

AN ANALYSIS ON VEGETABLES MARKETING OF ODISHA- A CASE STUDY IN ANGUL DISTRICT

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ABSTRACT

In India production of vegetables being highly seasonal with extreme perish ability causes several problems in production, as well as in marketing .India is the world's largest producer of many vegetables. Whereas Odisha ranked fourth in terms of production of vegetables. Angul district in Odisha, which plays an important role for the vegetable growers and also for the consumers that the farmers could be benefited and the consumers could fetch fresh vegetables in proper price. vegetables will play an important role by contributing adequate vitamins, carbohydrates, minerals, fibres etc but it is a known fact that horticulture sector in India is constrained by low crop productivity, limited irrigation facilities and underdeveloped infrastructure support like cold storages, markets, roads, transportation facilities etc. There are heavy post-harvest and handling losses, resulting in low productivity per unit area and high cost of production. Analysis shows, there is an inverse relation between the farm size of the respondents and their overall problems of marketing vegetables in farmers' market. This study was done in Angul district of Odisha, India. The total sample size of farmer 152, middlemen 35 and the consumer is 52 respondents have been selected from that region. Chi-square analysis was used to test the hypotheses. There was significant relationship ($p \leq 0.05$) among respondent's age, educational background, landholding for vegetable farming, social aspects, benefits, and awareness of vegetable farming. This research is mainly focuses on the village level data of Angul district of Odisha. It focuses on the problems of farmers relating to marketing of vegetables as well as distribution and warehousing issues of the village farmers. It also focuses on the middle men and customer satisfaction towards the vegetable marketing in-term of quality and price.

KEYWORDS: Vegetable Marketing, Vegetable Production, Farmers, Middlemen, Customer, Market Efficiency, Channel Performance,

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