

INFLUENCE OF SOCIO ECONOMIC CHARACTERISTICS ON AGRICULTURAL MARKETING – WITH SPECIAL REFERENCE TO FARMERS IN RAYALASEEMA REGION OF ANDHRA PRADESH

Dr.G. Sivaiah, M.A, M.B.A, M.Phil, Ph.D.,

Principal,
Bheemi Reddy Institute of Management Science,
Adoni, Kurnool Dt. (A.P), India.

Mr.P. Sunil Kumar Reddy, M.Tech,

Manager,
ANSET, Anantapur,
(A.P), India.

Mrs. G. Anasuya, M.B.A

Faculty,
Bheemi Reddy Institute of Management Science,
Adoni, Kurnool Dt. (A.P), India.

Dr. M. Srinivasa Reddy, M.Tech., Ph.D.,

JNTUA College of Engineering,
Anantapur, (A.P), India.

Dr. B. Krishna Reddy,

Professor of Management & Head,
SKIM, S.K. University, Anantapur, (A.P), India.

ABSTRACT

Agriculture is the backbone of Indian economy. Approximately 70% of the nation's population depends upon agriculture for their livelihood. It providing employment to 65% of the working class in the country. Agricultural marketing is a process, which starts with a decision to produce a saleable farm product and involves all aspects of market structure or system, both functional and institutional, based on technical and economic consideration. Agricultural marketing is a state subject, it has an important role to play in laying down general policy framework, quality standards, conducting surveys and research studies and in providing guidance, technical and financial support to the state government. Agricultural is the mainstay of the people in the Rayalaseema region. Agricultural marketing however has not adequately developed in this district. This study is micro level study with specific reference to socio-economic characteristics and existing marketing facilities in the study area. The present study provides a systematic approach to the identification of socio-economic characteristics, existing marketing facilities and suggest appropriate measures to facilitate an efficient and effective system of marketing.

Keywords: *Livelihood, Population, Economic consideration, Market structure.*

Introduction:

Agricultural marketing covers the services involved in agricultural product from the farm to the consumer. Numerous interconnected activities are involved in doing this, such as planning cultivating, harvesting, grading, packing, transport, storage, agro-and food processing, distribution, advertising and sale.

Significance:

Agriculture in India has been a way of life. It has been enjoying since times immemorial a place of pride in our economic and social life. It is by far the most important source of employment. More than 70 percent of the population depends on agriculture. It has been a source of livelihood. Agricultural production is a key factor in a study of agriculture

In the last 20 years, Indian agriculture has undoubtedly witnessed a major technological breakthrough and has undergone progressive commercialization.

Agriculture is the backbone of Indian economy. Unless the agricultural sector is well taken care of and developed, as an efficient support to our industrial sector, the progress of economic development will be slow, unsteady and unbalanced. Improved or new agricultural technology refers to all forms of new farm inputs and services such as high yielding varieties, chemical fertilizers, insecticides and pesticides, improved farm machinery and equipment. Similarly in this context the green revolution has also come to mean a revolution in field of agriculture through increased production by using better / newer farm inputs and thereby increasing living standards of the rural people.

Existing systems:

The existing system of agricultural marketing in India is sale selling the produce to moneylenders and traders, haves and shanties, mandies or wholesale markets and co-operative markets. Participants in the agricultural marketing system include commodity producers, grain elevators, feed processors, flour millers, bakers, exporters, and retail outlets. Every firm in the marketing system is concerned with creating expectations regarding supply, demand, quality, and price in the physical market.

The farmers sell a considerable part of the total produce to the village traders and moneylenders. Haves are village markets often held once or twice a week, while shanties are also village markets held at longer intervals or special occasions. One wholesale market often serves a number of villages and is generally located in nearest city. To improve the efficiency of the agricultural marketing and to save farmers from the exploitation and malpractices of intermediary, emphasis has been laid on the development of co-operative marketing societies.

Role of Government:

Government of India has adopted a number of measures to improve agricultural marketing, the important ones being establishment of regulated markets, construction of warehouses, provision for grading and standardization of produce, provision of warehouse facilities, government purchases and fixation of support prices, standardization of weight and measures, daily broadcasting of market prices of agricultural crops on all India radio, improvement of transport facilities etc.

Review of Literature:

The Royal commission on Agriculture (1928) expressed that "the prosperity of the agriculturists and the success of any policy of general agriculture improvement depends to a very large degree on the facilities which the agricultural community has at its disposal for marketing".

Peter Drucker (1970) considers marketing as important multiplier of economic development, its advancement makes possible economic integration and the fullest utilization of whatever assets, and productive capacity an

economy already possesses. Hence, it is incumbent to have the most developed infrastructure to multiply and optimize the dividends of the farming community.

Kapde, M.V. (1961) views that higher intensity of cropping leads to higher production, which in turn accounts for a large margin of marketable surplus.

The study of Dharm Narain (1950) revealed that the marketed surplus as a proportion of the value of the produce declined up to 10-15 acres size group and it steadily increased afterwards.

A study conducted by Misra, B and Sinha S.P. (1961) reveals that, "the majority of the small families had no marketable surplus of grains while more than 50 percent of very large families had some marketable surplus.

Sain, K. (1975) reports that the small farmers have to be satisfied with average or subnormal prices for their produce while the ultimate consumers receive these through a produce of intermediaries at much higher prices.

Mats Lundahl stated that the bargaining power in the commodity markets is sufficiently unequally distributed as to confer most benefits on the intermediaries leaving the peasant in the most unprofitable situation.

Sharma, J.S. & Shan, S.L. (1965) mentioned that in agricultural marketing we are concerned with demand and supply conditions, marketing operations including marketing functions viz., a) Assembling b) Processing and c) distribution, functionaries and costs, price fixation, market structure, conduct and performance of marketing efficiency.

Venkata Ramayya (1972) mentions that Agricultural markets finance corporation needs to be constituted for rendering financial assistance for the speedy development of markets.

As Dr. B.V.Jha, the noted agricultural scientist has observed, an efficient marketing system would not only provide the necessary drive for developing agriculture by stabilizing prices at a remunerative level, but would also create an atmosphere of investment by assuring secured return.

According to Chapman "Economically interpreted the term market refers not to a place but to a commodity or commodities and buyers and sellers, who are in direct competition with one another"

In the opinion of Cornot, "originally a market was a public place in a town. but, the word has been generalized so as to mean anybody or persons who are in intimate business and carry on extensive transaction in any commodity".

M. Dobb is of the opinion that it is the marketed surplus of agriculture which plays the crucial role in the under developed country in setting the limits to the possible rate of industrialization.

Nicholls maintain that until under developed countries achieve sustainable food surplus, they do not fulfill the fundamental pre-conditions of economic development. Similarly, W.W. Rostow showed how take off was facilitated in Russia and Japan through the rise in agricultural productivity and marketed surplus.

Need and Importance of Research problem:

Agriculture is the mainstay of the people in the Rayalaseema region. Agricultural marketing however has not adequately developed in the district. This sounds

paradoxical. Not many studies were undertaken on agricultural marketing in the drought prone Rayalaseema region in general Y.S.R district and Kurnool district particularly. Hence, not much light is thrown on the marketing practices and disposal practices of the farmers in Rayalaseema region. The study is micro level study with specific reference to socio-economic characteristics, existing marketing facilities, marketing problems, the disposal practices etc in Rayalaseema region

The present study provides a systematic approach to the identification of marketing problems and suggests appropriate measures to facilitate an efficient and effective system of marketing

Objectives of the study:

The study keeps in mind the following objectives:

1. To analyze the socio-economic characteristics of selected respondents.
2. To evaluate the opinions of the farmers on existing marketing facilities in the study area.

Hypotheses:

1. The agricultural marketing efficiency is independent of the factors like caste, income, age etc.,
2. Education has bearing on marketing efficiency.
3. The small and marginal farmers prefer selling their products prior to / immediately after harvesting.
4. The size of land holding and marketing efficiency are positively related.

Methodology:

A Schedule was administered to the respondents to collect **primary data** relating to different aspects of marketing including disposal pattern. It is designed to obtain the related information on socio economic characteristics, organization of rural markets, marketing facilities, problems of marketing, etc.

The **Secondary data** is collected from journals, magazines, booklets, publication and other reference books, which include:

- Principles of economics
- Agricultural marketing
- Indian journal of agricultural economics
- Marketing problems of small farmers
- Offices of state and central governments and
- Other private bodies involved in agricultural activities

Area Sampling:

- ✓ Selected area divided in to 4 districts in the first stage.
- ✓ The second stage simple random is adopted to select two districts in Rayalaseema region.
- ✓ In the third, stage 50 respondents from each district using convenience sample.

Statistical tools:

The statistical analysis was carried based on the nature of data. The non-parametric statistical techniques like simple

percentages, ratios standard deviation. In addition, simple mathematical tools have also been used to analyze the results.

Findings:

1. Age has significance bearing on the efficiency of farming. The middle-aged farmers are considered Innovative and efficient. This is because of their rich and varied experience .The table no 1.1 shows that the age wise all of category wise distribution of respondents. It is clear that 31%. Of the respondent are in the age of 41-50 years here 4% of the respondents are above 60 years old. Thus Y.S.R District and Kurnool district in Rayalaseema region large portion of the farmer's middle aged and experienced cultivators. An analysis of category wise farmers reveals that there are 6% of marginal farmers, 9% of the small farmers, 6% of the semi -medium farmers, 7% of the medium farmers, and 3%of the big farmers are in the age group of 41-50 years. The median age is 44 years .It is thus clear that age does not bear any relationship with the size of landholding.

2. The caste wise distribution of the study areas of Y.S.R District and Kurnool district is presented in table No 1.2 the farmers are classified in four broad groups via. Forward, Backward, scheduled cast and scheduled Tribes. The large number of respondent farmers belongs to backward caste this is followed by forward caste Respondents. Scheduled castes and scheduled Tribes farmers are not found in the categories of semi-medium, medium and large farmers. There are no S.C and S.T respondents from the surveyed area in Y.S.R District and Kurnool district. The Maximum numbers of S.C & S.T respondent farmers are to found in the marginal farmers. It is evident from the table that (out of 100 respondents) , 43 respondents belonged to F.C and 45 to B.C , while 7 respondents belonged to S.C category , and 5 respondents belongs to S.T.

3. Educational status of farmers has a bearing on farm efficiency and productivity. Farm modernization and mechanization of agriculture are associated with educational levels. There is a tendency among the economists to think that agricultural output can be increased by improving the educational status of the farmers. Table No1.3 provides the information about the educational status of the sample farmers.

4. Transport is an important and necessary factor in facilitating. Agricultural produce is required to be reached from interior villages to markets easily. The table no 1.4 provides information on the distribution of responder in accordance with their mode of transport. Bullock-carts found to be the most commonly used mode of transport for bringing produce to the rural market in Y.S.R District and Kurnool district. It is observed that small and marginal farmers chief mode of transport is bullock-cart Lorries and tractors were used upper class farmers for transporting their agricultural produce. 36% of the respondents used tractors and Lorries. Our analyses clearly show while Lorries and

tractors were used by medium and big farmer, the marginal farmers preferred using bullock carts to transporting their products. The statistical data confirm the fact that overall, the importance of bullock-carts was slowly declining (65% of respondents used different modes of Transport for the disposal of their products).

5. The table No 1.5 presents the views of respondents about the usual time taken by them for the disposal of the products. The table clearly indicates that 65% of the respondent sold their agricultural Produce soon after the harvest and Just 16% farmers could wait for a rise in the prices. The Majority of the Respondents farmers do not wait for remunerative prices. The category –wise Particulars reveal that the medium and big farmers did not sell their Products prior to harvesting. Our Analysis clearly revealed that a majority of the respondents sold their agricultural produce immediately after harvesting and could not wait for getting a higher (or) remunerative price for their products.

6. The table No 1.6 assesses the reasons that forced the respondents to sell their Products immediately without waiting for a rise in the prices of agricultural products. The Larger number of respondents has revealed that they had to resort to sales to clear off their debts. The table reveals that 66% of the respondents had to sell their products due to in adequate storage (29 persons) facilities and to clear off (37persons) their debts only 11% of the respondents sold their produce with a view to mobilizing W.C for the next Year.

If we examine the category wise reasons for the disposal of products, it is clear that Marginal farmers sold their produce to clear off loans. However, they also resorted to early sales due to Lack of storage faculties. It is necessary to provide basic infrastructural faculties in the form of grading, package and storage. These faculties are not available generally in rural areas.

7. The table No 1.7 provides information about the distance covered by the respondents in selling the products. Majority of the respondent farmers sold their produce within a range of 20 kms. The small and marginal farmers are mostly found in this category. Generally, medium and large farmers resorted to distant sales. The perishable commodities like vegetables and tomato from sample village were sold within the radius of 20kms. Horticultural corps like banana and betel leaves could reach far off markets. Even owners were marketed at distance Places.

8. Market information would provide facts about the product .The farmers receive market information through various channels of communication such as radio's, newspapers, fellow farmers, local traders, commission agents etc .The table No 1.8 depicts the information pattern secured by the farmers in Y.S.R District and Kurnool district. Fellow farmers and commission agents provide information to most of the small and marginal farmers. It is to be noted here that even the medium and large farmers depend upon the fellow farmers to get required Market information. It

was found that irrespective of their status none of our sample farmers could get market information through radios and newspapers.

9. Adequate and timely credit enables farmers to modernize their agriculture by way of use of Hybrid seed, fertilizers and other inputs .Thus credit is an essential input in agriculture. Credit is of two types' short term and long term. The table No 1.9 depicts the agricultural credit source wise in the sample villages in Y.S.R District and Kurnool district. It is gratifying to note that the commercial banks and Co-operative credit societies form the major sources of credit. It can be seen from the table that big formers obtained Loans from the commercial banks the marginal and small formers obtained Loans from the Co-operative credit societies.

10. The table no 1.10 shows present method of sale in the market gain acceptance of the farmers with mean weighted average of 0.26 across the selected areas, the deviation in the acceptance level of farmers is around 1.2. Farmers are found to be dissatisfied with present weighting method, system of grading and price of crops in the market as they rated negatively.

Suggestions:

1. The remunerative prices to the vulnerable sections of the farming community could be secured through the larger involvement of institutional financing agencies in meeting the credit needs of farmers. This would minimize the role of money lenders, traders and commission agents in sample areas via. Y.S.R District and Kurnool district.
2. The organizational pattern of marketing department has to be changed in size, number and hierarchy with the increase in number and size of the markets. An effort is to be made for an orderly marketing system where in efficiencies in terms of operation and pricing are of a higher order.
3. On a priority basis, basic infrastructural facilities like grading, package, better storage and transportation facilities, education and training of agents, need to be improved to ensure better marketing efficiency of farmers in Rayalaseema region.
4. Farmers association needs to be formed. Such associations would enhance the bargaining position of the farmers and secure better value to the produce.
5. It is necessary to formulate, streamline, monitor and implement marketing policies on a continuing basis. Creation of an appropriate body would ensure the needful in Rayalaseema region.
6. Foreign Direct Investments (FDIs) in Retail Sector: As told by the Government if the FDIs in Retail Sector plays important role in reducing the exploitation of middleman between producer and consumer, then the Indian Former may get the proper if not better value for the product they produce, subject to condition that the Government laid down the norms and conditions in the interest of producers / farmers and most importantly implement them scrupulously without deviation. One most important point to be noted here is that there are

number of laws laid down with good intention, but not implemented properly in our country.

7. There is need for organized/registered private markets both for export and local uses to be allowed so that there will be competition and thereby we may expect competitive price for farm produce, so that unorganized middle men influence will be minimal.
8. Research and technology findings in agricultural sciences should be translated, published and publicized in Indian regional/local languages.
9. The farmer should be well informed and educated about the limitations imposed on residual pests and chemical presence in the crops meant for export to developed countries.
10. Special emphasis may be given for the research and development in developing solar power waste aeromechanics, processing units, cold storages etc., as there is abundant solar energy available in southern part of India particularly in Rayalaseema region of Andhra Pradesh.

Conclusion:

The data on the age distribution of respondents reveals that a majority of the respondents were middle-aged and hence, their experience would lead to innovations in agriculture. It was noticed that caste has a significant bearing on the position of the farmer. A majority of small and marginal farmers were illiterates and hence, prone for economic exploitation. Commercial Banks together with co-operatives constitute the main institutional agencies that have been catering to the agricultural credit needs in Rayalaseema region.. Our study suggests reshaping crop loan policies.

The size of land holdings yield levels transport, financial backgrounds etc. have a bearing on the disposal pattern. Our study revealed that a majority of the marginal and small farmers preferred selling their agricultural products in their villages due to economic constraint. It was also noticed that a sizable number of marginal farmers sell their produce to the local money lenders well before harvesting with a view to clearing off their old debts. The importance of bullock-cart in transporting the produce was slowly declining in case of marginal farmers. The un-organized institutions such as commission agent's fellow farmers, local traders etc play a crucial role in providing marketing information. The role of agricultural marketing committee in this regard has not been very effective. Majority of the respondents were unaware of marketing rules and

regulations due to wider spread prevalence of illiteracy. As of now, the marketing facilities and services are inadequate in Rayalaseema. The agricultural marketing system prevailing in the sample areas was characterized by a considerable degree of diversity. The available methods of grading and standardization, storage facilities, infrastructural facilities, mode of payment, unhelpful attitude of the commission agents etc. hampered the economic interest of the farmers.

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Table No: 1.1 Age wise distribution of farms in the sample villages

S.N	Age group in years	Y.S.R District						Kurnool District						Grand Total
		M.Fs	S.Fs	Se. M.Fs	Md.Fs	L.Fs	Total	M.Fs	S.Fs	Se. M.Fs	Md. Fs	L.Fs	Total	
1	up to 30	3 (30)	4 (40)		2 (20)	1 (10)	10 (100)	2 (28.57)	2 (28.57)	-	2 (28.57)	1 (14.29)	7 (100)	17
2	31 to 40	4 (30.77)	6 (46.15)	-	2 (15.38)	1 (7.7)	13 (100)	1 (9.09)	6 (54.54)	1 (9.09)	3 (27.27)	1 (7.14)	11 (100)	24
3	41 to 50	4 (23.53)	6 (30.29)	2 (11.76)	3 (17.65)	2 (11.76)	17 (100)	2 (14.28)	2 (21.43)	4 (28.57)	4 (28.57)	-	14 (100)	31
4	51 to 60	1 (12.5)	3 (37.5)	2 (25)	1 (12.5)	1 (12.5)	8 (100)	1 (6.25)	4 (25)	4 (25)	5 (31.25)	2 (12.5)	16 (100)	24
5	61 & above	-	1 (50)	-	1 (50)	-	2 (100)	-	1 (50)	-	1 (50)	-	2 (100)	4
Total		12	20	4	9	5	50	6	15	9	15	4	50	100

Table No:1.2 Caste wise Distribution of Respondent farmers

S N	Caste	Y.S.R District						Kurnool District						G. T.
		M.Fs	S.Fs	Se. M.Fs	Md.Fs	L.Fs	Total	M.Fs	S.Fs	Se. M.Fs	Md.Fs	L.Fs	Total	
1	Forward caste	3 (14.28)	7 (33.33)	2 (9.5)	5 (23.81)	4 (19.05)	21 (100)	2 (9.09)	5 (22.72)	4 (18.18)	8 (36.36)	3 (13.64)	22 (100)	43
2	Backward caste	5 (21.74)	11 (47.82)	2 (8.69)	4 (17.39)	1 (4.35)	23 (100)	5 (22.72)	7 (31.18)	3 (13.64)	6 (22.27)	1 (4.55)	22 (100)	45
3	Scheduled caste	2 (66.67)	1 (33.33)	-	-	-	3 (100)	2 (50)	2 (50)	-	-	-	4 (100)	7
4	Scheduled tribe	1 (66.67)	1 (33.33)	-	-	-	3 (100)	1 (50)	1 (50)	-	-	-	2 (100)	5
Total		12	20	4	9	5	50	10	15	7	14	4	50	100

Table No:1.3 Distribution of Respondents According to Educational Status

S.N	Education	Y.S.R District						Kurnool District						Grand Total
		M.Fs	S.Fs	Se. M.Fs	Md.Fs	L.Fs	Total	M.Fs	S.Fs	Se. M.Fs	Md.Fs	L.Fs	Total	
1	illiteracy	8 (42.1)	7 (36.84)	2 (10.53)	2 (10.53)	-	19 (100)	5 (20.83)	6 (25)	4 (16.67)	8 (33.33)	1 (4.17)	24 (100)	43
2	Up to 5 th	3 (25)	4 (33.33)	1 (8.33)	3 (25)	1 (8.33)	12 (100)	4 (50)	2 (25)	-	2 (25)	-	08 (100)	20
3	Below S.S.C	1 (33.33)	1 (33.33)	1 (33.34)	-	-	03 (100)	-	1 (100)	-	-	-	01 (100)	04
4	S.S.C	-	3 (50)	-	2 (33.33)	1 (16.67)	06 (100)	1 (11.11)	3 (33.33)	2 (22.22)	2 (22.22)	1 (11.11)	09 (100)	15
5	Intermediate	-	4 (50)	-	2 (25)	2 (25)	08 (100)	-	3 (42.85)	1 (14.29)	2 (28.57)	1 (14.29)	07 (100)	15
6	Degree	-	1 (50)	-	-	1 (50)	02 (100)	-	-	-	-	1 (100)	01 (100)	03
Total		12	20	4	9	5	50	10	15	7	14	4	50	100

Table No:1.4 Distribution of Respondents According to mode of transportation

S.N	Mode of transportation	Y.S.R District						Kurnool District						Grand Total
		M.Fs	S.Fs	Se. M.Fs	Md.Fs	L.Fs	Total	M.Fs	S.Fs	Se. M.Fs	Md.Fs	L.Fs	Total	
1	Bullock Cores	6 (37.5)	8 (50)	2 (12.5)	-	-	16 (100)	6 (31.58)	8 (42.1)	3 (15.8)	2 (10.53)	-	19 (100)	35
2	Tractor	2 (13.33)	4 (26.67)	2 (13.33)	4 (26.67)	3 (13.33)	15 (100)	-	2 (22.22)	2 (22.22)	3 (33.34)	2 (22.22)	09 (100)	24
3	Lorry	-	4 (44.44)	-	3 (33.33)	2 (22.23)	9 (100)	-	1 (20)	-	2 (40)	2 (40)	05 (100)	14
4	Autos	2 (33.33)	2 (33.33)	-	2 (33.34)	-	6 (100)	2 (15.39)	3 (23.07)	2 (15.38)	6 (46.15)	-	13 (100)	19
5	Others	2 (50)	2 (50)	-	-	-	4 (100)	2 (50)	1 (25)	-	1 (25)	-	4 (100)	08
Total		12	20	4	9	5	50	10	15	7	14	4	50	100

Table No:1.5 Time Element in disposal of products

S N	Particulars.	Y.S.R District						Kurnool District						Grand Total
		M. Fs	S. Fs	Se. M. Fs	Md. Fs	L. Fs	Total	M. Fs	S. Fs	Se. M. Fs	Md. Fs	L. Fs	Total	
1	Before harvest	2 (50)	1 (25)	1 (25)	-	-	4 (100)	2 (33.33)	3 (50)	1 (16.67)	-	-	6 (100)	10
2	Immediately after harvest.	10 (29.41)	15 (44.11)	3 (8.82)	4 (11.76)	2 (5.88)	34 (100)	8 (25.87)	10 (32.26)	5 (16.13)	8 (25.81)	-	31 (100)	65
3	After rise in Price	-	2 (25)	-	3 (37.5)	3 (37.5)	8 (100)	-	-	1 (12.5)	4 (50)	3 (37.5)	8 (100)	16
4	After two (or) Three Months	-	2 (66.67)	-	1 (33.33)	-	3 (100)	-	2 (50)	-	1 (25)	1 (25)	4 (100)	7
5	Any Time during the Year	-	-	-	1 (100)	-	1 (100)	-	-	-	1 (100)	-	1 (100)	2
Total		12	20	4	9	5	50	10	15	7	14	4	50	100

Table No: 1.6 Reasons For the disposal fo Products

S N	Particulars	Y.S.R District						Kurnool District						Grand Total
		M.Fs	S.Fs	Se. M.Fs	Md.Fs	L.Fs	Total	M.Fs	S.Fs	Se. M.Fs	Md.Fs	L.Fs	Total	
1	To dear off Loads	6 (35.3)	8 (47.1)	2 (11.76)	1 (5.88)	-	17 (100)	6 (30)	8 (40)	4 (20)	2 (10)	-	20 (100)	37
2	Lack of storage facilities	4 (23.53)	6 (47.1)	-	5 (29.41)	2 (11.76)	17 (100)	2 (16.67)	4 (33.33)	2 (16.67)	4 (33.33)	-	12 (100)	29
3	To meet Present Consumption	2 (20)	4 (40)	1 (10)	2 (20)	1 (10)	10 (100)	2 (16.67)	3 (25)	1 (8.33)	4 (33.33)	2 (16.67)	12 (100)	22
4	To mobilize W.C for higher	-	2 (33.33)	1 (16.67)	1 (16.67)	2 (33.33)	6 (100)	-	-	-	3 (60)	2 (40)	5 (100)	11
5	Others	-	-	-	-	-	-	-	-	-	1 (100)	-	1 (100)	1
Total		12	20	4	9	5	50	10	15	7	14	4	50	100

Table No: 1.7 Distance covered in selling The Products

S N	Distance	Y.S.R District						Kurnool District						Grand Total
		M.Fs	S.Fs	Se. M.Fs	Md. Fs	L.Fs	Total	M.Fs	S.Fs	Se. M.Fs	Md.Fs	L.Fs	Total	
1	1 – 20kms	10 (38.46)	14 (53.84)	2 (7.7)	-	-	26 (100)	8 (36.36)	8 (36.36)	3 (13.64)	3 (13.64)	-	22 (100)	48
2	20–40 kms	2 (50)	2 (50)	-	-	-	4 (100)	2 (20)	4 (40)	2 (20)	2 (20)	-	10 (100)	14
3	40-60kms	-	-	2 (100)	-	-	2 (100)	-	-	-	-	-	-	2
4	60-80kms	-	2 (25)	-	4 (50)	2 (25)	8 (100)	-	2 (18.18)	2 (18.18)	6 (54.54)	01 (9.09)	11 (100)	19
5	80-above	-	2 (20)	-	5 (50)	3 (30)	10 (100)	-	1 (14.28)	-	3 (42.86)	03 (42.86)	7 (100)	17
Total		12	20	4	9	5	50	10	15	7	14	4	50	100

Table No: 1.8 Sources of Market information

SN	Sources of information	Y.S.R District						Kurnool District						Grand Total
		M.Fs	S.Fs	Se. M.Fs	Md.Fs	L.Fs	Total	M.Fs	S.Fs	Se. M.Fs	Md.Fs	L.Fs	Total	
1	Radio	-	-	-	-	-	-	-	-	-	-	-	-	-
2	News papers	-	2 (40)	1 (20)	2 (40)	-	5 (100)	-	2 (50)	-	2 (50)	-	4 (100)	9
3	Fellow farmers	6 (21.43)	14 (50)	2 (7.14)	4 (14.29)	2 (7.14)	28 (100)	6 (23.08)	10 (38.46)	2 (7.7)	6 (23.08)	2 (7.7)	26 (100)	54
4	Commission agents	4 (22.22)	2 (22.22)	1 (11.12)	2 (22.22)	2 (22.22)	11 (100)	3 (21.43)	2 (14.28)	4 (28.57)	4 (28.57)	1 (7.14)	14 (100)	23
5	Local traders	4 (50)	2 (25)	-	1 (12.5)	1 (12.5)	8 (100)	1 (16.66)	1 (16.66)	1 (16.66)	2 (33.34)	1 (16.66)	6 (100)	14
Total		12	20	4	9	5	50	10	15	7	14	4	50	100

Table No:1.9 Sources of Credit

S N	Sources of Credit	Y.S.R District						Kurnool District						Grand Total
		M.Fs	S.Fs	Se. M.Fs	Md.Fs	L.Fs	Total	M.Fs	S.Fs	Se. M.Fs	Md.Fs	L.Fs	Total	
1	Commercial Banks	2 (18.18)	2 (18.18)	1 (9.09)	3 (27.27)	3 (27.27)	11 (100)	1 (7.14)	3 (21.43)	2 (14.28)	6 (42.86)	2 (14.28)	14 (100)	25
2	Money Lenders	2 (22.22)	2 (22.22)	1 (11.12)	2 (22.22)	2 (22.22)	09 (100)	1 (16.67)	2 (33.33)	1 (16.67)	2 (33.33)	-	06 (100)	15
3	Friends & Relatives	3 (42.86)	4 (57.14)	-	-	-	07 (100)	2 (28.57)	-	2 (28.57)	2 (28.57)	1 (14.29)	07 (100)	14
4	Big cultivators	1 (25)	2 (50)	-	1 (25)	-	04 (100)	1 (25)	-	-	2 (50)	1 (25)	04 (100)	08
5	Co-operative creditsoci als	4 (21.05)	10 (52.63)	2 (10.53)	3 (15.79)	-	19 (100)	5 (26.32)	10 (52.63)	2 (10.53)	2 (10.53)	-	19 (100)	38
Total		12	20	4	9	5	50	10	15	7	14	4	50	100

1.10 Factors Deviation

S.No	Factor	Y.S.R District						St.D	Kurnool District						St.D
		SDA	DA	NEU	A	S.A	W.A		SDA	DA	NEU	A	S.A	W.A	
1	Present Method of sale in the Market	5 (10)	8 (16)	10 (20)	22 (44)	5 (10)	0.28	1.1612	4 (8)	10 (20)	8 (16)	25 (50)	3 (6)	0.26	1.10 305
2	Present weighting Method	4 (8)	15 (30)	15 (30)	14 (28)	2 (4)	-0.1	1.0334	6 (12)	12 (24)	14 (28)	16 (32)	2 (4)	0.18	1.10 36
3	Present system of grading	7 (14)	15 (30)	8 (16)	16 (32)	2 (4)	-0.14	1.1782	5 (10)	20 (40)	12 (24)	10 (20)	3 (6)	0.28	1.08 87
4	Present price crops in the Market	8 (16)	20 (40)	15 (30)	5 (10)	2 (4)	-0.54	1.0143	8 (16)	18 (36)	17 (34)	6 (12)	1 (2)	0.52	0.97 39

Source -: Field survey

Note -: 1.Figures in brackets indicate percentages

2. M.Fs=Marginal farmers, S.Fs=Small farmers, Se. M.Fs=Semi marginal farmers, Md.Fs=Medium farmers, L.Fs=Large farmers

3. SDA=Strongly disagree, DA=Disagree, NEU=Neutral, A=Agree, SA=Strongly agree, W.A. Weitage Aggregate
