



International Journal of Advanced Research in Arts, Science, Engineering & Management

Volume 10, Issue 2, March 2023



INTERNATIONAL
STANDARD
SERIAL
NUMBER
INDIA

Impact Factor: 6.551



Distribution Analysis of Agro Business Marketing in Vidarbha Region

Dr. Laxmikant B. Deshamukh, Rohit Gajanan Shekokar

Department of Business Administration and Research, Shri Sant Gajanan Maharaj College of Engineering,
Shegaon, India

MBA Student, Department of Business Administration and Research, Shri Sant Gajanan Maharaj College of
Engineering, Shegaon, India

ABSTRACT: The crop sector is one area that receives focus specifically for ensuring food vacuity, food distribution food quality, and safety. Agriculture has a vital role in the development programmer, especially to promote people's well-being. A distribution system is used to distribute food and seeds, and it makes reference to the models, programmers, and distribution methods that are employed. Everyone contributes to creating a distribution method that has been in place since the art's most recent development. This study's goal is to comprehend the literature review of the distribution system's abuse as it is viewed from various types, strategies, policies, models, and styles. When we relate and categories various distribution routes, processes, and policies, we then combine the distribution system of a number of variables. In order for the agricultural distribution system to function according to proposal, perpetration, and the most recent development, the amount of the development of its operation must be related to the breadth and complexity of the literature on the subject.

To expand the husbandry business and upgrade the goods of product marketing supported by the conception of smart husbandry, this paper introduced us the system to takeover husbandry business creation and make up product marketing system. The algorithm is a cluster each data point belong to therefore to make up a introductory model of smart husbandry grounded on factual situation and integrate the husbandry business creation and husbandry products marketing as important function modules. This epitome are exploration about the husbandry business exploration in vidarbha region.

I. INTRODUCTION

India is a developing nation, therefore expanding the agriculture sector is crucial for the nation's development. Sadly, not every state in the nation has the same potential for advancement in these fields. Maharashtra has a very attractive location among the 20 states in the nation because of its topography, climate, and soil. It holds a key place in the nation's economy, and its access to resources like water, land for farming and mining, forests, and a long coastline with one major and two minor ports all contribute greatly to the advancement of industry. Maharashtra is a state that occasionally plays a significant role in agriculture, generating significant amounts of food grains and other raw materials for use in industry.

One industry that significantly contributes to the support of the Indonesian economy is the agricultural sector. To enhance agricultural productivity, Indonesia's agricultural industry needs to be developed in tandem with population expansion and technical advancements. In particular, in providing for the needs, supplies, and food consumption of its population, agriculture plays a significant role in development and as a gauge of the welfare level of a nation's population. Food crops are one of the essential commodities that support the government's initiative for food self-sufficiency. The government is concerned about food crops, one of the commodities that are now being cultivated.

Improve the quality, quantity and continuity of production.

1. Expanding markets / partnerships and simplifying distribution channels
2. Government facilitation and support and associations between farmers / farmer groups.
3. Strengthening financial aspects.

Agribusiness is currently one of the most important sectors of the global economy. In essence, it deals with the distribution of food items, machinery, chemicals, and other farming-related equipment. Businesses have begun relocating their operations into this sector as a result of an improvement in this industry's productivity. Great future prospects are promised for this sector. More and more advancement is occurring as a result of the development of new technologies and tools. Several people are growing interested in pursuing careers in this area.

The efficient distribution of its dealers and agribusiness sits at the heart of the economic prosperity of a developing nation like India. Maharashtra's economic structure reflects that of the entire nation. Almost 71 percent of the working population relies on agriculture, according to the census from 1971. The majority of Maharashtra is an agricultural

state. Agriculture and related industries are said to account for more than half of the state's revenue. The majority of people reside in villages—more than 70%. Economic imbalances could result from an over-reliance on agriculture, and the best way to address this is through diversifying the rural economy. The fundamental issues of growing population pressure on the rural economy, a lack of employment opportunities in rural areas, and the ensuing restrictions on the equitable distribution of national income may not be resolved by moving a few lakhs of people from villages to towns and cities by offering employment opportunities. In the most extreme example, a state whose income structure is disproportionately oriented towards the government's agribusiness should consider some alternative to keep the farmer occupied all year long for the improvement of the economic situation.

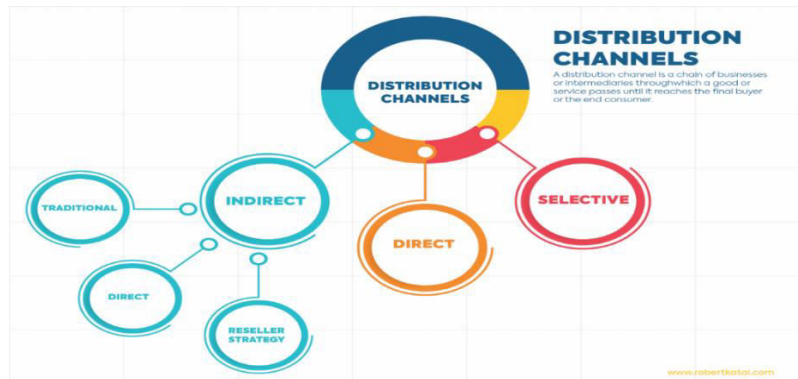


Fig: Distribution Channels

II. LITERATUREREVIEW

According to Kahlon, A. S. and M.V. George, agricultural produce regulated markets have been significantly contributing to the efficient distribution of food grains, oilseeds, fibre crops, fruits, and vegetables to meet the supply and demand needs of farmers, traders, processors, and consumers in the State; (1995).

By the end of March 2011, there were 7157 agricultural produce regulated markets around the nation. These controlled markets are dispersed unevenly among the state's districts. Each regulated market's typical service area differed greatly among the Indian states as well. Punjab has 103 Sq.Km per market, West Bengal has 129, Haryana has 156, Andhra Pradesh has 305, Assam has 347, Maharashtra has 350, Karnataka has 383 and Uttar Pradesh has 394 Jairath, M. S. (2000).

The average area served by each market in states like Arunachal Pradesh, Himachal Pradesh, Meghalaya, Sikkim, and Uttaranchal was greater than one thousand sq. km. Each market serves an average area of 28983 square kilometres. According to the National Commission on Agriculture's recommendations, there should be one market per 80 square kilometres. As a result, there is a shortfall of 34679 markets, and more markets need to be promoted in other states.

In comparison to rural, village, and uncontrolled wholesale marketplaces, the research investigations showed that farmers receive an average 8–10% higher price and higher percentage of the consumer's rupee when they sell their produce in the regulated markets. Due to differences in the distribution of regulated markets across the regions and the presence of necessary infrastructural amenities/facilities in these regulated markets, Jairath, M. S. found that the benefits received by farmers from the sale of agricultural products in the regulated market vary from area to area (2004).

Innovating and managing numerous value chains that offer valuable commodities and services derived from sustainable use of food, fibre, and natural resources, agribusiness serves consumers locally and worldwide. (2006) Edwards and Shultz.

Agriculture-related businesses that supply, process, distribute, and support agricultural outputs are referred to as "agribusiness." 2017 (Goldberg).

Market yards, sub-yards, and rural marketplaces/hats located all throughout the country serve as agricultural produce markets, where the actual buying and selling of agricultural goods takes place.

III. OBJECTIVE OF STUDY

1. To study the distribution pattern of agro business companies in vidarbh region.
2. To study different aspects of marketing logistics for agro business marketing
3. To study the marketing mix adapted by dealers and distribution of agro business marketing in Vidarbh region.
4. To study satisfaction level of consumer with use of agro business product in Vidarbh region.



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- 5. To study the relationship marketing adopted by dealers and distribution of agro business marketers of Vidarbh region and to recommend the dealers and distributions of agro business marketing about ideal marketing strategies.
- 6. To study the 4p’s would be about ideal marketing strategies.

IV. RESEARCH METHODOLOGY

The process used to collect information and data for the purpose of making decision. The methodology may include publication research, interviews, survey and other research techniques.

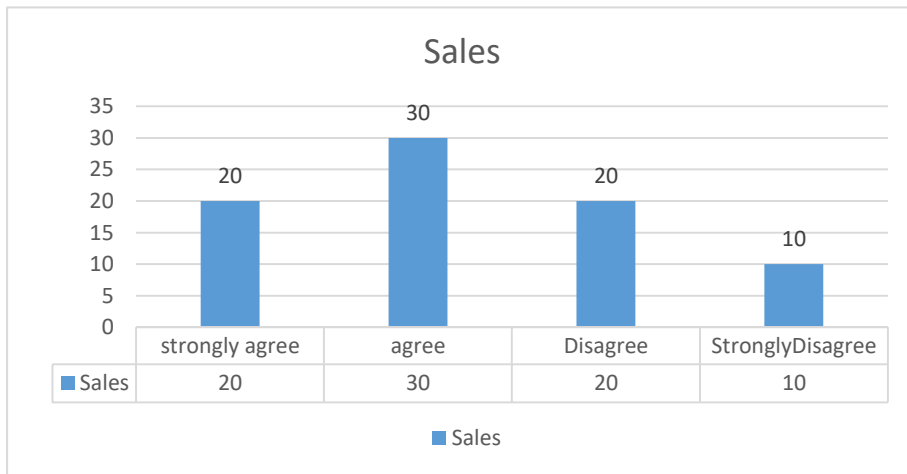
- Primary date will be collected through the discussion with dealers and distribution questionnaire
- Interview and observation.
- A secondary data will be collected through internet and book and brochure.
- Distribution centers and agro industry.

Problem faced:

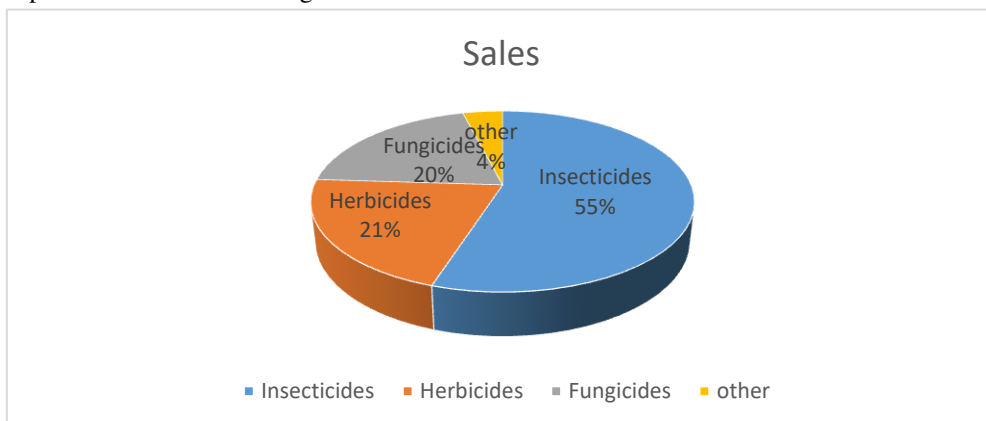
- Limited marketable surplus of agricultural products,
- lack of storage,
- transportation issues,
- A long chain of middlemen are the problems encountered.
- Market fraud,
- A lack of market knowledge,
- inflexible demand,
- A lack of grading,
- Bulky nature

Data and analysis

1). would you be interested to bring your products directly to the consumer?

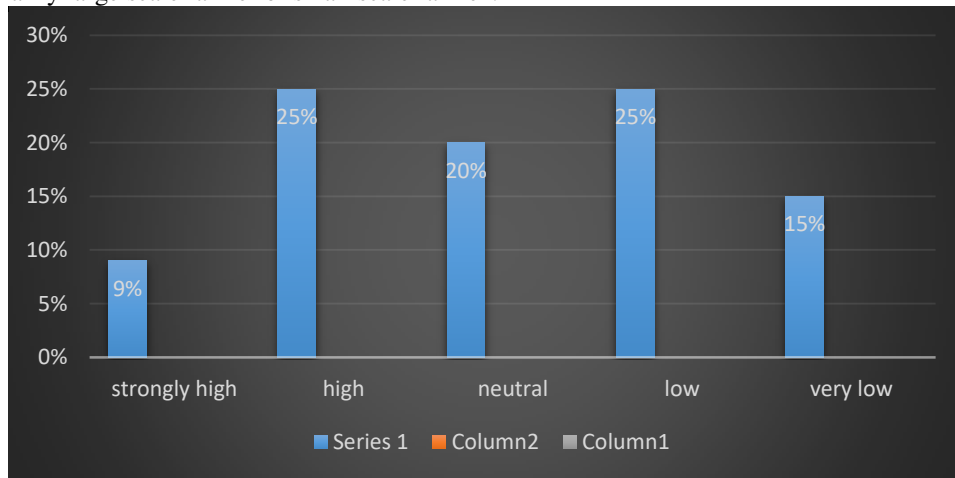


2). which pesticides covered the large no of the market shares?

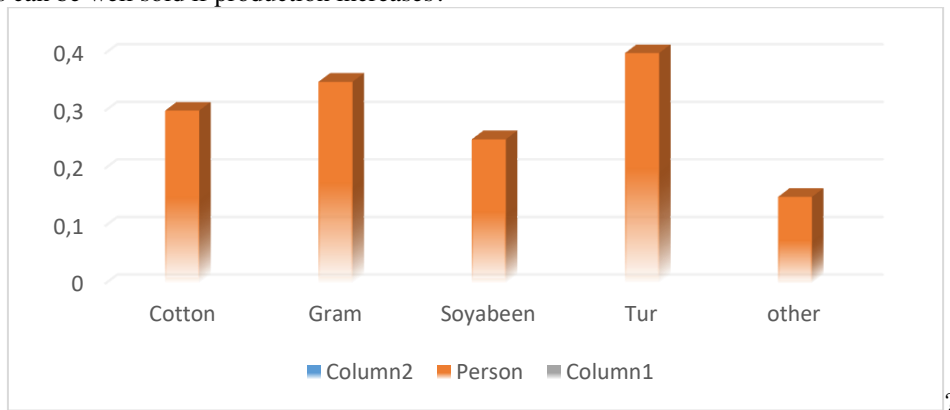




3) Do you primarily large scale farmer or small scale farmer?



4) Which crops can be well sold if production increases?



Limitation:-

- Low agricultural product surplus that is marketable.
- Price is not determined by procedure;
- insufficient storage
- Transportation issues and a lengthy middlemen chain
- Market fraud
- a lack of market knowledge
- inflexible demand
- a lack of grading

V. CONCLUSION

In India, the distribution chain is multi-layered and there are numerous middlemen in charge of getting agricultural products from the producer to the customer. Farmers that have less than 0.5 acres of land regularly sell their cereals, vegetables, live animals, etc. in a nearby market. Farmers who have less than 5 acres of land typically sell their crops at weekly markets or in the local area. Farmers that have more than 0.5 acres of land often pick several channel types. To give the proper information about the handling the farming equipment’s how handle. To use the pesticides in carefully avoid to the side effect of the equipment’s They transfer the good and quality product to the farmers they can make the large no of the profit to grow our farms. Use the suitable and short logistic chain to supply the product to the farmer at time to time. The warehouses are produced the nearby the distributions so they can provided the easily to farmers.



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