

Corporate Organization Influence on Supply Chain System of Fresh Vegetables A Case Study in Greater Hyderabad City of Andhra Pradesh

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ABSTRACT

Indian agriculture is gradually diversifying towards high value food commodities. This is expected to benefit millions of farmers especially small holders, who rely on agriculture for their livelihood. Small holders, are efficient in production of high value commodities but are constrained to expand their scale of production due to lack of market access, access to improved technology, quality inputs, credit and high transaction cost. The study has analyzed the impact of food retail chain linkage on farmers for procuring fresh vegetables. Younger and educated farmers has entered into tie-ups with food retail chain Consolidation centre. Logistic regression analysis was estimated to identify the determinants of farmer participation in the supermarket channel. The farmers getting phone orders has a high positive impact on selecting the supermarket channel as the collection centers mostly order the produce from the farmers according to the daily indent requirement of the stores. Institutions like cooperatives, contract farming and growers associations are considered to improve producer's access to markets and the evidence indicate that these institutional innovations in marketing enhance their access to market, quality inputs, improved technology information and services which eventually lead to improvement in productivity and reduction in marketing and transaction costs.

Key words : Corporate organization, Regression coefficients, Supply chain system, Vegetable