegetables were produced. It is important to study about the marketing of vegetables because vegetables are critical to a person's overall well-being since they provide necessary vitamins, minerals, dietary fibre, and phytochemicals, as well as lowering risk of contracting harmful illnesses and other ailments.

Vegetables are produced seasonally, but the market require product throughout the year. Mostly vegetable market are ruled by middle man, which include producer, whole seller and retailer. There are lots of market to sell the vegetables to the consumer but in Lunglei area local market selling, whole sale selling and retail selling are the most market they used. Local market can be said as where farmers can easily sell their vegetables at a good price, they do not need to go door-to-door to sell their vegetables. People who want to shop, get many varieties of vegetables and fruits at one place and they can buy their favorite vegetable

b) REVIEW OF LITERATURE

- **Johar “et al.”,(2017)** shows that India is one of the major vegetable producing nations worldwide. When it comes to vegetable output, it comes in second place to China. India supports more than 17% of the world's population with only 2.4% of the land. Globally, it looks that a food crisis is approaching. According to a recently released UN special report on the right to food, approximately one billion people worldwide sleep without meals, and one kid suffers from malnutrition every six seconds.
- **Kailash Chandra Das and Tushar Kandi Das(2022)** states in their research that Odisha is the fourth largest vegetable producer in the world, behind China and India. Given that it offers sufficient amount of vitamins, carbs, mineral and fibre, the Angul district of Odisha play a significant role for both consumers and vegetables grower. Low crop output, few irrigation options, and a weak infrastructural support system hinder India horticulture industry. This study focuses on village level data from the Angul district of Odisha, with a particular emphasis on farmer challenges with vegetable marketing, distribution, and warehousing, as well as customer satisfaction.
- **Vasant P. Gandhi and N. V. Namboodiri (2004)** study concludes that there has been worry about the effectiveness of marketing fruits and vegetables in recent years, and that this has resulted in high and volatile consumer prices with only a little portion of the consumer rupee going to the farmers.
- **Dwiwedi “et al.”,(2017)** discover that the green revolution was one of the nation's biggest triumphs, leading to self-sufficiency and a high level of stability in the production of food grains. Nonetheless, the nation still struggles with issues like malnutrition and total food

security. As a result, vegetables will be crucial since they provide sufficient amounts of vitamins, carbs, minerals, fibre, and other nutrients.

- **Silva Dias (2011)** research shows that vegetables are necessary for human health since they offer vital vitamins and minerals, dietary fibre, and phytochemicals, as well as lowering risk for serious illnesses and other medical issues. Over 200 nations grow vegetables worldwide. 392 vegetable crops are farmed worldwide, according to a survey on vegetables. Only a small part of the veggies are treated before being marketed, mostly fresh. Almost three-fourths of the world's vegetable production takes place in Asia, primarily in China, which also produces more than half of all veggies. Due to the potential income from vegetables, there is a growing global area of land allocated to growing vegetables.
- **Tara Shankar K.M. Singh and S Dwiwedi(2017)** study demonstrates that the green revolution has led to self-sufficiency and stability in the production of food grains, but the Indian horticulture industry is restricted by low crop productivity, a lack of adequate irrigation infrastructure, and a lack of infrastructural support. Losses from handling and post-harvesting contribute to low productivity per unit area and high production costs.
- **Poole “et al.”, (2003)** article provides a conceptual framework for the examination of South East Asian vegetable supply chains, taking into account national legal and policy issues, global trade rules and markets, as well as geography, history, and cultural and social norms. In the Ho Chi Minh City vegetable marketing system, stakeholders are encouraged to work together and demonstrate trust

c) RATIONALE OF PROJECT

India's economy is primarily agrarian. India is a sizable nation with around 6.3 lakh villages, according to the most recent Census data. For more than half of India's employed class, farming is their only source of income. However, due to rising labour and manure costs, a lack of proper technical support, and other factors, the residents of Lunglei have recently shown ambivalence towards farming activities. As a result, the residents of Lunglei are compelled to rely on the agricultural products of their adjacent States to meet their daily consumption needs. In this critical scenario, increased focus is placed on agricultural activities to prevent the importation of tainted agricultural products from other States.

Farmers faced a variety of issues. In addition to natural disasters, one of the biggest issues was the marketing of agricultural products. Farmers must rely on major local marketplaces to sell their vast amounts of perishable produce in

nature. The majority of farmers must drive a great distance and spend a lot of money on transportation to go to the nearby markets. If they could only sell their produce for a profit, they might even be able to break even. However, the presence of middlemen in local markets cheats the farmers by imposing extra costs like commissions and snoopings wages. Because their produce is perishable and cannot be transported back home, farmers are compelled to sell it at a lesser price in the local markets.

Therefore, we can say that the rationale of the problem is to determine the elements that influence Lunglei's small-scale farmers' marketing of green vegetables. to ascertain the financial advantages of selling green veggies in the Lunglei region. to investigate the difficulties farmers encounter when marketing green veggies.

d) STATEMENT OF THE PROJECT

The importance of farming activities has significantly decreased in recent years because of a variety of factors. The amount of land set aside for agriculture decreases. A large number of individuals rely on agriculture to meet their everyday needs. The Mizoram government has implemented a number of measures to address the agricultural-related problems. The reports that are now available, however, demonstrate that farmers continue to experience issues with the marketing of their agricultural products.

Therefore, the present research attempts to investigate into the following major objective.

e) OBJECTIVES OF THE PROJECT

- To identify factors that affect the marketing of green vegetables among small-scale farmers in Lunglei.
- To determine the economic benefits of marketing green vegetables in Lunglei district.
- To examine the challenges farmers face in marketing green vegetables.

f) METHODOLOGY

The term "methodology" is associated with a variety of meanings. In its most common usage, it refers either to a method, to the field of inquiry studying methods, or to philosophical discussions of background assumptions involved in these processes. Some researchers distinguish methods from methodologies by holding that methods are modes of data collection while methodologies are more general research strategies that determine how to conduct a research project. In this sense, methodologies include various theoretical commitments about the intended outcomes of the investigation.

The three types of methodology used by researchers are qualitative, quantitative, and mixed methods.

- **Qualitative Method:** Qualitative research encompasses the collection and analysis of written or spoken words and texts. Researchers generally use qualitative methods when their goals and objectives are exploratory, such as when they study the perception of an event, person, product, etc. This type of data is basically gathered through interviews, observations, and focus groups.
- **Quantitative Method:** In the Quantitative method, researchers collect, measure, and analyse numerical data from a large number of participants. This method is mainly used to confirm something by using facts and statistics. It is gathered using surveys, questionnaires, tests, databases, and records.
- **Mixed Method:** This method is a combination of both qualitative and quantitative methods. It provides a more realistic and true approach to any findings and presents multiple possibilities for those findings. This method often tends to produce interesting results for a specific set of approaches or findings.

g) LIMITATIONS OF THE PROJECT

- The primary data collection used for this analysis was a questionnaire.
Since, there is only a chance to reach the respondent i.e during the marketing period, it is challenging to reach them because they are preoccupied with taking care of their customer
- Finding a genuine farmer is quite difficult because the lunglei market is still under construction and the primary goal is to collect data from the farmer rather than the retailer.

CHAPTER II

ANALYSIS AND INTERPRETATION OF DATA

CHAPTER II

ANALYSIS AND INTERPRETATION OF DATA

2.1. Demographic profile

The profile of the respondents consists of certain variables such as gender, village, age, marital status and educational qualification. The data were gathered from a total of N=30 .

Table 2.1

s.no.	Particulars	Frequency	Percentage
1.	Village		
	Lunglei	11	36.7%
	Outside Lunglei	19	63.3%
2.	Gender		
	Male	9	30%
	Female	21	70%
3.	Age		
	20-30	6	20%
	30-40	14	46.7%
	40-50	6	20%
	50 and above	4	13.3%

4.	Marital status		
	Married	14	46.7%
	Unmarried	11	36.7%
	Other	5	16.7%
5.	Educational Qualification		
	Primary	6	20%
	Middle	8	26.7%
	Highschool	3	10%
	No formal education	13	43.3%

Interpretation

- Village :

The village wise classification of the farmers reveals that 19 (63.3%) of the farmers belong to outside Lunglei whereas the number of farmers belonging to inside Lunglei is found to be 11 (36.7%) . Hence, it can be interfered from the findings that majority of the farmers in Lunglei market belongs to outside Lunglei.

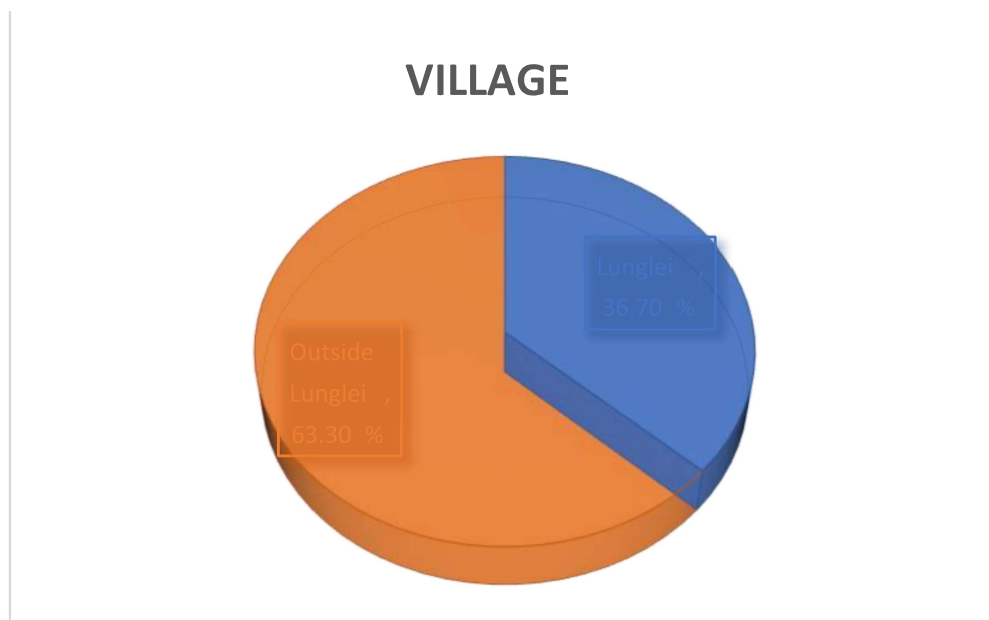


Figure 2.1 (1)

- Gender:

Gender refers to the characteristics of women, men, girls and boys that are socially constructed. This includes norms, behaviours and roles associated with being a woman, man, girl or boy, as well as relationships with each other Therefore, table 2.1 shows that majority of the farmers are female making up to 70% while male only acquire 30%. Out of 30 respondents taking for the study , men are no greater then women in terms of marketing.

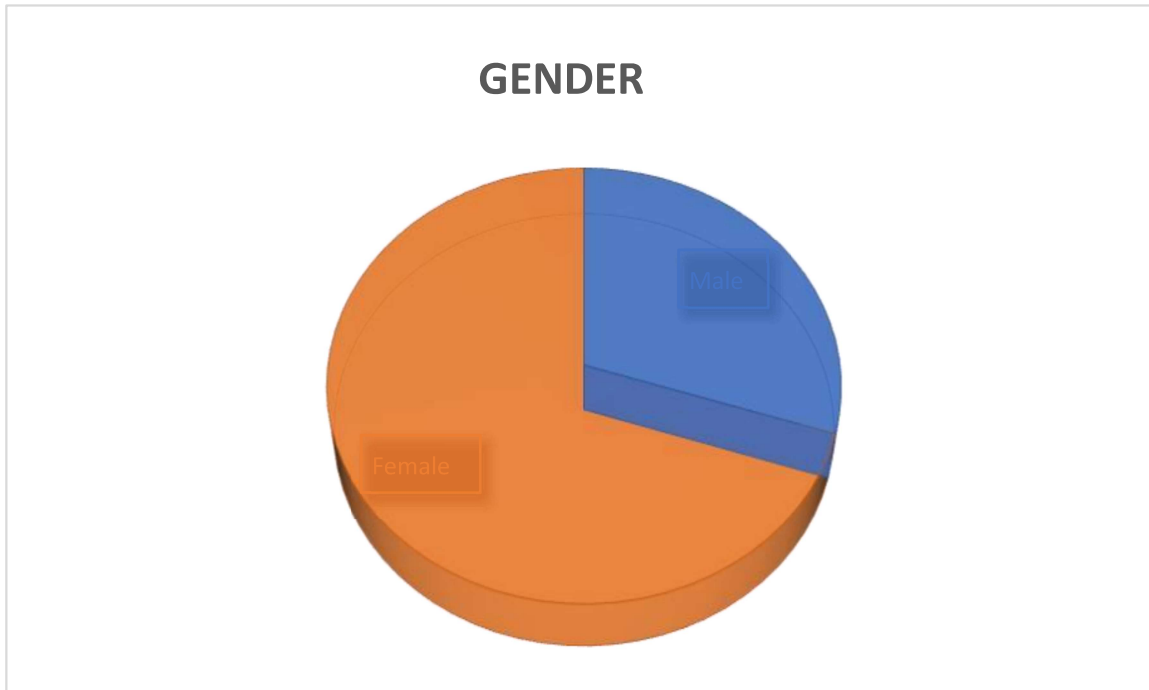


Figure 2.1 (2)

- Age:

It can be interpreted from the table that most of the respondents are 30-40, acquiring 46.7%, followed by 20-30 and 40-50 by 20% each. This signifies that young adults are engaged in farming and marketing of green vegetables.

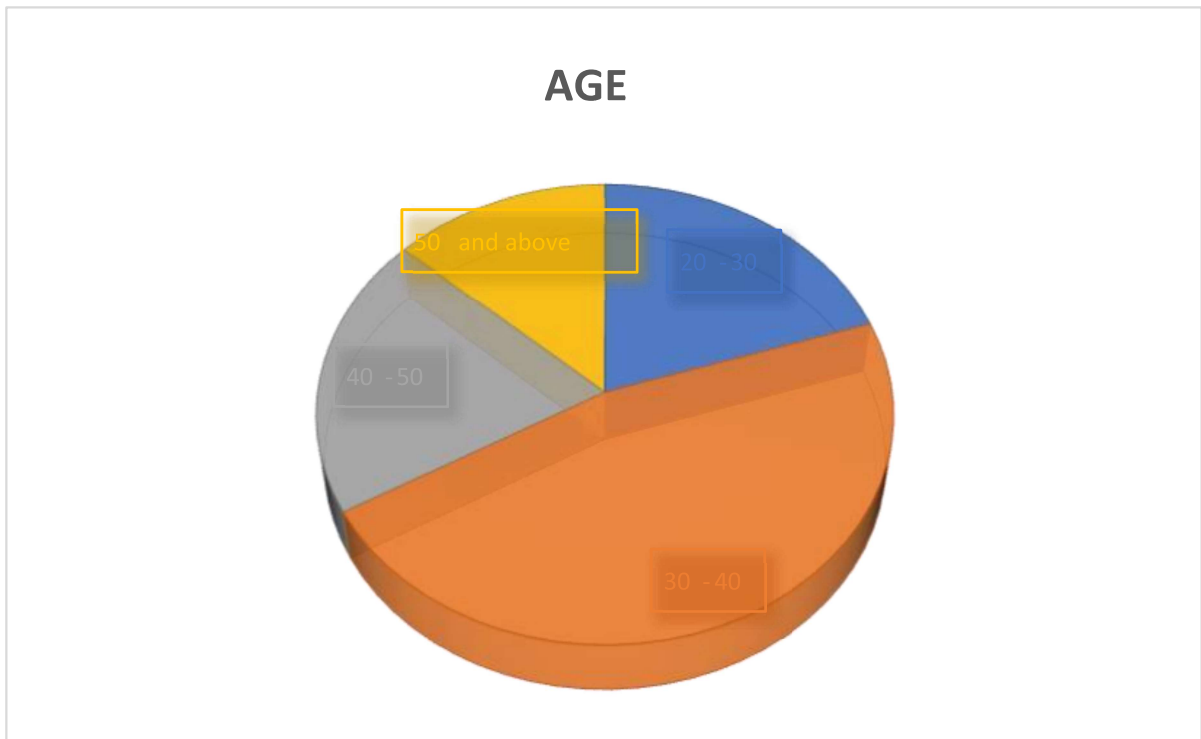


Figure 2.1 (3)

- MARITAL STATUS:

Marital status. Classified through self-reporting in the categories of married and unmarried. The term “married” encompasses all married people, including those separated from their spouses. “Unmarried” includes those who are single (never married), divorced, or widowed. In terms of marital status, the figure reveals that 14 (46.7%) are married while 11 (16.7%) are unmarried whereas, 5 (16.7%) prefer not to say.

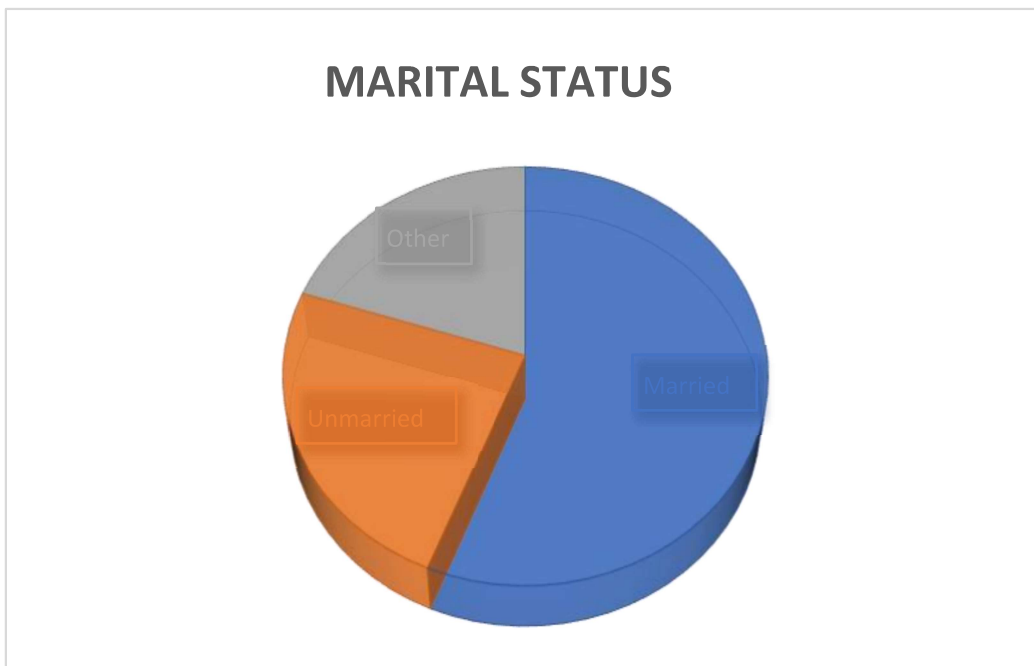


Figure 2.1 (4)

- **EDUCATIONAL QUALIFICATION:**

The term educational qualifications is a more general term than academic qualifications. It sometimes includes both academic and professional qualifications. Professional qualifications are vocational qualifications, which often involve an element of practical training. Hence, the above table shows that 43.3% of the respondents are found that they have no formal education. 26.7% have passed their middle school while 20% have passed primary while only 10% have passed their high school.

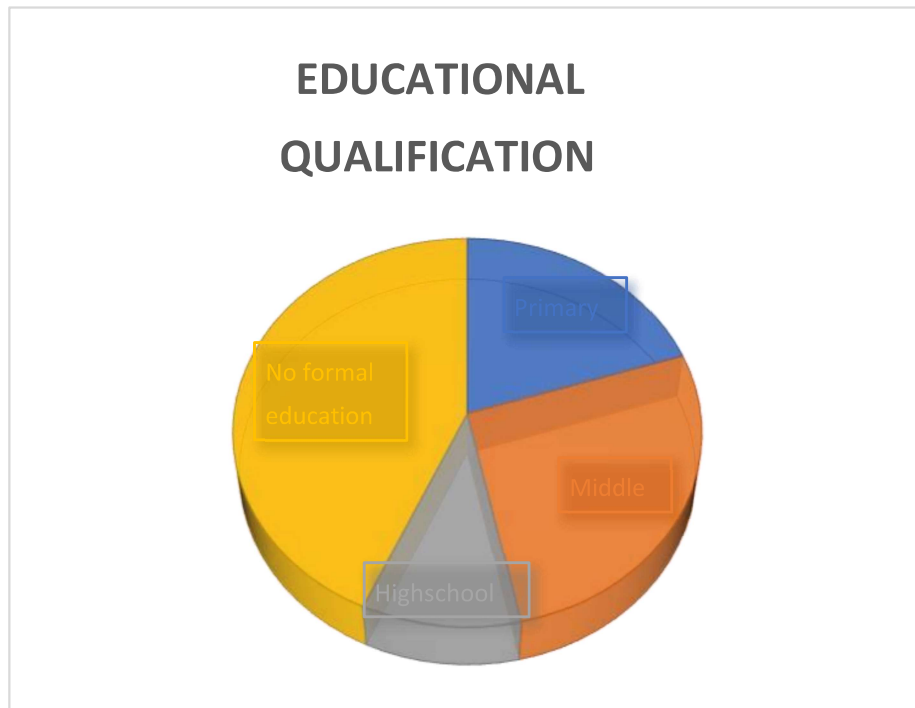


Figure 2.1 (5)

2.2. DURATION OF FARMER'S ENGAGEMENT IN FARMING

Table 2.2

DURATION	RESPONSES
Less than a years	7
1-5 years	7
5-10 years	11
More than 10 year	5

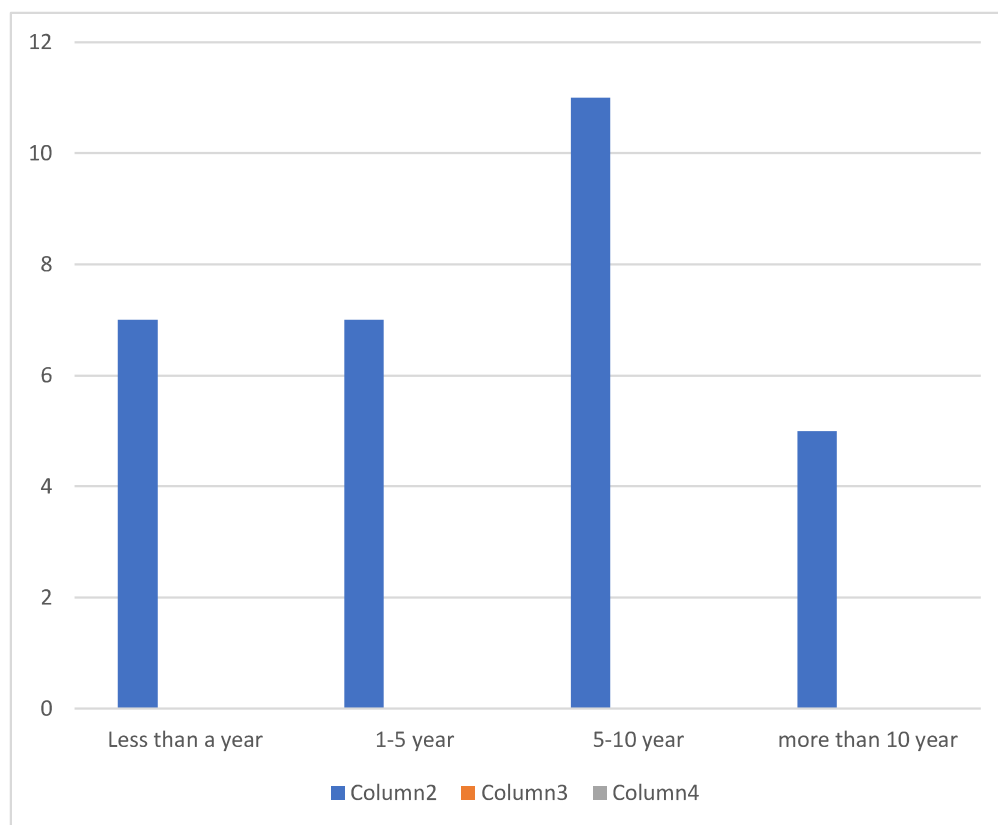


Figure 2.2

From the analysis, we can say that majority of the farmer have been engaged in farming for 5-10 years.

2.3. MAJOR SOURCES FARMER GET CAPITAL INVESTMENT

Table 2.3

PARTICULAR	RESPONSES
Saving	18
Borrowing	9
Other	3

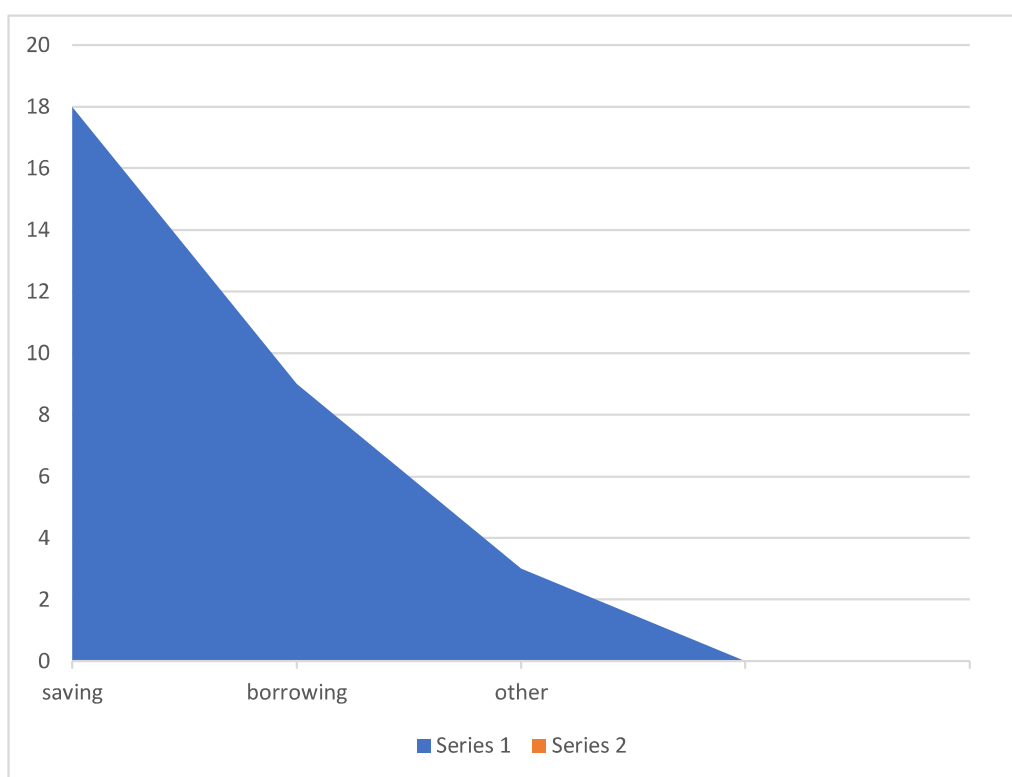


Figure 2.3

It can be interpreted from the analysis that the majority of farmers get their sources of capital investment for farming from saving by getting 18 responses.

2.4. **FARMERS' FIRM**

Table 2.4.

FIRM	RESPONSES
Own	20
Rent	6
Other	4

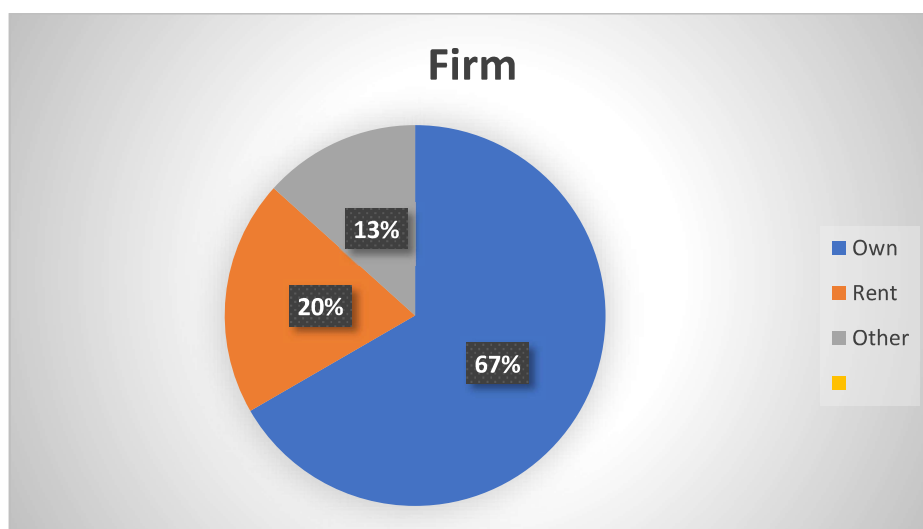


Figure 2.4

We can see from the table that most of the farmer own their firm. This shows that farmers in Lunglei have their own land for farming.

2.5. PRODUCTION INPUT THAT FARMER'S USE

Table 2.5

PARTICULAR	RESPONSES
Fertilizers	17
Permitted plant protection product	7
Cleaning agent	3
Feed stuffs	1
Other	1

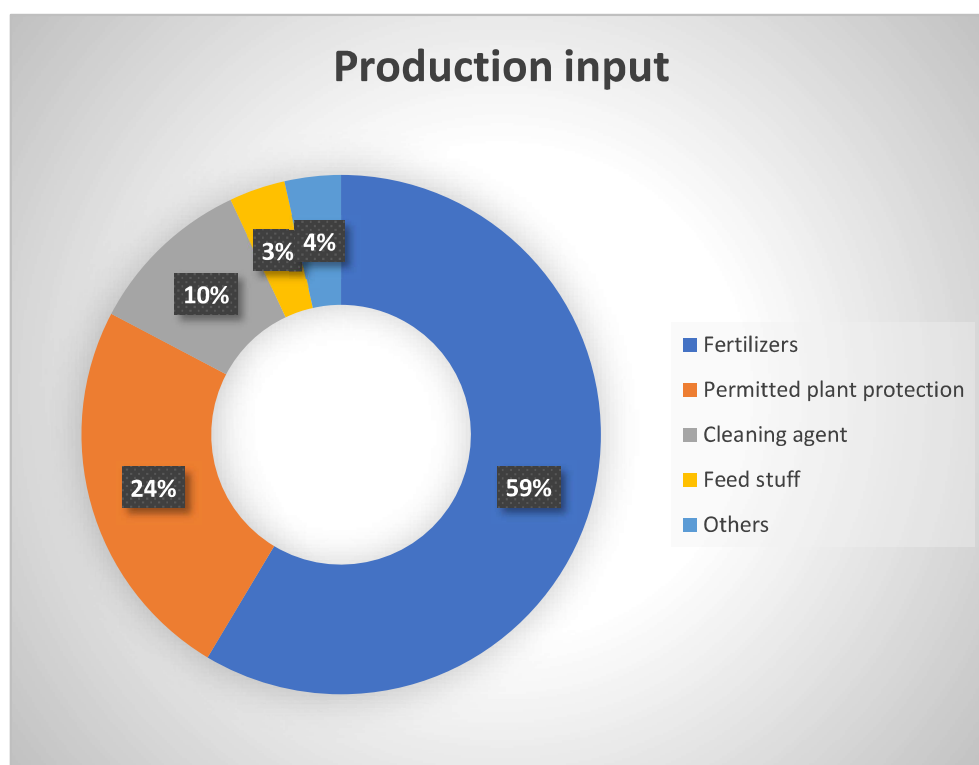


Figure 2.5

Interpretation

The figure shows that majority of the farmer in Lunglei claims that the production input they mostly use is Fertilizers

2.6. PLACE FARMERS' SELL THEIR PRODUCT

Table 2.6

PARTICULARS	RESPONSES
Whole seller	1
Retailer	4
Consumer	11
All of the above	14

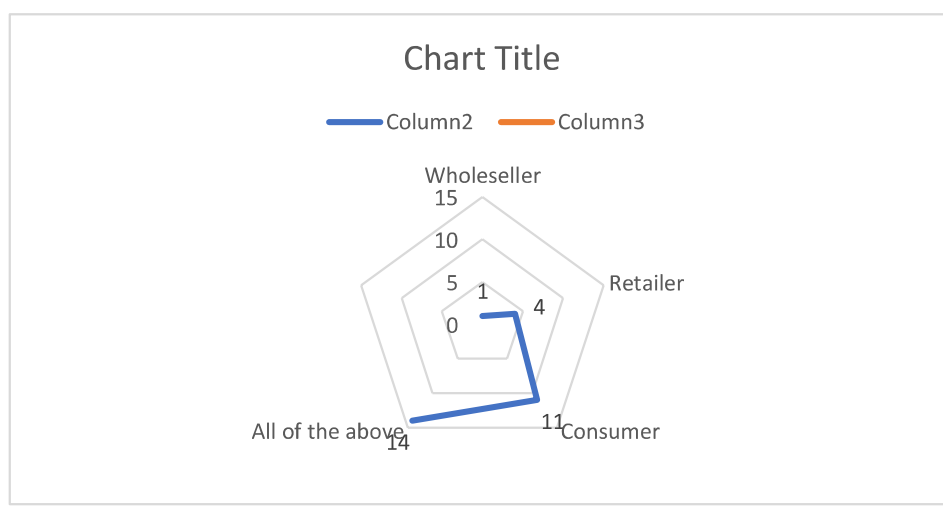


Figure 2.6

Interpretation

The study shows that farmers usually sell their product to whole seller, retailer and consumer as 14 out of 30 respondents vote all of the above (i.e. whole seller, retailer and consumer)

2.7. FARMERS' MARKETING PLACE

Table 2.7

PARTICULAR	RESPONSES
Yes	19
No	11



Figure 2.7

Interpretation

It can be interpreted from the analysis that farmers usually found a place for marketing their product.

2.8 UNSOLD VEGGIES TREATED BY FARMERS

Table 2.8

PARTICULARS	RESPONSES
Sale for low cost	13
Give away to friends and neighbour	10
I eat	5
Others	2

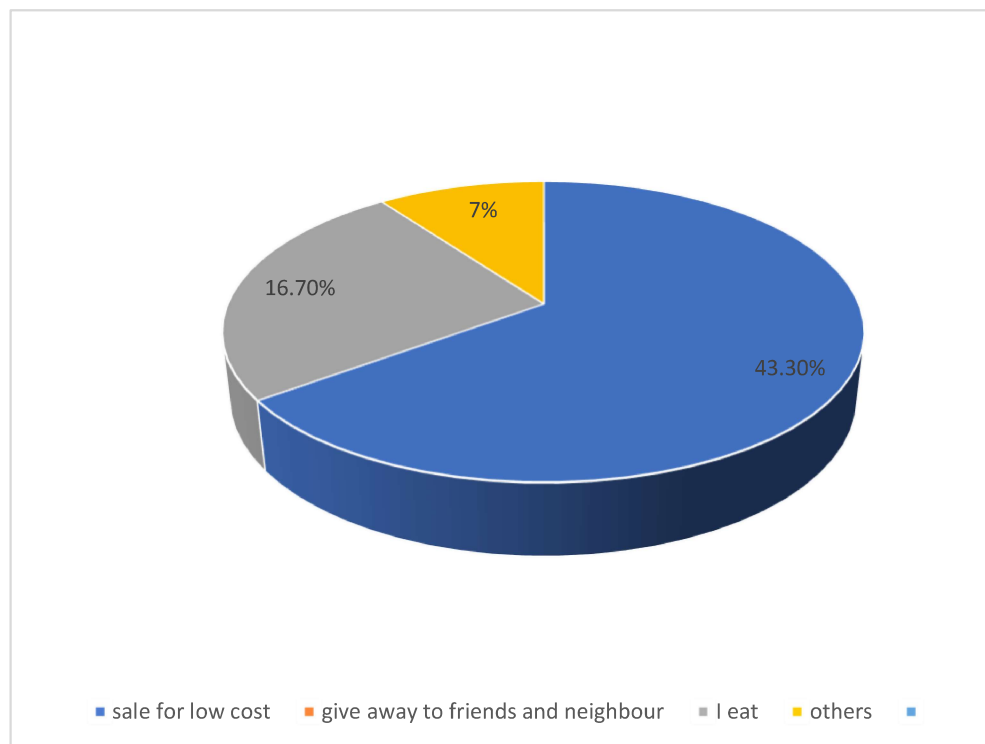


Figure 2.8

Interpretation

From the analysis, we can say that most of the farmers sale their vegetables for low cost when they cannot sale their vegetables.

2.9 TRANSPORTATION USED BY FARMER

Table 2.9

PARTICULAR	RESPONSES
Public transport	19
Private vehicle	7
Others	3

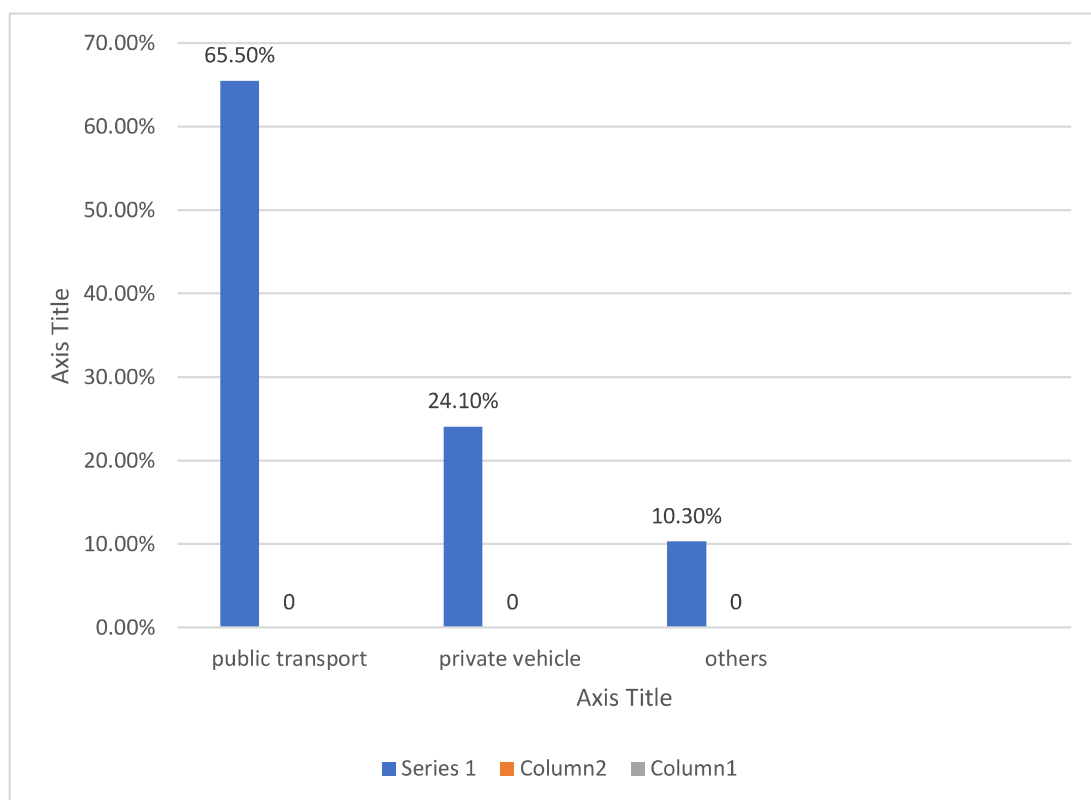


Figure 2.9

Interpretation

The study shows that 19 out of 30 respondents agree that they usually uses public transport to carry their production in the market.

2.10. PROBLEM FACED BY FARMER WHILE EXPORTING THEIR VEGETABLES

Table 2.10

PARTICULAR	RESPONSES
High rate of transportation	16
Lack of transportation	8
Other	6

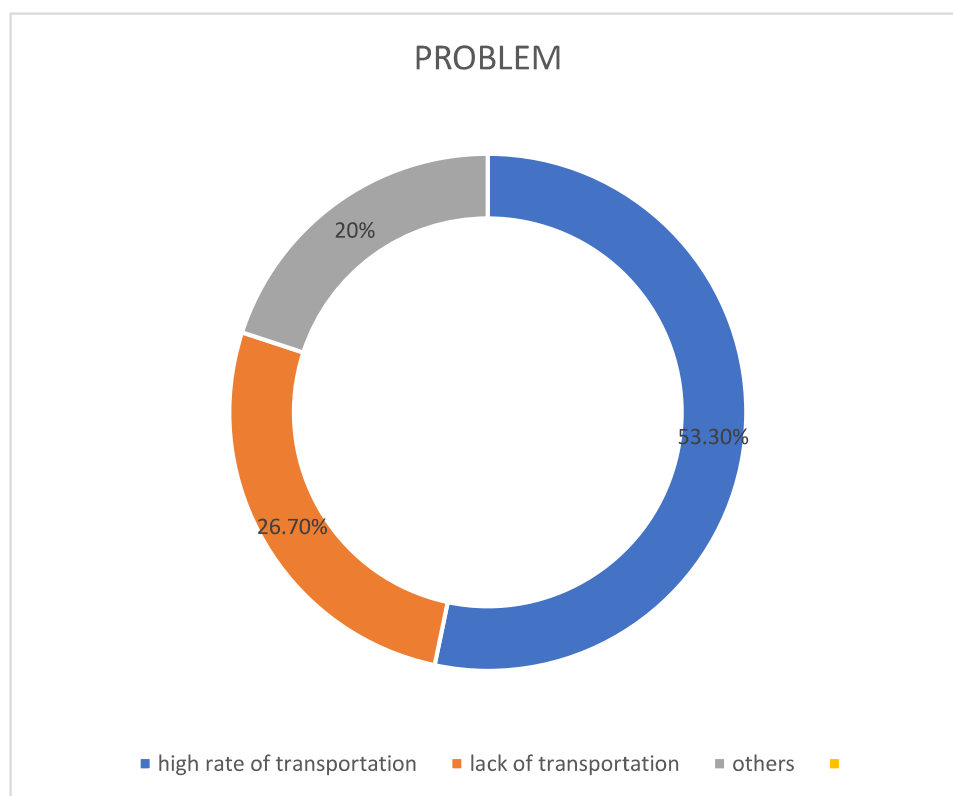


Figure 2.10

Interpretation

The study shows that 16 respondents claims high rate of transportation as the main problems faced by them since most of the farmers use public transportation.

2.11 SETTING THE PRICE OF THE VEGETABLES

Table 2.11

PARTICULAR	RESPONSES
Set by me	12
Set by marketing price	9
Based on consumer demand	7
By negotiate	2

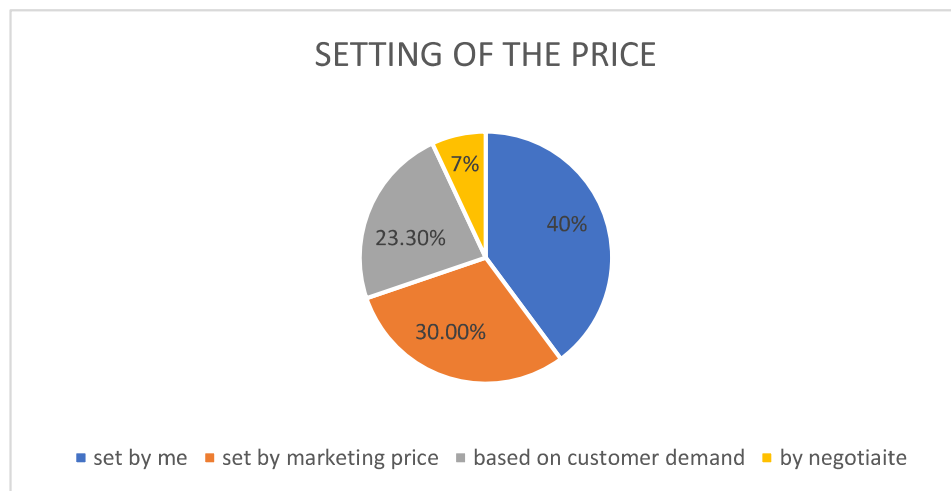


Figure 2.11

Interpretation

We can see from the table that farmers mostly set the marketing price of their vegetables by their own .

2.12. PAYING OF MARKET FEES

Table 2.12

PARTICULAR	RESPONSES
Yes	26
No	4



Figure 2.12

Interpretation

From the analysis, we can say that farmers used to pay marketing fee as 86.70% of the respondents vote for 'Yes'.

2.13.FACTORS THAT AFFECT THE MARKETING OF GREEN VEGETABLES

The primary marketing activities for green vegetables include production planning, transportation, distribution, and pricing, as well as sending information from the production area to the market and from the market back to the production area. Recently, developing country governments have worked to encourage production and export diversification away from traditional commodities in an effort to boost economic growth, increase job opportunities, and lessen rural poverty. By producing output with better returns to land and labour and using the money from sales to buy consumer goods, market-oriented production can help households increase their income. Although markets are crucial for a country's economic growth and sustainable development, development policies in agrarian nations have typically focused on boosting agricultural output to serve as a foundation for regional growth. A number of problems can arise in agricultural output when markets are not operating properly. Vegetable production has been stimulated by increasing regional and national demand, which has also increased private sector investment from both domestic and foreign business people.

The opinion of the respondents on what affects the ,marketing of green vegetables are shown in the figure below:

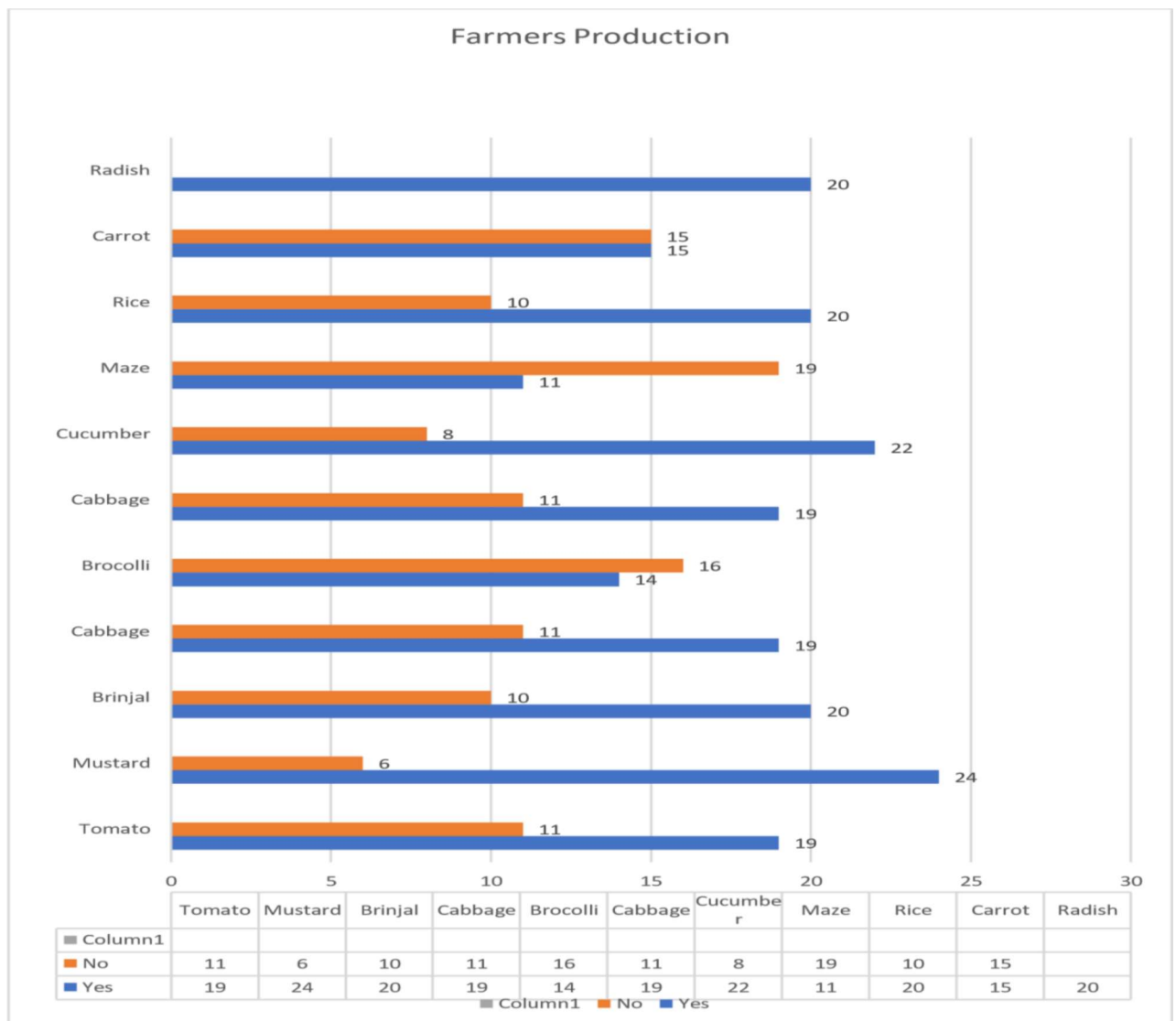


Table2.13

Interpretation

The table above indicates that the majority of respondents grow mustard and cucumber, followed by brinjal, rice, radish, tomato, and cabbage, with broccoli and mâche receiving the least support. Hence, we can conclude that the most popular vegetables provided by the respondents are mustard and cucumber, which respectively received 24 and 22 votes.

2.14 CHALLENGE FACED BY FARMERS

In India, more than 60 per cent of the population is engaged in farming, contributing about 18% of the country's GDP. Over the past few years, the agro-industry has gone through a roller coaster ride, witnessing changes and advancements in farming approaches and techniques. Technologies have evolved, and sustained innovations prevail to increase yield and reduce costs. Even though farmers can now use smartphones and the internet to learn about the best ways to farm, the rate of adoption of agricultural technologies in India is still not good enough.

However, farmers must satisfy the demands of a changing environment, as well as those of regulators, consumers, food processors, and retailers.

Climate change, soil erosion, biodiversity loss, changing food preferences among consumers, and concerns over how food is produced all contribute to mounting pressures. Also, the plants, pests, and diseases that are a part of the natural world that farming depends on continue to provide difficulties.

While there are many solutions offered by modern agriculture, the results are not always the same because every farm is distinct due to its unique topography, soils, accessible technology, and prospective yields.

Farmers need to deal with many problems, including non-availability of enough credit, lack of man power, low level of production due to the lack of fertilizers, seed, machine, etc. non-availability of irrigation, problem of thief stealing their production, non-availability of enough storage to keep the product and market infrastructure.

The challenge faced by farmers according to the respondents are shown in the following figure below

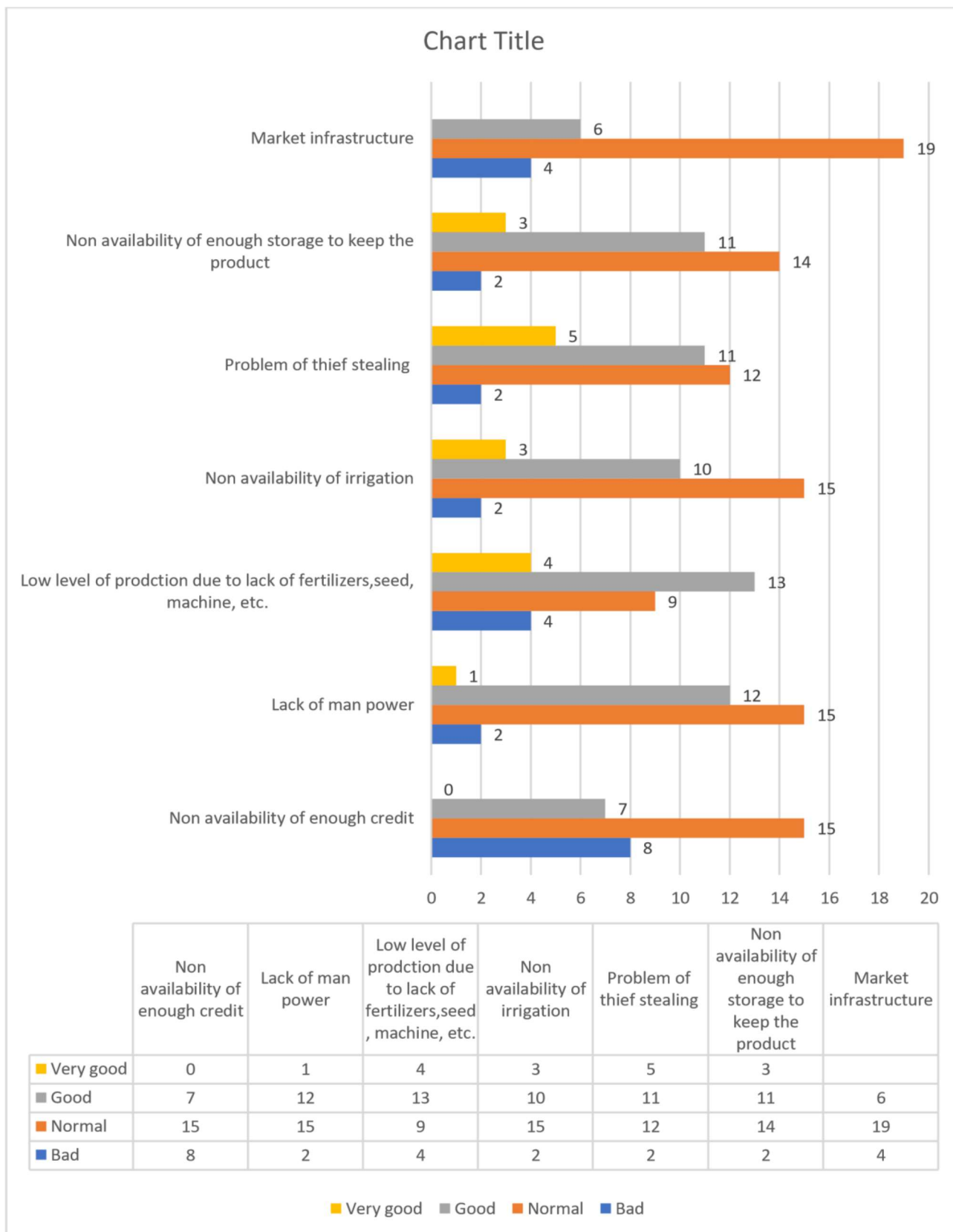


Table 2.14

Interpretation

According to the analysis, 8 of the respondents agrees that non availability of enough credit is the major difficulty faced by the farmer, 4 of the farmers view production due to lack of fertilizers, seed, machine, etc as a particularly difficult task, while non availability of irrigation is voted as the least challenge faced by farmers.

CHAPTER III

RESULTS AND DISCUSSION

CHAPTER III

RESULTS AND DISCUSSION

One of the key elements in deciding the success of a vegetable farming venture is marketing. All of a producer's activities and choices go under marketing. These choices include selecting the most marketable crops for production and figuring out the most efficient way to deliver high-quality food to customers at a profit. Contrary to popular assumption, though, marketing doesn't start once a crop is harvested. Alternatives to marketing should instead be thought of even before production begins.

In order to collect primary data on the objectives, a diligent study has made in this research as a well-crafted questionnaire was given to 30 farmers.

3.1. SUMARRY OF THE FINDINGS

1. Demographic profile

- Age

The study shows that most of respondents are 30-40 acquiring 46.7% signifying that young adults are engaged in farming and marketing of green vegetables. The conclusion drawn from this findings that people who engage in farming are usually in their young adults.

- Village

The village wise classification of the farmers reveals that 19 (63.3%) of the farmers belong to outside Lunglei. It can be interfered from the findings that majority of the farmers in Lunglei market belongs to outside Lunglei.

- Gender

Gender refers to the characteristics of women, men, girls and boys that are socially constructed., the study shows that majority of the farmers are female making up to 70% which clarify that men are no greater then women in terms of marketing vegetables.

- Marital status

In terms of marital status, the figure reveals that 14 (46.7%) of farmers are married. This shows that majority of the farmers who responded to questionnaire are married.

- Educational qualification

The term educational qualifications is a more general term than academic qualifications. The study shows that 43.3% of the respondents are found that they have no formal education. Thus this determine that to be a farmer one do not need high qualification.

2. **DURATION OF FARMER'S ENGAGEMENT IN FARMING**

From the analysis, we can say that majority of the farmer have been engaged in farming for 5-10 years. This shows that farming can be a major source of income for family.

3. **MAJOR SOURCES FARMER GET CAPITAL**

It can be interpret from the analysis that majority of the farmer get their sources of capital investment for farming from saving. This determine that farmers usually save up their money to start their farming career.

4. **FARMERS FIRM**

We can see from the table that most of the farmer own their firm. This shows that farmers in Lunglei have their own land for farming.

5. **PRODUCTION INPUT THAT FARMER'S USE**

The study shows that majority of the farmer in Lunglei claims that the production input they mostly use is Fertilizers. This determines that the most production input farmers in Lunglei use is Fertilizers.

6. PLACE FARMERS' SELL THEIR PRODUCT

The analysis shows that farmers usually sell their product to whole seller, retailer and consumer as a whole.

7. FARMERS' MARKETING PLACE

It can be interpret from the analysis that farmers usually found a place for marketing their product. This shows that they are successful in their business

8. UNSOLD VEGGIES TREATED BY FARMERS

From the analysis, we can say that most of the farmers sale their vegetables for low cost when they cannot sale their vegetables. This determine that even if they don't get profit they at least try to cover their capital.

9. TRANSPORTATION USED BY FARMER

The study shows that farmers usually used public transport to carry their production in the market. This shows that most of the farmers in Lunglei don't own private vehicle.

10. PROBLEM FACED BY FARMER WHILE EXPORTING THEIR VEGETABLES

The study shows that high rate of transportation is the main problems faced by them since most of the farmers use public transportation. Thus to make the problems ease for the farmer they need to own a vehicle.

11. SETTING THE PRICE OF THE VEGETABLES

We can see from the study that farmers mostly set the marketing price of their vegetables by their own .This shows that the farmers usually set their vegetables price by their own.

12. PAYING OF MARKET FEES

From the analysis, we can say that farmers used to pay marketing fee as there usually is a marketing fees in a market. This shows that almost all the farmers pay a marketing fees in Lunglei.

13. FACTORS THAT AFFECT THE MARKETING OF GREEN VEGETABLES

The study indicates that the majority of respondents grow mustard and cucumber, followed by brinjal, rice, radish, tomato, and cabbage, with broccoli and mâche receiving the least support. Hence, we the study conclude that the most popular vegetables provided by the respondents are mustard and cucumber.

14. CHALLENGE FACED BY FARMERS

According to the analysis, the respondents agrees that non availability of enough credit is the major difficulty faced by the farmer. This shows that Farmers usually struggle with not having enough credit.

CHAPTER IV

CONCLUSIONS AND SUGGESTIONS

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4.1. SUGGESTIONS

The following suggestions are made to improve the marketing of vegetables based on the studies finding:

- The farmers must improve the availability of water resources and irrigation facilities.
- They must be having access to high quality seeds that are readily available.
- There must be supply of high-quality fertilizer at the right moment.
- The production should be able to stored in places where they will be safe from the vagaries of nature.
- Finance for farming activities must be readily available, with acceptable loan rates.
- Private financiers, who demand exorbitant interest rate on money lent, must be eliminated.
- Electricity and generators must be readily available to power the farm's pumps and other electrical equipment.
- Transport and safe storage facilities for the goods at the market.
- A price that covers production costs and offers the farmer a reasonable amount of money.

4.2 CONCLUSION

In order to strengthen the vegetable industry, marketing and distribution must be taken into consideration in addition to agricultural production. The lunglei district's vegetable producers have the ability to boost rural areas' growth and alleviate poverty.

income inequality, and thereby support economic expansion. However, due to several systemic impediments, the full potential of this group of farmers remains unrealized. To address shortcomings and boost marketing effectiveness, this study looked at many areas of vegetable marketing. According to the findings, farmers frequently cite marketing-related

problems as their main obstacle. Common issues mentioned include a lack of markets, high costs, bad infrastructure, and poor communications.

Farmers can typically articulate their issues clearly, but they frequently struggle to come up with solutions.

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4.4 APPENDIX

QUESTIONNAIRE

Im C.Vanlalfakawma ,a students of HATIM and currently taking up Bachelor of Commerce . I am asking for your precious time and effort to answer all the questions in the survey questionnaire that are important and helpful for the completion of the research entitled " *An analytical study on marketing management and problem faced by green vegetables sellers in Lunglei area*"

Rest assured that all data gathered from you will be kept in the highest level of confidentiality. Your positive response in this request will be valuable contribution for the success of the study and will highly appreciate

I. PERSONAL PROFILE :

1.1. Village :

- a) Lunglei ☐ b) Outside Lunglei ☐

1.2. Gender

- a) Male ☐ b)Female ☐
c) Other ☐

1.3. Age :

- a) 20-30 ☐ b)30- 40 ☐
c) 40-50 ☐ d) 50 and above ☐

1.4. Marital Status :

- a) Married ☐
b) Unmarried ☐

c) Other ☒

1.5. Educational qualification of the respondent :

a) Up to Higher Secondary ☐

b) Under Graduate ☐

c) Post Graduate ☐

d) Others ☐

II. LAND AND FARMING :

2.1. How long you engaged in farming :

a) 1 to 5 years ☐

b) 5 to 10 tears ☐

c) Less than a year ☐

d) More than 10 year ☐

2.2. From where you get your capital to invest in farming ?

a) Loaning ☐

b) Saving ☐

c) Borrowing ☐

d) Other ☐

2.3. What types of vegetables that they harvest ?

- a) Tomato ☐
- b) Mustard ☐
- c) Brinjal ☐
- d) Cabbage ☐
- e) Broccoli ☐
- f) Cucumber ☐
- g) Maze ☐
- h) Rice ☐
- i) Carrot ☐
- j) Radish ☐

2.4. Did you own a land or rent ?

- a) Own ☐
- b) Rent ☐
- c) Other ☐

2.5. Production inputs that you used the most :

t

- a) Feedstuff
- b) Fertilizers
- c) Permitted plant protection product
- d) Cleaning agent
- e) Other

III. MARKETING :

3.1. To whome you sell your vegetables :

- a) Wholeseller ☐
- b) Retailer ☐
- c) Consumer ☐
- d) All of the above ☐

3.2. Did you always found a market for selling ?

- a) Yes ☐
- b) No ☐

3.3. What happen to the unsold vegetables ?

- a) Sale for low cost ☐
- b) Give away to friends and neighbour ☐
- c) Throw away ☐
- d) I eat ☐
- e) Others ☐

3.4. How did you transport your vegetables to the marketing point ?

- a) Private vehicle ☐
- b) Public transport ☐
- c) Others ☐

3.5. Problem faced by you while exporting your vegetables to marketing point ?

- a) Lack of transportation ☐
- b) High rate of transportation fare ☐
- c) Others ☐

3.6. How did you usually set the price of your vegetables ?

- a) Set by me ☐
- b) Set by marketing price ☐
- c) Based on consumer's demand ☐
- d) By negotiate ☐
- e) Others ☐

3.7. Did you pay market fee ?

- a) Yes ☐
- b) No ☐

IV. ISSUES AND PROBLEM FACED DURING PRODUCTION AND MARKETING :

4.1. As a farmer, state your opinion on the problems faced by you in production and marketing :

(PUT TICK)

S.No.	Issues and Problem	Very bad	Bad	Normal	Good	Very good
1.	Lack of man power					
2.	Non availability of enough credit					
3.	Low level of production due the lack of fertilizers, seeds, machine, etc.					
4.	Non availability of irrigation					
5.	Problem of thief stealing their production					
6.	Non availability of transportation					
7.	Non availability of enough storage to keep their product					

8.	Good market infrastructure.					
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