

A Study on Agricultural Marketing in Mamte, Lunglei District



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

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CERTIFICATE

This is to certify that the dissertation entitled “A Study on Agricultural Marketing in Mamte, Lunglei District” submitted to the Mizoram University for the award of the degree of Bachelor of Commerce, is a record of research work carried out by Lalduhsaki, Roll No. 2123BCOM020, IV Semester B.Com. She has fulfilled all the requirements laid down in the regulations of Mizoram University. This dissertation is the result of her investigation into the subject. Neither the dissertation as a whole nor any part of it was ever submitted any other University for any degree.

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DECLARATION

I, Lalduhsaki, 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.

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Thank you,

LALDUHSAK

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Chapter I

Introduction

1.1. Conceptual framework

Many agricultural, assembled, stored, processed, transported, packaged, graded, and distributed across the nation as part of the agricultural marketing process.

The activities involved in getting an agricultural product from the farm to the customer are referred to as agricultural marketing. Planning, arranging, directing, and handling agricultural products in order to please farmers, middlemen, and consumers are all part of these services. In agriculture marketing, different farming materials are gathered, stored, prepared, shipped, and delivered across the nation. The selling of an agriculture product depends on a number of factors, such as the demand for the product at that time, the availability of storage, etc. Before Independence, farmers encountered significant inaccurate weighing and account manipulation while selling their products to traders.

1.1.1. Agriculture

The art and science of cultivating the soil, growing crops, and raising livestock is known as agriculture. It involves preparing plant and animal items for human consumption and distributing them to marketplaces. Most of the food and textiles in the world are produced by agriculture. Agriculture produces leather, wool, and cotton. Agriculture also produces paper and timber for construction. These goods, as well as the agricultural practises employed, may differ from region to region

1.1.2. Marketing

Marketing is the process of discovering, developing, and delivering value to satisfy the needs of a target market in terms of goods and services;[1][2] this may involve choosing a target audience, operating advertising campaigns, participating in trade shows and public events, designing products and packaging that appeal to consumers, and defining the terms of sale, such as the price, discounts, warranty, and return policy. The seller, who is often a retailer or manufacturer, is responsible for marketing.

1.1.3. Agricultural Marketing

The activities involved in getting an agricultural product from the farm to the consumer are referred to as agricultural marketing. Planning, arranging, directing, and handling agricultural produce in a way that pleases farmers, middlemen, and consumers are all part of these services. This is accomplished through a variety of interrelated processes, including production planning, planting, growing, harvesting, grading, packing, and packaging, transport, storage, and agro- and food processing. It also involves the provision of market information, distribution, advertising, and sales. Effectively, the phrase refers to the entire spectrum of agricultural product supply chain operations, whether they are carried out through sporadic sales or through a more integrated network, such one incorporating contract farming.

1.1.4. Importance of Agricultural Marketing

Marketing for agriculture is crucial for boosting economic growth as well as productivity and consumption levels. Its dynamic features are essential for

promoting economic progress. Because of this, it has earned the moniker "the most powerful multiplier of agricultural development.

1.2 Review of Literature

A number of studies on agricultural marketing have been found in field of the literature of agricultural marketing. Some of the literatures that have been reviewed for this paper are presented as:

Godara, (2006) in his study described that the positive trend of economic liberalization and associated opening up of Indian economy have significantly reduced the structural rigidities in the system, this trend should be premise of India's future agricultural reform. Agricultural business has come under strong and direct influence of international market. Indian farmers have to produce quality goods to meet the international standards.

Kashyap and Raut (2006) stated that marketers should develop innovative solutions like e-marketing to overcome challenges typical of the rural environment such as physical distribution, channel management promotion and communication. The "anytime-anywhere" benefit of e-marketing facilitates effective price discovery, provides economy of transaction for trade, and creates a setting that is more open and competitive.

Brithal, et.al., (2007) in their study suggested that by building efficient and effective supply chain using state of the art techniques it is possible to serve the population with value added food, while simultaneously ensuring remunerative prices to farmers.

Pathak, (2009) in his research paper stated that the contributed of agriculture in growth of a nation is constituted by the growth of the products within the sector itself as well as the agricultural development permits the other sectors to develop by the goods produced in the domestic and international market.

Tripathi and Prasad, (2009) in their paper reported that Indian agriculture has progressed not only in out-put and yields terms but the structural changes have also contributed.

Manashree Das and Dr. Ayekpam Ibemcha Chanu (2014) in their studies stated that in order to identify the research gap, the report explores the body of existing agricultural marketing literature with respect to jute. Since the issue of middlemen's or intermediaries' exploitation has been identified as the typical marketing channel in the marketing of agricultural commodities that has been used in most areas of the country, including Assam, alternative arrangements are required for the producers to receive the maximum benefit. The study makes an effort to illustrate the earlier research that has been done in this field.

J.M Jagadeeshaiah (2018) in his studies clarifies the function of agricultural marketing, its significance and effects on the Indian economy. Effective backward and forward integration with agriculture has produced a production system that is both affordable and of high quality on a global scale. The coordination of product differentiation at the farm level and integration into value-added processing activities appear to be strengths of cooperatives. Through good and improved management procedures, Indian agriculture can be balanced and made more effective. The current study details the agricultural marketing environment that exists in India today, its difficulties, and suggested solutions for the future. Moreover, marketers need to take use of the potential that agriculture marketing offers.

1.3. Rationale of the project

Markets for food and agriculture increase customer options and give farmers incentives. Trade and well-functioning markets make it possible to allocate resources as efficiently as possible, spread knowledge and technologies, and give ways to connect agriculture with other economic sectors. Through a range of actions, agricultural marketing connects producers and consumers, becoming a crucial aspect of the economy.

Agriculture marketing's reach extends beyond just the ultimate agricultural products. Additionally, it concentrates on the farmers' supply of agricultural inputs (factors).

1.4. Statement of the problem

The institution of market facilities exchanges of goods and services among individual in a society. In fact, market is the medium through which goods and services get circulated among the members of the society. While the individual access to market is mainly determined by his purchasing power, access for goods depends on connectivity between the centres of production and market places.

Well-developed marketing net worth is the key for the growth of agricultural sector in an economy. Marketing agriculture provided the bullet for disposal of agriculture surplus. Farmers will have no incentives to increase production if they do not get remunerative prices for their produce.

1.5. Objectives of the project

- 1) To study about the profitability of agricultural market in Mamte.
- 2) To find out problems faced by the agricultural sector in Mamte.
- 3) To analyse the most common crops produced by farmers in Mamte.

1.6. Research Methodology

The study was conducted in Mamte, Lunglei District, Mizoram. For the purpose of the study, 25 respondents (15-male and 10-female) were selected as sample by using convenient sampling method.

The system of the study is relying on both primary and secondary data. Primary data has been collected by means of questionnaire and personal interviews to the farmers. Secondary data were collected through different sources such as internet, journals and articles. MS Excel and percentage analysis are used to analyse and interpret the data.

1.7. Limitations of the project

1. The period of time given for this study is limited
2. The sample of the size for the study is around of 25 respondents. Therefore, this method cannot be used to generalize the results.

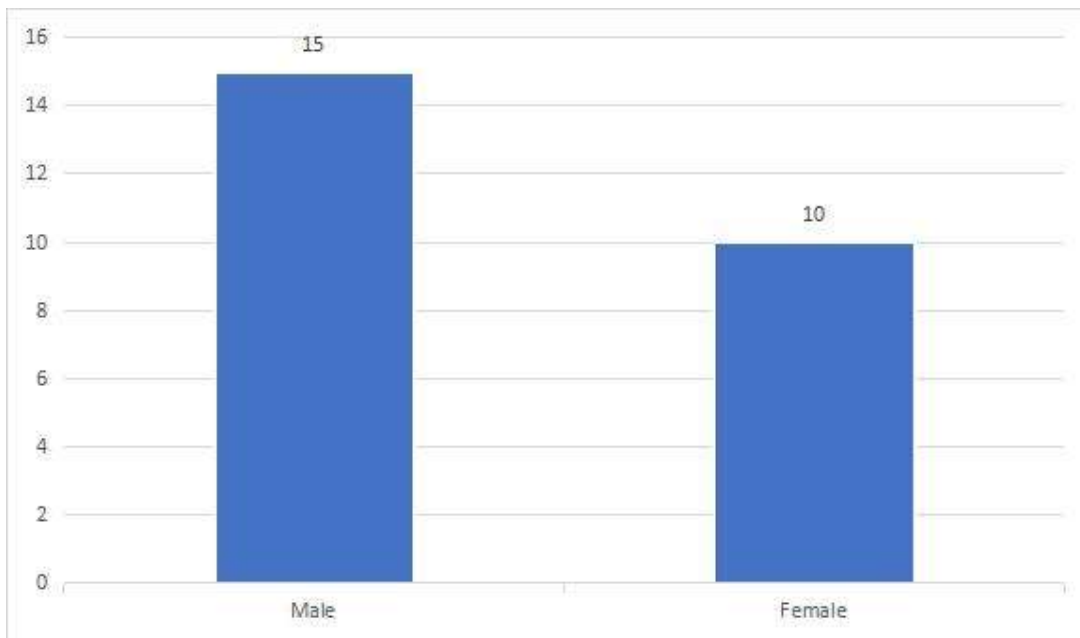
Chapter II

Data Analysis and Interpretation

Table 2.1 Gender

Male	15
Female	10
Total	25

Fig 2.1 Gender



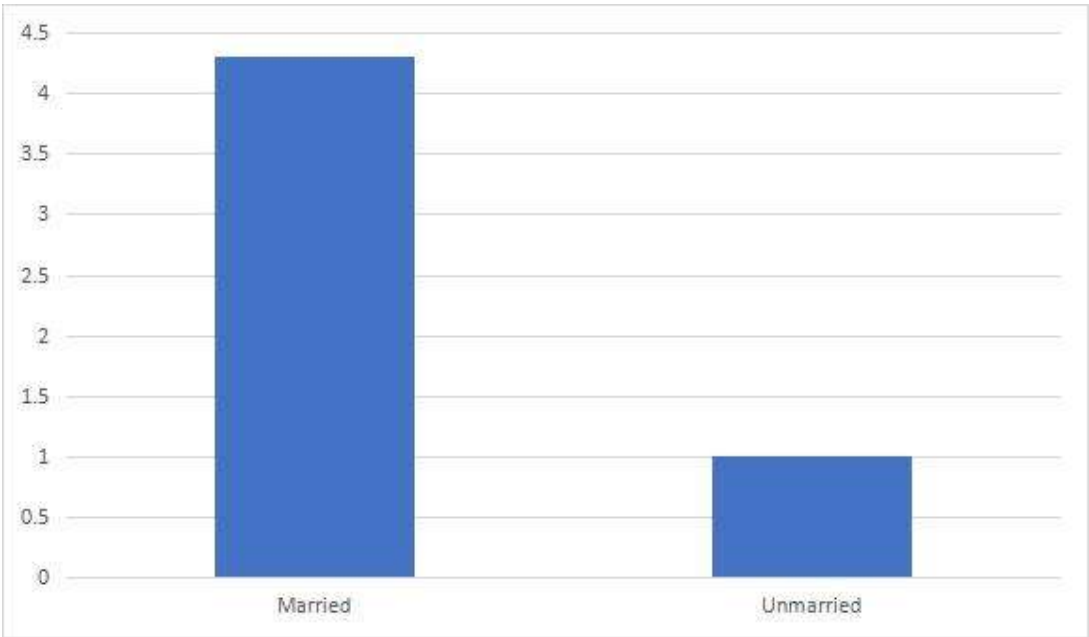
Interpretation

From the above table and figures, it can be seen that majority of the respondents belongs to male.

Table 2.2 Marital Status

Married	24
Unmarried	1
Total	25

Fig 2.2 Marital Status



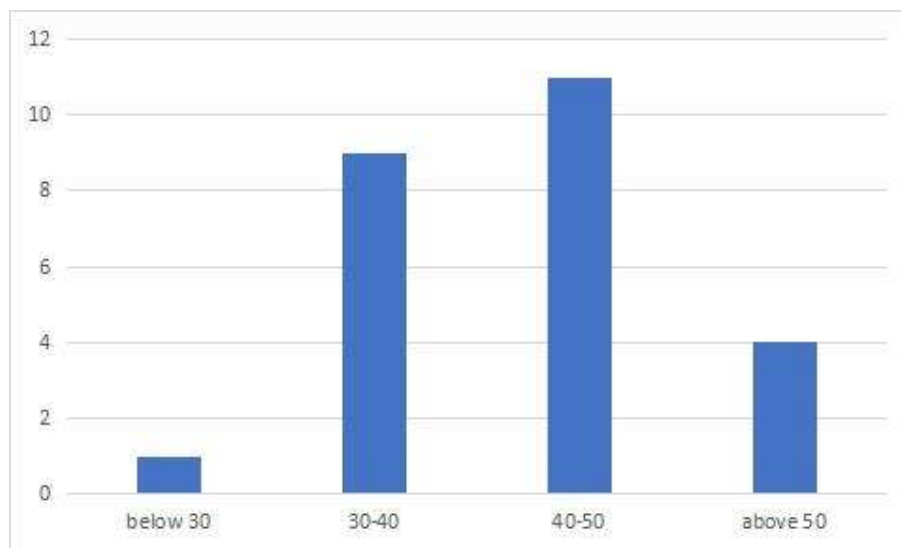
Interpretation

From the above table and figure, we can find that the majority of respondents are married.

Table 2.3 Age of respondents

Below 30 years	1
30-40 years	9
40 -50 years	11
Above 50 years	4
Total	25

Fig 2.3 Age of respondents



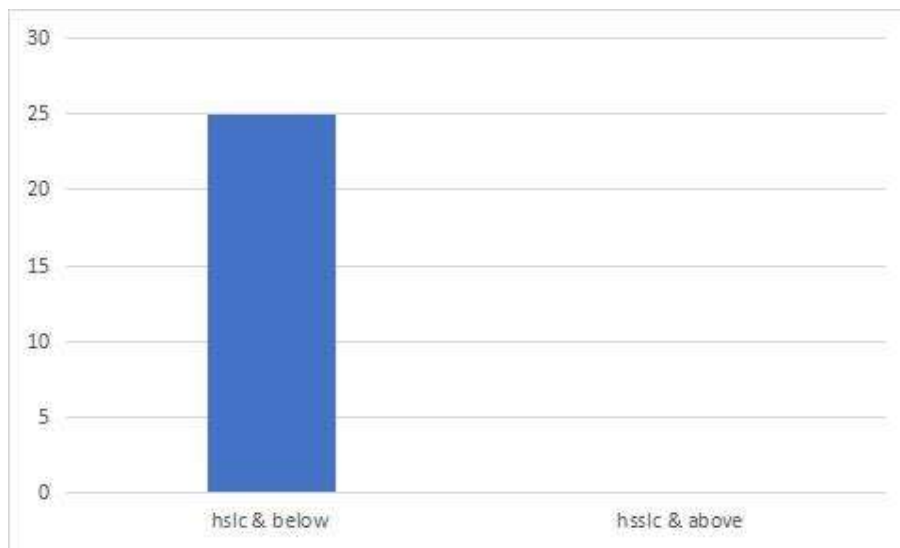
Interpretation

We can interpret from the above figures that, out of the total respondents, majority of the respondents are of age between 40-50, followed by the respondents of age between 30-40 i.e., 9 respondents, followed by the respondents of age above 50 i.e., 4 respondents, followed by the respondents of age below 30 i.e., 1.

Table 2.4 Educational Qualification

HSLC & below	25
HSSLC & above	NIL
Total	25

Fig 2.4 Educational Qualification



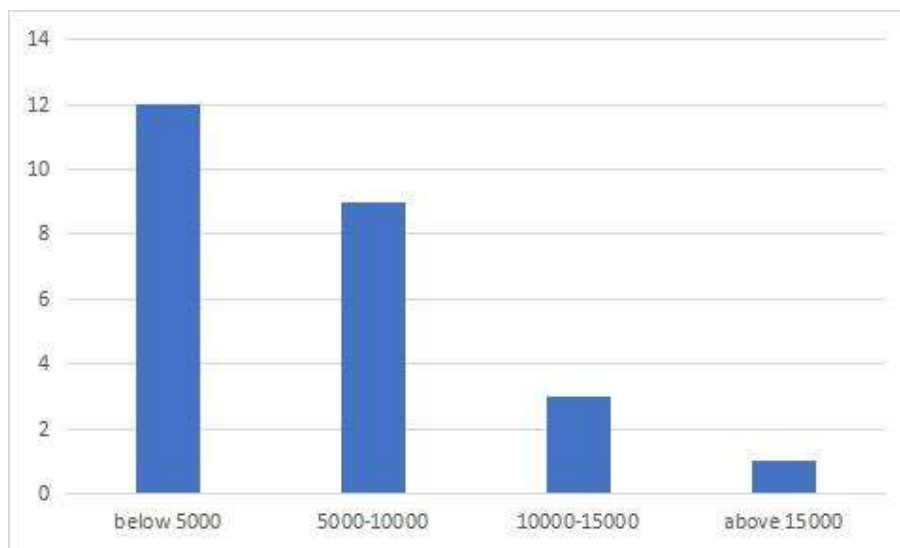
Interpretation

From the above table and figures, we can say that the respondents are below HSLC.

Table 2.5 Monthly Incomes

Below ₹5,000	12
₹5,000-₹10,000	9
₹10,000-₹15,000	3
Above ₹15,000	1
Total	25

Fig 2.5 Monthly Income respondents



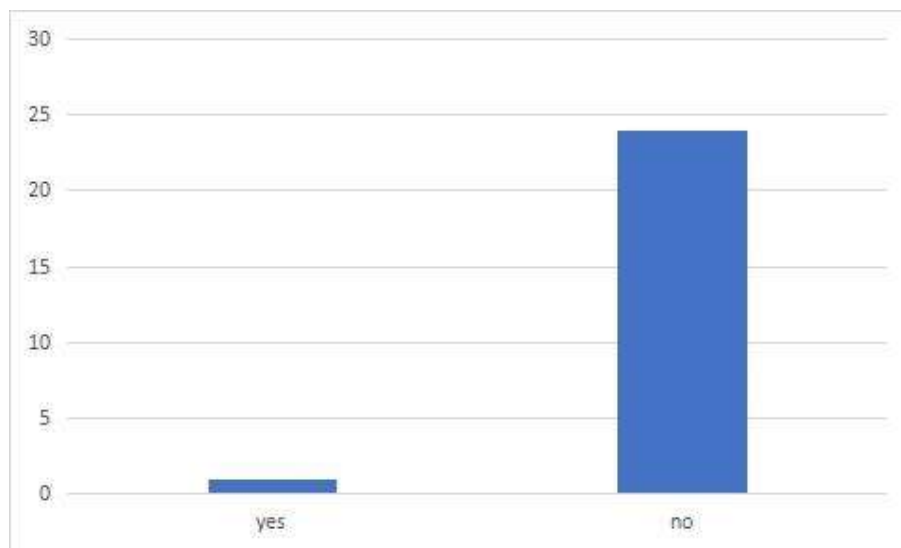
Interpretation

The above figures show that 12 respondents get monthly income of below ₹5000, 9 respondents get monthly income of ₹5000-₹10000, and 3 respondents get income of ₹10000-₹15000, 1 respondent get monthly income of above ₹15000.

Table 2.6 Government Servant in the Household

Yes	1
No	24
Total	25

Fig 2.6 Government servant in the household



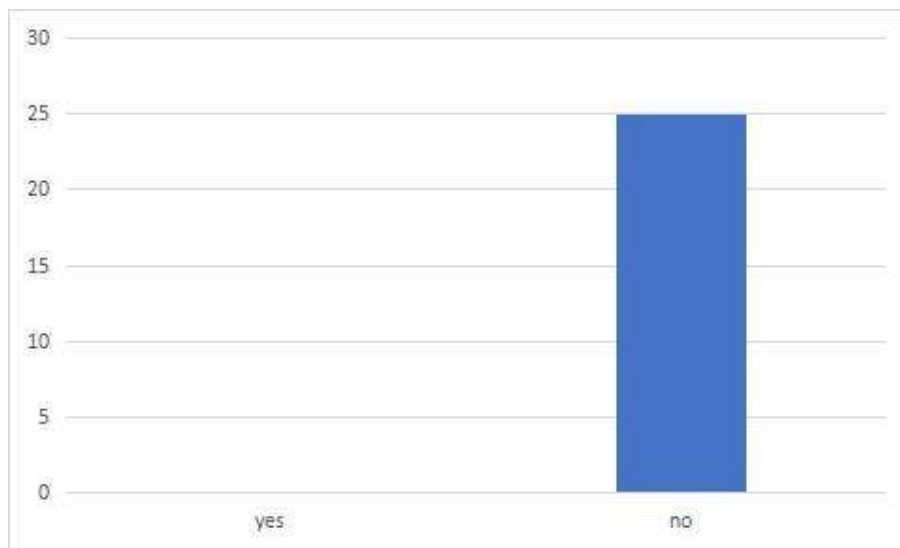
Interpretation

From the above table and figures we find that in the family of the respondents, in the household of 24 respondents there is no government servant. And in the household of 1 respondent, there is government servant.

Table 2.7 Compensation Receive from Government for Farm

Yes	NIL
No	25
Total	25

Fig 2.7 Compensation receive from Government for farm

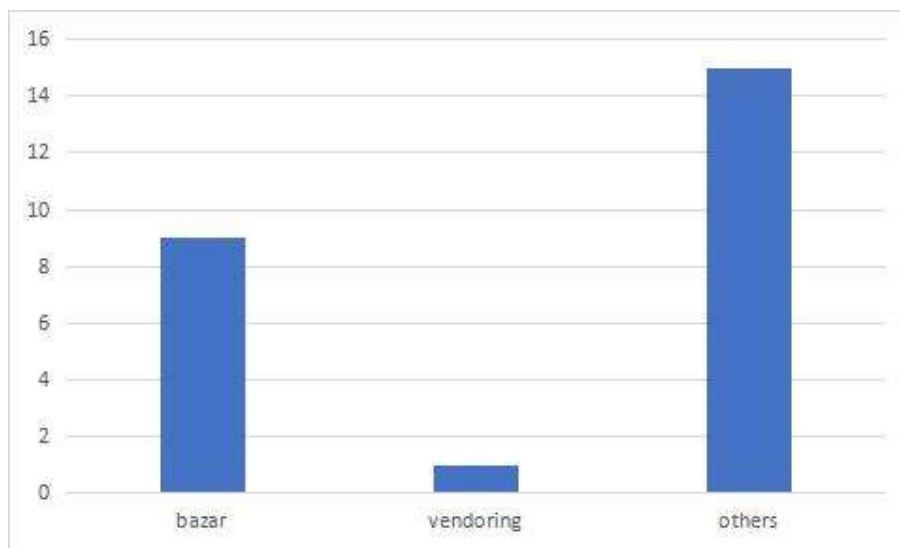


Interpretation

From the above table and figure, it can be seen none of the respondents receive compensation from the government for their farm.

Table 2.8 Marketing Place

Bazar	9
Vending	1
Others	15
Total	25



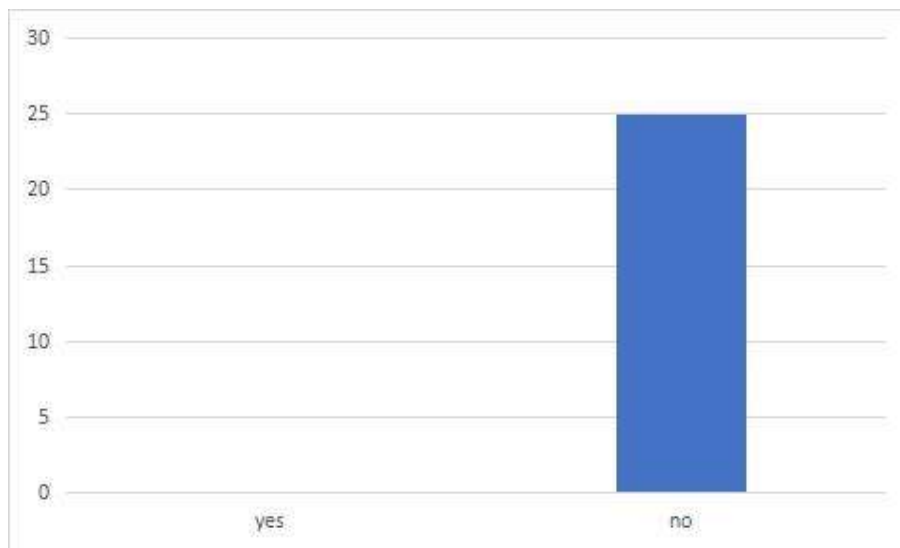
Interpretation

From the above figure, it can be interpreting that 9 respondents out of 25 agrees that the marketing place of their product is Bazaar while 1 of them agrees that the marketing place of the product is vendor. Also, majority which is 15 of the respondents vote for others which can be say they the consumer pick up from their house or their farm, etc.

Table 2.9 Complain from Customer

Yes	NIL
No	25
Total	25

Fig 2.9 Complain from customer



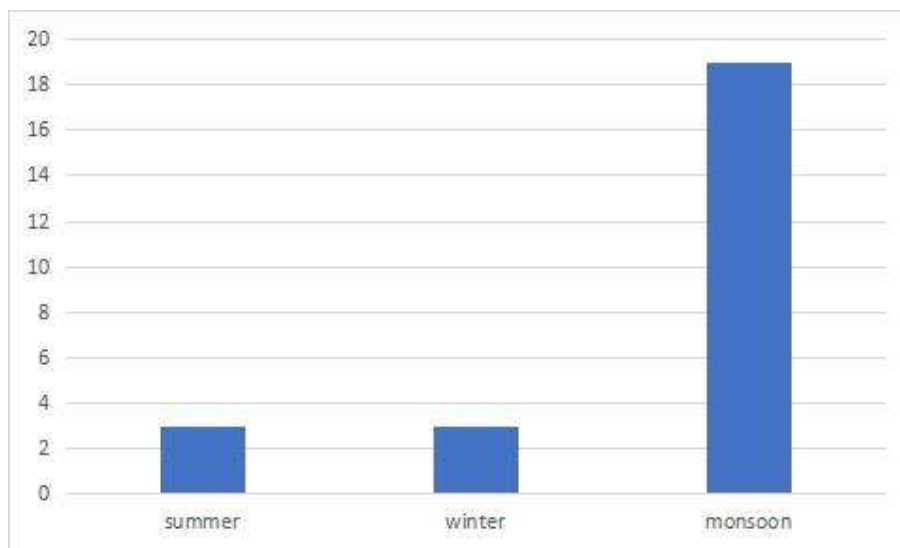
Interpretation

From the above table and figure, it can see that none of the respondents received complaints from customer.

Table 2.10 Season of Facing Difficulties

Summer	3
Winter	3
Monsoon	19
Total	25

Fig 2.10 Season of facing difficulties



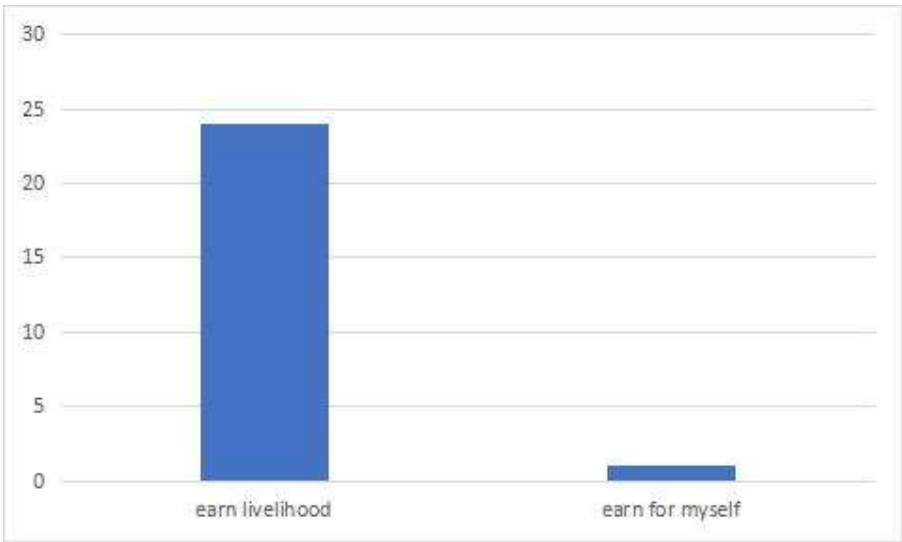
Interpretation

From the above table and figure, we can see that the majority of the respondents face difficulties in monsoon (i.e., 19 respondents), in winter season 3 respondents face difficulties and another 3 respondent face difficulties in summer.

Table 2.11 Reason for Starting Business

Earn Livelihood	24
Earn for Myself	1
Total	25

Fig 2.11 Reason for starting business



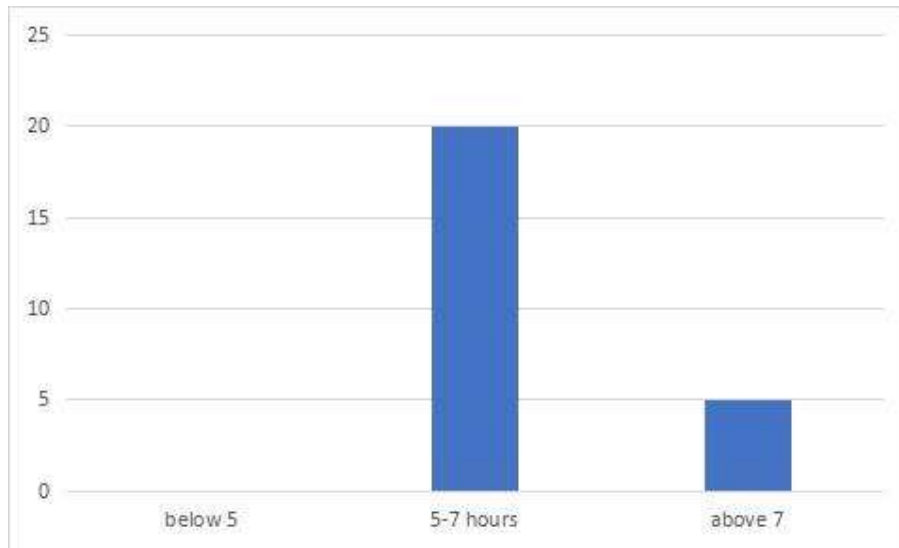
Interpretation

The above table and figure show that 24 respondents start business for their livelihood where 1 respondent earn for himself.

Table 2.12 Hours Spend for Work

Below 5 hours	NIL
Between 5-7 hours	20
Above 7 hours	5
Total	25

Fig 2.12 Hours spend for work



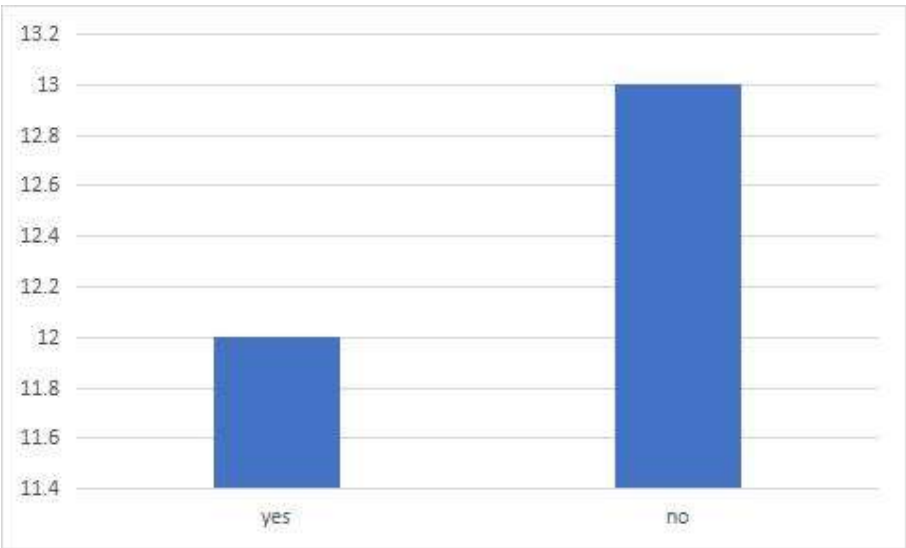
Interpretation

From the above table and figure, we can see that the majority of the respondent (i.e., 20 respondents) working hour is between 5-7 hours, followed by 5 respondents whose working hour is above 7 hours.

Table 2.13 Satisfactory Level

Yes	12
No	13
Total	25

Fig 2.13 Satisfactory level



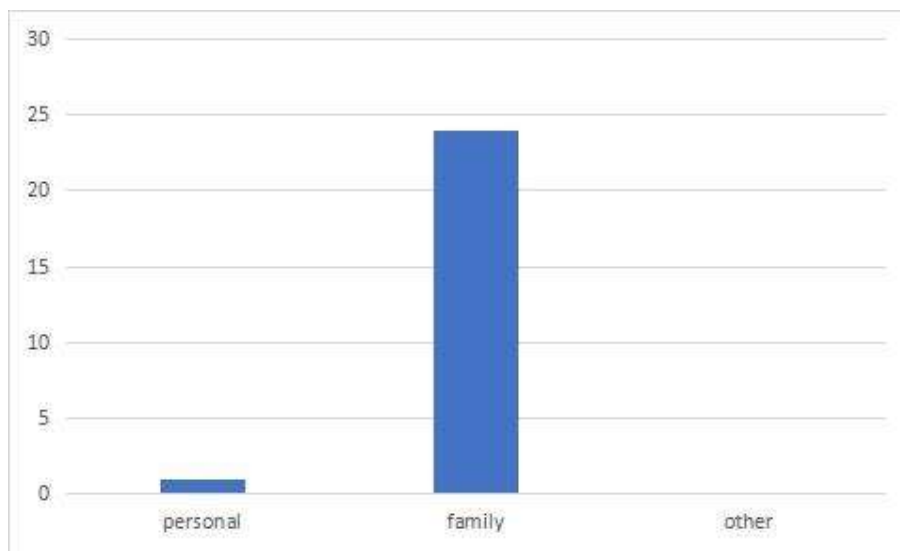
Interpretation

The above table and figure show that 12 respondents are satisfied with their profit where 13 respondents are not satisfied with their profit.

Table 2.14 Spending of Income

Personal	1
Family	24
Other	NIL
Total	25

Fig 2.14 Spending of income



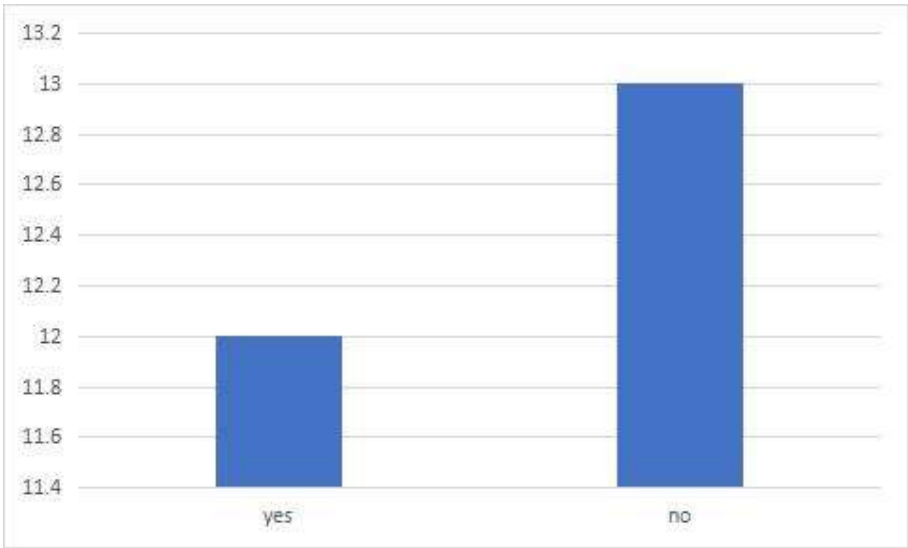
Interpretation

From the above table and figure, we can show that 24 respondents used their income for family and 1 respondent use for personal.

Table 2.15 Problem in Selling

Yes	12
No	13
Total	25

Fig 2.15 Problem in selling



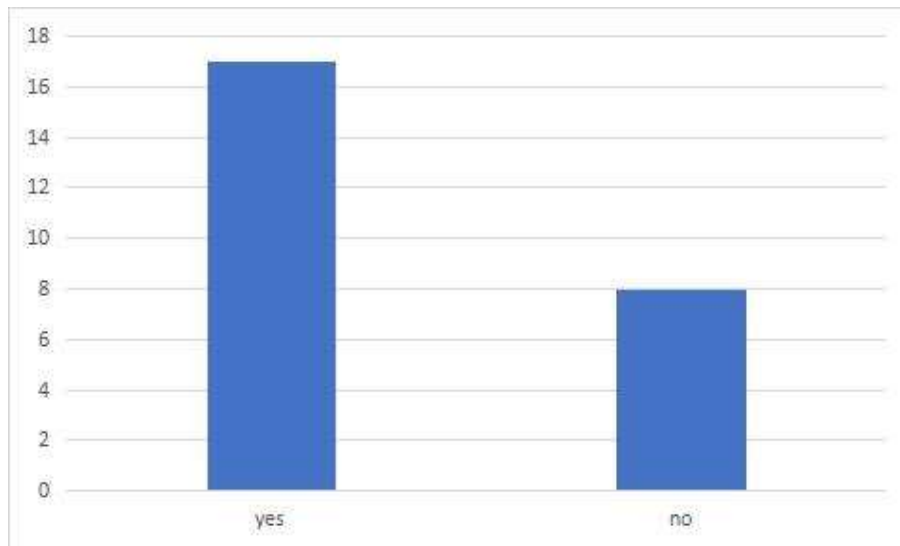
Interpretation

The above table and figure show that 12 respondents face problems in selling, where 13 respondents do not face problems in selling.

Table 2.16 Problem in Storage

Yes	17
No	8
Total	25

Fig 2.16 Problem in storage



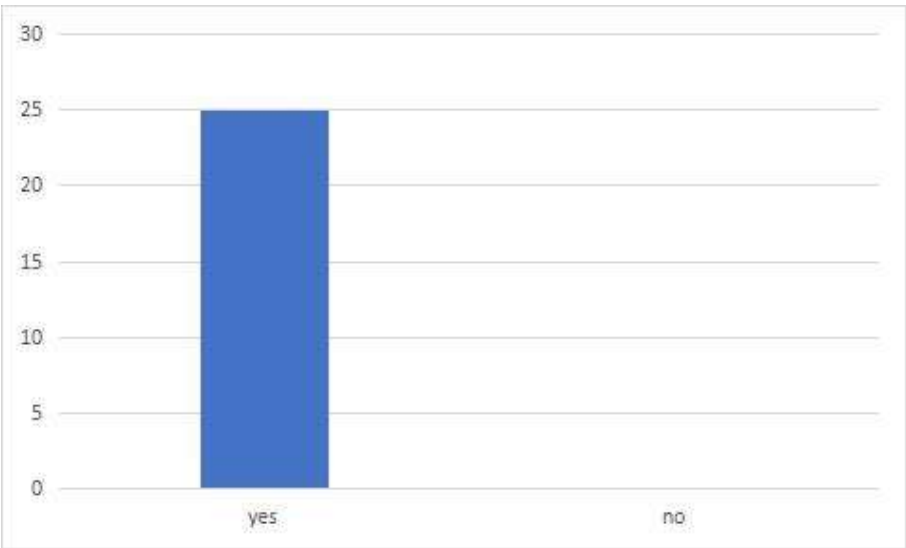
Interpretation

From the above table and figure, we can show that the majority of the respondents (i.e., 17 respondents) have problems in storage and 8 respondents do not face problems in storage.

Table 2.17 Problems Regarding Inflation/Deflation

Yes	25
No	NIL
Total	25

Fig 2.17 Problems regarding inflation/deflation



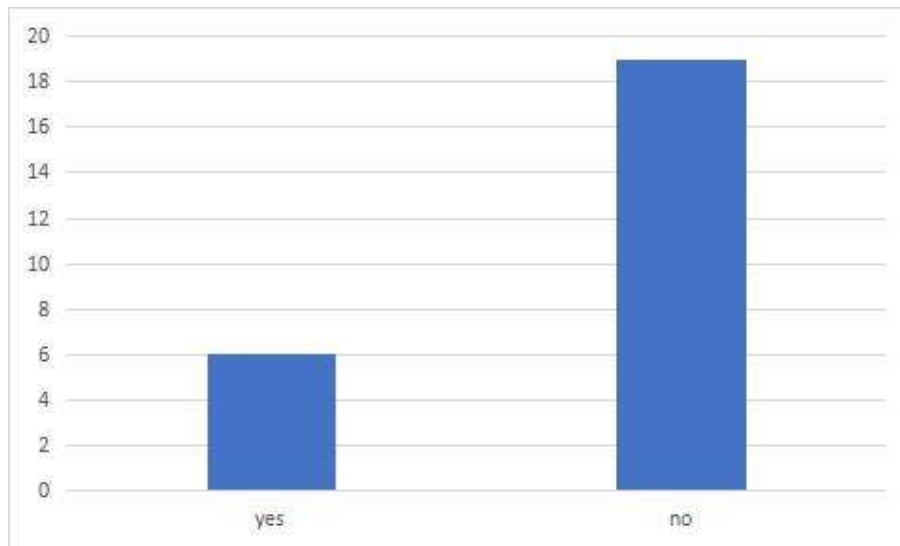
Interpretation

The above table and figure show that the total number of respondents faces problems when there is inflation and deflation.

Table 2.18 Problem Regarding Organic Organism

Yes	6
No	19
Total	25

Fig 2.18 Problem regarding organic organism



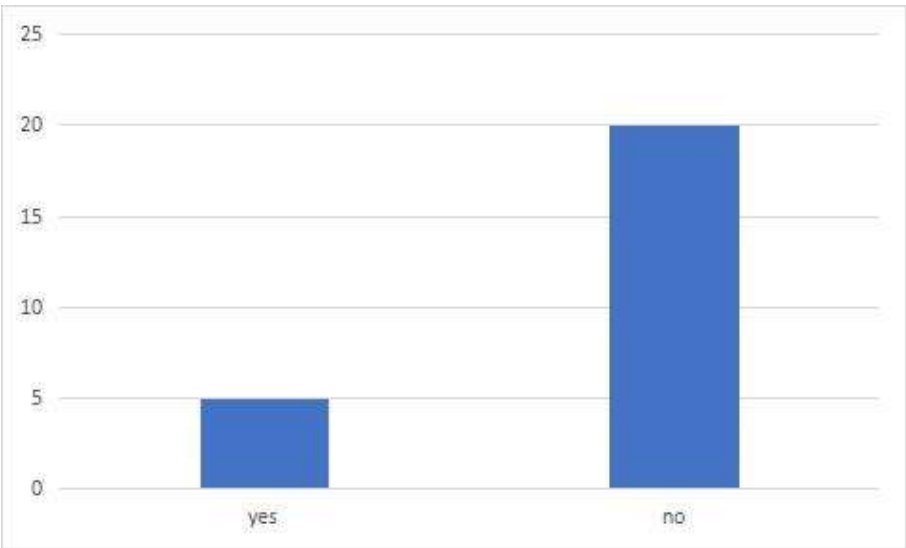
Interpretation

From the above table and figure, we can see those 19 respondents face problems regarding organic organism in the soil, where 6 respondents do not have problems.

Table 2.19 Problems in Transportation

Yes	5
No	20
Total	25

Fig 2.19 Problems in Transportation



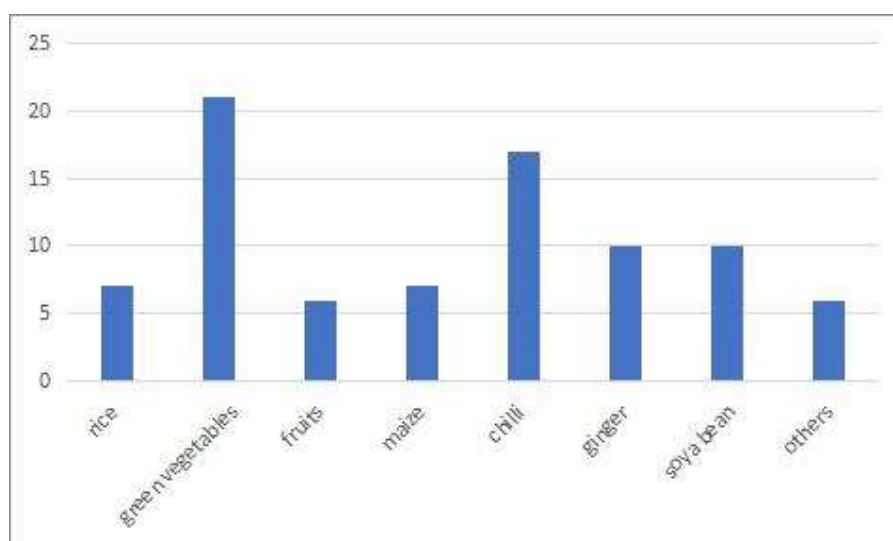
Interpretation

The above table and figure show that 20 respondents face problems in transportation, where 5 respondents do not face problems.

Table 2.20 Production of Crops

Rice	7
Green Vegetables	21
Fruits	6
Maize	7
Chilli	17
Ginger	10
Soya Bean	10
Others	6

Fig 2.20 Production of Crops



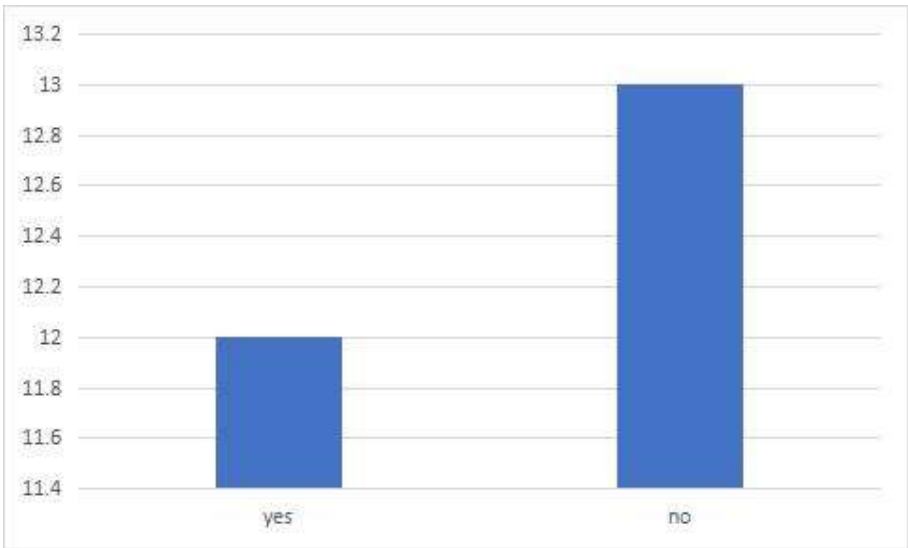
Interpretation

The above table and figure show that the most produce crop is green vegetables, followed by chilli, followed by soya bean and ginger, followed by rice and maize, followed by fruits and others.

Table 2.21Satisfactory Level

Yes	12
No	13
Total	25

Fig 2.21 Satisfactory Level



Interpretation

From the above table and figure, we can show that 13 respondents are not satisfied with their work, where 12 respondents are satisfied with their work.

Chapter III

Results and Discussions

This chapter contains the results and discussions of the data. The following are the main findings of the present study.

- The total respondents for the survey are 25 among them 15(60%) respondents are male and 10(40%) are female.
- 24(96%) respondents are married and 1(4%) is unmarried.
- Out of 25 respondents, a group of age between 40-45 years are 11(44%), between 30-40 years are 9(36%), above 50 years are 4(16%) and below 30 years are 1(4%).
- All of the respondents are below HSLC.
- The monthly income of the respondents are 12(48%) respondents earned below ₹5,000, where 9(36%) respondents earned ₹5,000-₹10,000, 3 respondents earned ₹10,000-₹15,000 while the remaining 1(4%) respondent earned above ₹15,000.
- Among the respondents, in the household of 24(96%) respondents there is no government servant, and in the household of 1(4%) respondent there is government servant.
- The total number of respondents do not receive compensation from government for their farm.
- 9(36%) respondents out of 25 agrees that the marketing place of their product is Bazaar while 1(4%) of them agrees that the marketing place of the product is vendor. Also, majority which is 15(60%) of the respondents vote for others which can be say they the consumer pick up from their house or their farm, etc.
- It can be seen that none of the respondents received complaints from customer.
- Majority of the respondents' face difficulties in monsoon (i.e., 19 respondents), in winter season 3 respondents face difficulties and another 3 respondent face difficulties in summer.

- 24(96%) respondents start business for their livelihood where 1(4%) respondent earn for himself.
- The majority of the respondent (i.e., 20 respondents) working hour is between 5-7 hours, followed by 5 respondents whose working hour is above 7 hours.
- 12 respondents are satisfied with their profit where 13 respondents are not satisfied with their profit.
- 24 respondents used their income for family and 1 respondent use for personal.
- 12 respondents face problems in selling, where 13 respondents do not face problems in selling.
- The majority of the respondents (i.e., 17 respondents) have problems in storage and 8 respondents do not face problems in storage.
- The total number of respondents faces problems when there is inflation and deflation.
- 19 respondents face problems regarding organic organism in the soil, where 6 respondents do not have problems.
- 20 respondents face problems in transportation, where 5 respondents do not face problems.
- The most produce crop is green vegetables, followed by chilli, followed by soya bean and ginger, followed by rice and maize, followed by fruits and others.
- 13 respondents are not satisfied with their work, where 12 respondents are satisfied with their work.

Chapter IV

Suggestions and Conclusion

This chapter contains suggestion and conclusion.

4.1. Suggestion

- The study has found out that government has not given any help or provide aid to the respondents. The help from government in agricultural sector is very low in Mamte. So, the government present or upcoming regime is suggested to spend more time and give importance so that the people from Mamte who earn a living through farming will have a better-quality life and increase their standard of living through agriculture.
- It is suggested that the farmers to spent more times in their Farming Capacity so as to increase their Economic growth as well as economic development.
- It is suggested that the farmers may sell their products in a proper packaging.
- It is suggested that the farmers may form into group so that there may be faster improvement as a group.
- It will be very appreciable if there can be proper storage of unsell crops, so it may be sold in the future.
- It is suggested that some HYV (high yielding varieties) will be helpful for a better production in the crops.
- It is suggested not to overuse HYV (high yielding varieties) as these can be harmful for crops since a lot of chemicals are present in it.

4.2. Conclusion

Agriculture could be treated as one of the most valuable jobs in local areas. Although this research shows that half of the respondents are not satisfied with their work, it can

be seen that many of the farmers are satisfied with their work as it is their sources of income.

According to this research, it is concluded that most of the respondents use their income for family and start for their livelihood. As a matter fact, people are becoming more and more demanding; agriculture has been gradually shown to its important role in a way to serve the consumers as the vegetables grown are needed in our day-to-day life.

It can be concluded that most of the farmers problems in their job is the transportation, inflation and deflation, and problems regarding organic organism in the soil. So, according to our research, we found out that most of the agriculture farmers in local areas are private.

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APPENDIX

Questionnaire:

Gender

Male () Female()

Age

Below 30() Between 31-40()

Between 41-50() Above 50()

Marital Status

Married() Unmarried()

Educational Qualification

HSLC & Below() Above HSSLC()

Monthly Income

Below ₹5000() Between ₹5000-₹10,000()

Between ₹10,000-₹15,000() Above ₹15,000()

Any Government servant in the household

Yes() No()

Any compensation received from Government for your farm

Yes() No()

Marketing place

Bazar () Vendoring() others()

Any complains from the customers

Yes() No()

In which season you face difficulties?

Summer() Winter() Monsoon()

Reasons for starting business

Earn livelihood() Earn for myself()

How many hours do you spend to work?

Below 5 hours()between 5hours- 7 hours() above 7 hours ()

Are you satisfied with your profit?

Yes() No()

For what do you spend the majority of your income?

Personal () Family() other()

Do you face any problems in selling your product?

Yes() No()

Do you find any problem in the storage of your product?

Yes() No()

Do you face any problems when there is inflation/ deflation?

Yes() No()

Is there any problem regarding the organic organism in the soil

Yes() No()

Do you face any problems in transportations?

Yes() No()

Which crops do you produced the most?

(you can tick more than one)

Rice()

Green vegetables()

Fruits()

Maize ()

Chille()

Ginger()

Soya Bean ()

Others ()

Are you satisfied with your work?

Yes() No()