

Study of Soybean Production and Marketing Problems in Amravati District

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Abstract

Soybean cultivation has contributed not only in Maharashtra but in improving the economic power of the farmers. Due to the diversified production of soybeans, large scale exports provide more income to the farmers. In the state of Maharashtra, soybean cultivation is done on a large scale in Amravati district. Soybean production in the year 2022 was 2.520 area yield 1132 (m.t) productivity (kg/ha) 2.852 compare with in the year 2021 was 2.418 area yield 1205 (m.t) productivity (kg/ha) 2.914 in Amravati. The present study explores the issue of soybean production and marketing. Farmers are not satisfied with the cost and low income of soybean production as some areas show low soybean production and face marketing challenges. Farmers have lack of knowledge about marketing in Amravati. There are many problems regarding marketing how to process of selling soybean. 22.85.00% respondents have market information of soybean and 70.00% respondents don't have market information of soybean. In this study also found problems regarding marketing like that, 22.67% difficulties in illiteracy; 26.42% difficulties in godwon and 17.85% difficulties in banking and finance.

Keywords: Soybean Production, Marketing, Problems of Marketing

Introduction:

Commercial cultivation of soybean in India is about four decades old. During this period, the crop has shown tremendous growth in area and production. Soybean has established itself as a major monsoon crop in the annual agro-ecosystem of central and peninsular India. The introduction of soybeans has resulted in an increase in crop yield and has resulted in an increase in profitability per unit land area. Soybean will continue to be a major annual oilseed crop in India. Many varieties that have been bred have resulted in this unprecedented growth. Soybeans are legumes, native to East Asia, that are grown worldwide for their oil and protein. Cultivated primarily in hot and humid climates, soybeans were originally used as nitrogen fixers in early crop rotation systems—early farmers would plant a field of soybeans in dry areas and then replenish the soil. For this, crops were plowed. The development of utilization technologies such as oil fermentation and processing has given rise to many new applications of this useful plant.

Information about soybean crop:

Soybean is an agricultural cash crop. It is measured as an oilseed crop in place of pulses. Soybean is an adaptable food for human nutrition and health. Soybean is an important food source. Its main components are proteins, carbohydrates and fats. Soybean contains 33 percent protein, 22 percent fat, 21 percent carbohydrate, 12 percent moisture and 5 percent consumption. Soybean is therefore a good source of high quality protein for human nutrition. These acids are essential fatty acids for the body. Soybean is not only an excellent source of protein, but also affects many physiological functions. Various researchers have considered the effects of soy protein on plasma lipids and cholesterol levels and it has been found that soy protein is helpful in reducing cholesterol levels in human blood. Soy protein is probably the first soybean ingredient for specific health uses. Soybean is the world's most important seed legume, contributing 25% of global food, with almost two-thirds of the world's protein concentrated for livestock feed. Soybean meal is a valuable ingredient in formulated feeds for poultry and fish.

About Marketing

Marketing is an activity, a set of institutions and the process of creating, communicating, delivering, and exchanging offerings that consist of value to customers, consumers, partners, and society at large.

1. “Marketing is the economic process by which goods and services are producer to the consumer.”

(Buddy and Reizen)

2. “Marketing is the delivery of a standard of living to society.” **(Paul Mazur)**

Importance of Marketing

In today's world, the role of marketing in organizations cannot be ignored. Big and small organizations are competing for the same market in agricultural products today and the newest and most active winners have emerged. Competition has increased more than ever and as the use of technology has made great strides, the situation is not getting better. Social media has been infiltrated by organizations seeking to promote their products and services. Most of them have actually had a lot of success and consumers are more informed than they were a few years ago.

Objectives of the Study:

1. To identify the growth rate of production and productivity of soybean in Amravati Division.
2. To know the problems faced by the farmers in production and marketing of soybean.

Research Methodology:

For the present study both types of data was collected from primary and secondary sources.

Method of sampling:

The working area of present study was Amravati district. All the 14 fourteen Talukas has been selected by the researcher as a Census method. 10 sample farmers were randomly selected from each of Talukas. Thus, the total 140 soybean farmers are selected for the study.

Size of operational land holdings

Farmer	Land in (Hect.)
Small	1 to 2 (Hect.)
Medium 2 to 4 (Hect.)	2 to 4 (Hect.)
Large	Above 4 (Hect.)

Scope and Limitations of the Study:

The present study related to analyze soybean production & marketing in Amravati. This study is limited with the geographical area of Amravati district only.

Soybean Production in Amravati Division Maharashtra:

Soybean was introduced in **Amravati Division** Maharashtra in the nineties. The area and production of soybean have seen an ever increasing trend in the last two decades. This indicates that although the area was up/ down under soybean, there is a wide gap between the potential yield and actual yield in the field of farmers

Table no 1. 1 Production and Productivity of Soybean in Amravati Division (Maharashtra)

District	2020			2021			2022		
	Area	Production (m.t)	Productivity (kg/ha)	Area	Production (m.t)	Productivity (kg/ha)	Area	Production (m.t)	Productivity (kg/ha)
Amravati	2.520	1132	2.852	2.320	1000	2.320	2.418	1205	2.914
Yevatmal	2.506	1136	2.847	3.421	1215	4.157	2.620	1071	2.806
Akola	1.951	1160	2.263	2.185	1050	2.294	2.126	1096	2.330
Washim	2.736	1188	3.250	2.948	1225	3.611	2.718	1215	3.303
Buldhana	3.591	1148	4.122	3.454	1150	3.972	3.433	1275	4.377
(Source: www.sopa.org)									

Soybean production in Amravati District:

Table no 1.2 shows that Distribution of district wise soybean area, production and productivity from 2020 with 2022 in Amravati Division. Amravati District has third rank in soybean area, production and productivity compare with other district. Area under soybean is **2.418** in hector with production 1205 kg per hectors and productivity **2.914** in lakh metric tons kharif season of 2022. And Area under soybean is **2.520** in lakh hector with production **1132** kg per hectors and productivity **2.852** in lakh metric tons kharif season of 2020.

Problems of Rural Marketing

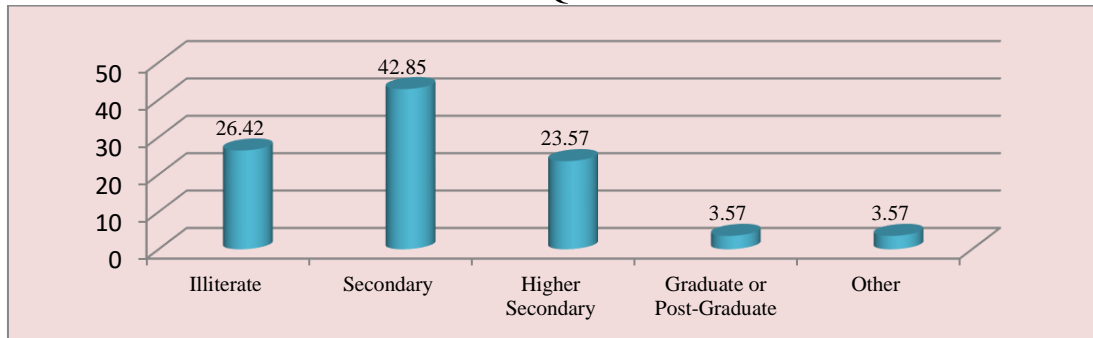


Table No 1.2 Educational Qualifications

Sr.No	Educations:	No of Respondents	Percentage (%)
1	Illiterate	37	26.42
2	Secondary	60	42.85
3	Higher Secondary	33	23.57
5	Graduate or Post-Graduate	5	3.57
5	Other	5	3.57
Total		140	100

(Source: Field Survey 2021-22)

Educational Qualifications



Education is measured as an important factor. It was cleared that maximum 42.85%; of respondents come under the Secondary; Illiterate -26.42%, Higher Secondary-23.57%, Graduate or Post-Graduate-3.57% and other- 3.57%. It means that, level of education was very high in Secondary and higher secondary respondents.

Table No 1.3 Distribution as per market information

Sr. No	Market information	No of Respondents	Percentage (%)
1	Yes	32	22.85
2	No	98	70
3	Some time	6	4.28
4	Neutral	4	2.85
Total		140	100

(Source: Field Survey 2021-22)

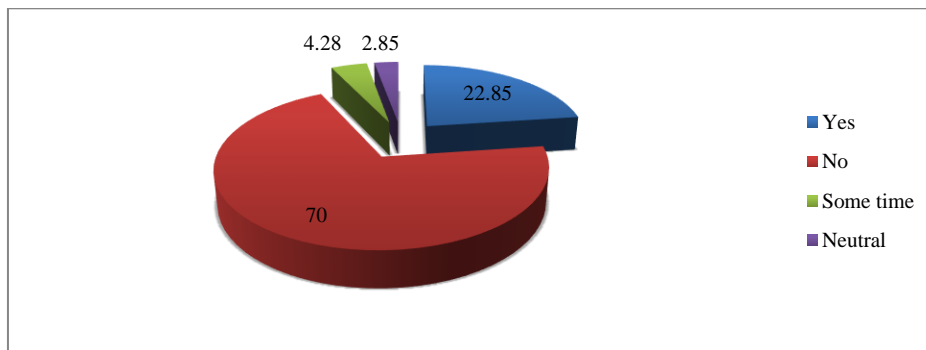


Table and graph no 1.3 point to that distribution as per market information. 22.85.00% respondents have market information of soybean; 70.00% respondents don't have market information of soybean; 4.28% respondents have some time market information of soybean and remaining 2.85% respondents are neutral about it.

Table No 1.4 Distribution as per difficulties in rural marketing

Sr. No	Particulars	No of Respondents	Percentage (%)
1	Illiteracy	38	27.14
2	Godown	37	26.42
3	Banking and finance	25	17.85
4	Shortage of supply	16	11.42
5	Transport	11	1.86
6	Lack of media communication	13	9.28
Total		140	100

(Source: Field Survey 2021-22)

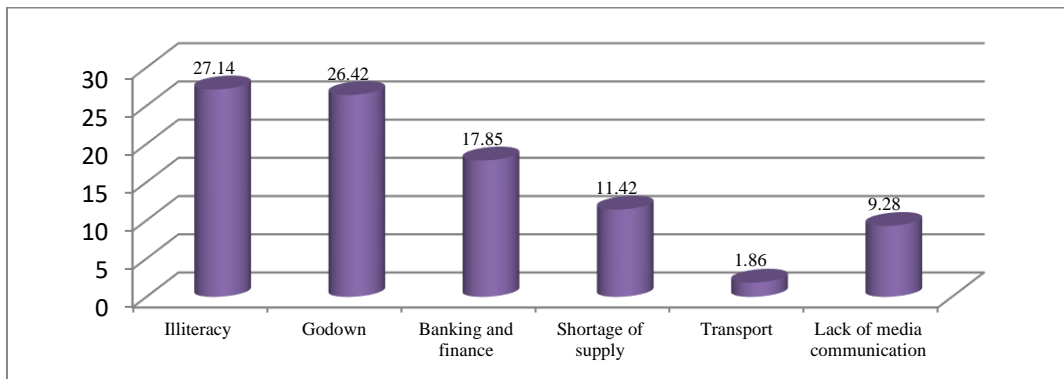


Table and graph no 1.4 indicates that distribution as per difficulties in rural marketing. 22.67% respondents were replied that they have difficulties in illiteracy; 26.42% respondents were replied that they have difficulties in godwon; 17.85% respondents were replied that they have difficulties in banking and finance; 11.42% respondents were replied that they have difficulties in shortage and supply; 1.86% respondents were replied that they have difficulties in transport about rural marketing and 9.28% respondents were replied that they have difficulties in difficulties in lack of media communication

Conclusion

There is a need to establish some processing units for soybean value addition. This will on one hand help the farmers to get better income and on the other hand will reduce the price fluctuation. Education is considered as an important factor for the farmers. Educational qualification of the respondent's response their differential education qualifications are such as Illiterate, Secondary, Higher Secondary, Graduation or Post Graduation and other. It was cleared that level of education was very high in Secondary and higher secondary respondents. 22.85.00% respondents have market information of soybean; 70.00% respondents don't have market information of soybean. In this study also found problems regarding marketing like that, 22.67% respondents were replied that they have difficulties in illiteracy; 26.42% respondents were replied that they have difficulties in godwon; 17.85% respondents were replied that they have difficulties in banking and finance; 11.42% respondents were replied that they have difficulties in shortage and supply; 1.86% respondents were replied that they have difficulties in transport about rural marketing and 9.28% respondents were replied that they have difficulties in difficulties in lack of media communication.

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