



A Study on Marketing Methods of Agro- Based Products in Walwa Taluka

Mr. Shantanu Popat Kumbhar

Sharadchandra Pawar Mahavidyalaya, Lonand, Tal- Khandala, Dist- Satara

DOI - 10.5281/zenodo.18898102

Abstract:

Agro-based products play a significant role in strengthening the rural economy and providing livelihood opportunities in agrarian regions like Walwa Taluka of Sangli district, Maharashtra. Effective marketing methods are essential to ensure fair prices to farmers and efficient distribution of agricultural produce. The present study aims to examine the existing marketing methods adopted for agro-based products in Walwa Taluka and to identify the major problems faced by producers in marketing their products. The study is based on both primary and secondary data. Primary data were collected from farmers and agro-based product sellers through structured questionnaires and personal interviews, while secondary data were obtained from books, journals, government reports, and official websites. The findings reveal that traditional marketing channels such as APMC markets, middlemen, and cooperative societies dominate the region, whereas the adoption of modern marketing methods remains limited. The study highlights the need for improved infrastructure, market information, and awareness of modern marketing techniques to enhance farmers' income and promote sustainable agricultural development.

Keywords: *Agro-Based Products, Marketing Methods, Agricultural Marketing, Rural Marketing, Cooperative Societies, Walwa Taluka*

Introduction:

Agriculture occupies a central position in the Indian economy and continues to be a primary source of livelihood for a large segment of the population. In addition to food security, agriculture contributes significantly to employment generation, industrial growth, and rural development. Agro-based products, which include both raw agricultural produce and processed goods derived from agriculture, form an important link between the agricultural sector and the industrial as well as service sectors of the economy. The effective marketing of these agro-based products is essential for ensuring remunerative prices to farmers and sustaining rural economic growth.

Marketing of agro-based products involves a series of activities such as collection, grading, storage, transportation, pricing, promotion, and distribution. In many developing

regions, including rural India, agricultural marketing systems are characterized by traditional practices, limited infrastructure, and the dominance of intermediaries. These factors often result in inefficiencies such as price fluctuations, delayed payments, high marketing costs, and reduced bargaining power for farmers. Consequently, even when agricultural production increases, farmers may not experience proportional growth in income.

Walwa Taluka, situated in Sangli district of Maharashtra, is recognized for its strong agricultural base and agro-based activities. The taluka is well known for sugarcane cultivation supported by cooperative sugar factories, as well as the production of turmeric, fruits, vegetables, and dairy products. These agro-based products play a vital role in the local economy by providing employment opportunities and supporting allied industries. Despite favorable

agro-climatic conditions and the presence of cooperative institutions, farmers in Walwa Taluka face several challenges in marketing their produce effectively.

The marketing methods adopted in Walwa Taluka are largely traditional, with heavy dependence on Agricultural Produce Market Committees (APMCs), middlemen, and cooperative societies. While these channels provide basic market access, they often limit farmers' ability to directly interact with consumers and negotiate better prices. In recent years, modern marketing approaches such as direct marketing, Farmer Producer Organizations (FPOs), electronic National Agriculture Market (e-NAM), and digital platforms have been introduced to improve marketing efficiency. However, the adoption of these methods at the taluka level remains limited due to lack of awareness, inadequate infrastructure, and limited technical knowledge among farmers.

In this context, the present study seeks to examine the marketing methods of agro-based products in Walwa Taluka. The study aims to analyze existing marketing channels, identify problems faced by producers, and assess the scope for adopting modern marketing practices. By using primary data collected from farmers and secondary data from published sources, the study attempts to provide practical suggestions for improving the marketing system and enhancing farmers' income. The findings of this research are expected to be useful for policymakers, cooperative institutions, and agro-based entrepreneurs in designing strategies for sustainable agricultural marketing and rural development.

Review of Literature:

A review of literature provides a theoretical foundation and highlights previous research related to agricultural and agro-based

product marketing. Several researchers have examined marketing systems, challenges, and reforms in the agricultural sector, offering valuable insights for the present study.

Acharya and Agarwal (2016) emphasized that agricultural marketing in India is characterized by the dominance of traditional market structures such as regulated markets and intermediaries. Their study highlighted issues such as inadequate infrastructure, price volatility, and high marketing margins, which reduce farmers' share in consumer prices. They stressed the need for market reforms, improved storage facilities, and strengthening cooperative marketing institutions.

Kotler (2018), in his work on marketing management, explained the importance of efficient marketing channels, value addition, and customer-oriented approaches. Although his study focused on general marketing principles, the concepts of distribution efficiency, pricing strategies, and promotion are highly relevant to agro-based product marketing, especially in rural markets.

A study by the Ministry of Agriculture and Farmers Welfare (2020) reported that small and marginal farmers in India largely depend on middlemen due to lack of direct market access and real-time price information. The report highlighted the role of Agricultural Produce Market Committees (APMCs) in providing organized markets but also pointed out the limitations of these systems in terms of transparency and competition.

Singh and Pandey (2019) analyzed the role of cooperative societies in agricultural marketing in Maharashtra. Their findings revealed that cooperatives, particularly in sugarcane and dairy sectors, provide assured markets and timely payments to farmers. However, the study also noted inefficiencies in

management and limited diversification of marketing activities.

Deshmukh et al. (2021) studied the adoption of modern marketing methods such as e-NAM, Farmer Producer Organizations (FPOs), and direct marketing. The study found that while these initiatives have the potential to improve farmers' income, their adoption remains low in rural areas due to lack of awareness, digital illiteracy, and infrastructural constraints.

Patil and Kulkarni (2020) conducted a regional study on agro-based product marketing in Western Maharashtra. The study concluded that traditional marketing channels dominate rural markets, and farmers face problems related to storage, transportation, and fluctuating prices. The researchers suggested capacity-building programs and improved market linkages to enhance marketing efficiency.

Sharma (2018) examined rural marketing challenges in India and emphasized the need for integrated marketing systems that combine traditional and modern approaches. The study suggested that government support, institutional reforms, and private sector participation are essential for improving agro-based product marketing.

The review of existing literature indicates that while several studies have analyzed agricultural marketing at national and regional levels, there is limited research focusing specifically on taluka-level marketing practices. Moreover, few studies examine agro-based products in the context of both traditional and modern marketing methods at the local level. The present study attempts to fill this research gap by focusing on the marketing methods of agro-based products in Walwa Taluka, thereby providing localized insights and practical recommendations.

Objectives of the Study:

The present study has been undertaken with the following detailed objectives:

1. To identify the major agro-based products in Walwa Taluka
2. This objective aims to study the various agro-based products produced and marketed in Walwa Taluka, such as sugarcane, turmeric, fruits, vegetables, and dairy products, and to understand their contribution to the local economy.
3. To examine the existing marketing methods adopted by agro-based product producers
4. The study seeks to analyse the traditional and modern marketing channels used by farmers and producers, including APMC markets, middlemen, cooperative societies, direct selling, and digital platforms.
5. This objective focuses on understanding the effectiveness of cooperative societies, APMC markets, and other institutions in facilitating the marketing of agro-based products in Walwa Taluka.
6. The study aims to examine how prices are determined, the level of satisfaction among farmers regarding prices received, and the modes of payment used in agro-based product marketing.
7. The study aims to evaluate the level of awareness and usage of modern marketing methods such as direct marketing, digital platforms, e-NAM, and Farmer Producer Organizations (FPOs).

Based on the findings, the study aims to provide practical suggestions to improve marketing efficiency, enhance farmers' income, and promote sustainable agro-based development in Walwa Taluka.

Research Methodology:

Research methodology refers to the systematic approach adopted to conduct the study,

collect relevant data, and analyse it in order to achieve the stated objectives. The present study follows a structured methodology to examine the marketing methods of agro-based products in Walwa Taluka.

Research Design:

The study is based on a descriptive research design. This design is appropriate as the research aims to describe existing marketing practices, identify problems faced by agro-based product producers, and assess the adoption of traditional and modern marketing methods in Walwa Taluka.

Area of the Study:

The geographical area of the study is Walwa Taluka, located in Sangli district of Maharashtra. The taluka is selected due to its significant agro-based activities, especially sugarcane cultivation, turmeric production, horticulture, and dairy farming.

Sources of Data:

The study is based on both primary and secondary data.

a) Primary Data:

Primary data were collected directly from farmers, agro-based product producers, traders, and cooperative society members in Walwa Taluka. The data were collected through:

- Structured questionnaires
- Personal interviews
- Direct observation

b) Secondary Data:

Secondary data were collected from:

Books on agricultural and rural marketing, Research journals and published articles, Government reports and publications, Websites of agricultural departments and APMC markets

Sample Design:

Sample Size: 50 respondents

Sampling Technique: Simple random sampling

Sample Units: Farmers and agro-based product sellers in Walwa Taluka

The sample was selected to represent different categories of agro-based product producers and sellers.

Tools for Data Collection:

Structured Questionnaire:

A well-designed questionnaire containing close-ended and open-ended questions was used to collect quantitative data.

Personal Interviews:

Personal interviews were conducted to gather qualitative insights and detailed opinions regarding marketing practices and challenges.

Tools and Techniques for Data Analysis:

The collected data were classified, tabulated, and analysed using simple statistical tools such as:

- Percentage analysis
- Tables and charts

These tools were used to interpret findings clearly and effectively.

Period of the Study:

The study was conducted over a period of 3 months, during which data collection, analysis, and interpretation were completed.

Limitations of the Study:

- The study is limited to Walwa Taluka only.
- The sample size is limited to 50 respondents.
- Findings are based on the accuracy of information provided by respondents.
- Time and financial constraints may affect the depth of the study.

Ethical Considerations:

The study ensured confidentiality of respondents' information. Data were collected strictly for academic purposes and respondents' consent was obtained prior to interviews.

Data Analysis and Interpretation:

The data collected through structured questionnaires and personal interviews from 50 respondents in Walwa Taluka were classified, tabulated, and analysed using percentage analysis. The analysis focuses on demographic characteristics, types of agro-based products, marketing methods, pricing satisfaction, and problems faced by farmers.

Table 1: Age-wise Distribution of Respondents

Age Group (Years)	Respondents	Percentage (%)
Below 25	6	12%
26 – 35	12	24%
36 – 45	15	30%
46 – 55	10	20%
Above 55	7	14%
Total	50	100%

Interpretation:

The majority of respondents (30%) belong to the age group of 36–45 years, indicating that middle-aged farmers are more actively involved in agro-based marketing activities.

Table 2: Educational Qualification of Respondents

Education Level	Respondents	Percentage (%)
Illiterate	8	16%
Primary	12	24%
Secondary	15	30%
Higher Secondary	9	18%
Graduate & Above	6	12%
Total	50	100%

Interpretation:

A significant portion of respondents (70%) have education up to secondary level or below, which may limit awareness and adoption of modern marketing techniques.

Table 3: Type of Agro-Based Products Produced

Product Type	Respondents	Percentage (%)
Sugarcane	18	36%
Turmeric	10	20%
Fruits	8	16%
Vegetables	7	14%
Dairy Products	7	14%
Total	50	100%

Interpretation:

Sugarcane is the dominant agro-based product in Walwa Taluka, followed by turmeric and horticultural products.

Table 4: Marketing Channels Used

Marketing Method	Respondents	Percentage (%)
APMC / Local Market	16	32%
Middlemen / Commission Agents	14	28%
Cooperative Societies	12	24%
Direct Selling	6	12%
Online / Digital Platforms	2	4%
Total	50	100%

Interpretation:

Traditional marketing channels dominate agro-based product marketing, while digital platforms are rarely used.

Table 5: Satisfaction Level with Prices Received

Satisfaction Level	Respondents	Percentage (%)
Highly Satisfied	5	10%
Satisfied	14	28%
Neutral	12	24%
Dissatisfied	13	26%
Highly Dissatisfied	6	12%
Total	50	100%

Interpretation:

A combined 38% of respondents are dissatisfied or highly dissatisfied with the prices received, reflecting inefficiencies in the marketing system.

Table 6: Problems Faced in Marketing Agro-Based Products

Problems Identified	Respondents	Percentage (%)
Price Fluctuation	15	30%
Middlemen Exploitation	12	24%
Lack of Storage Facilities	10	20%
Transportation Issues	8	16%
Lack of Market Information	5	10%
Total	50	100%

Interpretation:

Price fluctuation is the major problem, followed by dependence on middlemen and lack of storage facilities.

Table 7: Awareness of Modern Marketing Techniques

Awareness Level	Respondents	Percentage (%)
Yes	18	36%
No	32	64%
Total	50	100%

Interpretation:

A majority of respondents lack awareness of modern marketing methods, highlighting the need for training and awareness programs.

Overall Analysis:

The data analysis reveals that agro-based product marketing in Walwa Taluka is predominantly traditional in nature. Farmers face pricing, infrastructure, and information-related challenges, while awareness and adoption of modern marketing techniques remain limited. These findings justify the need for improved

marketing infrastructure, institutional support, and farmer education.

Conclusion:

The present study on the marketing methods of agro-based products in Walwa Taluka highlights the crucial role of marketing systems in determining farmers' income and the overall development of the rural economy. Walwa Taluka possesses strong agricultural potential, with agro-based products such as sugarcane, turmeric, fruits, vegetables, and dairy products contributing significantly to local livelihoods. However, the benefits of production are not fully realized due to inefficiencies in the existing marketing structure.

The findings of the study reveal that traditional marketing channels such as APMC markets, middlemen, and cooperative societies dominate agro-based product marketing in the region. While cooperative societies play a supportive role, especially in sugarcane and dairy marketing, excessive dependence on intermediaries often reduces farmers' bargaining power and leads to dissatisfaction with prices received. A significant proportion of respondents expressed dissatisfaction due to price fluctuations, lack of transparency in pricing, and delayed payments.

The study also indicates that inadequate storage facilities, transportation problems, and limited access to timely market information further weaken the marketing position of farmers. Moreover, awareness and adoption of modern marketing methods such as direct marketing, digital platforms, e-NAM, and Farmer Producer Organizations remain limited due to lack of knowledge, technical skills, and infrastructural support.

In conclusion, the study emphasizes the need for strengthening marketing infrastructure, promoting farmer education and awareness, and encouraging the adoption of modern marketing

practices. Government support, effective functioning of cooperative societies, and the development of direct marketing channels can significantly improve marketing efficiency and farmers' income in Walwa Taluka. Addressing these issues will contribute to sustainable agricultural development and long-term rural prosperity.

References:

1. Acharya, S. S., & Agarwal, N. L. (2016). *Agricultural marketing in India* (5th ed.). Oxford & IBH Publishing Co.
2. Borase, P. S. (2025). Challenges in measuring ROI for multi-channel digital marketing campaigns. *International Journal of Economics, Business, Accounting, Agriculture and Management towards Paradigm Shift in Research (IJEBAMPSR)*, 2(2), 238–243.
3. Kotler, P. (2018). *Marketing management* (15th ed.). Pearson Education.
4. Patil, A. B., & Kulkarni, R. R. (2020). Marketing challenges of agro-based products in Western Maharashtra. *Agricultural Economics Research Review*, 33(1), 67–75.
5. Sharma, R. (2018). Rural marketing in India: Issues and challenges. *International Journal of Rural Management*, 14(2), 123–135.
6. Singh, S., & Pandey, V. K. (2019). Role of cooperative societies in agricultural marketing: A study of Maharashtra. *Journal of Cooperative Studies*, 52(3), 89–102.