

# MARKETING CHALLENGES FACED BY FARMERS IN CHITRADURGA DISTRICT: AN ANALYTICAL STUDY

Bommaiah.K, Research Scholar, DODS, Kannda University, Hampi, Ballary District  
[Bommaiah.nghk@gmail.com](mailto:Bommaiah.nghk@gmail.com)

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## Abstract:

India's economy is based primarily on agriculture, and farmers' livelihoods depend heavily on the sale of their produce. The marketing difficulties that farmers in Karnataka's Chitradurga district confront are the main topic of this study. The study looks into things including policy loopholes, intermediary exploitation, poor infrastructure, and a lack of market knowledge. The study makes practical suggestions to lessen these difficulties and improve farmers' access to markets based on secondary research and actual data.

**Key words:** *Agriculture, economy, Chitradurga, farmers*

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## 1. Introduction

Agriculture is backbone of Indian economy. This sector provides employment to the large section of the society. However, the farmers in the country have been facing many challenges. Chitradurga district, located in the central part of Karnataka, is predominantly agrarian, with a significant portion of its population dependent on agriculture. Despite its potential, farmers in the district face numerous hurdles in marketing their produce, leading to reduced profitability and livelihood instability. This paper aims to identify the key marketing challenges and suggest strategies to address them.

## 2. Objectives of the Study

- To analyze the current marketing practices of farmers in Chitradurga district.
- To identify the major challenges faced by farmers in accessing markets.
- To recommend practical solutions to improve marketing efficiency and farmers' income.

## 2. Methodology

The study combines qualitative and quantitative data using a mixed-method methodology. Surveys and interviews with 200 farmers from different Chitradurga taluks were used to gather primary data. Market research, scholarly publications, and government studies were the sources of secondary data. To find trends and problems, statistical tools were used to analyse the data.

## 3. Key Marketing Challenges

**Table-1: Rank of problems faced by farmers**

SI No.	Point	Yes	Rank	Percent	No	Percent
1	Market Information Asymmetry	190	1	95	10	5
2	Exploitation by Middlemen	190	1	95	10	5
3	Lack of Infrastructure	180	3	90	20	10
4	Access to Credit and Financing	160	4	80	40	20
5	Policy and Institutional Gaps	150	5	75	50	25

### 4.1 Lack of Infrastructure:

- Absence of adequate storage facilities leads to post-harvest losses.
- Poor road connectivity hampers timely transportation of produce to markets.
- Limited availability of processing units reduces value addition opportunities.

### 4.2 Market Information Asymmetry:

- Farmers lack real-time information on market prices and demand trends.
- Dependence on middlemen for market-related information often results in exploitation

### 4.3 Exploitation by Middlemen:

- A significant share of farmers' revenue is absorbed by intermediaries.
- Farmers are often forced to sell their produce at prices below the Minimum Support Price (MSP).

#### ***4.4 Policy and Institutional Gaps:***

- Insufficient implementation of agricultural marketing reforms.
- Limited awareness and utilization of government schemes and subsidies.

#### ***4.5 Access to Credit and Financing:***

- Lack of timely and affordable credit restricts farmers' ability to invest in better marketing practices.
- Dependence on informal credit sources with high-interest rates adds to farmers' financial burden.

### **5. Recommendations**

#### ***5.1 Development of Infrastructure:***

- Establishment of cold storage units and warehouses at the taluk level.
- Improvement of rural road networks to enhance connectivity.
- Promotion of agro-processing units to add value to agricultural produce.

#### ***5.2 Strengthening Market Information Systems:***

- Implementation of digital platforms and mobile apps to provide real-time market data.
- Conducting training programs to educate farmers on utilizing technology for market access.

#### ***5.3 Reducing Intermediary Dependence:***

- Formation of farmer producer organizations (FPOs) to enable collective bargaining power.
- Encouraging direct farmer-to-consumer marketing through initiatives like farmer markets and e-commerce.

#### ***5.4 Policy Enhancements:***

- Effective implementation of agricultural marketing reforms such as the Model APMC Act.

- Ensuring timely disbursement of subsidies and support under schemes like PM-KISAN and e-NAM.

### ***5.5 Access to Affordable Credit:***

- Strengthening cooperative banks and self-help groups (SHGs) for low-interest loans.
- Promoting microfinance institutions to provide small-scale credit facilities.

**6. Conclusion** The study highlights that addressing the marketing challenges faced by farmers in Chitradurga district requires a multi-pronged approach involving infrastructure development, technology adoption, policy reform, and capacity building. Empowering farmers with better market access and reducing their dependence on intermediaries can significantly enhance their income and overall livelihood.

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