Perception Analysis of Vegetable Experts on Setting Priority for Enhancing Efficiency of Agribusiness and Marketing in Vegetable Sector in India

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ABSTRACT

Agribusiness in terms of linkages in marketing channel, market infrastructure, price stabilization and maintaining liaison between demand and supply is a *sine qua non* for horticultural crops like vegetables, which are perishable in nature. Poor linkages in the supply chain and poor marketing infrastructure are leading to high and fluctuating consumer prices for vegetables and only a small proportion of the consumer rupee reaches to the farmers. There is substantial wastage, deterioration in quality, and frequent mismatch between demand and supply of vegetables, spatially and over the time. Research and development (R&D) in agribusiness is needed to be revitalised and an effort was made to identify the priority areas where interventions are required. This study was undertaken by conducting a survey of horticultural and marketing experts in which major problematic areas in agribusiness of vegetable crops were considered. According to 72 per cent of respondents, inadequacy of infrastructure and cold storage facilities (Rank-1) are among the most problematic areas where intervention should be a priority. The other problem areas are lengthy marketing channel and unorganised marketing system (Rank-2), inadequate contract farming in vegetables (Rank-3), small scale production of quality processed vegetable items are inadequate (Rank-4), instability in vegetable price leads to food price inflation (Rank-5) etc. Addressing all the problems at one time is difficult. This study throws some light to the policy makers and research managers to identify the way in which future agribusiness R&D should be directed in vegetable sector.

Key words: Vegetables, research priority, agribusiness, marketing

INTRODUCTION

The vegetable marketing system in India operates primarily according to the forces of supply and demand in the private sector. Indian Government intervention is limited to promote the interests of producers and consumers and to promote organized marketing of vegetable commodities. In the year 2014, there were 7157 regulated markets to which the central government provided assistance for the establishment of infrastructure and for setting up rural warehouses. India is the second largest producer of vegetables in the world, but vegetable production system has not been assimilated in vegetable economy as the marketing structure is unorganised. Small holding vegetable cultivation does not accounted to national GDP. Due to poor marketing system and infrastructure, vegetable producers loose the profit shares in consumers' money. Less research and developmental activities have been done in organised way in vegetable business sector. Issues are many but resources are limited. That is why this study was formulated with the objective to identify the priority areas in vegetable business sector for future intervention.

METHODOLOGY

This study was conducted through online survey. The survey questionnaire had been sent purposively to 50 scientists of ICAR institutes, 50 teachers of SAUs and 50 subject matter specialists of KVKs who deal with vegetable crops, for their response. Among them 75 respondents replied from 22 different states representing different agro-climatic regions of India (Table 1). The questionnaire contained multiple choice type questions related to problems in marketing and businesses in vegetable sector and the respondents were asked to score

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