

An Examination of Farmers Engagement in Assam's Rural Periodic Markets

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Abstract

The agricultural marketing scenario of Assam is having some distinct features due to its topographical factors. Several issues including intensity of flood etc., makes the agricultural marketing process a challenging task for the farmers as well as the other stakeholders. Often, it appears as a discouraging factor for the farmers to produce certain crops because of issues related to storage and marketing. Primary markets are the first connecting link between the producer and buyer of agricultural commodities. Thus these avenues play a crucial role in providing remunerative return or a means of livelihood to the growers. There are mainly three major players in the agricultural marketing scenario of Assam. These are the periodic markets, daily markets and mobile markets. Rural periodic markets occupy a significant place for a state like Assam, where 75 percent of the populations are dependent on agriculture for living directly as well as indirectly. More than 80 percent of the farmers are marginal or small in terms of land holding status. Due to small amount of disposable surplus, primary markets are the major avenues for disposal of their produces. Apart from livelihood creation, periodic markets also help in the process of value addition of agriculture commodities by providing scope for forward and backward linkages for the farmers. In this paper attempt is made to analyze farmer's participation in the periodic market of Assam. The study is carried out in the Sonitpur district of Assam. The work is primarily descriptive in nature. Primary and secondary data were used for the study. Both qualitative and quantitative approaches were followed to collect the desired information. It was observed that primary markets are the major avenues for disposal of agricultural surplus. The prevalent prices of primary market, distance to the nearest market, volume of marketable surplus etc., influences the marketing decision of the growers. The study suggest for solving several issues for creating a conducive marketing platform for the benefits of the growers.

Key words: Periodic market, farmers, participation, FPO's, Agricultural Marketing, issues.

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Introduction

Rural periodic markets are inseparable components of rural life and agricultural marketing

system of an agrarian economy. These markets are primarily held at a particular interval of time usually once or twice in a week in a specific location. These markets are traditionally termed as

haat in the study region. Farmers from adjacent villages usually participate either as buyer or as seller. Selling of agricultural produces, procurement of agricultural inputs and other household requirements are the prime activities undertaken by the farmers in these primary markets. These markets are the traditionally prevalent and commonly used channel of agricultural marketing in Assam. In the greater agricultural marketing scenario of Assam, primary markets are the first connecting points between the producer or seller and the next layer of the participants. Farmers procure required seeds, fertilizers etc., from this markets and sell their agricultural products after harvesting session in the same platform. These markets play a crucial role in creating forward and backward linkages of agricultural products for the farmers. Value creation of agricultural products is another services created through these avenues by the rural farmers to a large extent. The economy of Assam is agrarian in nature. Agriculture supports more than 75 per cent of the population directly as well as indirectly. Primary markets act as crucial avenues for small and marginal farmers of the adjacent villages for disposing their agricultural produces. Regarding, the number of participants, market arrival of produces etc., differences are observed across the markets. Infrastructural issues, flood etc., are some of the constraints face by the farmers while participating in these periodic markets. However, these issues are not able to dilute the role of primary market for the farmers in the agrarian structure of Assam. In the era of digitalization of 21st century, primary markets are still the main avenues of disposal of agricultural products for farmers and this fact establishes the relevance of the periodic markets in the contemporary context. This paper tries to highlight the role of primary markets in agricultural marketing scenario of Assam from farmers' perspective. The issues of farmers' market participation is also attempted to analyze in the study.

Review of literature

Elamathi (2013) analysed the systematic improvements and challenges with India's agricultural marketing. Inadequate warehousing facilities, lack of grading and standardisation facilities, poor transportation infrastructure, presence of multiple middlemen, lack of market awareness, and inadequate financial facilities are just a few of the challenges that the researcher highlighted. Sarkar et. al., (2014) stated that the agricultural producers' and consumers' basic requirements are met by the haats/bazaars by serving their financial and social needs. These services include organising the necessary agricultural production inputs as well as marketing agricultural products. These affects the productivity of the farmers directly and thereby their remunerative return. The rural agricultural markets also act as gathering places for social gatherings, which are frequent in rural areas and indirectly affect output. These interactions serve as a mechanism of technology transfer through the sharing of ideas. Sharma (2019) said that increasing agricultural production and productivity would be useless unless a way could be found to move agricultural produce from the producers' field to the consumers' store room at a price that represents fair compensation to the producers on the one side and the consumers' ability to pay on the other. In this sense, India's agricultural marketing societies provide a controlled environment for the ethical selling of farmers' produce in addition to dependable and modern strategies for competing with privately owned companies that are well-resourced in terms of both technological and financial means. Agricultural and horticultural productions of the Assam are serviced through more than 1100 rural weekly markets and a network of 75 primary wholesale Markets & 30 secondary wholesale markets. In addition to these, there are more markets that are governed by the Town Committee

and District Council. The marketing system urgently needs attention for infrastructure development, market network expansion, and channel development to assist in providing the benefits of marketing opportunities. (National Institute of Agricultural Marketing 2011-12). Boro and Barman (2012) stated that finding a way to transport agricultural products from the producer's field to the consumer's storeroom at a price that represents fair compensation to the producers on the one hand and the consumers' ability to pay on the other would be pointless without increasing agricultural productivity and production. Cooperatives have steadily become more involved in agricultural marketing. The aforementioned infrastructures for marketing, storage, and processing appear to be insufficient to meet farmers' marketing needs. Farmers are compelled to sell their produce at a very cheap price on market day because there aren't any cold storage facilities close to the market. Farmers are forced to sell their produce to middlemen at a lower price due to a lack of processing units, cold storage, and post-harvest infrastructure like godowns and warehouses, as well as the inability of small and marginal farmers to transport their produce to markets where they can fetch a fair market price. Kakaty and Bora (2011) noted regional discrepancies in the horticultural marketing in India. Farmers are more likely to earn from emerging marketing channels than from existing ones. Singh and Bajaj (2012) stated that, the oldest marketing method in India is haats. They continue to be quite important to the rural economy. In addition to purchasing consumer goods at these marketplaces, people can sell their extra agricultural and allied products there. Haats have gained a great importance in India's rural markets and have helped the country's rural economy expansion. Vendors in the haat create a brand identity and raises consumer awareness and as a result, villagers procure their required merchandise from this haat. The researchers revealed that rural communities are the frequent

visitors to the haats because haats provide all of the requirements at incredibly low prices. Sarkar et al., (2014) stated that, agricultural products are traded in controlled markets, wholesale markets, and rural regulated markets. Rural weekly markets make up India's grassroots retail network; they are mostly known by their regional names. They are the oldest form of marketing and are important to both the rural and overall economies. Its periodicity, which only encourages locals to congregate on days set aside for transactions, is one of its defining characteristics. Rural agricultural markets commonly experience complications, usually because of information gaps, control of the intermediaries, forced sales, infrastructural deficiencies, inefficient transportation, inadequate communication, and fragmented and unorganised agricultural markets. They are essential to maintain the expansion of the agricultural industry. Anand (2017) stated that the weekly market is India's oldest form of marketing. They continue to be extremely important to the Indian economy. In addition to buying things at these markets, people also sell their goods there. There are many names for it, including Haat, Bazaar, and periodic marketplaces. Weekly markets are used to manage the development, price, promotion, and distribution of an agricultural product. The study's findings are consistent with the idea that weekly markets are an effective method for getting products to consumers. Deogam (2023) stated that the haat bazar brought communities together by fostering ideas exchange and addressing one another's needs. Along with the development of the agricultural sector, a number of artisans are acknowledged, including those who specialised in bamboo work, natural painting. Vadivelu & Kiran (2013) stated that a range of procedures and processes are used to transport food and raw materials from the produced farm to the final consumers. Marketing of agricultural produces presents many challenges to the farmers. Few farmers are literate, there is limited access to

market knowledge, and there are numerous distribution channels that deplete the resources of both farmers and customers. To avoid being excluded from the benefits of agricultural products, small-scale farmers must be integrated into the market and empowered about market information such as fluctuations, demand and supply which are at the core of the economy. Rajendran (2014) with the aid of required reforms and a proper price discovery mechanism through a controlled market system, agricultural marketing will be improved and streamlined. In order to prevent being cut off from the benefits of agricultural products, small-scale farmers must be integrated into the market and educated about market elements including fluctuations, demand and supply theories, which are the cornerstone of economies. Rehman et al., (2012) a variety of problems and challenges are involved in the marketing of agricultural products. It was observed by the researcher that only a small percentage of the farmers are literate and having little access to market information. The marketing mechanism for agricultural products in India also has a number of shortcomings. The agricultural sector in India has advanced greatly, yet there are still many problems that need to be fixed. It has been demonstrated that improved market accessibility and information flow can result in the production system's much-desired market orientation. Acharya (1998) the agricultural marketing system creates crucial connections between the non-farm sector and the agricultural producing sector in a vibrant and expanding economy. The marketing system not only facilitates the physical transfer of goods from producers to consumers, but it also performs the task of determining prices at various stages of marketing and distributing price signals throughout the marketing chain. Raj (2018) stated that only a section of the farmers are having marketing intelligence. Numerous distribution channels reduce the resources of both farmers and customers. Agricultural markets were

tremendously inefficient and heavily biased against the producer. The producer had to pay several taxes and fees at different levels, which affect their remunerative return. Patel & Shukla (2014) agriculture production and marketing is very important for the economic growth of a nation and particularly for agrarian economy. The success of agricultural sector is utmost important for the growth of Indian economy. In India, a wide range of agricultural products are produced, and selling them all is frequently a challenging process. With the aid of the necessary reforms and a sufficient mechanism for price formulation through a managed market system, ICT-based agriculture marketing will be made more efficient and effective. Small farmers must be incorporated into the market and informed about supply and demand variations. Sulaiman (2017) Agricultural products are sold through a multiplex procedure. The intermediaries are involved in getting horticultural, agricultural, and other closely related items from producer to consumer. To avoid being cut off from the benefits of agricultural products, small-scale farmers must be involved in and knowledgeable on market information. Kumar (2018) Information technology may be a crucial part of agriculture marketing. Lack of storage space, distress sales, inadequate transportation, intermediaries, unregulated market, lack of market intelligence, lack of grading are some of major problems of agricultural marketing in India.

Research gap

Studies have proved that primary markets are crucial avenues for selling of agricultural products of small and marginal farmers (Anand, 2017). This is the first connecting point in the greater connecting link between the producer and consumers. Farmers are able to realize the economic return for their produces in these markets. Besides, these markets fulfill their social needs also. It acts as an avenue of idea sharing and

technology transfer among farmers of adjacent villages. They also discuss about the production related issues etc. with the fellow farmers on this platform. Besides, primary market also provide a platform to the rural artisans, craftsmen etc., primarily making decorative products from bamboo, jute etc. Besides, rural people are also dependent on primary market for procurement of agricultural inputs, groceries, cloths, electronic items etc. However, periodic markets are not free from limitations. Issues of transportation particularly during the rainy seasons, absence of storage facilities and dominance of traders are common issues faced by the farmers (Rehman et. al., 2012, Raj, 2018). In this paper an attempt is made to analyse the role of primary markets among farmers livelihood. In the process of doing the same, the constraints of the farmers are also taken into consideration.

Objectives

Present work is undertaken with the following objectives;

- to analyse the role of periodic markets in the process of livelihood creations of farmers of Assam, and
- to analyse the problems faced by the farmers in the process of market participations

Methodology

The study is primarily descriptive in nature. Both primary as well as secondary data were used. 7 rural weekly markets were selected for collecting the required primary data. Location of the market, size, distance from the nearby town area, population in the adjacent village or areas, etc. was taken into consideration while selecting the markets for the primary survey. 105 farmers, primarily vegetable growers irrespective of farm

size, were interviewed. Farmers were identified through non-probabilistic convenience sampling procedure. Interview was held in the market place either before they start their sales outlet or after closure of their sale on the market day itself. Interview was conducted in vernacular language and thereafter translated into English. A structured schedule was designed that contains both open ended and close ended questions. The data was collected by the researcher himself and one interview was taking approximately 10 minutes. 15 numbers of growers were interviewed from each of the select markets. This also helps in getting a comparative picture of the phenomenon under study. Empirical evidences were presented with the help of tabulation and percentage in a descriptive way. Paddy, jute, sugarcane, pulses, potato, vegetables and fruits like bananas, pineapples, are some of the produced and marketed crops in the study area. The 7 rural periodic markets selected for the present study is, *Bindukuri*, *Lakhara*, *Khelmati* and *Chariduar*, Goroimari, Mission Chariyal, Pithakhowa, Mohavoairab.

Analysis of Data

Periodic markets are the focal points of economic activities in any agricultural system. These are farmer's first contact point with the buyers and other marketing participants which enable them to realize the economic return of their produces. Marginal farmers are the primary stakeholders of these markets. The greater agricultural marketing channels start with the interaction between the producers and the buyers in this primary market. These marketing channels are economical and efficient from farmers' perspective. Farmers prefer to visit these markets instead of availing the services of other marketing channel due to their limited marketable surplus. Depending upon the level of participation farmers are grouped into the following categories for the study. Low level of participation, where farmers are completely

dependent on the traders for selling their marketable surplus. Medium level of participation where farmers partially dependent on the traders for disposal of their produce. In medium level of participation it is observed that farmers sell a part of their produces through the traders, and the remaining portion is marketed via primary markets in that crop period. In high level of market participation, it was observed that farmers sell their agricultural products in the primary market without involvement of the intermediaries. Cent percent of the products are marketed through this channel. In the very high level of market participation it is observed that farmers sell their own products along with the products of the fellow farmers or other villagers.

Factors influencing the level of participation by farmers

The proximity and accessibility of primary markets play a significant role in farmers' decision regarding market participation. Farmers prefer to participate those markets located within a distance of 5 kms from their farms or home. This distance is easier to cover for them and also easier as well as economical to transport and sell their agricultural produce. Availability of market infrastructure, including facilities like shade, space for stalls, storage etc., also influences farmers' decision

regarding the selection of the market for participation. Farmers are also influenced by the prices they can fetch for their produce in the markets. If they perceive that a particular market offer better prices in comparison to other market or marketing channels, they are more likely to participate in that market. Growers revealed that, they prefer to participate primary market located near tea garden, as demand for vegetables is comparatively higher in those markets. Farmers are also driven by the market demand and consumer preferences. They are more likely to participate in one particular market if there is a demand for a particular product in that particular market. Some markets are traditionally popular among buyers for certain produces. Growers prefer to sell that particular product in that particular market. The regulatory frameworks also influence farmers' participation. Market rent and tax are another factor that influences farmers' decision regarding market participation. The availability of market linkages and integration into agricultural value chains also impact farmers' participation in the periodic market. Access to timely and accurate information about market trends, prices, also influence farmers' decision to participate in a particular markets. Participation of fellow farmers and community networks also play a decisive role in farmers' decision to participate in farmers markets.

Distance covered by the Farmers

Table 1: Participation of farmers in terms of distance covered

Participation distance (in km)		
Distance	No	Percentage
5km	37	35
10km	43	41
15km	18	17
20km	7	7
Total	105	100

Source: Field Survey

The maximum distance rural farmers usually cover is 7.5 kilometers. Bi-cycle, push cart, and tempo vans are the main medium of carrying produces. It is observed during the filed survey that bi-cycle is the most prominent and economic means of carrying produce to the market by these farmers. While enquiring about the days of participation, it was found that 58 per cent visit only one market in a week. Usually, farmers prefer to participate nearest weekly market for disposing their surpluses and procurement of household requirements. To sell the left surpluses after first day of market participation (nearest market) they participate in the second nearest market. They visit the distant market only on special occasions such as buying some special commodities such as furniture, livestock etc., which are not available at their nearest market. Only 20 per cent farmers prefer to participate as seller in the markets. 53 per cent of the farmers adopt both the modes of selling based on mainly two conditions i.e. availability of marketable surplus and market conditions. Whenever they face scarcity of time and perceived low demand for their produces, they take the safest route for disposal. This safest route is the availing the services of the intermediaries. An intermediary charges a higher commission for their services

without any value addition. It is observed that, traders take more than 30 per cent of the profit margin on the products of the farmers. Analysing the frequency of dependency on middlemen, it is found that 75 per cent of the farmers take the help of traders regularly. During field survey it was observed that there is no such farmer who has never availed any services of traders. This emphasised the role of intermediaries in the agricultural marketing system of the study region. These primary markets provide a wide range of auxiliary services to the rural dwellers and farmers. Besides buying and selling of agricultural products, other economic purposes of visiting a rural market are the procurements of grocery, garments, agricultural inputs, wooden furniture, livestock etc. Some other services availed in these markets include repairing of bi-cycle, umbrella, hair cut etc. Other non-economic reasons of participation are marry making, meeting friends and relatives etc. In order to analyse the association between category of the farmers and their marketing practices, the following hypothesis is framed,

Ho: There is no significant association between category of the farmers and market participation

Table 2: Chi-Square test between category of the farmers and market participation

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	16.556a	6	.010
N of Valid Cases	105		

Source: Field Survey

As p - value (.010) is less than the level of significance ($\alpha=.05$) so we reject the null hypothesis and therefore, it is concluded that there is a significant association between the category of the farmers and their market participation. Marginal and small farmers with small amount of disposable produces prefer to participate in the nearest primary markets, whereas medium farmers with the substantial volumes of production prefer

to sell through intermediaries. They try to save the carrying charges as well as the trouble of selling. In order to analyze the association between distance to nearest primary market and market participation, the following hypothesis is framed,

Ho: There is no significant association between distance to the nearest primary market and farmers' market participation

Table 3: Chi-Square test between distance to primary market and market participation

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	202.722a	8	.000
N of Valid Cases	105		

Source: Field Survey

As *p*- value (.000) is less than the level of significance ($\alpha=.05$) so, we reject the null hypothesis and therefore, it is concluded that there is a significant association between the distance to the nearest primary market and market participation. When primary market is located in the nearby areas i.e. within a distance of 5 kilometers, farmers prefer to visit these markets for the selling their produces. As they routinely visit these primary markets to procure household

requirements on the market day, so they perceive it less troublesome to bring the produce to the market for sale. In order to analyze the association between literacy of the farmers and market participation the following hypothesis is framed,

H₀: there is no statistically significant association between the literacy level of the farmers and market participation.

Table 4: Chi-Square test between literacy level and farmers’ market participation

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	35.921a	8	.000
N of Valid Cases	105		

Source: Field Survey

As the significant value (.000) is less than the level of significance ($\alpha=.05$) so we reject the null hypothesis. Therefore, it is concluded that there is a statistically significant association between the literacy level of the farmers and their market participation. Literate farmers are able to differentiate the return offered by the different alternative channels i.e. primary market and traders, and takes the decision regarding disposal accordingly. Besides, the associated cost of marketing is also taken into consideration by the farmers with formal literacy before disposal of their produce.

Issues of market participation from farmers’ perspective

Issues of Transportation and Communication: Proper transportation as well as communication is one of the pre requisite conditions of an efficient marketing system. Better transportation and

communication facilities provide the scope for getting the remunerative prices for their produces and thus, encourage the growers to producing more. However, 52 per cent of the respondents reported about inconveniences of existing transportation system during the rainy days in the study area.

Lack of Market Information:

It is observed that almost 57 per cent of the farmers have hardly any knowledge of the prevailing prices of their products at the primary markets. Moreover, the market information regarding the prices of agricultural commodities provided by the traders to the farmers are biased and in favour of the village traders. Sometimes, unscrupulous traders take the advantage of ignorance of the farmers.

Manipulation of Weights and Measurements:

In the marketing of agricultural produces, it was

reported about the malpractices of market and manipulation of weights and measurements by the traders. Due to lack of literacy and ignorance, about the market intelligence etc. some of the producers are forced to sell their produces at distress price.

Lack of Storage Facilities:

Adequate storage facilities are needed for vegetable marketing as they are perishable in nature. Moreover, processing is necessary for the agricultural produces as most of them are not consumable in the raw form. Scientific and adequate storage facilities are required for reducing marketing costs and ensuring remunerative return to the growers. One of the reasons for selling the produces by producers at the non-remunerative prices is lack of scientific and adequate storage facilities as reported by the sample producers. Storage facilities are inadequate for perishable crops for the farmers in the primary market.

Large Number of Middleman:

Large numbers of middlemen are involved in the agricultural marketing scenario of Assam. As there is no restriction or entry barriers in these market, therefore dominance of the intermediaries are observed in the market. Number of middlemen also influences the marketing cost and thereby reduces the margin of the farmers.

Inferior road conditions during the rainy seasons, crop damaged by livestock in the farm as well as market, lack of electricity in some of the market, abundant availability of the same product and consequences of low demand during the peak period of marketing are some of the other issues faced by the farmers in the process of market participation.

Suggestion

Improving infrastructure such as storage facilities in the primary market will help the growers of the perishable commodities such as vegetables.

Improvement of the transportation facilities and road conditions will enhance the efficiency of the marketing practices. Creation of basic facilities such as availability of drinking water, rest room etc. will facilitate smooth participation of the farmers in the primary market. This will also help in reducing post-harvest losses to a large extent. Encouraging the formation of Farmers Producers Organisations, is another suggestive outcome of the study. FPOs can help farmers to market their produce collectively, negotiate for better prices, access to credit and inputs, and adoption modern farming techniques. Creation of direct linkages between farmers and consumers or institutional buyers is suggestive for the benefit of the vegetable growers. Limiting the role of intermediaries can also ensure that farmers receive a fair share of the final price paid by consumers. Encouraging contract farming, arrangements between farmers and agribusinesses or food processing companies is another suggestive measure. Contract farming can provide farmers with assured markets, technical support, and access to quality inputs. Enhancing transparency in price mechanism by improving the availability and accessibility of the market or price related information is also suggestive. This will enable the farmers to make informed decisions and negotiate better prices for their produce. Ensuring easy access to affordable credit is also suggestive as existing Institutional set up is not able to cover all the farmers under its preview. Simplifying loan procedures, expansion of the reach of institutional credit, promotion of innovative financial products tailored to the needs of the farmers are also suggestive. Crop insurance schemes should be made more comprehensive, affordable, and accessible to mitigate the risks faced by the farmers of the study area. Promotion of Agri-Entrepreneurship and value addition at farmers' level is another suggestive outcome of the study. Encouraging farmers to diversify their income by promoting agri-entrepreneurship and value addition by other stakeholders is also suggestive. Provide training, technical support, and financial assistance for setting up small-scale food processing units, storage facilities, or farmer-owned brands can lead to a great extent in this

regard. This will enable farmers to capture a larger share of the value chain and generate higher returns. Strengthen research and extension services are also suggestive. Improvement in Market Intelligence is another suggestive outcome of the study. Enhancing market intelligence can provide accurate and timely data on the market trends and prevalent prices which will help the farmers to a large extent. This information can assist the farmers in making informed decisions about crop selection, production planning, and marketing strategies.

Conclusion

Periodic markets are an important economic and social institution for rural people in Assam. Rural farmers are dependent on these markets for their livelihood. They earn their living by selling their agricultural produces in these markets. Besides, they also procure the required household items such as groceries from these markets. Besides, specialty products including furniture, electronic items etc., are also procured from these markets. These markets are also crucial avenues for selling rural crafts etc. In spite of having such an immense importance, rural periodic markets are not free from constraints. Issues of transportation, flood, shortage of storage space, dominance of middlemen are the major problems faced by the farmers in the study area. Development of these markets through creation of infrastructure, controlling of middlemen etc. can create a suitable platform for the small and marginal farmers in the study region. Removal of these issues will ensure smooth participation of the farmers and remunerative return for their produces.

Limitations of study

The marketing strategies used for a certain agricultural commodity rely on the crop's characteristics. As a result, broad conclusions cannot be drawn from the observation of the marketing strategies for a specific crop or for all the farmers producing different crops in different regions. Besides, marketing practice of farmers

depends upon their agro-climatic zones, topographic conditions etc., and generalization cannot be drawn. Therefore, findings of the present study cannot be generalized for all the category of the farmers. Besides, findings and suggestions of the present study are limited to geographical area under the study and cannot be generalized for other regions including the hill zones of Assam. Besides, socio-cultural significance of the primary markets in the form of non-economic participation by the agrarian communities is left unattended in the present study. Contribution and scope for future research

The present study will be useful for the future researchers and policy makers in the areas of rural development and agricultural marketing. The findings of the study will be useful for agricultural marketing board and similar institutes and also for other stakeholders. The findings will also benefit the farmers if the above mentioned issues are considered. Solving of the issues will create a conducive platform for smooth participation of the farmers and thereby ensures remunerative return on their produces. Scope of value addition of different horticultural and fiber crop grown in the study area, creation of forward and backward linkages through contract farming etc., are the some of the areas for future research intervention. Non-economic participation i.e. the sociological role of the primary market is the other areas for the intervention of the future research.

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