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## Problem faced in marketing of agriculture products in Bihar

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### Abstract

Agriculture marketing is the series of services involved in moving a product from the production point of the consumption point. Agriculture is the core of economic development. Which provide employment of 50% of the state employees. Therefore development of this sector and its marketing system in the centre of development of Bihar. In the previous chapter focus has been given on marketing of agriculture product in Bihar.

**Keywords:** Apni mandi, corona, hat, pethiya, technology

### Introduction

In this connection satisfaction level and dissatisfaction levels of farmers have been described. The present chapter highlights various problems faced in marketing of agriculture product in Bihar. In Bihar various problems affect the farmers and agriculture marketing. Among these problem low labour force and poor market access are prime. The marketing concept must be not only for the whole organization rather for the total marketing system. This system is a complex of interrelated sub-system having common goals.

### Marketing of Agriculture Products

Covid-19 attack has changed the fate and future of economic of the world. It has poses demand and supply challenges which throw light on various problems of agriculture marketing for farmers. Fact is this farmers require to market their products directly to the consumers.

There are several marketing problems. Which agriculture farmers faces there are high level of competition, logistic issues, on live selling lack of marketing skills, absence of resumes and lack of modern technology. A part from this poor transporting system, long chain of middlemen, lack of proper storage facilities, defective measuring system, lack of standardization, adulteration, absence of proper marketing information system, Lack of proper marketing information system. Lack of proper grading, defective processing system, Barriers of licensing has been various problems which agriculture marketing is facing till today. In Bihar currently agriculture market expands and creat incentive for farmers. Proper functioning of markets and trade enable the optimum allocation of available resources diffuse technologies and knowledge and provide ways for linking agriculture with various sectors in the economy of the state.

### Economics of Bihar

1. As per the economic survey, Bihar's GDP has grew by 2.6% in 2020-21 and the growth rate is better than the national average, despite the impact of lockdown imposed to control the COVID-19.
2. As per the survey, the per capita income in the state has stood at ` 50,566 in 2020-21 at current market price as compared to the per capita income of country at Rs. 86,658.
3. During the yester years 2016-17 to 2020-21, Bihar grew at the highest rate of 2.4% in primary sector.

### Agriculture Marketing

In Bihar the new pattern is emerged in market driven production than production propelled

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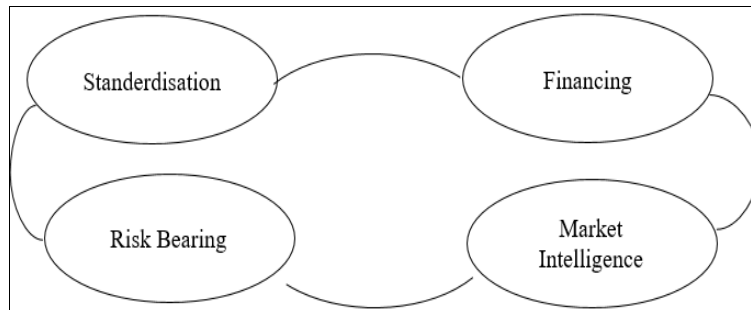
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marketing with the implementation of a second green revolution for improving farmers living standards, eradicating hunger in the state and negating poverty in Bihar in short possible time [2]. The agricultural marketing and exports of agricultural products are becoming more significant than before. Near about in yester decades the marketing of agriculture systems faced various challenges. Now a days marketing systems face quite different challenges.

In Bihar agriculture remains the pillar of state economics in the 21<sup>st</sup> century. Marketing of agriculture products has

undergone many phases, from measurement to online marketing, as well as changing and challenging demographics of the agriculture industry and its outcomes. Due to diversification in technology, attitude, political, regional and economic parameters. The comprehensive marketing strategies becoming more challenging how to implement it. There is a growing demand of good quality product due to an increasing population.

### Facilitating Function



- **Standardization:** It is related with erection and arrangement of uniform measurement of quality and quantity of the product. Standardization function make simplification in buying and selling and also minimizing marketing cost.
- **Risk bearing:** In the process of production and marketing of the product there may be change of incurring loss. Market risk are destruction of product by pestg, floods earthquake, cold wave etc.
- **Market intelligence:** Marketing decision must be based on proper information system. The system of collecting and interpreting information concerned to marketing decisions is termed as marketing intelligence. Mark intelligence plays key role in decision making. It is a way by which seller known what consumer wants.

### Problem of Agriculture Marketing

Corona Virus (COVID-19) attack, changed the picture of marketing agriculture product in the country and Bihar too. COVID-19 and lockdown triggered the challenges related to supply and demand the pandemic related problem has highlighted various issues related to agriculture marketing for farmers of Bihar. During this period break down in supply chain forced to destroy this agriculture products.

Lack of marketing related resources and skills has been the main cause of slow place of agriculture marketing. About form this Bihar is supposed as fit destination for Green revolution (second) in India. Former president Dr. APJ Abdulkalam has described agriculture as core competence of state of Bihar, but this state is lacking so many facilities infrastructure, resources, technology. Skilled manpower. Market and finance for proper production and marketing of agriculture proper production and marketing of agriculture product in Bihar. In spite of that covid-19, balance of agriculture trade has improved. The country has been able to export rice to various countries first time. Likewise wheat has been exported to Bhutan, Indonesia and Yemen. During COVID-19 (2020), lockdown period emergency response cell had been created. During present corona, COVID-19 automatic extension of recognition to the pack house has

accepted and during this Period APEDA has also developed. In 2021 Swahi litchi of Bihar has been exported to UK. In spite of that agriculture marketing in the state is facing several problems. Marketing activity becomes more and more complex these days, especially in the developing nations. Agriculture marketing deals with both producer's market and consumer's market. There are two different types of market. Agriculture marketing system enable producers to produce the agriculture product the marketing system can include Channels for agriculture products from suppliers to retailers. In Bihar agriculture marketing faces various problems like

- Lack of skilled workforce.
- High cost of transportation.
- Poor storage arrangement.
- Improper consumption trend.
- Bulk volume of product.
- Lack of grading facilities.
- Perishable nature of product seasonal supply trend.
- Unethical and unfair trade practice.
- Risk related cost.
- Service of sales.
- Business losses.

Various problems affects the agricultural marketing and farmers in Bihar. Out of those problems Lake Workforce and improper market access are the key problems in the system of agriculture marketing. The government of Bihar has taken various steps to negate the problem and make proper control over these problems.

Availability of credit facilities to the producer of the product is depend on the marketing of agriculture product in Bihar. In Bihar mostly farmers are belonging from low income group and they do not have enough money to buy latest tools and machines. Agriculture marketing plays key role in agriculture sector of rural Bihar by increasing income and purchasing power by agriculture imputes in Bihar.

Broadly speaking mainly the of subject agricultural marketing refers marketing functions, channels, agency efficiency and costs, price spread and market research, producer's surplus, marketing institutions, government

policy and imports/exports of agricultural products and produces and futures agri-trading.

Agricultural production can be maintained at a high rate by using a proper marketing system that distributes the available stocks of inputs effectively. By set up free trade areas, free from intermediaries and government taxes outside of the framework of APMC and removing limitations regarding private holdings of agricultural products the present farm laws 2021 try to rebate government interference in agricultural trade.

### **Agriculture Marketing Problems in Bihar**

Agricultural marketing is a process in which farmer treat its input in relation to outcome in order to set a market price acceptable to both buyer and the seller. Broadly speaking, agricultural marketing provides such services involved in moving agricultural product from the farmer point to the customers hand. It is planned, organized and directed process by which agri-product can move from the farmers point to consumers or customers point.

There are four systems of agricultural marketing in Bihar such as sale in village's sale in market, sale in markets and cooperative marketing. In agricultural marketing high transportation cost, poor infrastructure, lack of market information, lack of processing units, price fluctuation are the alarming problems. No middlemen, enough storage facility, freedom from moneylenders, proper transportation facilities, availability of loan and training facilities are essential for satisfactory functioning of agricultural marketing. Apart from this timely insurance and technical support and guidance should be provided for making improvement in agricultural marketing. Out of above stated problems, transportation charges are serious concern as a sole problem for the maximum number of farmers.

#### **1. Poor transportation**

Agriculture marketing is the movement of farm products from the point of production to the point of final consumption. Transportation of farm products is carried out through various means like road ways rail ways, air, water ways for consumption. In rural part there are poor roads which lead to loss during transportation period and cause strain to the animals. The freight policy followed by railways is also not up to mark and satisfactory. Railways do not have the proper facility for quick and safe transportation of perishable products/goods. Further a few villages are joined by railways and pucca roads ways to mandies. Products have to be carried on slow moving transport vehicles like, theta and carts. Obviously these means of transporting system cannot be used to carry produce to remote and far off places and the farmers have store this products in nearby local markets even if the price in these markets is considerably way low. Situation became even worse with perishable items. Further, the big shortage in supply chain, very long gestation period of infrastructure related to projects and seasonality of agro- products and lack of integrated market are various other agriculture market faces today. The farmers inflates the prices to get maximum return on their products. Transport is one of the major obstacle that facing negatively the effective marketing of agricultural products in the rural areas where most of the farmers are lacking motor able roads. This reduces the amount of farm products which negates efficiency. In spite of that proper effort made by the government at

central and state level the transporting system of the state have not become proper till yet. Of course Bihar Government has made effort extensively for creating vast network of transporting system but it cannot be possible without keen interest of central government. In Bihar apart from various private service providers, BSRTC (Bihar State Road Transport corporation is the leading service provider in the state, but part of the state mainly remote places are still out of reach of road connectivity.

#### **2. Long Middlemen Chain**

Traditionally, the agricultural marketing chain in the nation is long with a big number of middlemen between the producers and customers. Which adding more costs without adding proper value.

High marketing cost affects small and marginal farmers too much. Again the movement of agricultural products to the position of the final consumer is normally involved with long chains of intermediaries. That includes wholesalers, retailers, brokers and agents, and many more. The agricultural products pass through these people before they reach the final consumer. Further as it passes through each points and individual, the price increases and only the consumer suffers the loss.

#### **3. Poor Storage Arrangement**

Storage is a system by which products can be safely stored. This is the act of holding large supplies of produce from the time of production till when needed by the consumers for consumption. Storage facility of farmer is far less the requirements in rural and also urban areas. The loss due to poor storage facilities have been estimated to be 10-15 percent weight and the quality. Again grains lose this weights due to the change of weather. Crops like power, pulses and maize are found to be damaged with insects even before harvest the crops in the field.

#### **4. Lack of proper measuring system**

Agriculture market is lack of standard weights and measures. Weights made by sticks, stones, bricks and old are commonly used in the villages markets. Mostly these is lack of standard measuring weights are other big challenges before farmers. In different parts of the nation the way in which agricultural products and goods are measured at the time of buying and selling differs and this affects adversely the agricultural marketing in the country.

#### **5. Poor of Financial Support**

Broadly speaking mostly the financial needs of the farmers in the country are met by village money lenders and the moneylenders come forward, and purchase the product at comparatively low prices. Under the loan agreement, and again and again provides loans for further cultivation and for their family needs. The loan is normally advanced to them on the condition that this product will be sold to them or by them.

#### **6. Lack of standardization**

Several varieties of agricultural products are not graded properly. The practice usually prevalent is called as *dara sales* wherein all qualities of products are sold in one common lot hence the farmers producing proper qualities is not assured to get better price. Therefore there is no incentive to use fine and better seeds to produce better

quality. There is no standard grade for quality products such as rice and wheat in the market of Bihar. The ungraded mixed qualities are sold at low prices everywhere in urban and rural part of the state.

### 7. Adulteration

Adulteration has been big challenges which producers faces day to day Due to adulteration, the quality of the agriculture produce is reduced. Even the good produces are subject to adulteration of impurities. In adulterants mostly papaya seeds, are mixed with pepper and chilly is mixed with red brick powder, ghee with vanaspathi and tea dust are with sawdust. In agriculture marketing producers focus these problems everywhere.

### 8. Absence of Market Information

Mostly farmers are uneducated and illiterates and are ignorant to the accurate prices remaining in the market. They depend upon inaccurate information and hence became ready to sell produce at low price they know nothing regarding the market conditions. Hence most of the farmers are unable to determine the real prices of their products and are usually unknown about new trends in agriculture and they have no knowledge of the modern methods of getting information related to price. Hence illiteracy compel farmers to sell their agri-products at lower price.

### 9. Lack of proper grading

Producers of agriculture products are not properly maintain grading system for agriculture marketing. The system grading involves separating the products as per various varieties, seize tastes, quality and colour. This is done to enhance market value and uniformity in marketing of agriculture products.

### 10. Lack of proper processing system

Absence of proper processing system available as everywhere has been the problem of agriculture marketing. In agriculture processing there is transformation of the farm produce into proper consumable form. It is a system by which product can be transformed for making consumable conversion of wheat into flour. The whole system is for making easy available of the product.

### Conclusion

Agriculture has been the back bone of Bihar the economy of Bihar is largely depend on the agriculture sector. Agriculture marketing is a process of exchange of agriculture product between producers of the product to the consumers. In Bihar the practice of movement of product from producer to consumer is not up to mark. Various problems related to lack of proper market information system, storage facility lack of proper market. Information system, storage facility, lack of proper transportation, lack of measurement system. Lack of right types of middlemen, adulteration, draught and right type of middlemen, adulteration, draught and flood situation, lack of technology, lack of proper fund are several issues. Which create problem before agriculture marketing in Bihar. In this regard Bihar government should formulate laws in order to promote agriculture marketing. A part from this regard focus must be given on proper physical distribution system, grading of the product, good marketing information system. In this regard

number of middlemen of right mind sty must be increased, who can provide better service between sillier and buyer of the agri-products.

In Bihar market forces of supply and demand play key role in agriculture marketing. This has been the cause that there is more demand for agriculture products than supply. In Bihar agriculture producers are unable to react against the system, which lead to decrease their income and increase in the price of product of agriculture. Adverse weather conditions such as droughts and flood have very harmful effect and can destroy the crops and can decrease the proper supply of agriculture product and ultimately marketing of agriculture product in Bihar.

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