

## **Critical study of Agricultural marketing in Haryana**

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### **ABSTRACT:**

This study emphasis on the role of agricultural marketing of Harayana and cricitically examine the changing scenario of Haryana's agriculture industry in Indian economy. Rural development is one of the key factors who plays vital role in the development of any county whose more than half population resides in rural area .as we know that India is an agriculture country and about 69% of its population directly or indirectly depends on agriculture sector. Marketing is as critical to better performance in agriculture as farming itself. Though the role of infrastructure is the key element of any development programmer, yet their role in distribution and marketing is the supreme. The existence of adequate marketing infrastructure are important not only for the performance of various marketing functions and expansion of the size of the markets but also for the transfer of appropriate price signals leading to improved marketing efficiency. Digital agriculture business awareness is a way of increasing distribution network performance and encouraging improved demand creation. It is also suggested that there is also a need for a digital as well as traditional training/orientation/sensitization of food traders, including small wholesalers, retailers, and hawkers, on new technologies of packaging, sorting, quality maintenance, regulatory framework and related aspects of marketing.

**Keywords: Marketing, Agriculture, Food- grains, Cultivation, Digitization**

## **I. Introduction:**

Agricultural Marketing. The Agricultural Marketing Division through its policies and programmers is working towards providing harvest and marketing infrastructure and real time market information, the Marketing Division is pursuing a comprehensive reforms agenda.

To meet the objective of the study necessary data on agricultural marketing infrastructures such as agricultural produce markets, sub yards rural periodic markets, storage and warehousing facilities, roads, transport vehicles, grading, communication, and post harvest technology were collected from the annual report of various ministries & their directorate dealing in the subject i.e. Directorate of Marketing & Inspection, Ministry of Agriculture, GOI, New Delhi, National Horticulture Board, Ministry of Agriculture, GOI, New Delhi, Ministry of Transport ,GOI, New Delhi, Directorate of Surface Transport, Department of Telecommunication, Ministry of Communication, Warehousing Corporations working under Ministry of Food & Civil Supply, Report of Expert Committee on Strengthening and Development of Agricultural Marketing etc. Entire information has been called out from the published reports and websites of the ministries Singh Sukh Pal; (1996).The agriculture sector needs structured and functional markets, preferably in the vicinity of farmers, to drive growth, employment, remunerative prices and economic prosperity in rural areas of the country.

In order to remove restrictive and monopolistic practices of the present marketing system, reduce the intermediaries in the supply chain, reduce wastages by way of promoting integrated supply and value chain and to benefit farmers through access to global markets, reforms in agricultural markets have to be perceived as an ongoing process.

The new technology and increasing inputs are used by farmers, increases the price of inputs and output both. Consumers also expect the availability of goods at reasonable price. To achieve the above conflicting objective, effective marketing strategies can play crucial role. Unusable delay in getting information about participation of the author in this Seminar from the organizers, single handedness of the researcher, time & resource constraints are the limiting factor for carrying out time series analysis, which might distort our policy for development of these marketing facilities.

The benefits of commercialization and specialization to a large extent depend upon infrastructure and both have push and pull relationship. Accordingly, the State has accorded high priority to Agriculture Sector since its creation on 1st

November, 1966. Strong infrastructural facilities such as metal roads, rural electrification, extensive network of canals, development of market yards etc. were created which provided much needed impetus to agricultural development in the State. The [1] Government has been playing an important role in developing an Agriculture Marketing system in the country. Agricultural Marketing Division of the Department of Agriculture, Cooperation & Farmers Welfare (DAC&FW) is entrusted with implementation of policy and programmers relating to Agricultural Marketing.

Agricultural produce markets are actual buying and selling of agricultural commodities takes place in market yards, sub-yards and rural markets spread throughout the length and breadth of the country. The research studies revealed that farmers on an average gets 8 to 10 per cent higher price and higher share in the consumer's rupee by selling their produce in the regulated markets compared to rural, village and unregulated wholesale markets. The Government has been playing an important role in developing an Agriculture Marketing system in the country. Agricultural Marketing Division of the Department of Agriculture, Cooperation & Farmers Welfare (DAC&FW) is entrusted with implementation of policy and programmers [2].

## **1.1 Agricultural Marketing Reforms**

Sustainable growth and development of the agriculture and allied sectors directly affect the well-being of farmers and rural people at large, their prosperity and employment and also forms an important resource base for a number of agrobased industries and agro-services. Considering this, the present government has made paradigm policy shift from merely ensuring food security to nutritional and price [3] security.

## **1.2 Achievements**

- (a) Since the circulation of the model APMC Act in 2003, the Division has been vigorously pursuing with the States to adopt its provisions. However, States like Maharashtra, Gujarat, Karnataka, Rajasthan and Madhya Pradesh, have not only amended their marketing laws and put in place a conducive atmosphere but have also.
- (b) In order to make more holistic, comprehensive and farmer friendly, the Marketing Division in consultation with NITI Aayog and States formulated and released a Model Act "The --- State/ UT

Agricultural Produce and Livestock Marketing (Promotion & Facilitation) Act, 2017”, popularly called “the Model APLM Act, in April, 2017

(c) De-regulation of the marketing of fruits & vegetables – The existing marketing system of fruits & vegetables through a network of APMC markets leads to high post harvest losses, long intermediation in the supply chain and low return to the farmers.

## **II. Literature Review:**

Harendar Raj Gautam (2010) studied the path of Indian Agriculture and way ahead in 60 years of republic stating that Indian Agriculture has taken a big leap in the last 60 years. Agriculture which had the responsibility to feed 350 million in 1947 has now 1,100 million people to feed, which is a huge responsibility for which there is a need of Second Green Revolution for which certain future initiatives were suggested. The study further suggested that there is a need to revamp the research, teaching and extension network of the state agriculture universities for which it required to increase the funds to these universities linking with time bound objectives.

Arumugam, A. and Kanthimathinathan, S. (2009) opines that India can ensure much greater prosperity with improved market efficiency and policies in agricultural products. They required certain setbacks to be removed for which they suggested certain strategies for development of Agricultural Marketing.

Jairath M S(2000) has stressed that There are 7157 agricultural produce regulated markets in the country by the end of March 2011. There is uneven spread of these regulated markets in the districts of the state. The average area served by each regulated market also varied considerably among the states of India. It varies from 103 Sq.Km per market in Punjab, 129 in West Bengal, 156 in Haryana, 305 in Andhra Pradesh, 347 in Assam, 350 in Maharashtra, 383 in Karnataka and 394 in Uttar Pradesh.

Brithal, et.al., (2007) in their study suggested that by building efficient and effective supply chain using state of the art techniques it is possible to serve the population with value added food, while simultaneously ensuring remunerative prices to farmers.

The agriculture sector needs structured and functional markets, preferably in the vicinity of farmers, to drive growth, employment, remunerative prices and economic prosperity in rural areas of the country. Enabling mechanisms are also required to be put in place for procurement of agricultural commodities directly

from farmers' field and to establish effective linkage between farm production, the retail chain and food processing industries. There is a need to enhance private sector investment in development of post-harvest marketing infrastructure for which various schemes are also implemented by Govt. of India. The Government has been playing an important role in developing an Agriculture Marketing system in the country. Agricultural Marketing Division of the Department of Agriculture, Cooperation & Farmers Welfare (DAC&FW) is entrusted with implementation of policy and programmes relating to Agricultural Marketing. The Agricultural Marketing Division through its policies and programmes is working towards providing structured and functional markets preferably in the vicinity of farmers, removing restrictive and monopolistic practices of the present agricultural marketing system, reducing intermediaries in the supply chain, mitigate the uncertainty in prices of agri commodities and marketing and providing remunerative prices to farmers for their produce. Most states of India have their respective APMC Act and Rules, which govern, organise and guide all transactions and conduct (market entry, movement, storage, processing, sale and purchase) of post-harvest farm produce of the regulated markets in the states [4] of India.

### **III. Problems And Challenges:**

There are several problems and challenges involved in marketing of agricultural produce. Market information and intelligence are crucial to enable farmers and traders to make informed decisions about what to grow, when to harvest, to which markets produce should be sent, and whether to store it or not. The most important marketing intelligence need of the farmer is price intelligence. Most of the farmers today still lack a good understanding and capacity to use market intelligence in guiding their production and marketing decisions [5].

#### **3.1 Lack of Storage Facility:**

There is no proper storage or warehousing facilities for farmers in the villages where they can store their agriculture produce. Every year 15 to 30 per cent of the agricultural produce are damaged either by rats or rains due to the absence of proper storage facilities. Thus, the farmers are forced to sell their surplus produce just after harvests at a very low and unremunerative price.

#### **3.2 Lack of Transportation:**

In the absence of proper road transportation facilities in the rural areas, Indian farmers cannot reach nearby mandis to sell their produce at a fair price. Thus, they prefer to sell their produce at the village markets itself.

### **3.3 Globalisation:**

The globalization has brought drastic changes in India across all sectors and it is more so on agriculture, farmers and made a deep impact on agricultural marketing. It is basically because of majority of Indians are farmers. It has brought several challenges and threats like uncertainty, turbulence, competitiveness, apart from compelling them to adapt to changes arising out of technologies.

### **4 .Unfavourable Mandis:**

The condition of the mandis are also not at all favourable to the farmers. In the mandis, the farmers have to wait for disposing their produce for which there is no storage facilities. Thus, the farmers will have to take help of the middleman or dalal who take away a major share of the profit, and finalizes the deal either in his favour or in favour of arhatiya or wholesalers.

### **5.Lack of Market Intelligence:**

There is absence of market intelligence or information system in India. Indian farmers are not aware of the ruling prices of their produce prevailing in big markets. Thus, they have to accept any un-remunerative price for their produce as offered by traders or middlemen.

### **6. Lack of Information:**

The market for agricultural products in India is not perfectly competitive in the sense that the farmers do not usually get adequate information about the price that prevail in big and organised markets. Due to lack of communication facilities, the information about market prices rarely reaches the farmers.

### **7. A Long Chain of Intermediaries:**

The number of middlemen and intermediaries between the farmer and the final consumer of most agricultural commodities is very large. Therefore, the total margin going to the traders is quite a large part of the market price.

### **8. Unethical Practices:**

Many fraudulent practices are observed in rural markets. The entire method of transaction is against the interest of the farmer. In the mandis, the farmer has to approach a broker (a dalal) to be able to dispose of his produce to the arhitiya. These two intermediaries often use code words to settle the price under cover and not in open.

## **9. High levels of competition**

There were over 2 million farms in the United States in 2019 (the definition of a farm is an operation that has \$1,000 dollars or more in sales of agricultural products in a year). Throw in the smaller farms peppered throughout the country, and the options for customers to purchase agricultural goods are vast. This can make it very difficult for farmers to move into new markets or independently establish themselves.

## **10. Making the move to selling online**

Because of restrictions on in-person interactions, the pandemic has compelled many farmers to move online to sell their goods. This could turn out to be a long-term boost for farmers. Lisa Held, senior policy reporter for Civil Eats, argues that “this moment presents a powerful opportunity for individual producers and local food aggregators to scale up their online presence.” One of the biggest challenges in agricultural marketing for many farmers is building business models to incorporate direct-to-consumer marketing and shipping, notes Held.

### **IV. Benefits of Agricultural Marketing to Farmers:**

Farmers can sell their produce to the buyer and at the place of their choice offering better price[6].

- A trader holding a PAN card can buy the farmers’ produce from any farmer or trader.
- Farmers can sell their produce from the farm gate, their houses, warehouses or even from the nearby located processing or exporting units etc.
- There is no market fee or cess or levy, by whatever name called, on any farmer or trader or electronic trading and transaction platform for trade and commerce in scheduled farmers’ produce in a trade area.
- The legal framework will facilitate seamless movement of produce across the country from the place of production to the place of consumption.

- It provides a legal framework, wherein any person, except individual, holding

a PAN card can establish and operate e-Trading and transaction platforms in the trade area.

- Payment to the farmer for his produce shall be made on the same day by the trader, or within a maximum of three working days if procedurally so required subject to the condition that the receipt of delivery mentioning the due payment shall be given by the trader to the farmer on the same day.
- A simple, accessible, quick and cost effective dispute resolution mechanism.

## **V. Agricultural Marketing Reforms:**

To develop Agricultural Marketing Infrastructure including storage infrastructure, the Ministry of Agriculture & Farmers Welfare is implementing capital investment subsidy sub-scheme Agricultural Marketing Infrastructure (AMI) or Integrated Scheme for Agricultural Marketing (ISAM). The erstwhile two schemes viz.

(i) Grameen Bhandaran Yojana (GBY) implemented since 01.04.2001, and  
(ii) Scheme for Strengthening/Development of Agricultural Marketing Infrastructure, Grading & Standardization (AMIGS) implemented since 20.10.2004 have been subsumed into one scheme known as Agricultural Marketing Infrastructure (AMI) w.e.f. 01.04.2014.

The AMI sub-scheme of ISAM was sanctioned for the XII plan Period (2012-17). The scheme had been stopped after 05.08.2014 for new projects of General category and after 31.12.2016 for new projects of SC/ST/NER category. The new operational guideline of AMI subscheme of ISAM effective from 22.10.2018 has been continued/extended for a period till 31st March, 2021 or the date the recommendations of the 15th Finance Commission come into effect.

## **VI. Marketing Research & Information Network (MRIN)**

Under the MRIN scheme an e-Governance portal has been developed for connecting the farmers to markets. It is advantageous to have a network down to the mandi level to begin with. This can be progressively extended to villages and household level.

Presently, electronic connectivity is provided to 3356 markets in the country. More than 300 commodities and 2000 varieties are reported on a daily basis on the Agmarknet portal. This is one of the largest Market Information Systems in the

world and has the richest data base available. Establish a nation-wide information network for speedy collection and dissemination of market information. Facilitate collection and dissemination of information for better price realization by the farmers. Sensitize and orient farmers to respond to new challenges in agricultural marketing by using Information and Communication Technology (ICT). Improve efficiency in agricultural marketing through regular training and extension for reaching region specific farmers in their own language. Linking of all important agricultural markets of the country. Daily prices and arrivals of more than 300 commodities and 2000 varieties are reported on the portal.

## **VII. Strengthening of Agmark Grading Facilities (SAGF):**

**7.1** Quality Control Division (QC Division) of the Directorate of Marketing & Inspection (DMI) implements the Agricultural Produce (Grading and Marking) Act, 1937 (as amended up to 1986) and other provisions as mandated by the Food Safety Standards Regulations 2011 under the Food Safety and Standards Act 2006. Agricultural produce is certified under AGMARK if they conform to grade standards under the Agricultural Produce (Grading Marking) Act, 1937, General Grading and Marking Rules, 1988 (as amended up to 2009) and Specific Commodity Rules notified by DMI, Department of Agriculture, Cooperation and Farmers Welfare, Ministry of Agriculture & Farmers Welfare.

**7.2 Mandatory Agmark certification:** Food Safety and Standards (Prohibition and Restriction on Sale) Regulations 2011 & Food Safety and Standards (Packaging and Labelling ) Regulations, 2011 have prescribed compulsory Agmark certification for Four (4) food products i.e. Blended Edible Vegetable Oil, Fat Spread, Ghee having less Reichert Meissl value than that specified for the area where such ghee is sold and Light Black Pepper.

**7.3 Export:** The European Union has notified vide Commission Regulation No 1580/2007 dated 21st December 2007, the Agricultural Marketing Adviser as Official Authority and DMI as the Inspection Body for checks on conformity of fresh fruits and vegetables for export to Europe from India.

**7.4 Agmark online certification:** In order to fulfil the Hon'ble Prime Minister's DigitalIndia dream, the application/approval processes related to Agmark certification was envisaged to be made online and user friendly from an offline mode. These software requirement specification (SRS) was prepared to bring physical processes to online mode with several modules. While developing the online software, the application forms were appropriately reoriented to make online filing process simple, fast, transparent, 24x7 and paperless with a facility to upload scanned /PDF documents.

### **VIII. National Agriculture Market (e-NAM)**

The [7] Ministry of Agriculture & Farmers' Welfare, Department of Agriculture, Cooperation & Farmers' Welfare (DAC&FW) has mandated the Small Farmers Agribusiness Consortium (SFAC) to act as the Lead Implementing Agency of NAM (National Agriculture Market). National Agriculture Market is a pan-India electronic trading (e-trading) portal which seeks to network the existing physical APMCs (Agricultural Produce Marketing Committee) through a virtual platform to create a unified national market for agricultural commodities. e - NAM is a "virtual" market but it has a physical market (mandi) at the back end. The NAM Portal provides a single window service for all APMC related information and services. This includes commodity arrivals, quality & prices, buy & sell offers, provision to respond to trade offers and electronic payment settlement directly into farmers' account, among other services. While material flow (agriculture produce) shall continue to happen through mandis, an online market which aims at reducing transaction costs, bridging information asymmetry and helps in expanding the market access to farmers is required.

#### **8.1 Scheme Design under National Agriculture Market:**

Under the scheme a robust common e-market platform has been set up and deployed in 1000 regulated wholesale markets in 18 States & 03 Union Territories by May 2020. The Department of Agriculture, Cooperation & Farmers Welfare grants onetime fixed cost subject to a ceiling of Rs.75.00 lakhs per mandi for related equipments / infrastructure. Initially Rs.30.00 lakhs per mandi was allotted as a one time fixed grant for computer hardware, internet facilities, assaying equipment. While, additional Rs. 40.00 lakhs per mandi was sanctioned for creation of facilities such as sorting, grading, cleaning and packaging etc.

Besides providing free software to trade on the e-NAM platform, one-year ground support for hand holding of the mandi staff is provided. In addition, two trainings & awareness camps are organised for the benefit of farmers, Farmer Producer

Organisations, traders, commission agents & mandi officials by the Strategic Partner.

## **8.2 Marketing Reforms Mandatory for Joining e-NAM:**

e-NAM mandates 3 reforms in State APMC Act as a pre-requisite for the e-NAM scheme.

These reforms are the following:

- a. Provision of a single unified trading licence valid across the state.
- b. Provision of E-trading and
- c. Provision of single point levy collection of market fee.

## **IX. National Agriculture Market (e-NAM) Success Stories:**

### **9.1 Devagiri Kisan Agro Products Producer Company Ltd (DKAPPCO), Paralakhemundi, Odisha**

DKAPPCO was incorporated on September 11, 2017. DKAPPCO aggregated 100 MT cashews from members and non-members, by provided logistics & other handling support. DKAPPCO attended the training program organised by OSAMB and later started selling raw cashew nut using the e-NAM platform for sale of its produce. As on date, 603 quintals of raw cashew nut worth more than 6 lakh rupees at an average price of Rs. 10,336 per quintal which is better than the prevailing market price of less than Rs. 10,000 per quintal has been transported. Upon better price realization, DKAPPCO kept on selling their produce through e-NAM.

### **9.2 Adampur Farmers Producer Company Limited (AFPCL), Adampur, Haryana**

AFPCL was incorporated in the month of December 2018 with a membership of 250 small and marginal farmers of Adampur block of Hissar District, Haryana. Mr. Inder Singh from AFPCL had taken mustard seed of 38.75 quintal to the local mandi for sale and he made a deal with a local trader at Rs. 4000 per quintal. However during weighment the trader refused to provide an invoice for the sale receipt. On demand of invoice, the local trader revised the price of produce from Rs.4000 to Rs. 3915 per quintal.

### **9.3 Yermunai Collective Farm Producer Company Limited (YCFPCL), Gobichettipalayam, Tamilnadu**

YCFPCL has 900 small and marginal farmers of coconut growers as members; YCFPCL board of directors are very pleased with the transparent system with accurate weighing and quick payment followed in the e-NAM mandi. Before trading on e-NAM, the FPC used to realize a price of Rs. 8500 per quintal for copra, however post trading on e-NAM, YCFPCL realized an average price of Rs. 9500 per quintal which is Rs. 1000 higher than the prevailing physical market price at the same point of time. As on date, the FPC has traded 141 quintals of copra worth Rs. 12.60 lakhs. The FPC has sold on e-NAM to reap the benefit of better & remunerative prices.

#### **X. Integrated Scheme for Agricultural Marketing (ISAM):**

Strengthening/Development of Agricultural Marketing Infrastructure, Grading & Standardization (AMIGS) implemented since 20.10.2004 have been subsumed into one

scheme known as Agricultural Marketing Infrastructure (AMI) w.e.f. 01.04.2014.

The AMI sub-scheme of ISAM was sanctioned for the XII plan Period (2012-17).

The scheme had been stopped after 05.08.2014 for new projects of General category and after 31.12.2016 for new projects of SC/ST/NER category.

10.1 Under the AMI sub-scheme, there are two components: (i) Storage Infrastructure, and (ii) Marketing Infrastructure other than storage. The main objective of the scheme is to promote development of agricultural marketing infrastructure including storage infrastructure in the country. The scheme is meant for holistic development of the agricultural value chain critically focusing each linkage of the post-harvest value chain.

10.2 The scheme is demand driven, credit linked with provision of back-ended subsidy. The scheme is also reform linked for non-storage infrastructure projects of State/UT agencies and allowed under the scheme for those States/Union Territories that have undertaken the following reforms in their respective APMC Act (i) direct marketing ; (ii) contract farming; (iii) setting up of wholesale market for agricultural and allied produce in the private and cooperative sector, (iv) e-trading; (v) unified single trading license valid across the State/UT, and (vi) single point levy of market fee across the State/UT.

#### **10.3 Eligible Beneficiaries under the Scheme:**

Individuals, Group of farmers /growers, FPOs/FPCs registered under respective Companies Act/Cooperatives Societies Act/Societies Registration Act (with minimum 50 number of farmer members); Partnership/ Proprietary firms, Companies, Corporations; Non-Government Organization (NGO), Self Help Group (SHG); Cooperatives, Cooperative Marketing Federation; Autonomous Bodies of the Government, Local Bodies, Panchayat, State agencies including State Government Departments and Autonomous Organization /State owned Corporations such as Agricultural Produce Market Committees & Marketing Boards, State Warehousing Corporations.

**XI. Foreign Direct Investment (FDI) in Indian Agricultural Retail Market:**

**PERCENTAGE OF ORGANIZED RETAIL**

<b>Retail Sector</b>	<b>US</b>	<b>Thailand</b>	<b>China</b>	<b>India</b>
Organized	85	40	20	03
Unorganized	15	60	80	97

Source: P. Shivkumar and S. Senthilkumar, 2011

Over the last two decades, Indian economy has witnessed significant rise of FDI flows as well as remarkable increase in growth rate with favourable consequences on employment, infrastructure development and business [8] climate.

Organized retail has huge potentiality which is still at a nascent stage, compared to other developing economies. With liberalization in foreign trade policy in 1991, the Indian Government allowed 100% (Roy, 2012).

Foreign investment in wholesale cash-and carry and single branded retailing but prohibited foreign investment in retail. In 1997 restrictions were again imposed on retail sector but in 2006 these restrictions were lifted and opened in single brand retailing and in cash-and-carry formats.

**FINDINGS:**

The study finds that the Central and Haryana Govt. has launched various schemes through which the agricultural marketing infrastructure including storage infrastructure would be mobilized. Farmers can sell their produce from the farm gate, their houses, warehouses or even from the nearby located processing or exporting units etc. There is no market fee or levy. A PAN card can establish and

operate e-Trading and transaction platforms in the trade area. Now farmer can pay digitally against their selling of find product & buying of basic necessary products of their farming.

The Ministry of Agriculture & Farmers' Welfare, Department of Agriculture, Cooperation & Farmers' Welfare (DAC&FW) has mandated the Small Farmers Agribusiness Consortium (SFAC) to act as the Lead Implementing Agency of NAM (National Agriculture Market). A scheme named NAM (National Agriculture Market). It is a PAN India electronic trading portal which seeks to network the existing physical agricultural producemarketing committee through a virtual platform to create a unified national market for agricultural commodities.

Three major marketing reforms are:

- a. Provision of a single unified trading license valid across the state.
- b. Provision of E-trading and
- c. Provision of single point levy collection of market fee.

There are various success stories has been written under NAM which endorsed some drastic changes in Haryana Agricultural Marketing after 2016.

## **CONCLUSION:**

The present study concluded that, the necessary reforms coupled with proper price discovery mechanism through regulated market system will help streamline and strengthen agricultural marketing .There is no doubt that in any marketing there is a motive towards profit involved and at the same time the marketing is to be based on certain values, principles and philosophies such as offering just and fair prices to the farmers who toil hard to till. Marketing of agriculture can be made effective if it is looked from the collective and integrative efforts from various quarters by addressing to farmers, middlemen, researchers and administrators.

From the above discussion it is clear that agriculture sector is facing various difficulties in marketing of its production yet information technology can play a vital role in agriculture marketing and role of Government of India is going into right directions. The marketing of agriculture can be ultimately successful by targeting producers, intermediaries, researchers, and administrators through collaborative and integrative actions from different places. It is about time we built new marketing campaigns with imaginative and inventive solutions to offer farmers' fruits of operation.

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