

## A Critical Analysis of Farmers Market in Tamil Nadu

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### Abstract

*Surplus produce to sell in the market and rural economy was free from marketing problems. The basic amenities needed for marketing farmers produce are made available and thus farmers market has made farmers exercise market driven agriculture development leading to farmers prosperity and consumer satisfaction. Experiment was conducted in Madurai district of Tamil Nadu. Most of the respondents spend their increased income for non-agricultural purposes. Awareness of facilities, all the respondents felt they had proper parking, drinking water facilities in farmers' market. Lack of cold storage, insufficient bus facilities, less number of stalls were some of the constraints faced by the farmers of Madurai district.*

**Keywords:** Farmers market, marketing, surplus, agriculture and awareness

### Introduction

Up to the beginning of twentieth century marketing agricultural commodity did not pose much of a problem since the majority of the farmers were engaged in the subsistence farming. Research evidences indicate that the linkage between innovations and growth appears fairly straight forward<sup>[2,6]</sup>. Innovation and sustainability are also reported to be positively related<sup>[1]</sup>. The production was limited to meet their, own needs. They did not have any surplus produce to sell in the market and rural economy was free from marketing problems. After emergence of the stage of commercialization, marketing has become a predominant one. Thus farmers' market was emerged as an organized system for marketing farm produce from the rich experience of Punjab and Andhra Pradesh were the farmers market have been named as *Apni Mandhis* and *Rythu Bazars* respectively. The TamilNadu government announced in its budget reports during March 1999 a special scheme to be implemented to help farmers to get fair price for their produce in nearby towns. This new scheme aims at securing a remunerative price to farmers by eliminating middle men, bringing about nutrient security to the public

and big boost to fruit and vegetable sector in the state. The basic amenities needed for marketing farmers produce is made available and thus farmers' market has made farmers exercise market driven agriculture development leading to farmers prosperity and consumer satisfaction. It was also reported that produce, use, diffuse and adopt knowledge in socio-economically significant ways<sup>[5]</sup>. With this background an analysis on farmers' market was made to study the profile of the vegetable grower-cum-seller, to study the impact of farmers' market and the benefits derived by farmers and consumers and to study the constraints faced by the farmers and consumers.

### Material and Methods

The experiment was conducted in Madurai district of Tamil Nadu. Among the three farmers' market in Annanagar, Chokkikulam, Phazhaganatham first two Farmers' market were selected purposively for the study, since they were functioning continuously from the date of establishment successfully. Among the sellers of farmers' market thirty respondents were selected purposively covering all the sellers of different produces like coconut, hilly vegetable, onion

seller, moringa, and greens. During the survey a random enquiry was made with the consumer also. An interview schedule was prepared for the collection of required information. Percentage analysis was used in descriptive analysis for making simple comparison.

**Results and discussion**

*Profile of farmers market:*

Majority (90.00 %) of the farmers’ market had more than 10years of farming experience. Most (53.30 %) of the Farmers’ market farmers possessed less than 2.5 acres of land. Utilization of farmers market was cent per cent and farmers were utilizing continuously from

the year of establishment. Level of satisfaction was almost all the farmers of farmers’ market were satisfied with the allotment of stall and timing of functioning, whereas few (6.6 %) of the farmers were not satisfied with price fixing mechanism and free transport charges. Opinion towards price of the produce, majority (93.30%) of the farmers’ market farmers felt that the price received for the produce was remunerative and awareness facilities were found to be found to cent percent of the farmers market except cold storage<sup>[3,4]</sup>.

*Impact of farmers market*

It refers to the direct or indirect economic consequences experience were realized by the farmers, sellers by utilizing farmers’ market.

Table1 Distribution of the respondents based on the impact of farmers market

Impact	No. of respondents		Percentage	
	Agree	Disagree	Agree	Disagree
Increased income	17	13	56.65	43.30
Purchase of land	5	25	16.60	83.30
Purchase of livestock	0	30	0	100.00
Disposal of loan / debt	6	24	20.00	80.00

The above table 1 indicates that the majority of the respondents (56.65%) felt that their income was increased and 20.00 per cent of them felt that they were able to clear loan

*Perceived benefits of farmers on farmers market:*

and debts and 16.60 per cent of them felt that they were able to purchase land. This indicates that the respondents spend their increased income for non-agricultural purposes.

Table 2 Distribution of the respondents based on the impact of farmers market

Items	No. of respondents		Percentage	
	Agree	Disagree	Agree	Disagree
No middle man exploitation	30	-	100.00	-
No entry fee	30	-	100.00	-
No delay in getting payments	30	-	100.00	-
Free transport and handling charges	28	2	93.30	6.6

The Table 2 reveals that almost all the farmers market respondents had perceived that there is no middle man exploitation, no entry fee, no delay in getting their payments as the

benefit expect few(6.6%) who felt they were not benefited by free transport and handling charges.

*Perceived benefits of consumers:*

Table 3 Distribution of the consumer based on the perceived benefits of farmers market

Items	Frequency		Percentage	
	Agree	Disagree	Agree	Disagree
Price	22	8	73.03	26.60
Freshness of produce	30	0	100.00	00.00
Variety of produce	30	0	100.00	00.00
Quality	30	0	100.00	00.00
Correct measurement	25	5	83.30	16.60

It could be inferred from the table 3 that cent per cent of the respondents (100.00 %) were benefited by purchasing commodities in farmers market in terms of freshness of produce, variety of produce, quality whereas 26.60 per cent and 16.60 per cent of the respondents felt that they were not benefited by price and measurement respectively.

With regard to the level of satisfaction, cent percent of the consumers were highly satisfied with timing of operation of farmers market, quality of commodity except few (26.6%) who were not satisfied with the price of the commodity. Regarding the awareness of facilities, all the respondents felt they had proper parking, drinking water facilities in farmers market.

*Constraints experienced by farmers and consumers:*

Farmers of chokkikulam farmers' market stated mud floor with stones, lower plat form, lack of tube lights, less number of stalls as constraints. Farmers' of Annanagar farmers market felt that lack of cold storage, insufficient bus facilities, less number of stalls were some of the constraints faced by them. Consumers felt that price difference occur from shop to shop, measurement was not correct in some shops, variety of produce sold is less and stalls were small and enough space was not available to stand and purchase.

### Conclusion

Cement flooring, additional bus facility, extension of functioning time, and small loan for agricultural purpose, tricycle facility for loading and unloading and increasing the number of stalls were few suggestions given by the farmers to overcome the above constraints. Electronic balance to ensure correct measurement, display board in English, stall for *Khadhi* products, elimination of price difference, variety of produces, elimination of traders were some of the suggestions proposed by the consumer.

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