

## **CHAPTER 4**

## CHAPTER 4

### ANALYSIS OF DATA

This chapter is divided into two sections, namely, Section 'A' and Section 'B'.

Section 'A' analyses the details about the profile of the selected farmers.

Section 'B' deals with the analysis and the interpretation of the cost of production, cost of marketing and farmers' awareness.

#### I. SECTION - A

This part provides the profile of the selected farmers regarding their age, income, education, landholding, and groundnut production distribution.

#### 4.1 ANALYSIS OF AGE & INCOME OF FARMERS

The Table 7 below shows relative profile of the income and age distribution of the selected farmer respondents in the present study.

**TABLE 7****AGE & INCOME PROFILE OF FARMERS**

FARMERS'	FARMERS' INCOME (in thousand Rs.)				
	0 to 20	20 to 40	40 to 60	60 to 80	TOTAL
AGE (Yrs.)					
25 to 35	4	4	2	-	10
35 to 45	25	10	3	2	40
45 to 55	10	8	8	4	30
55 to 65	3	10	3	4	20
<b>TOTAL FARMERS</b>	<b>42</b>	<b>32</b>	<b>16</b>	<b>10</b>	<b>100</b>
<b>AVERAGE AGE = 46 years; AVERAGE INCOME = Rs. 28,800</b>					

$$r = 0.3036$$

The above table shows that as the age of the respondent increases his income also increases. The correlation coefficient test also shows a value of 0.3036. Hence, age and income of the farmers are significantly related.

#### 4.2 ANALYSIS OF EDUCATION & PRODUCTION

The following table shows the groundnut production in quintals by the literate and illiterate producers.

**TABLE 8**

#### DISTRIBUTION OF RESPONDENTS EDUCATION & GROUNDNUT PRODUCTION

EDUCATION	GROUNDNUT PRODUCTION (quintals)				PERCENTAGE/ TOTAL
	1 to 3	4 to 6	7 to 9	10 to 12	
Primary	15	10	5	-	30
Secondary	10	4	3	1	18
Higher	2	2	4	5	13
Illiterates	20	12	7	-	39
<b>TOTAL</b>	<b>47</b>	<b>28</b>	<b>19</b>	<b>6</b>	<b>100</b>

$$r = 0.0471$$

It is observed that 61 % of the farmers are educated at different levels and 39 % are illiterates. The above table shows that educated having knowledge and awareness produce more than the illiterates and there is significant relation between education and production as revealed from the value of correlation coefficient.

### 4.3 ANALYSIS OF LANDHOLDING & PRODUCTION

Table 9 below shows the distribution of the selected farmers according to their landholding and groundnut cultivation and production.

**TABLE 9**

#### DISTRIBUTION OF LANDHOLDING & GROUNDNUT PRODUCTION

PRODUCTION (quintals)	LANDHOLDING UNDER GROUNDNUT CULTIVATION (landholding in acres)				TOTAL
	1 to 2	3 to 4	5 to 6	7 to 8	
1 to 3	30	10	2	-	42
3 to 5	12	8	10	2	32
5 to 7	5	6	4	1	16
7 to 9	-	3	5	2	10
<b>TOTAL</b>	<b>47</b>	<b>27</b>	<b>21</b>	<b>5</b>	<b>100</b>
<b>AVERAGE PRODUCTION = 3.88; AVERAGE LANDHOLDING = 3.18</b>					

$$r = 0.5041$$

Table 9 depicts an overall average production of 3.88 quintals and an average landholding of 3.18 acres. There is a correlation between production and landholding since, the correlation coefficient test also shows 0.5041 . Hence, more the landholding more the production as revealed from this table.

**4.4 ANALYSIS OF TOTAL LANDHOLDING & LAND UNDER GROUNDNUT CULTIVATION BY THE SELECTED FARMERS**

**TABLE 10**

(land in acres)

LAND UNDER GROUNDNUT CULTIVATION	TOTAL LANDHOLDING BY THE RESPONDENTS				
	1 to 3	4 to 6	7 to 9	10 to 12	TOTAL
1 to 2	30	12	5	-	47
3 to 4	10	8	6	3	27
5 to 7	2	10	4	5	21
7 to 8	-	2	1	2	5
<b>TOTAL</b>	<b>42</b>	<b>32</b>	<b>16</b>	<b>10</b>	<b>100</b>

Table 10 reveals that about 66.25 percent of total land is used for groundnut cultivation in the selected villages of Athani taluka. Since 1985, it is found from

this study that farmers have shown interest in groundnut cultivation, due to their accelerating demand of edible oil in the market and also by the oil processing industries. Hence, one of the hypothesis of the present study was that, there is an increasing trend of farmers in this taluka towards the groundnut production, which is confirmed with the help of this investigation.

#### 4.5 ANALYSIS OF INCOME & PRODUCTION

**TABLE 11-A**

#### DISTRIBUTION OF INCOME OF FARMERS & PRODUCTION

INCOME ( '000 Rs.)	PRODUCTION OF GROUNDNUT (in quintals)				TOTAL
	1 to 3	3 to 5	5 to 7	7 to 9	
0 - 20	22	15	4	1	42
20 - 40	15	12	4	1	32
40 - 60	6	7	2	1	16
60 - 80	2	5	1	2	10
TOTAL	45	39	11	5	100

$$r = 0.2241$$

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A

**TABLE 11- B****AVERAGE INCOME OF FARMERS**

INCOME ( '000 Rs.)	CLASS OF FARMERS			
	LARGE	MEDIUM	SMALL	TOTAL
0 to 20	4 (20)	10 (33.33)	28 (56)	42
20 to 40	3 (15)	16 (53.33)	22 (44)	41
40 to 60	6 (30)	3 (10.00)	-	9
60 to 80	7 (35)	1 ( 3.34)	-	8
<b>TOTAL</b>	<b>20 (100)</b>	<b>30 (100)</b>	<b>50 (100)</b>	<b>100</b>

Average Income : Large - Rs. 46,100, Medium - Rs. 26,834,  
Small - Rs. 19,080

Average Production : Large - 5.9 Qtls., Medium - 3.8 Qtls.  
Small - 2.6 Qtls.

(Figures in brackets indicate percentages)

Table 11-A shows the distribution of respondents according to their income and groundnut production and Table 11-B shows average income of the large, medium and small farmers.



It is found that 20 percent large farmers are within the income limit of Rs. 20,000, while 35 percent of them are under the range of Rs. 60,000 - 80,000. On the other hand, 53.33 percent of medium farmers are under the income limit of Rs. 40,000 and only 3.34 percent i.e. only one medium farmer has Rs. 80,000 of income by agriculture source. Whereas, 56 percent of small farmers having income limit of Rs. 20,000 and about 44 percent of them are within the limit of Rs. 40,000.

It seems that income has its effect on production i.e. higher the income larger is the production. Since, coorelation coefficient test has shown 0.2241. Hence, they are dependent and interrelated to eachother.

## II. SECTION - B

Section B of this chapter deals with the analysis and interpretation of the cost of production, cost of marketing and the farmers' awareness.

### 4.6 ANALYSIS OF COST OF PRODUCTION OF GROUNDNUT

Table 12 below shows the cost of production per acre of groundnut produced.

**TABLE 12****COST OF PRODUCTION**

(Cost per Acre in Rs.)

INPUTS OF PRODUCTION	CLASSES OF FARMERS			
	LARGE	MEDIUM	SMALL	TOTAL
1] Seeds used	337.50	317.66	250.00	905.16
2] Fertilizers	252.50	236.66	98.00	587.16
3] Pesticides	62.50	33.33	20.00	115.83
4] Water charges	25.00	-	-	25.00
5] Labour charges	50.00	41.66	36.00	127.66
6] Land revenue	1.00	1.00	1.00	3.00
<b>TOTAL COST</b>	<b>728.50</b>	<b>630.31</b>	<b>405.00</b>	<b>1763.81</b>
<b>AVERAGE COST</b>	<b>= Rs. 587.94</b>			

It is found that large farmers incur 46.32 percent of the total cost in groundnut seeds, whereas medium and small farmers are incurring about 50.39 percent and 61.72 percent respectively. This is followed by the cost of fertilizers, pesticides and labour charges. Large farmers have spent 34.66 percent of the total cost on fertilizers, 8.57 percent on pesticides and 6.86 percent on labour

charges. While medium farmers have used 37.55 percent of total cost fertilizers, 5.28 percent for pesticides and 6.60 percent on wages. Whereas small farmers have used fertilizers, pesticides, and wages to the extent of 2.41 percent, 4.93 percent and 8.88 percent respectively of their total cost on groundnut production. While the average cost is Rs. 587.94.

Hence, it is clear from the Table 12 that large farmers cost of production is more than the medium and small farmers i.e. account 86.52 and 55.59 percent more than medium and small farmers respectively.

This increase is due to difficult quantity of seeds and fertilizers used by them.

#### **4.7 ANALYSIS OF COST OF MARKETING OF GROUNDNUT**

Table 13 below shows the cost of marketing per quintal of groundnut. The cost of marketing consists of cost of packing and transportation as the major costs, which accounts to 49.70 percent and 28.41 percent of the total cost respectively. While cost of storage and warehousing accounts to only 3.66 percent of total cost. Regulated markets charge the reasonable fees @ 1 percent of sales value.

**TABLE 13****COST OF MARKETING**

(Cost per quintal in Rs.)

MARKETING INPUTS	CLASS OF FARMERS			
	LARGE	MEDIUM	SMALL	TOTAL
1. Cost of packing (3 bags)	25.50	20.00	15.60	61.10
2. Transportation	13.00	11.33	10.60	34.93
3. Storage cost	2.25	2.25	-	4.50
4. Bringing from farm to house	1.00	0.50	0.50	2.00
5. Handling charges	0.15	0.15	0.15	0.45
6. Marketing fees @ 1 percent	6.00	6.00	6.00	18.00
7. Cleaning charges	0.30	0.30	0.30	0.90
8. Weighment charges	0.15	0.15	0.15	0.45
9. Cost of filling bags	0.10	0.10	0.10	0.30
10. Local taxes	0.10	0.10	0.10	0.30
<b>TOTAL COST</b>	<b>48.55</b>	<b>40.88</b>	<b>33.50</b>	<b>122.93</b>

AVERAGE COST = Rs. 40.98

It is found that, large farmers are spending about 52.52 percent of their total cost of marketing on packages. Which involves 3 gunny bags for a quintal of groundnut. While medium farmers incur on packages about 48.92 percent of their total cost of marketing, whereas small farmers meet about 46.56 percent for purchase of 3 gunny bags per quintal of groundnut. It reveals that large farmers are spending more than medium and small farmers on the packages i.e. 21.56 percent and 38.89 percent of the respective farmers. This variation is due to the quality of gunnybags used by the large farmers and others. Fifty percent of large farmers use new gunny bags, while 20 percent of medium and 10 percent small farmers use new gunny bags. Remaining cultivators, on the other hand, use the second hand gunny bags by repairing them.

By the by, cost of transportation is the second major item of cost of marketing, large farmers spent 26.78 percent on transportation, While medium farmers incur about 27.71 percent and small farmers spend about 31.64 percent of their total cost of marketing. Hence, large farmers spend more than medium and small farmers i.e. 12.84 percent and 18.46 percent respectively, on transportation.

Rest of the expenses are very low and reasonable i.e. other expenses incurred by the large farmers in the regulated market are 16.06 percent, medium farmers bear 17.86 percent and small farmers incur 21.79 percent of the total cost of marketing. Whereas, the overall average cost of marketing by all the three groups of farmers is Rs. 40.98.

Hence, to avoid all these expenses, about 70 percent of the selected farmers use to sell their groundnut in the local market only, where they get low price than the regulated market. But they will be free from paying various charges, in the complicated way. Since the farmers are illiterate they prefer to sell in the local market, where they could economise their marketing of groundnut. Marketing cost is about 6.97 percent of the cost of production which they can save by selling in the local markets.

#### **4.8 ANALYSIS OF AVERAGE PRODUCTION**

The Table 14 given below shows the average production of groundnut by the three groups of farmers namely, large, medium, and small farmers.

**TABLE 14****AVERAGE PRODUCTION OF GROUNDNUT**

(Production in quintals)

PRODUCTION	CLASS OF FARMERS			
	LARGE	MEDIUM	SMALL	TOTAL
1 to 3	2	10	35	47
3 to 5	5	15	15	35
5 to 7	5	3	-	8
7 to 9	8	2	-	10
TOTAL FARMERS	20	30	50	100
AVERAGE PRODUCTION	5.9	3.8	2.6	

**4.9 ANALYSIS OF MARKETING SURPLUS OF GROUNDNUT**

Table 15 throws light on the surplus groundnut by the different class of farmers. It is observed that the large and medium farmers have retained 20 percent of their production, while small farmers retain 15 percent of their production for seeds and edible purpose.

**TABLE 15****ANALYSIS OF MARKETING SURPLUS OF GROUNDNUT**

(Production in quintals)

<b>CLASS OF FARMERS</b>	<b>AVERAGE PRODUCTION</b>	<b>RETAINED BY FARMERS</b>	<b>SURPLUS FOR MARKET</b>
Large	5.9	1.18 (20)	4.72 (80)
Medium	2.6	0.76 (20)	2.04 (80)
Small	2.6	0.39 (15)	2.21 (85)

(Figures in brackets indicate percentage)

In other words, large and medium farmers have 80 percent surplus of groundnut for marketing, while small farmers have 85 percent surplus for marketing. It is found that small farmers have more surplus than medium farmers, that is small farmers have 7.69 percent more surplus than medium farmers, while large farmers have 53.17 percent more surplus than the small farmers.

It seems that small farmers are more economical and profitable in producing groundnut than the medium and large farmers in this area.



ANALYSIS OF GROUNDNUT MARKETING IN DIFFERENT MARKETS**TABLE 16-A**SHARE OF REGULATED & UNREGULATED MARKETS

(Quantity sold in quintals)

PERIOD	REGULATED MARKET	UNREGULATED MARKET	CO-OPERATIVE SOCIETY	TOTAL
1984-85	402	500	1.25	903.25
1985-86	700	570	2.33	1272.33
1986-87	-	600	-	600.00
1987-88	331	500	4.25	835.25
1988-89	310	550	-	860.00
<b>TOTAL</b>	<b>1743</b>	<b>2720</b>	<b>7.83</b>	<b>4470.83</b>
<b>PERCENTAGE</b>	<b>38.99</b>	<b>60.83</b>	<b>0.18</b>	<b>100</b>

(SOURCE : Field Survey)

Table 16-A shows the marketing of groundnut in different markets by the farmers. During the five year period (1984-85 to 1988-89), the total quantity of groundnut marketed is 4,470.83 quintals. Regulated markets have shared about 38.99 percent while un-regulated markets share

is 60.83 percent, whereas co-operative societies have shared to a marginal extent of 0.18 percent of the total marketed quantity of groundnut.

**TABLE 16-B**

**SHARE OF DIFFERENT MARKETS BY THE DIFFERENT FARMERS**

(Sales in quintals)

<b>CLASS OF FARMERS</b>	<b>REGULATED MARKET</b>	<b>UNREGULATED MARKET</b>	<b>CO-OPERATIVE SOCIETY</b>	<b>TOTAL</b>
Large	784.35 (45)	544.00 (20)	4.70 (60)	1333.05
Medium	522.90 (30)	680.00 (25)	2.74 (35)	1205.64
Small	435.75 (25)	1496.00 (55)	0.39 ( 5)	1932.14
<b>TOTAL</b>	<b>1743.00 (100)</b>	<b>2720.00 (100)</b>	<b>7.83 (100)</b>	<b>4470.83</b>
<b>PERCENTAGE</b>	Large : 29.82	Medium : 26.97	Small : 43.21	

(Figures in brackets indicate percentage)

The above table shows the groundnut marketed by the different class of farmers. Large farmers have marketed through regulated markets in large volume i.e. 45 percent of the total quantity. Whereas, the contribution of the medium

farmers is about 30 percent and small farmers sold through the regulated markets about 25 percent of the total sales in the regulated markets.

Un-regulated markets have attracted the different farmers in different ratios. Large farmers sold their groundnut in un-regulated markets to the extent of 20 percent, medium farmers shared about 25 percent while small farmers shared upto 55 percent of their total sales. Large, medium and small farmers shared to the co-operative sales in 60 percent, 35 percent and 5 percent of the total sales through co-operative society. Further large farmers contribute 29.82 percent while medium and small farmers contribute 26.97 percent and 43.21 percent respectively to the total surplus groundnut marketing during the five years' production and marketing in this study.

It reveals that unorganised markets have more share than organised markets in Athani taluka, which is one of the hypothesis of this study.

4.10 ANALYSIS OF INCOME OF FARMERS ON GROUNDNUT MARKETING**TABLE 17**INCOME ANALYSIS

<b>CLASS OF FARMERS</b>	<b>SURPLUS FOR MARKETING (Qtls.)</b>	<b>TOTAL COST (PRODUCTION+MARKETING) (Rs.)</b>	<b>GROSS INCOME (Rs.)</b>	<b>NET INCOME (Rs.)</b>
Large	4.72	728.50 + 48.55= 777.05	2596.5	1818.95 (70.0)
Medium	2.04	630.31 + 40.88= 671.19	1122.0	450.81 (40.17)
Small	2.21	405.00 + 33.50= 438.50	1215.5	777.00 (63.92)
<b>TOTAL</b>	<b>8.97</b>	<b>1886.74</b>	<b>4933.5</b>	<b>3046.76</b> <b>(61.75)</b>
<b>AVERAGE TOTAL COST = Rs. 628.91</b>			<b>1644.5</b>	<b>1015.59</b>

(Figures in bracket indicate percentage)

Table 17 above indicates that large and medium farmers' 80 percent surplus and small farmers' 85 percent surplus is marketed by earning 70 percent profit by large

farmers, 40.17 percent by the medium and 63.92 percent by the small farmers. The average cost of production and marketing by all the farmers is Rs. 628.91, which earns average profit of Rs. 1015.59 (61.75 percent). The share of marketing cost in the total cost is 6.97 percent (Rs. 41.98). It seems that small farmers earn 72 percent more than medium farmers. Nevertheless, all the farmers are benefited by producing the groundnut in this taluka.

One of the hypothesis, that the price received by the farmers was 'less than' the cost of production and marketing, is dis-proved by this investigation.

### III. FARMERS' AWARENESS

The author has contacted the farmers while collecting the data and observed their awareness about various marketing functions which are noted below.

#### 4.11 ASSEMBLING OF GROUNDNUT

About 20 percent of the groundnut production is retained by the large and medium farmers and 15 percent by the small farmers, remaining 80 percent and 85 percent is disposed of by the producers either by assembling in the

nearest centres or by selling at their farms and villages to the middle-men and commission agents.

It is revealed from this study that none of the farmers assemble their groundnut in assembling centres. About 70 to 75 percent of the farmers sell directly to the middlemen. Remaining 25 percent of the producers take their commodity to regulated market. It is found that the farmers of this area are most aware of the assembling function of marketing. All most all the farmers dispose off directly to the middlemen or traders, who later on assemble at the assembling centres.

#### **4.12 SELLING OF GROUNDNUT**

Groundnut growers do not have the knowledge of selling it in a systematic manner. As studied in channels of distribution about 70 percent of farmers commonly use the outlet of producer to village merchant to wholesaler to consumer. They just handover the goods to middlemen who travel and assemble at the village level. About 5 percent of the farmers go directly to oil mill and sell. About 40 percent of the output is sold in other than Athani market area, where they are attracted by high price. But, the

farmers are unaware of the cost of transportation and other handling charges, which will be more to take the goods to distant markets. Moreover, farmers are unaware of the "model price" fixed by the traders in the markets. Due to their lack of knowledge, farmers sell large quantity in the village level only, where they receive quite low price.

#### **4.13 MARKET INFORMATION**

For successful marketing, accurate market information is very important. Information about price is very important for the farmers. Regulated market of Athani (APMC) informs the prices of groundnut's daily sales, total arrival of the goods and the model price, etc., to the farmers displaying on notice board and announcing through the All India Radio, Dharwad, once in a week. But, it is found that just 20 percent of large and small farmers (4 and 10 farmers) and 10 percent of medium farmers (3 farmers) know about this information supplied by the marketing committee. Rest of the 80 percent of large and small farmers, and 90 percent of the medium farmers are unaware of this information. They just depend on hearsay words and follow their own methods. Hence, the illiteracy is the basic cause for their unawareness of market news.

#### **4.14 RISK BEARING**

Farmers of Athani taluka always bear the risk of rain and risk of bad weather. They are quite aware of this risk of rains. There is always gamble in monsoon since 1980. It is observed that 95 percent of selected farmers bear this risk and they are quite aware. On the other hand, only 5 percent of the selected farmers in this study are in position to give artificial water to the crop.

It is found that almost all the farmers are aware of the risk of bad weather, risk of insects and diseases, risk of late receipts of their bills, etc. Though they are aware of the risk of loss, still they dare to undergo the groundnut production, due to its increasing demand and price. Since 1980, Athani taluka is passing through the continuous drought. It seems they have developed their risk resistance and they are cultivating more land under groundnut. Even after bearing this risk, large, medium and small farmers are producing the groundnut at a net income of 70 percent, 40.17 percent and 63.92 percent respectively.

#### **4.15 AWARENESS OF FINANCE**

It is found that about 13 percent of the farmers are fully aware of the financial requirements for the actual



cultivation of groundnut i.e. on an average cost of Rs. 628.91 per acre. Amongst them 2 percent, 5 percent and 6 percent by the large, medium and small farmers respectively aware of the actual financial needs. Remaining 87 percent of the farmers are not fully aware of the marketing finance. They usually retain 10 percent of groundnut for seeds purpose, which is major cost of groundnut production of which they do not spend in cash. On the other hand they use very little of pesticides. About 60 percent of farmers work on the field personally. Hence, they do not feel about spending on wages. But about 93 percent of cost is incurred by the farmers on production, while 6.97 percent they spend on marketing cost. About 70 percent of the farmers sell in the local markets. They spend less money on transportation also, while 60 percent of the total farmers use old gunny bags by repairing them. Hence, they spend very limited amount on packages. Though their total cost becomes Rs. 628.91, 87 percent of the farmers are not fully aware of the financial requirements they need in production and marketing of groundnut (per acre).

#### **4.16 AWARENESS OF GRADING**

It is observed during the sample survey that 45 percent of large farmers, 30 percent of medium and 25

percent of small farmers were aware of the grading functions of marketing. Athani regulated market has a 'grader', who grades the groundnut on arrival to the market on the basis of their dryness i.e. dry pods, partly dried and wet pods in the form of A, B, and C respectively (i.e. considering the rattling sound). Grading is also done in the market by considering the size and weight of the groundnuts (i.e. oil content and fatness). About 60 percent of the farmers sell in the unregulated market, who are absolutely unaware about the grading. However, traders take the groundnut from the farmers on the basis of grader only and pay accordingly. Farmers roughly know that only dry pods should be brought to the market. However, it is found that even illiterate farmers are becoming aware of the grading systems, since, they are paid more if the groundnuts are clean, dry pods and with full rattling sound. Nevertheless, it is still necessary for the farmers of this area to become more aware of grading of groundnut.

#### **4.17 AWARENESS ABOUT WAREHOUSING**

Athani market is situated with the 'State Warehouse' with a capacity of 1,000 tons. About 50 percent of the selected farmers are aware of the warehouse facility. Amongst them, about 30 percent of large farmers (6 farmers),

35 percent (21 farmers) of medium and 50 percent of small farmers (25 farmers) are quite familiar of warehousing facility available to the farmers. But just about 5 percent of the farmers take the benefit. About 70 percent of farmers say that they have no faith in warehousing and are not satisfied with the services given to them. Government levy policy is also one of the causes for their doubt in warehousing. Moreover, farmers have no faith in the warehouse keeper also. The same thing was heard from the manager of the Athani warehouse, during the interview by the author.

However, 20 percent of the large farmers, 10 percent medium farmers and small farmers each, are quite aware of the warehousing function, and their benefits. Remaining 60 percent of them are not aware of the warehousing facilities in this taluka. Nevertheless, gradually the awareness of storage for agricultural goods is increasing amongst the farmers. Hence, the present capacity of 1000 tons of the Athani State Warehouse in Athani, is insufficient.

#### **4.18 AWARENESS OF COMMISSION CHARGES**

About 40 percent of farmers are aware of the commission charges, charged by the middlemen. But, they are

unaware about the rates of commission they pay, since they pay different rates to different traders. Though it is against the 'Market Act' to pay commission to traders out of the market yard still farmers pay, because commission agents pay them advance money on their sales. About 2 to 3 percent commission they charge or even more in some cases. In addition 1 percent market fee is also charged separately. Hence, to avoid all these various types of charges about 10 percent farmers sell their goods in the villages. About 30 percent farmers favour to sell in the regulated markets only and remaining 60 percent farmers are almost unaware of these commission charges to be paid. Moreover, they do not find time to sell in the market. Hence, they sell in the local markets only due to their lack of knowledge and illiteracy.

The above all functions are inseparable twigs of the deep rooted mammoth tree, non of these twigs can be cut of and tree can be grown. They are all essential functions of marketing of groundnut. In one or the other way, they are functioning behind the awareness. Hence, awareness of these functions is essential for the farmers. However, the farmers of this taluka lack knowledge of marketing of groundnut as they are illiterate and backward.

Constant efforts by the Government are in progress to educate and make awareness in the farmers by conducting seminars and lectures at village levels and training programmes once in a month. Daily advertisements through T. V. and radio about research in marketing, agricultural department is working to educate by deputing the supervisors to villages and convincing the farmers to bring their goods to the regulated market and not to sell in the villages only.

As a result, farmers also responding in positive way, and becoming aware of marketing functions. About 20 percent of large farmers, 10 percent of medium and small farmers were interest in the regulated markets during the sample survey.

This study reveals that there is an impact of market on the farmers insignificantly. Hence, our hypothesis that there is insignificant impact of market on the cultivators is proved. In view of this it is necessary to produce such impact in this taluka on the farmers' mind.

