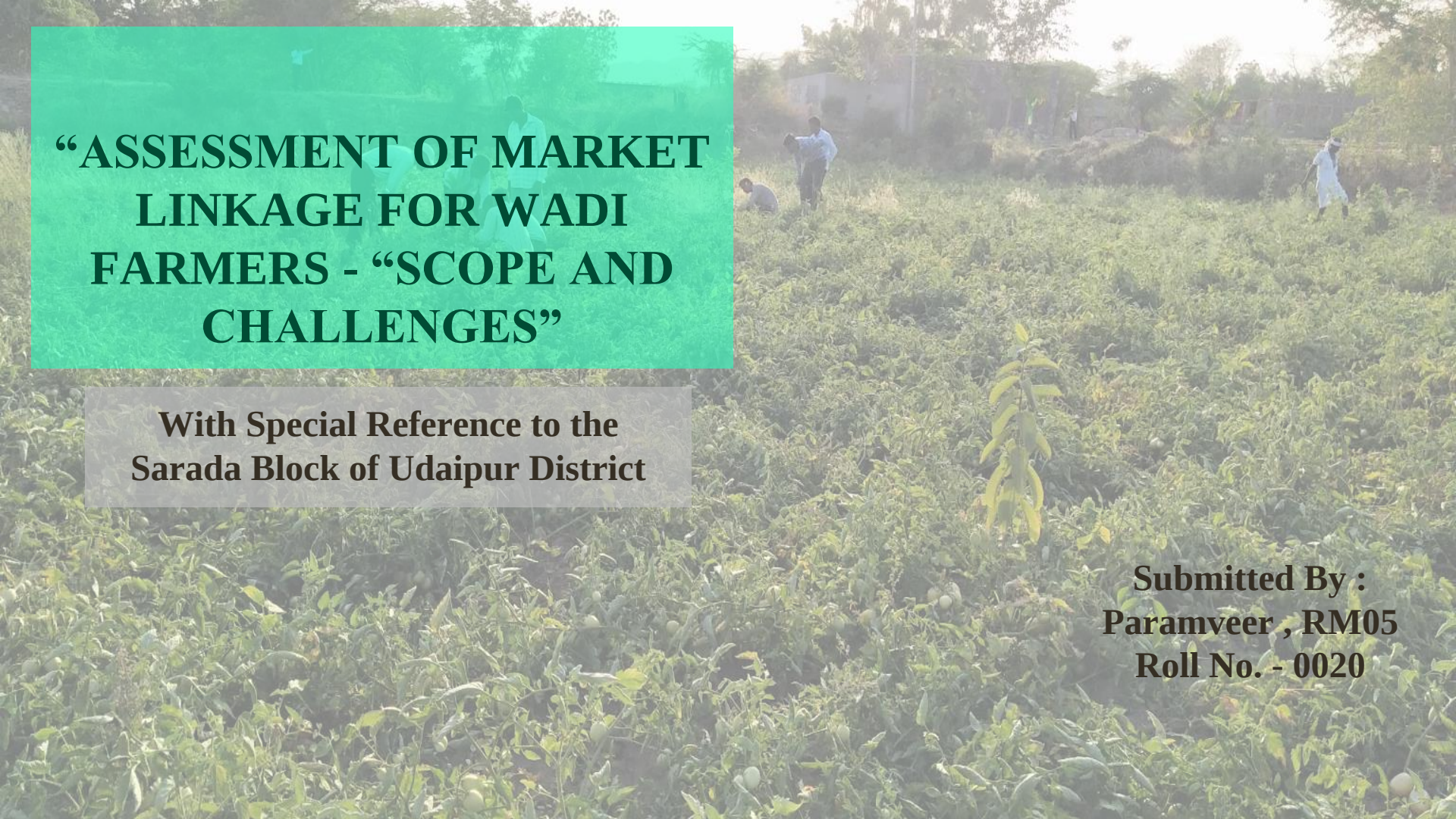


The background of the slide is a photograph of a large, lush green tomato field. In the distance, several people are visible working in the field. The overall scene is bright and sunny, with trees and a building visible in the far background.

“ASSESSMENT OF MARKET LINKAGE FOR WADI FARMERS - “SCOPE AND CHALLENGES”

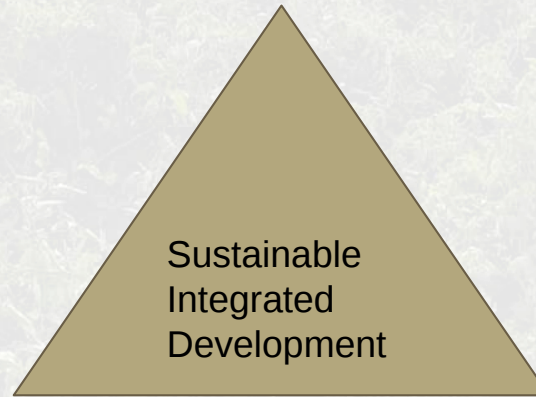
**With Special Reference to the
Sarada Block of Udaipur District**

**Submitted By :
Paramveer , RM05
Roll No. - 0020**

ORGANISATION OVERVIEW

- Gayatri Seva Sansthan (GSS) is an Udaipur based NGO registered under Society Act 1956 and Established in 1986.
- GSS is working over three main pillars.

Human and Institutional Development



Livelihood Enhancement

Natural Resource Management

INTRODUCTION

- Market is the place where the individual have right and freedom to sell and purchase.
- Value chain is a set of activities and whole range of goods and services which are necessary for an agricultural product to move from farm to final consumer.

Vendor/wholesaler



Fruit and vegetable market → Collection centre → Distribution centre → Retail store → Consumer

Primary Producer



INDIAN AGRICULTURE AT A GLANCE

- 170 million people are engaged out of 320 million. (www.ibef.org/industry/agriculture)
- Average Growth rate 2.6 % per annum after Independence day in terms of GDP. (https://en.wikipedia.org/wiki/Agriculture_in_India)
- India is 1st in Milk production, 2nd in rice, wheat production, 3rd in coffee production. (<http://indianagriculturalfacts.com>)
- India has 2nd most arable land but India contributes 30 % yield of crops as compared to world standard. (<http://indianagriculturalfacts.com/Indian-Agriculture>)

Literature Review:

- Throat *et al.*(2010) stated that av. Productivity as well as cost of packaging of tomato per quintal are more than other vegetables. He found that cost of transportation is also highest in case of tomato and lowest cost of transportation in case of cabbage.
- Michael porter (1985) suggested first the idea of value chain and describe the value chain an internal process of firm in which they used to design, produce, market, deliver and support its product.

OBJECTIVE OF THE STUDY

- To understand the issues and challenges faced by tribal farmers
- To assess the status of Market Availability for the tribal farmers.
- To study the Market linkage for developing value chain for tribal farmers.

Research Methodology:

- Area of study – Sarada Block of Udaipur District.
- Sample size – 98 Primary producer of Agriculture and participants of WADI(Orchid) Project and wholesaler. 94 are respondent are farmers and 2 were retail shop person and 2 are small traders which are also involved in agriculture. All 98 respondent belongs to Sarada Block from different villages, 3 have shop of vegetable & fruits and 1 have small shop in Udaipur market.
- Duration of study – February 2018 to April 2018.
- Source of Data – Primary Data collected from the farmers on their field through focused group discussion and Personal Interview.
- Data Analysis – MS-Excel
- Data Collection Procedure – In-depth Interview of farmers and observation checklist.

ANALYSIS OF DATA

No. Of Farmers and Bank A/c Status.

No of Respondent - 98

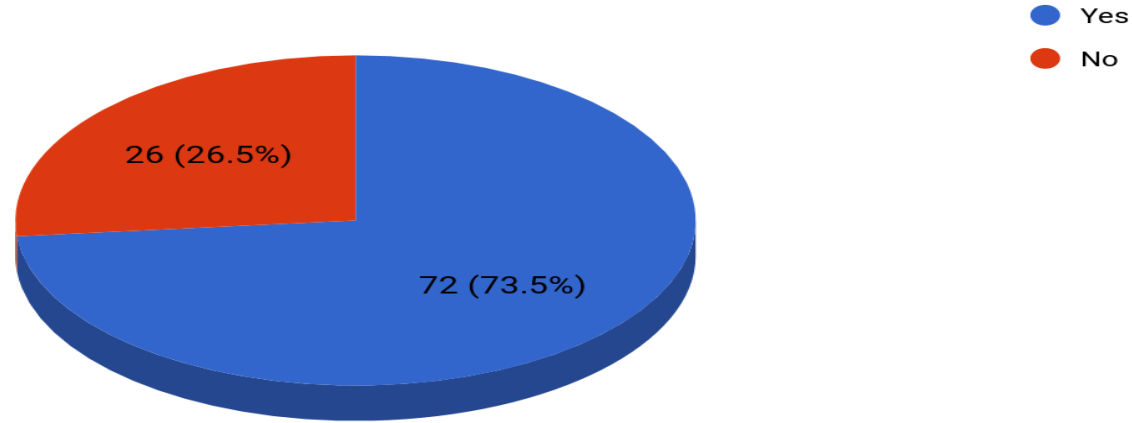


Fig. No. 1

This Graph shows that 73.5%(72 farmers of Sample size) are having Bank Account and 26.5% (26 Farmers) are not having bank account.

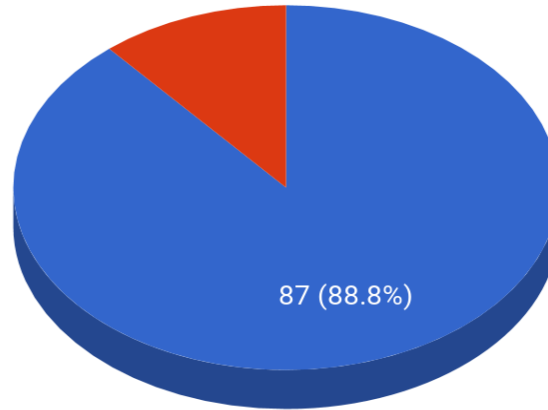
Figure No :2

No. of Farmers and their FPO Membership Status.

No. of Respondent -98

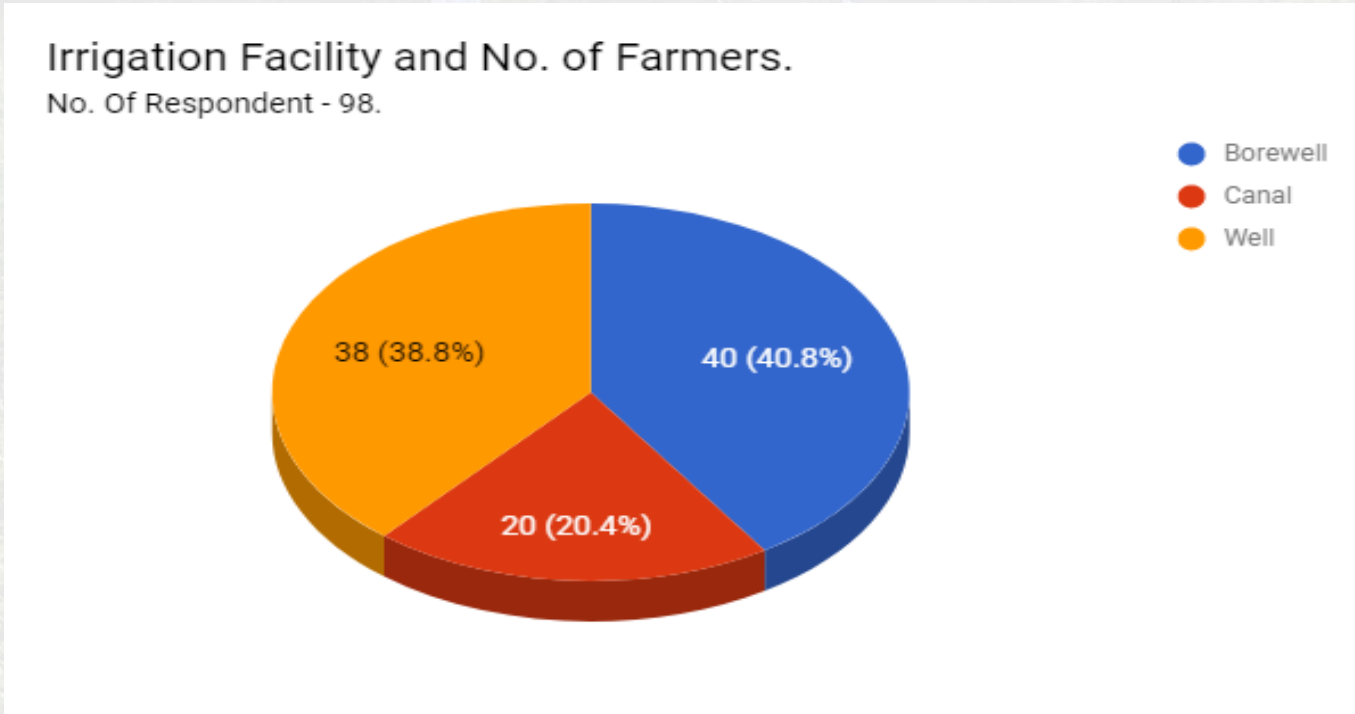
● Yes

● No



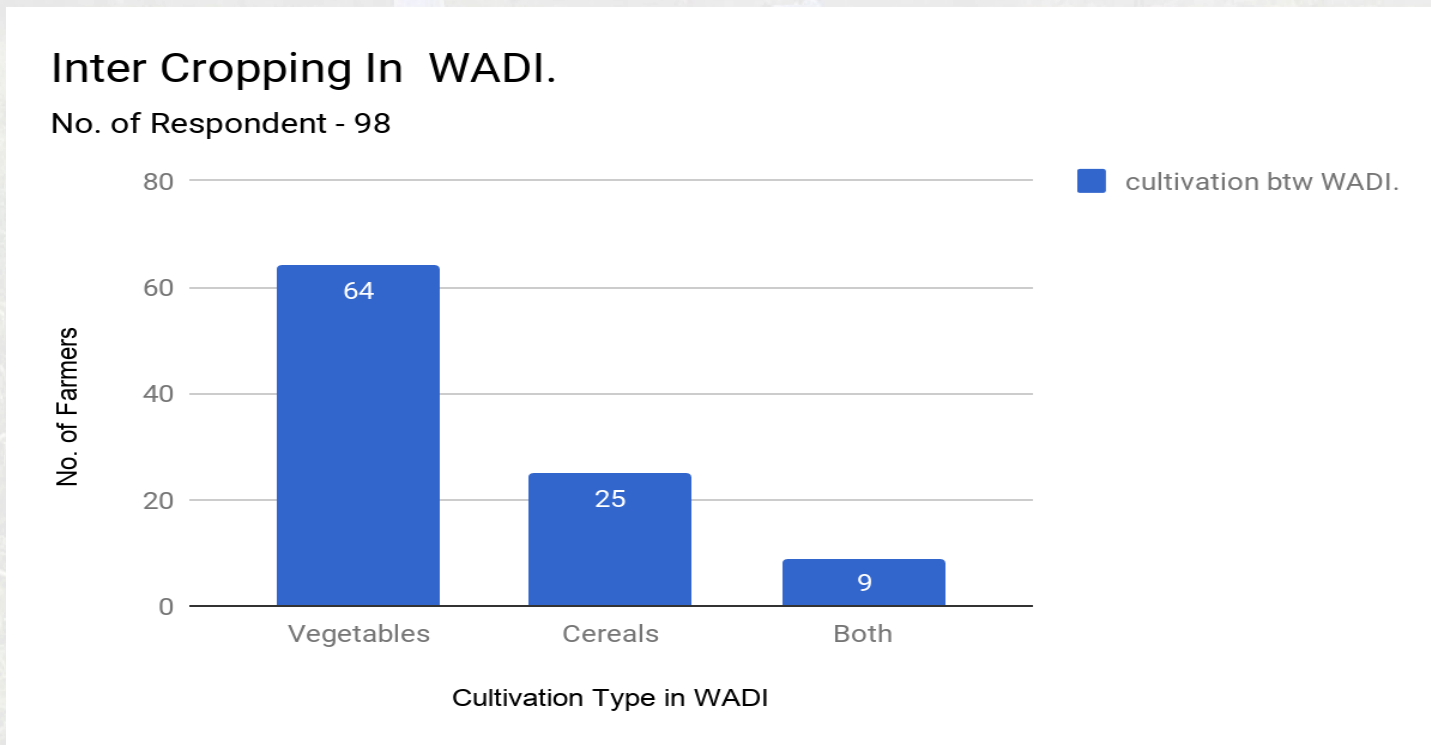
This Graph shows that 88.8 % farmers of WADI are Member of FPO and 11.2% of farmers are not a member of FPO.

Figure No. 3



This Pie Chart shows the no. of farmers and their source of irrigation in which 40.8% (40) respondent have Bore well, 20.4%(20) respondent have canal and 38.8% (38) respondent have well for irrigation.

Figure No. 4

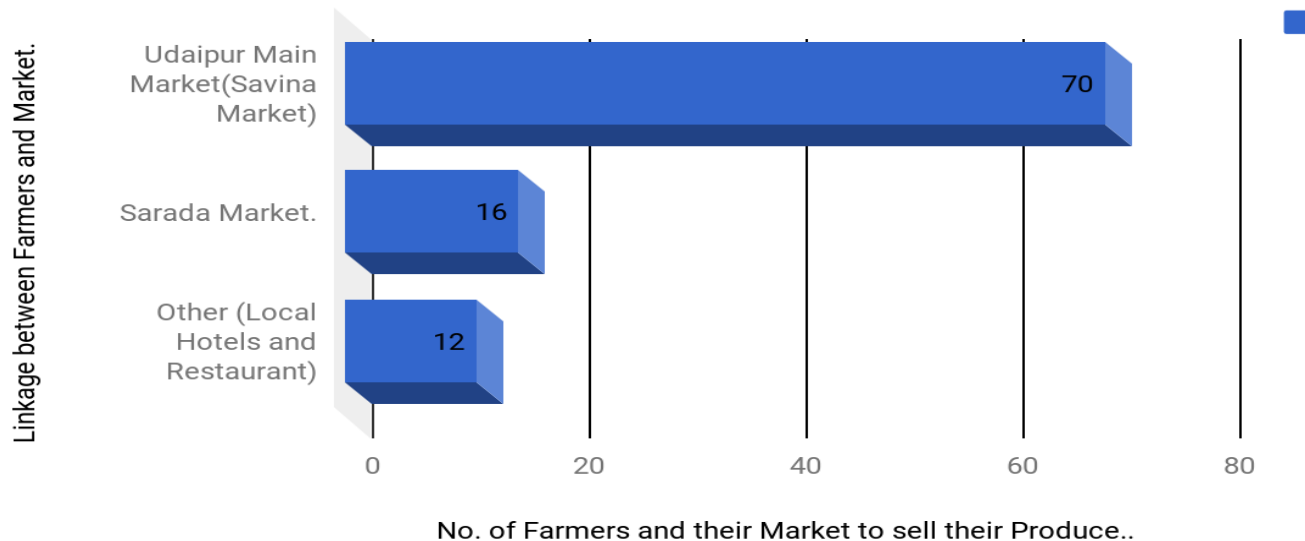


This graph shows that 65.3% of farmers are cultivating vegetable, 25.5% are cultivating cereals and 9.1 % of farmers are cultivating both cereals and vegetables in WADIs.

Figure No. 5

Linkage between Farmers and Market.

No. of Respondent - 98



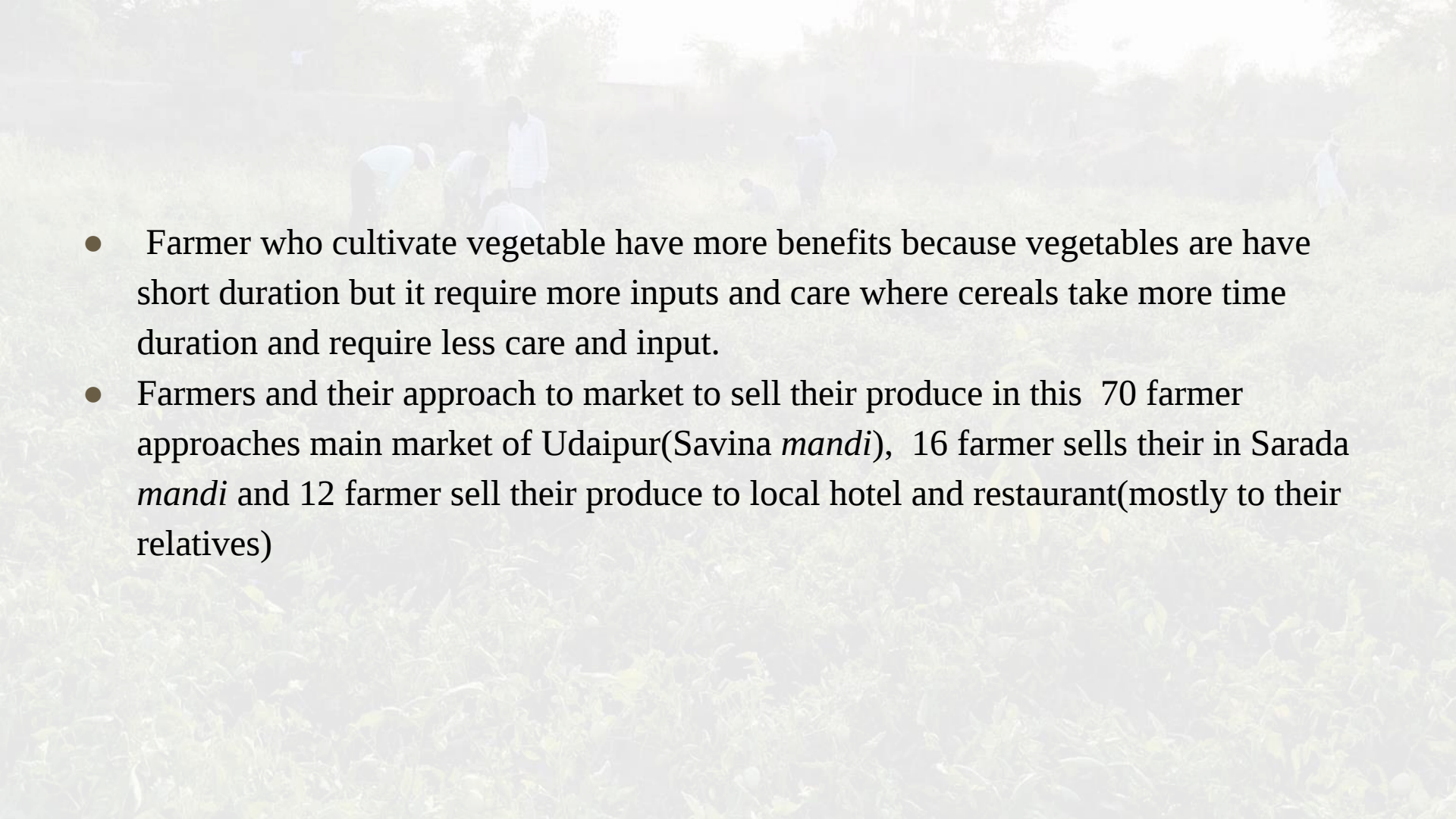
This Graph Shows the No. of Farmers and their Different Markets to sell their Production. This graph shows the linkage of 98 farmers(Sample Size) to the Market in which 71.4% farmer sell their production to Savina Market of Udaipur, 16.3% farmer sell their production in Sarada mandi and 12.2 % farmer sell their production to local hotels and restaurant.

Findings:

- Price changes with the demand and supply and sometimes price fluctuation are very high and instant due to marriages and festivals.
- Poor credit facilities for farmers and small traders.
- Very less facility of cold storages so they have high risk of loss during summer.
- Not having any effective committee for the regulation of *mandi*.
- Less knowledge of online marketing and price of commodity.

Findings:

- Farmers are having less credit facility over its land (KCC) and other benefits of govt. schemes.
- Farmers are not aware of the benefits of FPO and how it can help to improve the quality and access to better market option.
- Limited availability of water source for irrigation that affects productivity, yields and profit.
- Farmers having source of irrigation are better placed than those who do not have any source. This creates a challenge to develop valuer chain for all the farmers together.

- 
- Farmer who cultivate vegetable have more benefits because vegetables are have short duration but it require more inputs and care where cereals take more time duration and require less care and input.
 - Farmers and their approach to market to sell their produce in this 70 farmer approaches main market of Udaipur(Savina *mandi*), 16 farmer sells their in Sarada *mandi* and 12 farmer sell their produce to local hotel and restaurant(mostly to their relatives)

Challenges :

- Poor Market Scenario
- Problems of Marketing Agriculture produce
- Fruit and vegetable grows in a specific season so price differs from different season.)
- Less Predictability about supply.
- Diversity in Quality (different variety of same produce in terms of size and shape of the produce.) challenge for marketing .
- Poor storage and warehouse facility
- Less focus on Grading and Sorting.
- Less Credit Facilities for farmers.
- Exploitation of Farmers by Middlemen

Scope of Value Chain :

- Development of Village Institution(FPO, Kisan Club & Kisan Samiti).(Institution building)
- Transfer of Information via different channels i.e mobile messaging, E-chaupal system.
- Grading and sorting facility in Market(Mandi)
- Process point for improving the quality of produce for cleaning, washing, packaging of the produce.
- Linkage and formation of cold storage Warehouse to store the produce for taking better price from market by Govt.(Infrastructure)
- Minimum support price for each commodity and regular updation in price.
- Transparency and fair price trading in Mandi.
- Provision for instant credit for small farmers. (Financial inclusion)

Conclusion:

- Farmers are having very less awareness regarding market (*mandis*) price of different commodities at different time period. They are not knowing how and when they can access the market and take good price of their produce. Now after the intervention of different NGOs and their implementation of Government projects farmers participation has Increased in Village institution i.e. Farmers Producer Organization & Kisan Samiti etc.
- Farmers are having lack of facilities like Bank credits, availability of Hybrid seeds, irrigation system and lack of interest to adopt new practices in agriculture hence the production is not so high . So they used to approach nearby local market to avoid other overheads.

Thank You !

