

## Farmers Awareness on Government Backing in Marketing Agricultural Products

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### ABSTRACT

*Agriculturists in the global level find difficult to manage marketing related issues. These issues have increased because of globalization and climate change that threatens agriculturalist, pushing them to sell their products at less prices. Fragmentation of land and lack of awareness on government assistance in marketing agriculture products makes farmers to struggle to market their products. The main hurdle to successfully sell agricultural products are limited awareness of government assistance in developing countries like India. Farmers are confused with the noticeable threats they face in marketing their crops. There is a need to improve knowledge of why specific administration reactions are utilized to address the different dangers. This assessment recommends different regions for future examination to improve understanding of the impact of dangers held by farmers, and to help them for the efforts taken to diminish these dangers.*

**Key words:** Globalization, Fragmentation, diminish these dangers.

### I. INTRODUCTION

To facilitate the growth of agribusiness our Indian government has exempted tax for agriculture in come. Subsidies are offered while buying seeds, fertilizer, taking crop insurance, free electricity, less interest on loans for agriculture, waiver of loans during disaster. Farmers are the backbone of our country, but our rural endeavor has consistently been in danger from bug attack, uncontrollable climate cases and selling their produce. Numerous threats are presently aggravating farmers throughout the world, that includes environmental, social, and financial problems, human populace development, restricted arable land, land degradation, and environmental change. Rural dangers originate from various sources and are experienced to contrasting degrees across various geographic and political scales. Wellsprings of horticultural dangers have recently been classified into showcase chance, financial chance, creation chance, innovation change, institutional hazard and human asset chance. Farmers' administration reaction to dangers is influenced by their view of the hazard concerned. Considering how they see dangers; farmers execute a wide scope of procedures to decrease the effects of hazard. Government has been consistently taking efforts to help our agriculturist to promote and market agricultural products. Since many of our peasants are uneducated the awareness of our government support in marketing their produce has not reached them.

### II. REVIEW OF LITERATURE

Thi Tam Duong, Tom Brewer, Kerstin Jander in their article “Global review of farmers perception of agriculture risk and Risk management strategies” in 2019 has explained the dangers related with agribusiness as progressively different, complex, and interconnected. Subsequently, there is a squeezing need to increase a more noteworthy comprehension of the nexus of agrarian dangers, how peasants react to chance, factors influencing their discernments and the executives of hazard, and obstructions preventing the manner in which

they oversee dangers to guarantee stable occupations and worldwide food security. They uncovered some intriguing abnormalities and focal points including the nonattendance of studies across enormous formative angles, the little disproportionality volume of exploration on biosecurity hazard the board techniques and financial components related with biosecurity dangers, the evident bungle between apparent dangers and the executives responses and the bunching of dangers and hazard the executives procedures. A superior comprehension of farmers hazard observations and hazard the board procedures, factors influencing their discernments and the executives, and the boundaries to their hazard the executives could empower increasingly collective answers for overseeing future dangers.

Dr. P.Uma Rani, Padmalosani in their article “Technology Adoption by Farmers for the Sustainability of Agriculture Sector” – 2019 stated that Our government is planning one nation one market to boost agricultural sector under NAM. Since our farmers are uneducated there is shortage of awareness among farmers that this scheme will help them to sell their produce beyond their region at best price. There is lack of infrastructure to sell their produce through NAM. NAM techno infrastructure platform must be set to make use of NAM. Moderate credit must be extended to agriculturist to save them from the grips of the moneylenders. This will encourage small farmers to access NAM to sell their produce.

### **III.OBJECTIVES:**

- To study the various schemes offered by government of India to assist farmers to market their produce
- To analyze the awareness of farmers on government backing to market the agricultural produce.
- To offer suggestions to increase the awareness of government schemes.

### **IV.SCHEMES OFFERED BY GOVERNMENT OF INDIA TO SUPPORT FARMERS**

Government of India has implemented the following schemes to support agriculturists:

- PradhanMantriKrishiSinchayeeYojana scheme is concerned to rise productivity
- ParamparagatKrishiVikasYojana structure promotes organic farming
- Gram Jyoti Yojana provide uninterrupted electricity supply by separation of feeders, that assist to boost their production
- Soil Health Card Scheme helps to test soil
- PradhanMantriFasalBimaYojna offers insurance coverage to farmers
- My Village My Pride adopt villages to adopt best farming practices.
- Department of Agriculture & Cooperation is apprehensive about increasing the returns of the agriculturist.
- Government has created a unified market, which is integrated across the nation.
- In 2015 “Agri-Tech Infrastructure Fund” and ‘National Agriculture Market’ was set up.
- GrameenBhandranYojana scheme has invested to improve storage facilities.
- Reform linked investment scheme encourages speedy development of infrastructure projects in agricultural and associated sectors like dairy, meat, and fisheries.
- Infrastructure scheme promotes assembling, grading, standardization, quality certification, labeling, packaging, value addition facilities
- Technology development scheme offers technology awareness to farmers

## V.AWARENESS OF FARMERS ON GOVERNMENT BACKING TO MARKET THE PRODUCE

Government offers multiple benefits to the farmers free of cost, awareness regarding these facilities was brought to the knowledge of farmers through training, demonstrations, exposure visits, exhibitions and fairs, information delivery through mass media like TV and Radio. Toll free numbers for Kisan Call Centres are announced to farmers to collect the information. Farmers are educated regarding modern irrigation systems, to give 'Per Drop More Crop'. ParamparagatKrishiVikasYojana has been launched to motivate groups of farmers to take up organic farming. National level exhibitions are conducted to create on awareness regarding subsidies given through posters, pamphlets, leaflets, and cultural programmes. Handbook for farmers published regarding the government schemes supporting them with subsidy

The existing quantum of financial assistance is also enhanced by 50% in case of crop losses. The agriculturist selltheir limited produce immediately to meet their day to day obligations. They sell the crops instantly to middlemen at less prices. The farmers take their produce to the Mandis encountered various issues regarding grading and standardization of their crops from the dealers. In Mandis, business was completed by wholesalers with the assistance of specialists. Indeed, there ia an enormous chain of mediators in the rural promoting framework like town dealers, kutchha wholesalers, pucca wholesalers, merchants, wholesalers, retailers, and moneylenders. A portion of farmer’s cost of horticultural produce was diminished significantly.Minimum Support Price (MSP) is an essential element of Agriculture Price Policy of India. It guarantees support price to farmers and reasonable price to consumers through public distribution system (PDS)

## VI.RESEARCH METHODOLOGY

Analytical research type used to analyze the awareness of agriculturists regarding government schemes to assist in marketing their produce. Primary data gathered through distributing structured questionnaires to farmers. Secondary data collected through Journals, websites, and government reports.100 respondents selected in Tiruvallur district. Stratified random sampling method used to select respondents. Chi square test conducted to find out the awareness level of customers regarding the government schemes.

### Analysis

Chi square test applied to find out the awareness level of farmers regarding the government schemes by comparing with their education level.

**Null Hypothesis:** There is no relationship between education of the farmers and their awareness level of Government schemes.

**Alternative Hypothesis:** There is relationship between education of the farmers and their awareness level of Government schemes.

Dependent variable	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	28.684	12	.000
Likelihood Ratio	33.514	12	.000
Linear-by-Linear Association	10.351	1	.001
N of Valid Cases	100		

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The value of Pearson chi-square is 28.684 and associated significant value is .000 (which is less than 0.05). Therefore the null hypothesis is rejected.

**Interpretation:**

It is observed from the above table that there is a relationship between education of the farmers and their awareness level of Government schemes. Educated farmers are more aware of the government schemes implemented for their benefits, uneducated farmers are less aware of the government schemes.

**VII.FINDINGS:**

- There are many middlemen small farmers must face during marketing their produce, hence unable to sell at reasonable price
- As many villages are not connected with proper road and rail facilities, farmers are pushed to transport their yield through bullock carts only.
- 64 percent of farmers mentioned that the government regulated markets also misuse their powers and do not do justice to poor small farmers.
- Majority of farmers stated that there was less space for drying crops in regulated markets
- 59 percent of peasants complained that sufficient storage facilities are not available for them to store perishable products
- 56 percent of agriculturist regretted as proper grading facilities were not offered to them to grade their yield
- Majority of the respondents agreed that women labourers work for more hours than men
- Most of the women farmers have no pata, hence they are unable to enjoy the subsidies offered by the government
- Due to corruption in our bureaucratic set up, full number of subsidies do not reach small farmers
- Majority of farmers own only 2-10 acres of land, and they depend on the monsoon, as they do not own a bore-well.
- Due to continuous drought farmers are unable to buy the hybrid seeds, fertilizers, pesticides.
- Small farmers are crushed under the cycle of debt and drought and are completely helpless.
- As agriculture is an unorganized sector, they have no trade unions to support their grievances.
- 84 percent of farmers are illiterate and are not aware of all subsidies offered by our government

- Educated farmers are more aware of the government schemes implemented for their benefits, uneducated farmers are less aware of the government schemes.

## **VIII.SUGGESTIONS**

- Government must wake up and implement favourable policies to market agricultural products.
- Farmers can produce oilseeds instead of other crops which will fetch them more income
- It is high time for the Government to expand market information system by developing Information and communication Technology
- Our government must give awareness on new techniques on farming systems and patterns and irrigation facilities to farmers so that they will earn good income and increase the GDP level of our nation.
- Farmers must be educated on technical advancement and innovative ways so that they can produce extra on the same land.
- Farmers are not aware of exporting their produce to other countries, government must take initiative to educate farmers to export their produce.
- Government can stop giving subsidies, instead invest that money in modern farming infrastructure, educating farmers regarding modern tech, that will help them to sustain the farm life
- Subsidies must be offered to small farmers to purchase irrigation equipment and other farm machineries.
- Farmers must adopt new modern farming like implementing micro irrigation systems, green houses net houses, solar systems and other equipment to reduce their cost of cultivation.
- Our government can take efforts to remove middlemen, so that increase in prices of commodities can be reduced
- Promotional work must be carried out by the government to make poor farmers aware of subsidies backed by them
- Government Should establish forward linkage for the farmers and food processing industries to enhance the marketing of agriculture products
- It is found in most cases rich farmers are benefited through subsidies, government must take care and check the needy poor farmers are more benefited
- Farmers can be encouraged to go for dry farming, use organic fertilizers, drip irrigation, land consolidation and adopt bio technological ideas.

## **IX.CONCLUSION**

Agricultural Marketing incorporates five goods namely Dairy, Fruit and Vegetable, Farm Animals, Poultry, and Cotton and Tobacco. Government offers subsidies to farmers with the intention of steadying food prices, ensuring farmers' incomes, and boosting the agricultural sector in our country. Government of India has realized the importance of growth of agriculture sector; hence policies were framed to set up many warehouses, created many regulated markets, facilities offered for grading and standardization of produce. Agriculture Produce Market Committee (APMC) Acts enables farmers to immediately sell their crops after harvesting, in regulated market. Government support for standardization and grading for agriculture commodities. Agricultural sector cannot continue, until they are backed by the government. Our nation will get ruined if agriculture degrades. Aid given by the government in the form subsidy, helps the farmers to breath and sustain.

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