

C O N T E N T S

1	THE SIGNIFICANCE OF THE PROBLEM	1
1.1	Objectives	4
1.2	Hypothesis	4
1.3	Methodology	5
1.4	Selection of Growers	7
1.5	Limitation of the Study	7
2	AGRICULTURAL SYSTEM IN ATHANI TALUKA	8
2.1	Location	8
2.2	Geographical Area	9
2.3	Agricultural Population	10
2.4	Agricultural Profile of Athani Taluka	12
2.5	Cropping Pattern	15
2.6	Agricultural Production Programme	17
2.7	Weather and Its Effects on Crops	18
2.8	Groundnut Production	20

3	CHANNELS OF DISTRIBUTION	24
3.1	Definition	24
3.2	Channels of Distribution in Groundnut Marketing	25
3.2.1	Producer to Village Merchant to Wholesaler to Consumer/Miller	27
3.2.2	Producer to Retailer to Wholesaler to Consumer/Miller	28
3.2.3	Producer to Co-operative Society to Consumer/Miller	29
3.2.4	Direct from Producer to Consumer	30
3.3	Role of the Co-operative Society	31
(1)	Functions	31
(2)	Advancing Facility	32
(3)	Financial Source	32
(4)	Management	33
(5)	Limitations	34
4	ANALYSIS OF DATA	36

I. SECTION A

4.1	Analysis of Age & Income of Farmers	36
4.2	Analysis of Education & Production	38
4.3	Analysis of Land Holding & Production	39

4.4	Analysis of Total Land Holding & Land Under Groundnut Cultivation by the Selected Farmers	40
4.5	Analysis of Income & Production	41
II. SECTION B		
4.6	Analysis of Cost of Production of Groundnut	43
4.7	Analysis of Cost of Marketing of Groundnut	45
4.8	Analysis of Average Production	48
4.9	Analysis of Marketing Surplus of Groundnut	49
4.10	Analysis of Income of Farmers on Groundnut Marketing	54
III. FARMERS AWARENESS		
4.11	Assembling of Groundnut	55
4.12	Selling of Groundnut	56
4.13	Marketing Information	57
4.14	Risk Bearing	58
4.15	Awareness of Finance	58
4.16	Awareness of Grading	59
4.17	Awareness about Warehousing	60
4.18	Awareness of Commission Charges	61
5	PROBLEMS OF GROUNDNUT PRODUCERS	64
5.1	Lack of Organisation	64
5.2	Forced Sales in the Villages	66

5.3	Large number of Middlemen	67
5.4	Multiple Market Charges	68
5.5	Malpractices in the Market	69
5.6	Multiplicity of Weights & Measures	71
5.7	Problem of Grading & Standardisation	72
5.8	Problem of Market Information	73
5.9	Problem of Storage Facilities	75
5.10	Problem of Underdeveloped Transport Infrastructure	77
5.11	Lack of Credit Facilities	78
5.12	Suggestions from the Farmers	79
6.	SUMMARY AND CONCLUSION	83
	Summary	83
	Conclusions & Suggestions	87

APPENDIX

BIBLIOGRAPHY