

A STUDY ON AGRICULTURAL MARKETING WITH SPECIAL REFERENCE TO CHHATTISGARH STATE

A. K. MISHRA¹ & PARIDHI BHANDARI²

¹Associate Professor & Head, Department of Commerce, St. Thomas College, Ruabandha, Bhilai, Chhattisgarh, India

²Assistant Professor, Department of Commerce, G. D. Rungta College of Science & Technology,
Bhilai, Chhattisgarh, India

ABSTRACT

Indian economy is primarily an agricultural economy. The very existence of economic activities of the entire people is bound up with the state and health of this sector. Chhattisgarh is the 26th state of India. The total geographical area of Chhattisgarh is 137.9 lakh hac. Out of which cultivated area is 46.77 lakh hac[1]. Agriculture is the primary occupation of the people of Chhattisgarh. According to a government estimate, net sown area of the state is 4.828 million hectares and the gross sown area is 5.788 million hectares. About 80% of the population of the state is rural and the main livelihood of the villagers is agriculture and agriculture-based small industry. In the state out of 32.5 Lakh formers households, 76% comes under small & marginal class. At present, 29% of Land is having irrigation facility considering all source of irrigation, out of all irrigation facility available, highest 66% of land are irrigated from reservoirs and canals, 55% arable land is having less water retention power for which second crop is not possible from this land without irrigation facility. Agriculture production had recorded a minus growth in 2011-12. The survey report said 6.88 Million Tonnes (MT) of foodgrains was produced in 2011-12 that was less by two per cent as compared to previous year's production.[2] An improvement in agriculture and its allied sectors would help raise the income levels of the people dependent on this sector in Chhattisgarh. This paper is concentrating on the problems agriculture is facing in Chhattisgarh and some suggestions as solutions of the problems.

KEYWORDS: Agricultural Marketing, GDP (Gross Domestic Product), MANREGA (Mahatma Gandhi National Rural Employment Guarantee Act), Co-Operative Marketing, Pisciculture