

A STUDY ON IMPACT OF TRANSPORTATION ON AGRICULTURAL PRODUCE

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Abstract

Agriculture remains as the main stay to the Indian economy since times of immemorial. Marketing is an integral part of the agricultural production; it involves storage, transportation and delivery of agricultural produce. The present study has been undertaken to study the role of road infrastructure in agriculture development, to study the impact of poor transportation system on marketing of agricultural produce, to examine the different mode of transportation on marketing of agriculture produce. The data for the present study has been collected from both primary and secondary sources. Primary data has been collected with the help of structured questionnaire by meeting farmers involved in transportation and marketing of agriculture produce. Numbers of respondents were limited to 100 only. The study area is limited to chikkamagaluru district only.

Keywords: marketing, transportation, agricultural produce etc

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I INTRODUCTION

Agriculture plays a vital role in the development of Indian economy. Major portion of agricultural products were exported via various means of transport. Agriculture and transportation both are depending on one another and wellbeing of society is dependent on both. Agricultural products are not same with respect to industrial products; they need to be given much priority with respect to industrial products because agricultural products are perishable and bulky. Lack of transportation facility, poor quality, and high transportation expenses are major disadvantages for cut off of agricultural revenue. However, the present study has been undertaken to study the role of road infrastructure in agriculture development, to study the impact of poor transportation system on marketing of agricultural produce, to examine the different mode of transportation on marketing of agriculture produce.

II OBJECTIVES

1. To study the role of road infrastructure in agriculture development.
2. To study the impact of poor transportation system on marketing of agricultural produce.
3. To examine the different mode of transportation on marketing of agriculture produce.

III RESEARCH METHODOLOGY

The study is completely explanatory in nature. Both primary data and secondary data has been collected and analyzed for the present study.

Primary data: For the present study primary data has been collected from various farmers as respondents who involved in transportation and marketing of agriculture produce. Data has been collected with the help of structured questionnaire. Study area is limited to Chikkamagaluru district only. Number of respondents was limited to 100 only.

Secondary data: For the present study secondary data has been collected from various sources like journals, articles, websites, books etc.

IV SCOPE OF THE STUDY

The present study has been undertaken to analyze the impact of transportation on marketing of agricultural produce. The study area is limited to Chikkamagaluru district only. Numbers of respondents were limited to 100 only.

V LIMITATIONS OF THE STUDY

1. The sample size restricted to 100 respondents so, it is difficult to generalize the conclusion.
2. Time and cost are also constraints for the present study.
3. The study is limited to Chikkamagaluru district only.

VI RESULTS AND DISCUSSION

Table No 6.1: Table showing role of transportation in creating market for agricultural products

SL N O	Particulars	Strongly agree		Agree		Neutral		Disagree		Strongly disagree	
		Total	%	Total	%	Total	%	Total	%	Total	%

1	Allows farmers to invest more	32	32%	11	11%	42	42%	05	05%	10	10%
2	Increase production and reach international ranges	44	44%	32	32%	11	11%	09	09%	04	04%
3	Enables farmers to increase production	34	34%	26	26%	33	33%	02	02%	05	05%
4	Farmer can get the best possible returns.	26	26%	32	32%	22	22%	09	09%	11	11%
5	Transportation reduces spoilage and wastage of agricultural produce	24	24%	22	22%	28	28%	12	12%	14	14%
6	Efficiency of good road in marketing of agricultural produce	25	25%	28	28%	24	24%	13	13%	10	10%

(Source: Field survey)

Above table shows the role of transportation in creating market for agricultural products, majority of the respondent's i.e, 42% are neutral with their opinion that transportation allows farmers to invest more, 44% strongly agreed that transportation increases production and reach international ranges, 34% strongly agreed that transportation enables farmers to increase production, and 32% agreed that farmer can get the best possible returns from transportation, 28% are neutral that transportation reduces spoilage and wastage of agricultural produce, 28% agreed regarding efficiency of good road in marketing of agricultural produce.

Table No 6.2: Table showing transportation system in reducing spoilage and wastage of agricultural products.

SL NO	Particulars	No of respondents	Percentage
1	Strongly agree	12	12%
2	Agree	70	70%
3	Neutral	15	15%
4	Disagree	02	02%
5	Strongly disagree	01	01%
	Total	100	100%

(Source: Field survey)

Above table deals with transportation system in reducing spoilage and wastage of agricultural products, 12% strongly agreed, 70% agree, 15% are neutral, 02% disagree, 01% strongly disagrees.

From the above analysis it can be interpreted that while considering spoilage and wastage of agricultural products from transportation, majority of the respondents agree, and very few of the respondents strongly disagreed with their opinion.

Table No 6.3: Table showing various kinds of difficulties faced by farmers while transporting the produce

SI NO	Particulars	No of respondents	Percentage
1	Finding Vehicles	18	18%
2	High transportation Cost	47	47%
3	Traffic movement	5	5%
4	Environmental Problem	16	16%
5	Others	14	14%
	Total	100	100%

(Source: Field survey)

From the above table it can be analyzed that while considering various difficulties faced by farmers while transporting the produce, 18% respondents have faced difficulties in finding vehicles for transporting, 47% faced issue of high transportation Cost, 5% faced Traffic movement, 16% faced environmental problem, and 14% have come across other issues.

From the above analysis it can be interpreted that majority of the respondents have faced issue of high transportation cost and very few of the respondents have faced traffic movement issue while transporting their produce.

VIIIFINDINGS

- ✧ Majority of the respondents, i.e, 50% comes under the age group of above 35 years.
- ✧ Majority of the respondents, i.e, 70% of the respondents are male.
- ✧ Majority of the respondents, i.e, 35% respondents educational qualification lies SSLC and below qualified people.
- ✧ Majority of the respondents, i.e, 62% of the married peoples prefer transportation for marketing of agriculture produce.
- ✧ Majority of the respondents, 49% respondent's monthly income lies below 20000.
- ✧ The majority of the respondents, 58% came under size of family belongs to the group of 3-4 members.
- ✧ Majority of the respondents, 32% people are holding the land below 2 acres and 2-4 acres.
- ✧ The majority of the respondents, 64% of farmers have grown mixed crops like wheat, barley, oats or rye etc. in farmers land.
- ✧ Majority of the respondents, 41% two wheelers transportation system used for agriculture purpose.
- ✧ Majority of the respondents, 65% came under distance of 5-10 kilometers and it is also good for marketing for agriculture products, if distance is near.
- ✧ Majority of respondents, 62% agree with transportation is positively effects on marketing of agricultural products.

- ✧ Majority of the respondents, 78% agree with the transportation creating a positive role in marketing for agricultural products.
- ✧ And also majority of respondents, 70% agree with the good transport system do a important role in reducing spoilage and wastage of agriculture products.
- ✧ The majority of respondents, 68% agree with the contribution of transportation problem to rise in the cost of farm products
- ✧ Majority of the respondents, 75% agree yes it's obviously correct, good road transport automatically effect on availability of products in time.
- ✧ Majority of the respondents, opinion of 79% is yes about the statement "reliability of the means of transportation". Yes if you can give different types of quality transportation, its good for transportation of agricultural products.
- ✧ Majority of the respondents, 89% of people give an opinion yes. Because they know poor transportation facilities how effect on distribution of agricultural products.
- ✧ Majority of the respondents, 61% belongs to their opinion yes , for the statement cost incurred for transport it is help for making profit or benefit.
- ✧ Majority of respondents, 81% agree for efficiency of good roads in marketing of agricultural products is efficient.
- ✧ Majority of the respondents, 97% of people give a positive opinion yes, farmers facing difficulties while transport the product from farm to market due to bad condition of roads, high cost of transportation etc.
- ✧ Majority of the respondents, 47% of people agree with the high transportation cost is a main problem, while farmers facing at moment of transportation of agricultural products.
- ✧ Majority of the respondents, 97% of the people say yes while farmers facing a difficulties in introducing the agricultural products.
- ✧ Majority of the respondents, 26.8% of people agree with the transportation is a main problem faced by the farmers.
- ✧ Majority of the respondents, 81% people pick the market place is a better and specific place for sale of agricultural products.
- ✧ Majority of the respondents, 63% say yes about the statement of farmers get any help from intermediaries.
- ✧ The majority of the respondents, 80% of people say appraisal of means of transportation is efficient.
- ✧ Majority of the respondents, 75% of the people having satisfaction about their job according to this survey.

VIIISUGGESTIONS

- ✧ Majority of the respondents preferred two wheeler for transportation of agricultural products. Instead of two wheeler, they can use four wheeler or truck vehicles, and it will help to transport bulk quantity at a time.
- ✧ They need some specific transportation system for agricultural products, if you can give specific transportation, we can avoid delay in transportation of agricultural products.
- ✧ Maintain good quality of roads, time to time road repair will avoid damage and wastage of agricultural produce. .
- ✧ Intermediates not necessary for sales of agricultural products in-between farmers and government (market).
- ✧ In our country all products having own way for introducing their products like advertisement etc. But farmers not having any way for introducing their agricultural products. So they want own specific way for introducing their own products in market.
- ✧ Construction of markets nearby agricultural area, it will also help for farmers in reducing transportation and also it will save money and time.

IX CONCLUSIONS:

- ✧ From the above study it can be concluded that transportation of agricultural produce undergoes various hurdles like breakage, wastage of cultivated output, high transportation charges, poor road quality etc makes the farmer suffer. The present study has been undertaken to study the role of road infrastructure in agriculture development, to study the impact of poor transportation system on marketing of agricultural produce, to examine the different mode of transportation on marketing of agriculture produce and it was found that farmers are facing difficulties while transport the product from farm to market due to bad condition of roads, high cost of transportation etc. it was found that transportation is a main problem faced by the farmers. In our country all products having own way for introducing their products like advertisement etc. But farmers are not having any way for introducing their agricultural products. So they want own specific way for introducing their own products in market.

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