



## Agricultural Marketing Management in Tribal Areas

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### DESCRIPTION

Rural market linkage is a widely observed phenomenon in developing countries. The tribal countries and regions of India are no exception. Late tribal areas have experienced a period of rapid urbanization and industrialization, thus making many tribes from their traditional natural resource base and forced them to seek alternative livelihoods. Because tribal communities are at the bottom of the ladder economic and social structures, the nature of exchange relations concerning the communities are always unequal and thus subject them to increased exploitation by major economic actors. Furthermore, the isolated character of many village economies aggravates their weak bargaining position.

While commercial connections are supported on the one hand for the common good Voluntary contracts between individuals that maximize their benefits in the face of a wide range of On the other hand, market imperfections are seen as an exploitative mechanism motivated by unequal power relationships, rooted in unequal access to resources, serving the interests of economic agents appropriating surplus money. However, Theoretical debates regarding this question have so far been inconclusive. Furthermore, much of the literature on the age of market connectivity only highlights conceptual problems and most of them related to pre-structural changes in the rural economy. The role of connectivity in the context of agrarian transition and political evolution the economy of rural communities has not been given due attention in recent years. However, caste plays an important role in defining, limiting and discriminating access to different markets; literature is not sufficiently concerned with this social aspect. Further, Very little research has been found in tribal areas that focus specifically on the nature, mode, and extent markets and their interconnection and its significance for the livelihoods of tribal peoples.

The National Commission on Agriculture has defined the marketing of agricultural products as a process that begins decision to produce a marketable agricultural product and involve all aspects of the market structure of system, both functional and institutional, based on technical and economic considerations and includes and post-harvest operations,

assembly, sorting, storage, transportation and distribution. The Indian council of Agricultural Research has identified the involvement of three important functions, which are (a) (concentration) (b) preparation for consumption (processing) and (c) distribution. Agricultural marketing can be defined as business functions involved in the transfer of agricultural products including agricultural, horticultural and other related products from producer to consumer. Agricultural marketing also reflects another aspect of rural-to-rural product delivery to rural and rural-to-urban and rural-to-industrial consumers.

The agriculture quarter wishes well-functioning markets to pressure growth, employment and economic prosperity in rural regions of India. In order to offer dynamism and performance into the advertising system, massive investments are required for the improvement of post-harvest and cold-chain infrastructure closer to the farmers " field. A fundamental part of this funding is anticipated from the personal quarter, for which a suitable regulatory and coverage surroundings is necessary. Also, allowing regulations want to be installed region to inspire the procurement of agricultural commodities immediately from farmers " fields and to set up powerful linkage among the farm manufacturing and the retail chain and meals processing industries.

The direct marketing of agricultural products is the need of the times. May endeavor to provide facilities to raise all herds that farmers are willing to sell at preferential prices. Regulations should be in place for storing inventory such as godowns and sheds. It helps farmers maintain stocks until prices stabilize. Usually, right after the harvest, the price will be low and if the farmer patiently keeps the price the same for a while, the price will be better. Brokerage firms play tricks on trading agricultural stocks without farmers knowing and not realizing due to misinformation about market prices. Brokers don't have any investment and with their trading skills move stocks by buying at low price and selling at a higher price on the other end. Farmers need to be educated in this regard. It is necessary to fully rationalize and standardize prices by legislative measures. Currently, there is a big gap between the marketing strategies of agricultural products in India and abroad and these strategies need to be bridged.

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