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A Study of Marketing Problems of Ragi Producer in Mokhada Taluka

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Abstract

India is an agricultural country and majority of peoples are depending on the agricultural sectors for employment. Mokhada is one important tribal and hilly tehsil of Palghar district of Maharashtra. Rice and Ragi are the main crops of farmers of Mokhada tehsil. Ragi is known as one of the most nutritious cereals. Ragi is one of the important crops that now support the food materials in India. Traditional systems are applied in agriculture marketing in Palghar District. Small farmers did not get benefit of accurate market price. So many farmers are selling their produce in local market as well as Nashik because sufficient storage facility, transportation etc. is not available in rural area. Now a day's few peoples of Mokhada taluka are using online system for marketing of agriculture product. But majority of Ragi farmers facing the marketing problems in Mokhada Taluka. This paper focused on understanding challenges and marketing strategies of the Ragi producers' in Mokhada Taluka.

Keywords: Marketing, Ragi, Challenges.

Introduction:

India is an agricultural nation where farming plays a vital role in the economy and rural life. A large proportion of the population depends on the agricultural sector for employment, income and livelihood. Mokhada taluka is situated in Palghar district at border of Nashik & Palghar district of Maharashtra. It is situated in the north-eastern corner of the district. It is one of 8 Talukas of Palghar district. It is popular for tribal peoples and hilly area. Waal and Wagh are two main rivers in Mokhada taluka. The rivers are flooded during monsoon season, but significantly dry up during dry months. Peoples of Mokhada taluka growing rice, nagli and vari, the food crops and mangoes, cashew etc. fruit crops. Majority of the land holdings are on slopes as the terrain is hilly. Rice crop cannot be cultivated on slopy lands. Hence, they produce Ragi (nachani) or nagli on such slopes. Traditional systems are applied in agriculture marketing in Mokhada tehsil of Palghar District. Small farmers have not got benefit of accurate market price. So many farmers are selling their produce in local market as well as Nashik because Storage facility, transportation etc. is not available in rural area. Specially yet rural area agricultural marketing system has not updated, that's why many farmers as well as wholesalers, retailers, customers have been facing several problems. As the marketable surplus of a farmer increases, the need to have efficient markets becomes crucial.

Now a day's online marketing system is ongoing in agriculture marketing. Now a day's few peoples of Mokhada taluka are using online system for marketing of agriculture product. But majority of Ragi farmers facing the marketing problems in Mokhada Taluka. This paper focused on understanding challenges and marketing strategies of the Ragi producers' in Mokhada Taluka.

Objectives:

1. To study traditional and online marketing system of Ragi crop in Mokhada Taluka.
2. To note down the marketing problem facing by Ragi produce farmers in Mokhada Taluka.
3. To suggest on marketing problems of Ragi Producers in Mokhada Taluka of Palghar District.

Research Methodology:

Selection of Sample

The respondents for this survey were farmers of Mokhada taluka will be universe of the study. In total 270 respondents will be selected by using convenience sampling method. 05 farmers each from all the 59 villages of the Mokhada taluka are selected as the sample by using convenience sampling method.

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Data Analysis & Interpretation:

Sale type of Ragi produce:

The farmers were asked about the place of their transactions. The information collected from their responses is tabulated in the following table:

Table 1: Sale type of Ragi Produce

Sr. No	Selling Place	No. of Respondents	Percentage
1	Agricultural Produce Market Committee	00	00%
2	Weekly market	64	21.69%
3	Sale in retail	67	22.71%
4	Sale through government scheme	73	24.74%
5	Sale in another taluka or city	91	30.84%
	Total	295	100%

Analysis:

Farmers have sale their produce in weekly market (21.69%), sale in retail (22.71%), sale through government scheme (24.74%) and sale in another taluka or city (30.84%).

Use of online marketing:

Now a days Online marketing system is use in the world but Mokhada is remote and tribal area. Their people are using marketing system as follows:

Table 2: Use of online marketing

Particulars	Users	Percentage
Users Online Marketing	28	9.49%
Users of Traditional Marketing	267	90.51%

Analysis:

It is observed that only 9.49 % user use online marketing and 90.51% users have use only traditional marketing system for ragi produce. Farmers and traders should use the online marketing system for ragi produce.

Profitability of Ragi Produce:

In our country more than 65% of the total population depends on the agriculture sector for their livelihood. Still the ratio between the number of people dependent on the agriculture sector and the provisional level of the agriculture sector does not match. Those who work as farmers do not feel this occupation profitable.

Table 3: Profitability of Ragi Producer

Sr. No.	Distance in Kms.	No. of Farmers	Percentage
1	Satisfied	97	32.89%
2	Dissatisfied	198	67.11%
Total		295	100%

Analysis:

It is observed that 67.11% (198 Farmers) recorded their dissatisfaction with the profitability of Ragi Cropping. Only 32.89% (97farmers) are satisfied from profitability of Ragi.

Godown Facility:

Mokhada Taluka is situated in remote and hilly area. Farmers of Mokhada taluka have facing the problem of sufficient storage facility. Status of go down facility of farmers as follows:

Table 4: Availability of Godown Facility

Sr. No.	No. of Farmers	No. of Farmers	Percentage
1	Available separate Go down for Ragi	26	17.62%
2	Not Available separate Go down for Ragi	269	91.18%
	Total	295	100%

Analysis:

Most of the farmers i.e., 91.18 % Ragi producer Famers have no separate go down facility for Ragi crop. Only 17.62% are Ragi farmers have separate storage facility for Ragi crop & they can store Ragi in whole year.

Findings:

1. Farmers of Mokhada taluka growing the crops such as rice, ragi and some other pulses and

flowers. Most of the farmers growing rice and Ragi in the Mokhada Tehsil.

2. Government administration not available the Agriculture Produce Market Committee to farmers and traders for sale and purchase of agriculture produce in Mokhada taluka.
3. Farmers have sale their Ragi produce in weekly market, retail, Sale through Government Scheme and Sale in nearby other Taluka or City.

4. Majority of Ragi Farmers have insufficient transport facility for sale of Ragi crop in Market and they have not got fair price.
5. Most of Ragi producer are dissatisfied on the profitability from the Ragi Crops.
6. Ragi Producer farmers have not possible on large scale advertisement because they produce Ragi in small scale due to small and hilly farming.
7. Farmers of Mokhada Tehsil have no sufficient storage facility for Ragi crop.

Suggestions:

1. Government should create Agriculture Produce Market Committee on for Mokhada taluka for use of farmers. Ragi Farmers should establish co-operative institution for sale and purchase of Ragi produce.
2. Ragi producer shall reduce the expenditure and increase their profit from Ragi crop in Mokhada taluka.
3. Ragi producer farmers of Mokhada area should use social media with internet for advertisement of their Ragi produce. They should produce some by-product such as Ragi bread, Ragi Malpua, Ragi cookies, roti, Ragi oats laddoo, Ragi dosa, Ragi Mudde, Chakali, cutlates, Khichadi, Pancakes, etc. from Ragi and sale in the market.
4. Youth of Mokhada tehsil shall create awareness about online marketing system in the rural peoples of Mokhada Tehsil.
5. Farmers should establish co-operative transport agencies for suitable services.
6. Government should provide sufficient storage facility to Ragi farmers.

Conclusion:

The study is based on the marketing problems faced by Ragi producers in Mokhada tehsil. This study shows that, updated agriculture marketing system with new technology is suitable for farmers of Mokhada taluka of Palghar district. It also suggested that create awareness in farmers and government for solving the marketing problems faced by Ragi producers of Mokhada Tehsil.

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Conflicts of interest

The authors declare that there are no conflicts of interest regarding the publication of this paper

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