



AGENCIES INVOLVED IN RURAL MARKETING

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MARKETING ⁷ AGENCIES

PRODUCERS

- Small –scale producers
- Middle-scale producers
- Large- scale producers

MIDDLEMEN

- Merchant Middlemen
- Agent Middlemen
- Speculative Middlemen
- Facilitative Middlemen
- Hoaders



PRODUCERS:-

- The small scale farmers, who own small pieces of land and therefore have little surplus to sell in market.
- Middle-scale producers have comparatively large farms, and they have a good surplus left, which can be sold.
- Large –scale producers have several hectares of land which are used for cultivating a variety of agricultural products.



MARKETING ACTIVITIES UNDERTAKEN BY PRODUCERS:-

- Small and middle –scale farmers sell off their produce in nearby markets. They sell directly to the buyers.
- Apart from their own production, Large- scale producers collect products from small and middle –scale farmers and sell to merchants in nearby markets.
- Large –scale producers have resources for transportation and storage and make more profit.



MIDDLEMEN:-

Small and medium farmers quite often sell their produce to different types of middlemen to get quickly money.

- These middlemen are specialist individuals or organizations who help the producers in marketing of their produce.



a)MERCHANT MIDDLEMEN:

They are individuals /organizations who take absolute ownership of the goods i.e. they take title of the goods.

There are three types :-

1.WHOLESELLER

They buy products in large quantity and sell them to other smaller wholesalers or retailers

2.VILLAGE MERCHANTS

These are small merchants who move from one village to another village, buying produce directly from the farmers. without involving any middlemen.

3.MASHAKHORES

the wholesalers or big retailers who deal exclusively in fruits and vegetables. They buy huge quantities of variety of vegetables like potatoes, onions etc. and sell them to both small and big buyers.



B) AGENT MIDDLEMEN

They are the representatives of the producers and try to get best deal for them, based on certain commission.

The two types agents :-

1. COMMISSION AGENT/ARHATIYAS

They act as representatives of buyers or sellers and are assigned the authority to negotiate on their behalf. Kuchcha arhatiyas act as farmers' representatives and look for potential buyer for their produce. Pucca arhatiyas act as traders' agent and they look for potential sellers for buying their products.



FEATURES

- Commission agent extend loan to farmers ,for which they charge interest.
- They act as advisor to the farmers in aspects related to buying input, selling their products,etc.
- They also provide sacks, bags and other packing material to the farmers.
- They also provide storage facilities for farmers produce and extend loan service up to 70-75 % of the value.



2.BROKERS

- They also act as intermediaries, bringing together buyers and sellers.
- Their main task is to try to negotiate the best possible deal that is acceptable to both parties.
- They do not have fixed place of operations.They roam around inn the market place, looking for the prospective business.



C) SPECULATIVE MIDDLEMEN

- They are occasional buyers who buy product at low prices and sell them when prices are high.
- They do not invest in huge amount

D) HOARDERS

- They are individuals or groups that buy products in bulk and sell them throughout the year.
- Their profit depends on the demand at a specific time.
- Possesing good storage facilities ,they are able to atore the commodities for a considerable duration of time.



E) FACILITATIVE MIDDLEMEN

- They are those individuals /groups that are not directly involved in buying or selling ,but assist other parties in marketing activities.
- Their services are open to all the intermediaries.
- Some of the facilitative middlemen are:

1. Weighters

They help in weighing the commodities, using pan balance or scale balance.



2. Hamals and Porters

They perform their job by like loading and unloading of produce, packaging, stitching gunny bags ,etc.

3. Transport agencies

They help in the physical transport of goods from one location to another location through trucks, tractor trolleys, bullock carts, etc.

4. Advertising agencies

They help in creating awareness among the buyers about the kind of products that are available in the market.

