



Question 7. What do you mean by agricultural marketing?

Answer. Agricultural Marketing is defined as a process of marketing farm produce through wholesalers and stockists to ultimate consumers.

Question 8. Mention some obstacles that hinder the mechanism of agricultural marketing.

Answer. Defects of Agricultural Marketing are :

1. Inadequate Warehouses
2. Multiplicity of Middlemen
3. Malpractices in Unregulated Markets
4. Improper Measuring for Weighing, Grading and Standardisation
5. Lack of Adequate Finance
6. Inadequate means of Transport and Communication
7. Inadequate Market Information.

Question 9. What are the alternative channels available for agricultural marketing? Give some examples.

Answer. In India, alternative marketing channels are emerging.

Through these channels farmers directly sell their produce to the consumers. This system increases farmers' share in the price paid by the consumers. Important examples of such channels are: (a) Apani Mandi (Punjab, Haryana and Rajasthan), (b) Hadaspar Mandi (Pune); Rythu Bazars (Vegetable and fruit market in Andhra Pradesh) and (c) Uzhavar Sandies (Tamil Nadu), (d) Several national and international fast food chains and hotels are also entering into contracts with the farmers to supply them fresh vegetables and fruits.

Question 10. Explain the term 'Golden Revolution'.

Answer. The period between 1991-2003 is called 'Golden Revolution' because during this period, the planned investment in horticulture became highly productive and the sector emerged as a sustainable livelihood option. India has emerged as a world leader in producing a variety of fruits like mangoes, bananas, coconuts, cashew nuts and a number of spices and is the second largest producer of fruits and vegetables.

Question 11. Explain four measures taken by the government to improve agricultural marketing.

Answer. The government has taken various steps for improving agricultural marketing system. These are:

1. Establishment of Regulated Markets. Government has formed regulated markets to remove most of the evils of an unorganised market system. Functions of regulated markets are:
 - (i) Enforcement of standard weights.
 - (ii) Fixation of charges, fees, etc.
 - (iii) Settling of disputes among the operating parties in the market.
 - (iv) Prevention of unlawful deductions and control of wrong practices of middlemen.
 - (v) Providing reliable market information.

2. Provision of Infrastructural Facilities. The government has taken measures to develop infrastructural facilities like roads, railways, warehouses, godowns, cold storages and processing units.
3. Co-operative Market. Co-operative marketing is a measure to ensure a fair price to farmers. Member farmers sell their surplus to the co-operative society which substitutes collective bargaining in place of individual bargaining. It links rural credit farming marketing processes to the best advantage of the farmers.
4. Important Instruments to Safeguard the Interests of Farmers. The Government has also developed some instruments to safeguard the interests of farmers. These instruments are:
 - (i) Fixation of Minimum Support Price (MSP)
 - (ii) Buffer Stock
 - (iii) Public Distribution System (PDS).

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