

URBANITES SUPPORT TO EXTEND THE MARKET FOR RURAL PRODUCTS

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ABSTRACT

Farmers are in stress due to low market price for their agricultural products and urban people are suffering from high price for food products. There are possibilities to gain more profit for their products if farmers sell the products directly to urbanites. Though marketing of agricultural products in absence of the middleman is profitable, does farmers ready to sell the products directly to urbanites? Both rural and urban scenarios are transforming, transport and communication facilities are extending. By making use of these facilities farmers can sell their products directly in urban area. With support of urbanites farmers can extend the marketing of agricultural products in urban area. But, does urbanites have interest to help the farmers to sell their products in urban area? This research is conducted in eight selected villages of Ramanagara district and Bangalore, capital city of Karnataka state located in southern part of India to know the possibilities to extend rural market in absence of middleman.

KEYWORDS: Rural Market, Urban Market, Agricultural Market

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I. INTRODUCTION

Urban area in the country is hub of both industry and service sector. Both industry and service sector can provide sustainable livelihood for both skilled and unskilled people. Sustainability of livelihood in urban area is the major cause behind rapid rural to urban migration in the country. Due to rapid rural to urban migration, urban population is increasing and rural population is decreasing. Not only urban population is increasing but also the demands for basic needs. Though urban area is manufacturing the day to day products, it depended on rural area for food products.

Including food products, expenditure in urban life is increasing day by day and urbanites are suffering to meet the increasing expenditure.

Organic agricultural system is replaced by modern agricultural system and modern agricultural system demands high usage of machinery, high yield seeds, chemical fertilizers and pesticides. Due to high usage of machinery, high yield seed, chemical fertilizers and pesticides expenditure in agriculture is increasing but not the profit. Farmers are selling the products in urban centered markets where market staff takes care of marketing process, or, directly sell the products to the middleman in their doorsteps. In both the instances middleman is playing an active role between buyers and sellers. Middleman buy the products for lower cost from farmers and sell the same products for highest cost in urban area.

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II. METHODOLOGY

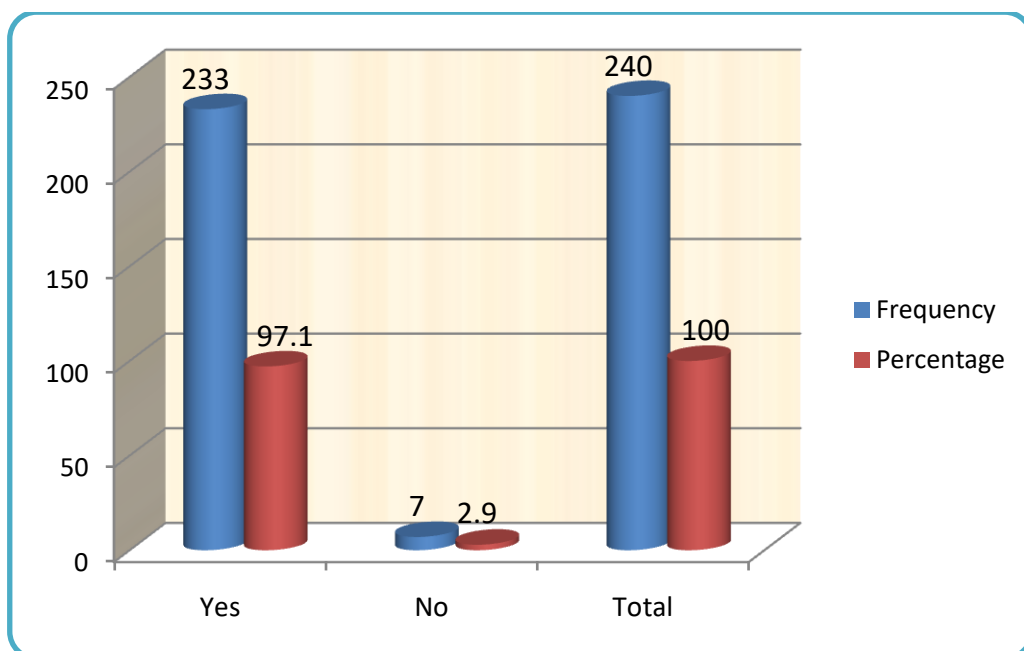
This research is based on field study and field study is intended to carry in both rural and urban area. Random sampling method is followed while choosing the respondents. The total sample size is 340 and out of the total sample size 240 are rural respondents and 100 are urban respondents. Ramanagara, a district of Karnataka state located in southern part of India is chosen for rural field study. The district has four taluks and two villages from each taluk were selected based on irrigation and dry land, totally eight villages were chosen for this study. The key parameters such as distance from urban area, population, income, caste structure,

occupation, literacy rate, gender etc. were followed while choosing respondents of the villages. Bangalore, a metropolitan and capital city of Karnataka state, which is located in southern part of India, is chosen for the urban field study.

A structured interview schedule is used for this study. Two different set of interview schedules were prepared and used to collect the data from both rural and urban respondents. The schedule also prepared in bilingual (Kannada & English) mode for better operation in rural area. Statistical software is used for data analysis. Classification of data is made very carefully and statistical analytical methods such as percentage, frequency and average etc were used in calculation of primary data. Even though the primary data is collected with intensive care but reliability of primary data depends on accuracy and loyalty of the respondents.

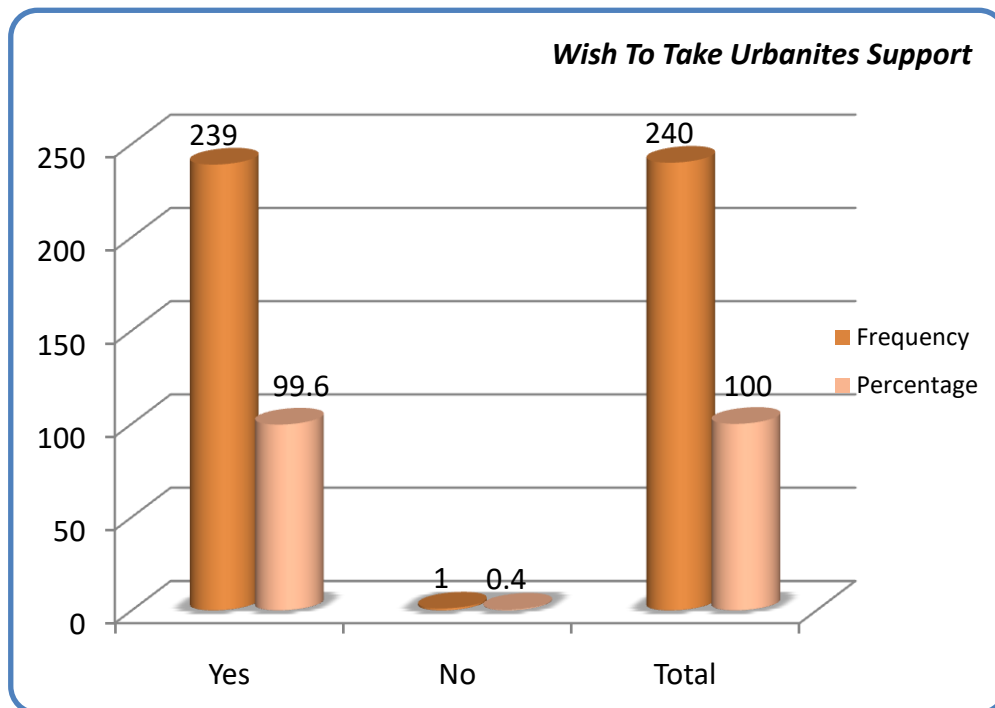
III. FINDINGS AND DISCUSSIONS

It's an age old debate that the 'middleman' is threat between production and consumption. Middleman gains more than producers of the product. Though it exists in industry and service sector too, the influence of middleman is more in agriculture sector. Buyer and seller strategy has to work in an appropriate way for the successful marketing system. The willingness of urban people to buy products directly from rural people and the desire of rural people to sell their products directly to the urban people matters when we think of direct marketing between rural producers and urban consumers. Let us checkout from the farmers' side, does the farmers are willing to sell their agricultural products directly to the urban people?



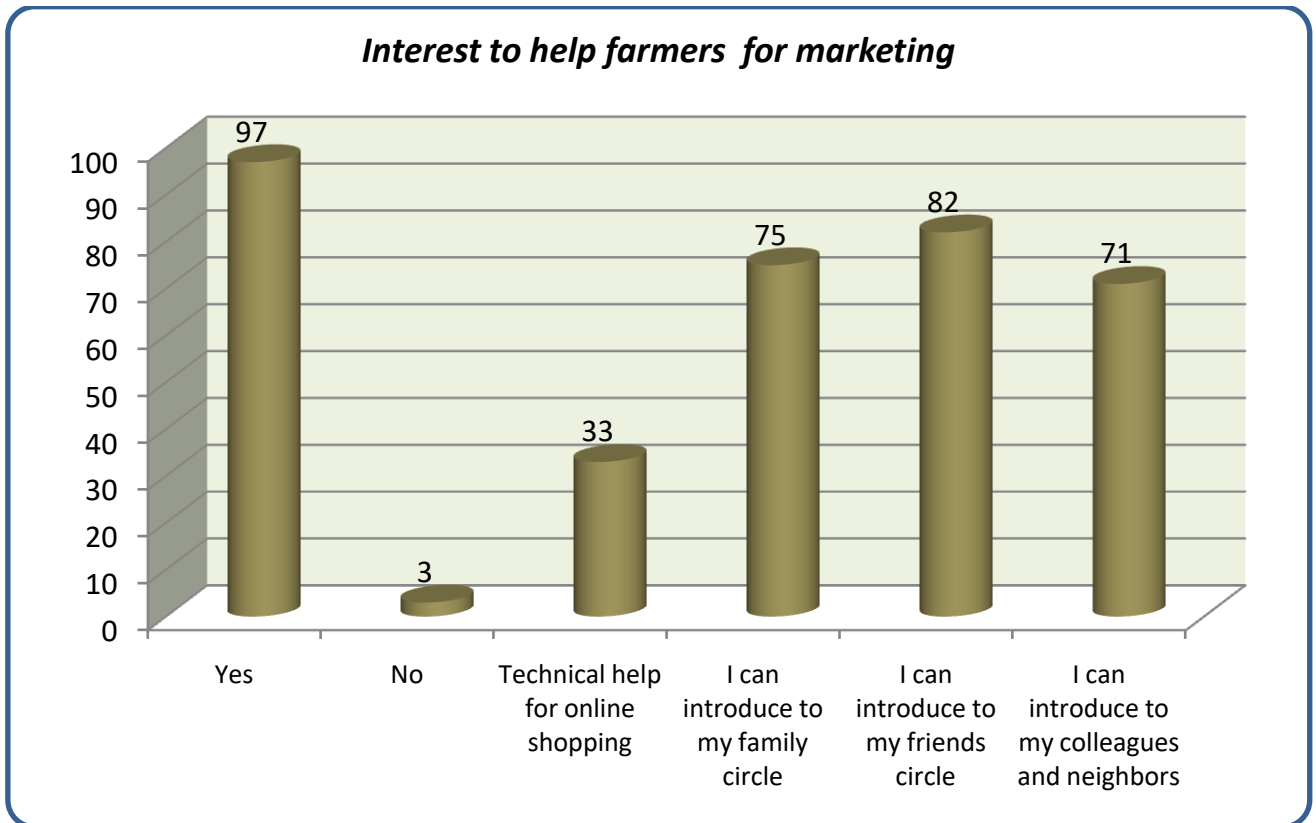
The villagers of Ramanagara district who participated in this study expressed their willingness to sell their products directly to the urban people. Out of 240 respondents 233 (97.1%) of them wish to sell their products directly to the urban people. Only 07 (2.9%) of them are not interested to sell the products directly to the urban people.

A proper contact in urban area may helps for the better marketing of agricultural products in urban area, but connectivity matters. Is there a possibility to take support of urbanites to sell village products to the urban people? Urbanites may have concern towards rural people and may wish to extend their hands to help them, but, does rural people agree if urban people are ready to help for the market of agricultural products in urban area?



Out of 240 rural respondents in this study 99.6% (239) of them are willing to take the support of urban people for the market of their agricultural products in urban area. Only 0.4% (01) of them is not ready to take the support of urbanites for the market of their agricultural products in urban area. The courtesy towards farmers is lauding in media, is that true among urbanites? Do the urbanites have desire to help the farmers? Since the village people are expressing their interest to take urbanites support for the market of agricultural products in urban area, does urbanites are in

the state to help the farmers to sell their agricultural products to the urban people? If yes, what kind of help a farmer can seek from urbanites?



Out of the hundred respondents who are part of this study, 97 of them are expressed their interest to help the farmers to sell their agricultural products in urban area and 03 of them are not interested. When it comes to the kind of help a farmer can seek from the urbanites, multiple responses were received from urban respondents in this study. 33 of them can extend technical help for online shopping, 75 of them can introduce to their family circle, 82 of them can introduce to their friends circle and 71 of them can introduce to their colleagues and neighbors. This study revealed that urbanites belongs to all strata are ready to extend their help to the farmers for the market of agricultural products in urban area.

IV. CONCLUSION

Both rural and urban scenarios are transforming. The awareness of marketing system is increasing among rural sellers and urban consumers. Direct communication between farmers and urbanites is profitable for both the groups. Farmers can earn more profit for their products and urbanites can buy the products in lower cost. This

research revealed that farmers are interested to sell their products directly to the urbanites. Urbanites are interested to help the farmers to market rural products in urban area. Urbanites expressed their interest in technical help for online shopping, introduce the rural products among family, friends and neighbors circle to market the rural products in urban area.

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