

**FACTORS AFFECTING THE MARKETING OF ORGANIC AGRICULTURAL  
PRODUCTS IN TAMILNADU**

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**ABSTRACT**

A lot of Cultivators produces the Organic agricultural products in Tamil Nadu. Then advertizing process is primary action in cultivation and next who take an interest as ranchers showcase sellers or in any case straightforwardly showcase their products ought to follow not just the locale connected qualities that influence buyer determination of neighborhood, new produce yet additionally the item credits that purchasers like to discover in nearby items. Agriculture marketing Understanding the original value of agriculture products and connections will permit advertisers to all the more likely arrangements for esteem included promoting the sales. This research of the study the factors affecting the marketing in green based agriculture that item characteristic levels have on marketing performance of farmer involvement in selling the goods in the Tamil Nadu in like product in corn, rice, lemon, cucumbers, mango, pulses, and cotton. In view of information gathered from Tamil Nadu rancher's advertisements, numerous traits influence produce value and farmer expenses in the marketing process. The significance of this finding is that marketer cost, transport cost, waste of damage in the products can be gathered in respondents in Tamil Nadu.

**KEY WORDS:** Advertisers, Rural Marketing, Food Corporation of India, IAMWARM

**INTRODUCTION**

Agribusiness is one of the most seasoned of our innovations; without which the steady quest for food would have blocked other turn of events. The Vision of the Department of Agricultural Marketing and Agri-Business is to guarantee a reasonable cost to the cultivating network who are deserted in the serious advertising situation and the mission of accomplishing this is by upholding the current demonstration and rules most adequately and furthermore by concocting, actualizing new advancements planned for diminishing pre and post-reap misfortunes through fitting strategies and empower esteem expansion. Green Revolution activities accomplished independence by expanding food grains creation. At the same time, a few activities have been taken to advance horticultural promoting in the state. Rural Marketing foundation assumes an essential job in encouraging and supporting the beat of rustic monetary turn of events. Showcasing is as basic to better execution in horticulture as cultivating itself. The term horticultural advertising is made out of two words-farming and showcasing. Agribusiness, in the broadest sense, implies developing or raising yields and animals. Promoting indicates a progression of exercises associated with moving the merchandise from the purpose of creation to the point of utilization. It incorporates all the exercises associated with the making of time, spot, structure, and ownership utility. The investigation of agrarian showcasing includes all the tasks, and the offices leading them, associated with the development of homestead delivered nourishments, crude materials, and their subordinates. Rural advertising from a more extensive perspective is worried about the promoting of homestead items created by ranchers, the showcasing of homestead inputs required by ranchers in the creation of homestead items. In

India, there are a few focal government associations, who are engaged with horticultural showcasing like, Commission at Agricultural Costs and Costs, Food Corporation of India, Cotton Corporation of India, Jute Corporation of India, and so forth. There are likewise particular promoting bodies for elastic, tea, espresso, tobacco, flavors, and vegetables. Issues of horticultural promoting in India incorporates such a large number of intermediates, faulty weight and scale, absence of education and absence of solidarity, absence of capacity, transportation offices, absence of budgetary assets, absence of composed advertising framework, absence of normalization, absence of consciousness of the market, trouble deal, degenerate arrangements of mandi, absence of market insight, low quality of item and market news, and so forth. Disposing of mediators, storeroom, and opportunity from moneylenders, satisfactory transportation office, advance offices, and preparing offices, and so on are a few conditions that are required for the agreeable improvement of agrarian advertising.

### **ORGANIC PRODUCT**

Green products radiate from product-related decisions and actions that aspire to preserve or advantage the accepted environment through liveliness and/or resource preservation as well as toxic waste and squander reduction (J. Lilly, et al (2020). A creating eagerness for characteristic sustenance has instigated various assessments taking a gander at parts of normal against ordinary sustenance since human prosperity, sanitation and environmental stress close by other unmistakable properties, for instance, nutritive regard, taste, freshness and appearance (M. Manida et al (2019). Green showcasing must fulfill two targets: improved natural quality and consumer faithfulness. Misconstruing each or overemphasizing the previous to the detriment of the last can be named organic promoting shortsightedness (M. Manida, et al (2019). E-promoting assumes a fundamental job in recover the natural sustenance from the market. The senders who are utilizing this innovation are getting more benefit on advertising. It is spread over the whole world or over the globe the procedure of E-Marketing. E-Marketing obviously from wherever of any nation we can purchase natural sustenance items in internet (Dr G.Nedumaran, et al (2019).

### **AGRICULTURE MARKETING:**

Attributable to various factors, for example, insufficient storerooms, absence of fast and conservative methods for transportation, perishability of homestead produce, poor retention limit of the ranchers and earnest credit needs, the disorderly part containing discount traders, commission operators and different mediators keep on ruling the circle of rural showcasing in the position. With the recommend to make framework and to manage rural produce exchange exercises, the State Government established the Tamil Nadu. Under their influence, 277 Regulated Markets are working in the State. Among them, 66.0 percent executed the matter of 5,000 metric tons for every annum, 18.0 percent 2,000 to 5,000 mt of produce and 16.0 percent under 2,000 mt for each annum. The complete number of authorized merchants occupied with the exchange of agrarian produce in the directed markets expanded from 27,620 out of 2011-12 to 28,253 of every 2012-13. Because of the across the board dry season, the all out quantum of horticultural produce executed in the managed markets tumbled from 18.97 lakh tones in 2011-12 to 17.43 lakh tones in 2012-13. With the predominant ideal agrarian situation in the State during 2013-14, it was modified to execute 27.30 lakh tons. The all out estimation of farming products executed by these directed markets during 2012-13 was Rs.3, 116 crore, of which food crops represented a significant portion of 68.0 percent and the remaining being non-food crops. Up to the finish of October 2013, the all out estimation of exchanges remained at Rs. 1,508 crore.

Evaluating of farming products has three fundamental purposes, in particular,

(a) To advance basic exchange language and keep away from the requirement for physical checking and dealing with at numerous focuses;

(b) To secure customers by guaranteeing nature of item buys, and

(c) To shield the maker from misuse by guaranteeing costs comparable to the nature of produce.

The absolute quantum of farming produce evaluated in the State expanded from 2.59 lakh tones in 2011-12 to 3.0 lakh tons in 2012-13.

Market data is a significant apparatus in the farming promoting framework. 189 managed markets transfer winning rural produce cost and appearances on an electronic entry every day. Aside from this, 179 ranchers' business sectors had likewise scattered value subtleties. To limit the misfortune after collect during drying, cleaning, and winnowing, 1,359 town level drying yards were built at an all out expense of Rs. 27.35 crore. Four Agri Export Zones were built up in the PPP mode at Hosur, Ooty, Nilakottai, and Panruti to encourage esteem expansion for horticultural items and to limit post-reap misfortunes. It guarantees consistent and better value acknowledgment to the cultivating network just as the accessibility of products in the prepared structure to the purchasers consistently. The absolute turnover of these zones during 2012-13 was Rs. 3.01 crore. In the co-employable overlay, 110 Primary Cooperative Marketing Societies executed horticultural produce of a complete estimation of Rs.552 crore in 2012-13. Up to October 2013, the complete estimation of the exchange was Rs. 163 crore. Of the absolute estimation of exchange cotton alone represented a sizable portion of 44.0 percent. Food and agricultural commodity prices are primarily determined by domestic demand and supply factors. Consequently, there is a wide gap between the prices received by the farmers and the prices paid by the consumer. At times, the farmers are not able to receive a price to cover the cost of production while the consumers are paying an abnormally high price for the same commodity. This is a major concern for the policy makers. High food inflation with an inadequate supply response, aggravated by logistics and market-related constraints are other areas requiring attention. Further, to provide a higher share of consumer prices to the farmers, there is a need to reduce the multiple layers of intermediaries by providing alternative marketing channels. Creation of scientific storages nearer to the farms is necessary so as to avoid wastage and produce deterioration. Enlarging the scope of provision of institutional credit to the farmers through various instruments like pledge financing, so that they are not compelled to sell the produce at distress price is also necessary. Supply of market information and extension services to advise farmers on marketing, capacity-building in marketing; development of marketing linkages between farmers, agribusinesses and large retailers may be developed through cooperatives, contract farming or associations of stakeholders representing different interest groups like farmers, input suppliers, agricultural produce processors, etc.

#### **STATEMENT OF THE PROBLEM:**

Forbidden markets are a big-hearted option to the sorted out, decentralized merchant – inviting markets of our local. The ranchers are allowed to pick any promoting framework they like. So as to draw in advertise appearances, the directed markets must guarantee a distinct advantage to the ranchers and simultaneously, Indian horticulture at present is because of some essential components. There are different variables bringing about different deformities in the current arrangement of agrarian showcasing.

## REVIEW OF LITERATURE

Shah Johir Rayhan, et al (2014), in their paper entitled “Factors Affecting Green Marketing in Bangladesh” In the event that each advertiser collects their work exertion into an unmistakable circle so we can guarantee better living arrangement for our people to come, it will spare world made by our own work. It is high contrast that we should concentrate on green advertising prospect. Since this information can assist with making mass individuals cognizant. With the assistance of green showcasing we can manage our utilization design and our dedication towards our planet Green advertising claims must; Clearly state ecological advantages; Explain natural qualities; Explain how advantages are accomplished; Ensure similar contrasts are legitimized; Ensure negative components are taken into thought; and Only utilize significant terms and pictures.

S. Ravi et al (2012), in their article entitled “Factors Affecting Agricultural Marketing in India: An Overview” highlighted that Directed markets are one of the essential organizations in the promotion of rural produce. In the horticultural market-ing advancement, the guideline of the market isn't an end, however, it is just a start and other significant elements influenced in the rural advertising in India. At long last, these are the general deformities met in agrarian promoting in the future; it will improve our Gross Domestic Product. Effectively working markets add to government assistance of makers just as customers. Mediations in household farming markets can influence the proficient designation of assets contrarily, therefore, making the local rural area less serious in worldwide markets. While the investigation inferred that the Regulated markets are one of the essential establishments in the promotion of horticultural produce.

Mustafa Farzenda Faris Mikael Biro Munaf et al (2019), in their paper entitled “Factors Affecting Success of Agricultural Marketing in Erbil, Iraq” concluded that Farming in the broadest sense implies exercises outfitted to the utilization of normal assets for the prosperity of individuals; in this way, it covers every basic age. Nonetheless, it is for the most part used to demonstrate creating yields and raising creatures. Advertising implies a succession of activities related with the transportation of merchandise from the spot of creation to the spot of utilization. It covers all the exercises identified with the production of time, spot, structure and advantages of proprietorship. The exploration incorporates all enterprises and associations and assists with creating food, crude materials and their subordinates delivered on the ranch. It is important to complete investigations on the showcasing framework for farming items to comprehend the multifaceted nature and the recognizable proof of bottlenecks to offer proficient types of assistance for the transmission of rural items from makers to purchasers. Measurable investigations were utilized for clear cut factors to show frequencies and rates. Calculated relapse was used to decide the relationship among clear cut factors. As per results, direct salary support, improvement of proper exchange arrangements, usage of rural situated preparing and research, expanding non-farming rustic work, and expanding the coordination of rural foundations will contribute emphatically to the achievement of rural advertising. Likewise, fitting horticultural backings ought to be given to little and medium-sized ranchers and pertinent foundations that can empower rural procedures to work all the more successfully ought to be created.

## OBJECTIVES OF THE STUDY

1. To importance function in Tamil Nadu State Agricultural Marketing Board.
2. To determine the Major Problems and Importance of Agricultural Marketing.
3. To study on Conditions for Satisfactory Development of Agricultural Marketing in India.

4. To determine various factors in marketing of Organic Agricultural Products in Tamil Nadu

### **METHODOLOGY**

The factors which affecting agricultural marketing have been studied conceptually from different sources – both primary and secondary, the sources of obtaining data include web-sites, journals, magazines, news papers, government records and also from the farmers in person

### **THE IMPORTANT FUNCTIONS OF THE TAMIL NADU STATE AGRICULTURAL MARKETING BOARD ARE AS FOLLOWS:**

#### **1. Publicity and Propaganda**

Tamil Nadu State Agricultural Marketing Board is carrying out publicity and propaganda work prominence the compensation of selling agricultural produce through Regulated Markets through publicity wing at Chennai, Madurai, Coimbatore and Tiruchirappalli.

#### **2. Training to Farmers and Staff**

The instructional hub of Tamilnadu State Agricultural Marketing Board Chennai is working at Salem in a degree of 2.25 sections of land of land. This Training Center takes into account the preparation needs of the Market Committee representatives and the ranchers. Three diverse preparing programs, viz; Graders Training, Market Committee Employees Refresher Training and Personal Contact Program are directed by this Training Center. The graders preparing is led for the representatives of the market panel for 30 days span in 3 clumps/ year, including 60 workers. The boost preparing of 28 days length is led for the Staff working in showcase advisory groups @ 1 bunch/year involving 20 people. The Personal contact program of 3 days term is directed for the ranchers in 5 clusters (20 ranchers/ bunch) for 100 ranchers. During this year 10,010 ranchers are to be prepared in the post reap advances, evaluating, food handling and so forth at an expense of Rs. 52.50 lakhs. So far 3220 ranchers have been prepared and this will be preceded. During the year 2008-09 10,000 ranchers are to be prepared in the post collect innovations, evaluating, and food handling and so on at an expense of Rs. 52.50 lakhs.

#### **3. Establishing Marketing Endowment Chair at Tamil Nadu Agricultural University.**

Tamil Nadu State Marketing Board has created an Endowment Chair at the Centre for Agricultural and Rural Development Studies, TNAU, Coimbatore, with a corpus fund of Rs.50.00 lakhs. 29 Various research studies and 19 training programmed have been conducted for the Department Officers and farmers, utilizing the interest accrued from corpus fund deposit.

#### **4. Trade Works**

The Trade Wing of the office executes common works, for example, development of places of business, provincial godowns, sell off stage, shopping mind bogging, horticultural information shops, installment counters, rest sheds, water gracefully, latrine offices, inward streets, godowns, compound divider, and so on in the Regulated Markets.

#### **5. Market Development Fund**

The Tamil Nadu State Agricultural Marketing Board derives its fund resource from the Market Committees. The Market Committees contribute 15% of their receipts to the Board. Fifty percent of this amount is set apart as Market Development Fund, from which expenditure towards market developmental activities including training / publicity and propaganda are met.

#### **6. Domestic and Export Market Intelligence and Guidance Cell at Tamil Nadu Agricultural University**

Agricultural Produce Domestic and Export Intelligence Guidance Cell has been established in the Tamil Nadu Agricultural University at a cost of Rs.44.00 lakhs from the Tamil Nadu State Agricultural Marketing Board. The Cell would collect details on prices of major commodities at domestic and international markets, analyze and forecast future domestic and export prices. The Cell transmits the forecast prices prevailing in other states and in the forthcoming months to the regulated markets and farmers. The Cell by providing this information helps the farmers to plan the cropping pattern and the right time and right market to sell their produce. This cell has been networked with the Agricultural Production and Marketing Information Centre established in regulated markets.

#### **7. Irrigated Agriculture Modernization and Water Bodies Restoration Management (IAMWARM)**

IAMWARM Project is a World Bank assisted project. This project is being implemented in the selected 63 sub-basins over a period of 6 years (2007-13). In the first year (2007-08), this project has been implemented in the 9 sub-basins at a cost of Rs. 8.83 Crores. The projected cost for 63 sub-basins is Rs. 24.84 Crores. During the year 2008-09, the project will be implemented in another 16 basins at a cost of Rs. 209.5 lakhs. Under this project, the following components like Drying yard, Storage shed, Collection Centre, Pack House, Agri-Business Centre, Goods Auto, Mini Lorry, Moisture Meter, Weighing Scale, Dunnages and Tarpaulin will be provided to benefit the water users Association. Among the 250 groups, 210 groups for agricultural commodities and the remaining 40 groups for horticulture commodities were formed. Under this scheme, 16 interface workshops, 15 outside the state exposure visit, 15 inside the state exposure visit, 14 post-harvest technology training were also completed. In addition to that, 7 memorandum of understanding between farmers and entrepreneurs were signed.

#### **CHARACTERISTICS OF ORGANIC AGRICULTURE PRODUCTS**

1. Better taste and color and smell
2. Higher nutritional value
3. Safer than the products produced with the chemicals
4. More durability and higher resistance
5. Fewer hormones is used in the poultry production
6. Do not use the sustaining chemical in the production of the livestock products
7. Chemical fertilizers are not used for their production
8. Chemical pesticides are not used in their production

#### **IMPORTANCE OF AGRICULTURAL MARKETING:**

Agricultural marketing plays an important role not only in stimulating production and consumption, but in accelerating the pace of economic development. Its dynamic functions are of primary importance in promoting economic development. For this reason, it has been described as the most important multiplier of agricultural development.

1. Optimization of Resource use and Output Management
2. Increase in ranch Income
3. Widening of Markets
4. Growth of Agro-based Industries
5. Price Signals
6. Employment
7. Accumulation to National Income

## 8. Enhanced source of revenue

Agricultural marketing is also important in creation of the various types of utility like form utility, place utility, time utility and possession utility.

**MAJOR PROBLEMS OF AGRICULTURAL MARKETING**

1. Too Many Intermediates
2. Defective Weights and Scales
3. Illiteracy and Lack of concord among Farmers
4. Lack of monetary Resources
5. Lack of equipped Marketing System
6. Lack of Transport facilities
7. Lack of Store Houses
8. Lack of reliability
9. Lack of Awareness of the Market
10. Corrupt Policies of the 'Mandis'
11. Distress trade
12. Lack of advertise Intelligence
13. Lack of association
14. Poor quality of merchandise
15. Problem of Produce compilation
16. Regulation of 'Mandis'
17. Market assessment
18. Grading and regularity of Products

**CONDITIONS FOR SATISFACTORY DEVELOPMENT OF AGRICULTURAL MARKETING IN INDIA:**

1. Eliminating Middlemen
2. Freedom from Money lenders
3. Storage Facility
4. Bargaining competence
5. Regulated market
6. Adequate transportation Facility
7. Agricultural Marketing Societies
8. Market Intelligence
9. Use of typical heaviness
10. Loan services
11. Publicity of Market Policies
12. Training amenities

**ECONOMIC FACTORS IN MARKETING IN ORGANIC AGRICULTURAL PRODUCTS**

1. To accommodate the price of organic products with consumers' income
2. Controlling the product prices and creating new demand by expanding the exports
3. Identifying the suitable markets to supply products that are produced organically
4. The elimination of middlemen selling the products of organic agriculture
5. The government support in the provision of insurance, loans and agricultural services

## 6. Allocation of subsidies for manufacture inputs of the organic products

### **PRODUCTION FACTORS IN ORGANIC AGRICULTURAL PRODUCTS**

1. Less use of seeds, seedlings and non-native kind and genetically modified
2. Modifying the crop cultivation techniques Improving the rating of the organic products
3. Observing the regular quantity of insecticides used
4. Using organic inputs.
5. Reducing the make use of of chemical fertilizers.
6. The government organizations hold up.

### **SOCIAL FACTORS IN MARKETING IN ORGANIC AGRICULTURAL PRODUCTS**

1. Providing the information from the quality of organic products to consumers
2. Training to modify the consumption behavior of consumers
3. Instructing the values of producing quality product
4. Learning how to enclose the organic products
5. Learning how to provide a contour of the organic products
6. Increasing the consumer consciousness relative to the nutritional organic products.

### **CONCLUSION**

In India, there are four frameworks of agrarian advertising like deal in town, deal in mandi, deal in the market, and agreeable showcasing. In farming promoting transportation cost, deficient market framework, absence of market data, absence of handling units, storeroom, and value change are the serious issues. Wiping out go betweens, enough store room, opportunity from moneylenders, satisfactory transportation offices, accessibility of advance and preparing offices, and so forth are required for acceptable farming advertising. A few people have proposed that crop protection and specialized direction ought to be given to progress in horticultural showcasing in India. Among every one of these issues, transportation charges are worried as a significant issue by the most extreme number of ranchers.

### **ACKNOWLEDGMENT**

This article has been written with the Financial Support of RUSA 2.0 Grant vide letter no. F24-51/2014-U Policy (TN-Multi-Gen), Department of Commerce, Government of India, dated 09.10.2018.

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