

ROLE OF MARKET INFORMATION IN AGRIULTURAL MARKETING WITH SPECIAL REFERENCE TO THE MARKETING OF LITCHI IN TEZPUR, ASSAM

Purnima Newar

*Research Scholar, Department of Business Administration
Tezpur University*

Abstract—Market information plays crucial role in agricultural marketing. With the help of market information, the farmers, traders as well as the buyers can take right decision on dealing with the agricultural products. In this competitive market, farmers are getting competition but along with the competition, it has also brought opportunities for the channel members to produce and sell the products according to the market needs. But it requires proper and timely information of the market regarding the movement of prices, demand of specific product, support from various agencies and government, etc. Though government has been taking various steps for improving the agriculture scenario but such steps are not showing a fruitful result at the grassroots level. It may be due to the shortfall in the implementation of such schemes or again due to the lack of information among the target group. So the study has been carried out to know the role of marketing information in agricultural marketing and to identify the level of market information that affects the target population. In this paper, an attempt has been made to make a detail study on marketing of litchi in Tezpur Subdivision of Sonitpur, Assam. The study is based on primary data which is collected from 108 samples of farmers and pre- harvesting contractors. The study shows that there is ample opportunity for profitable production and selling of litchi but due to some gaps it is not flourishing as per its potential. The study suggested the different ways of using the market information in filling up the gaps that hinder the proper production and selling of litchi in the study area.

Keywords: Market Information, Agricultural Marketing, Tezpur Litchi, Assam.