

Marketing Inter-Linkages in Major Farming Systems in Srikakulam District of Andhra Pradesh

H Srinivasa Rao , D V Subba Rao and Y Radha, P Rambabu and V Srinivasa Rao

Scientist, Cost of Cultivation Scheme, RARS, Anakapalle, A. P.

ABSTRACT

This study has attempted to understand the marketing inter-linkages among the components of major farming systems in Srikakulam. Primary data was collected from a sample of 120 farmers from the existing six farming situations in Srikakulam. The study was carried out for five major farming systems out of nine farming systems identified in Srikakulam. Marketing inter-linkages among major farming systems were found out by MDR (Marketing Dependency Ratio) of inputs technique. The lowest MDR (0.59) was observed in FS-IV (Crops+Sheep&goat) due to the efficient utilization family labour, whereas highest MDR (0.85) has seen in FS-III (Crops+Poultry) due to over dependence on market for poultry feed. RPI (Response Priority Index) was used for the ranking of marketing constraints. Non-remunerative price and price fluctuations were the major marketing constraints in all farming systems except FS-III. High transportation cost, lack of market information and lack of storage facilities were other marketing problems faced by the respondents.

Key words: *Constraints, Farming systems, Marketing inter-linkages, MDR, RPI.*