LINKING FARMERS TO FUNCTION HALL (F2F): AN AGRICULTURAL MARKETING PERSPECTIVE

By

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Ms. Bhavya, A. P. is a Ph. D. Scholar at University of Agricultural Sciences, GKVK, Bengaluru, Karnataka, India. She has completed her graduation from University of Agricultural Sciences, GKVK, Bengaluru, and did the Master in Agricultural Economics from University of Agricultural Sciences, Dharwad. Her present Ph.D. research work is on **"Exploration of Present Farming System for Enhancing Farm Income: An Economic Analysis of Constraints, Challenges and Potentials in Southern Dry Zone and Eastern Dry Zone of Karnataka"**. She has earlier worked with RDPR Department, Govt. of Karnataka as Technical Assistant and University of Agricultural Sciences, GKVK, Bengaluru as Assistant Professor for one year each and worked as Research Intern at CCS NIAM, Jaipur, Rajasthan.

I am Bhavya, A. P. completed my Research Internship at CCS NIAM under the guidance of Dr. S. R. Singh, Dy. Director and Chairperson, Center for Monitoring and Evaluation & Center for ICT and E-NAM, CCS NIAM, Jaipur. My research is on **"Linking Farmers to Function Hall: An Agricultural Marketing Perspective."** The study was conducted in Arsikere Taluk, Hassan District, Karnataka State with the sample size of 30 respondents. The result of the study raveled that if farmers are directly link with the function hall, the marginal cost of farmers Rs. 46, 22,260 can be saved and also there is an opportunity to increase the producer's share in consumer rupee up to the extent of Rs. 14, 98, 24000 in this context government should encourage the both caterers and farmers by creating facilities.

CERTIFICATE

This is to certify that report entitled "**Linking Farmers To Function Hall (F2f): An Agricultural Marketing Perspective"** submitted by Ms. Bhavya A. P. for the fulfillment of requirement of Research Internship to **Chaudhary Charan Singh National Institute of Agricultural Marketing Jaipur, Rajasthan** is a record of research report done by her during the period of one month stay in CCS NIAM and this report has not previously formed the basis for the award of any degree, diploma, associateship, fellowship or other similar titles.

Jaipur

April, 2019

Signed by

(Dr. S.R. Singh)

Dy. Director & Chairperson

Center for Monitoring and Evaluation &

Center for ICT &E-NAM

Acknowledgement

"Gratitude takes three forms, A feeling from the heart, an expression in words and a giving in return……..."

At last, the moment has come to look in to deeper layer of my heart, which is filled with the feeling of togetherness and loveliness; consolation and satisfaction. Some are permanent and some are momentary but both involve a member of the persons to whom I acknowledge my warm regards.

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CONTENTS

CHAPTER- I

INTRODUCTION

India is known for its unity in diversity, colorful culture and different traditions in the society. Festivals, celebrations and functions are inevitable in Indian customs. Marriages are one of the best social event to observe its varied traditions and it takes places in Functions Hall or conventions centers or banquet hall for celebration. Marriages are apart from being a symbol of culture; it is also a fast growing lucrative business with many opportunities. With each passing year, Indian marriages are generating many opportunities to designers, caterers, planners, decorator, photographers, and so on. Let us have an inside look at the Indian scenario of marriage functions and its forces.

Currently, the country has a population of around 125 crore and considering an average family with five members, there are around 250 million families in India. With about one marriage per family every 20 years, the country averages roughly 10 million marriages every year (Census of India, 2001). The annual turn over of Indian marriage and wedding industry is of Rs 100,000 crore and is growing at 25 to 30 per cent annually. The estimated cost of a wedding with no expenses spared could be between Rs. 5.0 lakh to Rs. 5.0 crore, in India (www.businessinsider.in).

The wedding market in India

- ✓ Number of population belongs to age group of (20-24 years) in India: Rs.8.99 crore.
- ✓ Number of Indian marriages in a year: Approx 1 crore
- ✓ Apparel market (wedding) worth: Rs 10,000 crore
- ✓ Durable goods market worth: Rs 30,000 crore
- ✓ Hotel and other wedding related market: Worth Rs. 5,000 crore

- ✓ Pandal and venue decoration market: Worth Rs. 10,000 crore
- ✓ Wedding invitation card market : Worth Rs. 10,000 crore
- ✓ Bridal Mehndi market in India: Worth Rs. 5000 crore
- ✓ Number of marriage hall: Approx No. 125000
- ✓ Dinner cost : Rs.700-1000 per person

  (Source: www.indianretailer.com)

The above said information is one side story of marriage industry in India and in another side, wastage of food. According to the United Nations Development Program, up to 40% of the food produced in India is wasted. About 21 million tons of wheat are wasted in India and 50% of all food across the world meets the same fate and never reaches the needy. In fact, according to the agriculture ministry, Rs. 50,000 crores worth of food produced is wasted every year in the country. In case of marriage, 15-20 per cent of food is wasted. In some cases, the waste is to the extent of 20-25 per cent when the number of dishes exceeds the number of guests invited to the marriage halls.

- ✓ In case of Bangaluru the quantity of food wasted in marriages : 9515 tons per year (Gowda *et al.*, 2012)
- ✓ Food wasted each day at weddings and family functions in Mumbai alone would be enough to feed the city's vast slum population.

From the discussion above it is clear that marriage business is a lucrative industry. In this paper, we would examine the ways by which farmers can be linked with functionaries of marriage halls.

The general Supply Chain

1. Producer - village traders – primary wholesalers – Secondary wholesalers - Retailers – caterers – consumer
2. Producer - village traders – primary wholesalers – Processing industry - Retailers –caterers – consumer
3. Producer – wholesalers – retailers – caterers – consumers
4. Producers – wholesalers – caterers – consumers
5. Producers – processing industry –retailers – caterers – consumers
6. Producers – processing industry – caterers – consumers

It is well known that longer the supply chain, lower is the share of farmers in consumer rupee. Various initiatives in marketing have tried to achieve this, but success could not be achieved in terms of helping farmers to realize better prices for their produce. Direct marketing is only the way by which farmers can get the remunerative price for their produce. One of the reasons could be due to high transaction cost involved in the process (for instance time). However, if the farmers can be linked to the functionaries directly (like caterer), it will reduce the transaction cost at both ends and benefit both the parties and feel the win –win situation. In this line, the present study is designed along with following objectives

1. To map the existing supply chain used by farmers in the study area,
2. To examine the models for linking the farmers directly with the caterer and
3. To deliberate on the possible bottlenecks in such arrangements.

Limitation of the study

The present study mainly relied on the data collected through interview using a pre-tested schedule. Therefore, some amount of recall bias is bound to be associated with the collected data since the farmers, caterers did not maintain any record about

the cultivation expenses, application of inputs, returns, marketing cost include transportation, storage, loading, unloading, working hour spend for the activities and so on. However, efforts were made to minimize them through cross checks at the time of data collection. However, the degree of discrepancy, if any, would be negligible as the estimates presented are in averages. Since, the information collected from farmers, caterers and function hall people of Arsikere taluk, generalization of the results to other areas should be made carefully.

CHAPTER- II

METHODOLOGY

This chapter deals with the description of the study area, the sampling techniques adopted, the method of survey, the nature and sources of data and the various tools and techniques employed in analyzing the data and evaluating the problems. The methodology adopted is presented under the following major heads:

1 Description of the study area
2 Sampling procedure adopted
3 Nature and source of data
4 Analytical tools and techniques employed

1. Description of the study area

Karnataka is the eighth largest state in India with an area of 190 lakh ha. It is situated between 11.50 and 19.00 N latitude and between 740 and 780 E longitude in the southern plateau. The state receives the average annual rainfall of about 1139 mm from both south-west and northeast monsoons. The important crops grown in the state are jowar, ragi, maize, bajra and wheat among cereals; red gram, green gram, tur and Bengal gram among pulses; groundnut, sunflower and safflower among oilseed crops and cotton, sugarcane, coffee and tobacco among commercial crops. Karnataka comprises 30 districts of which 12 districts are located in northern part of the state and rest in southern part of the state.

Hassan district is situated in the southern part of the Karnataka State. There are three main rivers that run through Hassan district ie Cauvery, Hemavathi and Yagachi rivers. In Hassan district, there are eight taluks (Table- 1), 38 Hoblis (Blocks) and 258 Village Panchayats. Geographically Hassan district altitude is

939.17 meter Mean Sea Level (MSL) and it is 182.5 km from Bengaluru. Hassan district is a mixture of malanadu, semimalanadu and maidan areas.

Table-1: Taluks of Hassan district

S. No.	Taluks	Type of area	Rain fall mm	Distance from District
1.	Alur	Semimalanadu	973	12 km
2.	Arakalgud	Semimalanadu	870	30 km
3.	Arsikere	Bayaluseeme	664	44 km
4.	Belur	Semimalanadu	1031	38.6 km
5.	Channarayapatna	Bayaluseeme	693	38 km
6.	Hassan	Maidan area	828	00 km
7.	Holenarasipura	Maidan area	794	34 km
8.	Sakaleshpura	Malnadu	2222	40.8 km

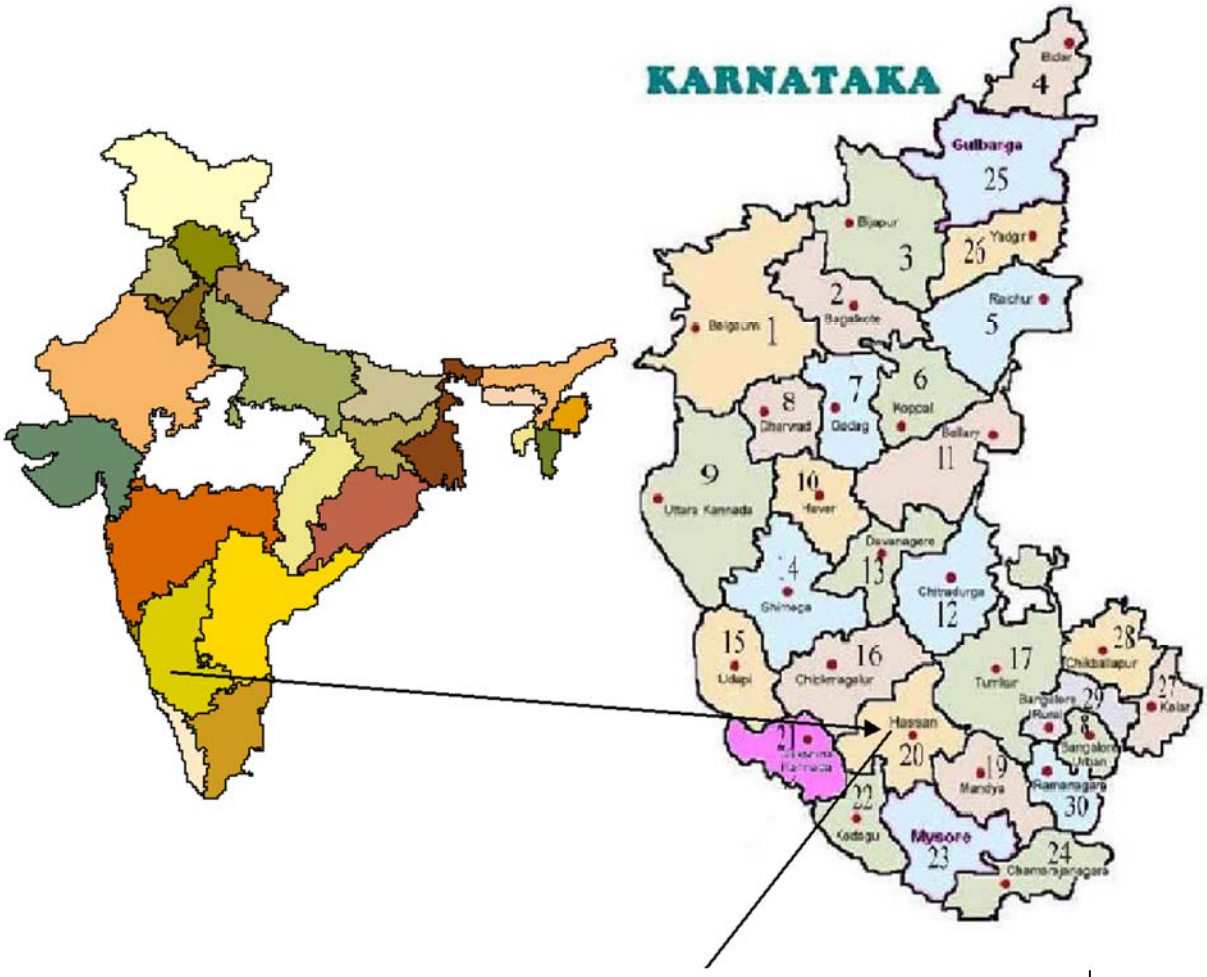
Source: District at a glance, Hassan, 2016.

Main crops grown in in Hassan district are coffee, cardamom, pepper, potato, maize, ragi, tea, coconut, sugarcane, tobacco and vegetables. Tender cucumber of Hassan district is famous in Karnataka State.

Arsikere Taluk

Arsikere taluk of Hassan district is purposively chosen for the study (Map.1) Arsikere is located between north latitude 13° 04’ 30.4” and 13° 32’ 50.6” and east longitude 76° 01’ 40.4 " and 76° 25’ 53.7”. It is bounded by Kadur taluk of Chikmagalur district on north, Belur & Chikmagalur taluks on south, Hassan and Channarayapatna taluks on east and Tiptur and Chikanayakanahalli taluks of Tumkur district on western side and it has five hoblis like Kasaba, Bhanavara, Gandasi, Javagal and Kanakatte.

Population: According to 2011 Census, the population in Arsikere taluk is 3, 15,339, in which 2, 62,123 constitute the rural population and 53,216 is the urban population, which works out to 83% (rural) and 17% (urban) of the total population of taluk. The study area has an overall population density of 247 persons per sq.km.



AGGUNDA (10 km)

DUMMENAHALLI (11 km)

G.SHANKARANA HALLI (15km)

Fig.1: Map showing the study area

Rainfall: Arsikere taluk enjoys semi-arid climate. Dryness and hot weather prevails in major part of the year. The area falls under Central Dry agro-climatic zone of Karnataka. The average annual rainfall in Arsikere taluk (Table 2) is 664 mm.

Table-2: Hobliwise rainfall pattern in Arsikere Taluk in 2017

S. No.	Hobli	Rainfall (mm)		% deviation
		Normal	Actual	
1.	Kasaba	709	713	1
2.	Banavara	697	620	-11
3.	Gandasi	736	707	-4
4.	Javagal	708	706	0
5.	Kanakatte	595	711	20

Source: Karnataka State Natural Disaster Monitoring Centers – 2017.

Agriculture: Agriculture is the main occupation in Arsikere taluk (Taluk 3). Major Kharif crops were maize, ragi, jowar, tur and vegetables. Main crops of Rabi season were maize, ragi, horsegram, groundnut, and sunflower. Arsikere region is known for its coconut production and have second largest coconut market in Karnataka after Tiptur.

Table 3 Cropping pattern in Arsikere Taluk in 2017-18 (Unit: Ha.)

S. No.	Hoblis	Cereals	Pulses	Oilseed	Vegetables	Fruits	Plantation	Commercial crops
1.	Kasaba	7270	3070	170	233.54	329.1	9240.2	0
2.	Banavara	7755	3415	500	208.43	151.1	6915.55	0
3.	Gandasi	10530	4330	168	1125.3	355.58	7724.66	0
4.	Javagal	9053	3583	300	296.23	96.86	7533.46	10
5.	Kanakatte	7506	4668	218	161.61	62.5	9610.42	0

	Total	**42114**	**19066**	**1356**	**2025**	**995.14**	**41024.2**	**10**

Source: Authors compilation using data given by Dept. of Agriculture and Horticulture

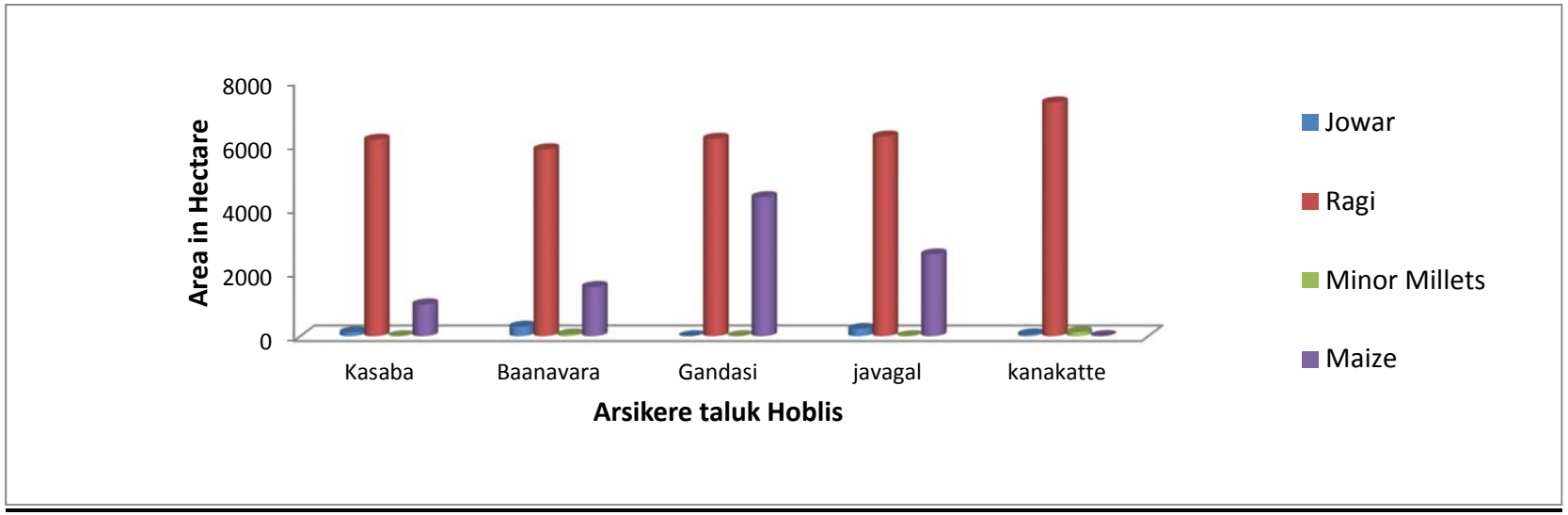


Fig. 2: Hobli wise area under Cereals crops in 2017-18

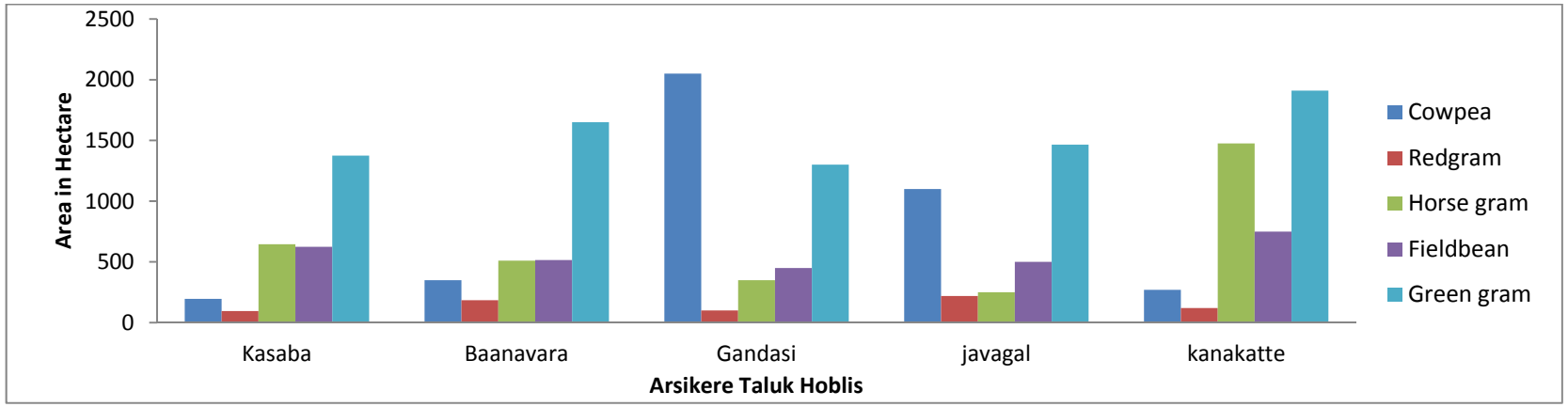


Fig. 3: Hobli wise area under Pulses in 2017-18

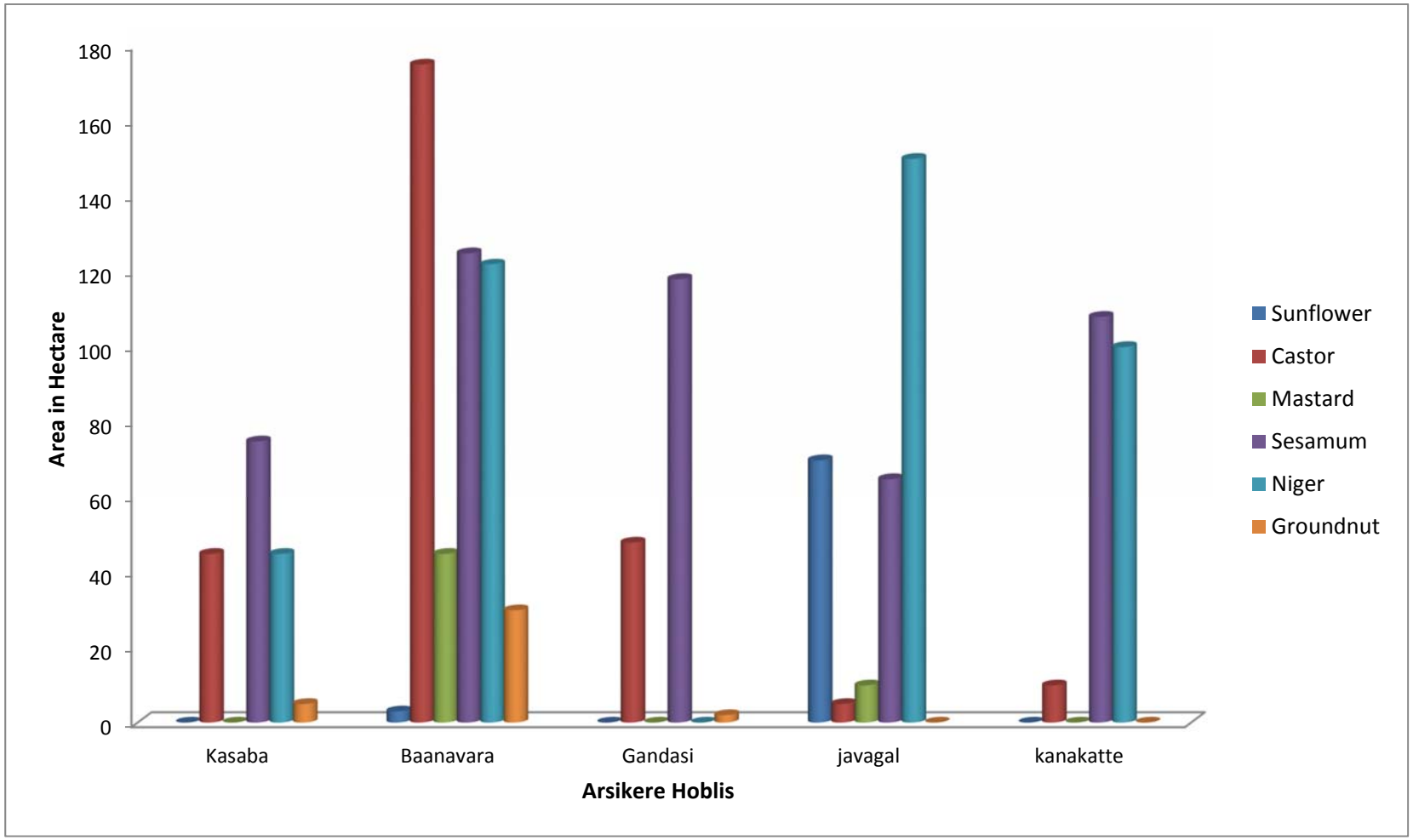


Fig. 4: Hobli wise area under oil seed crops in 2017-18

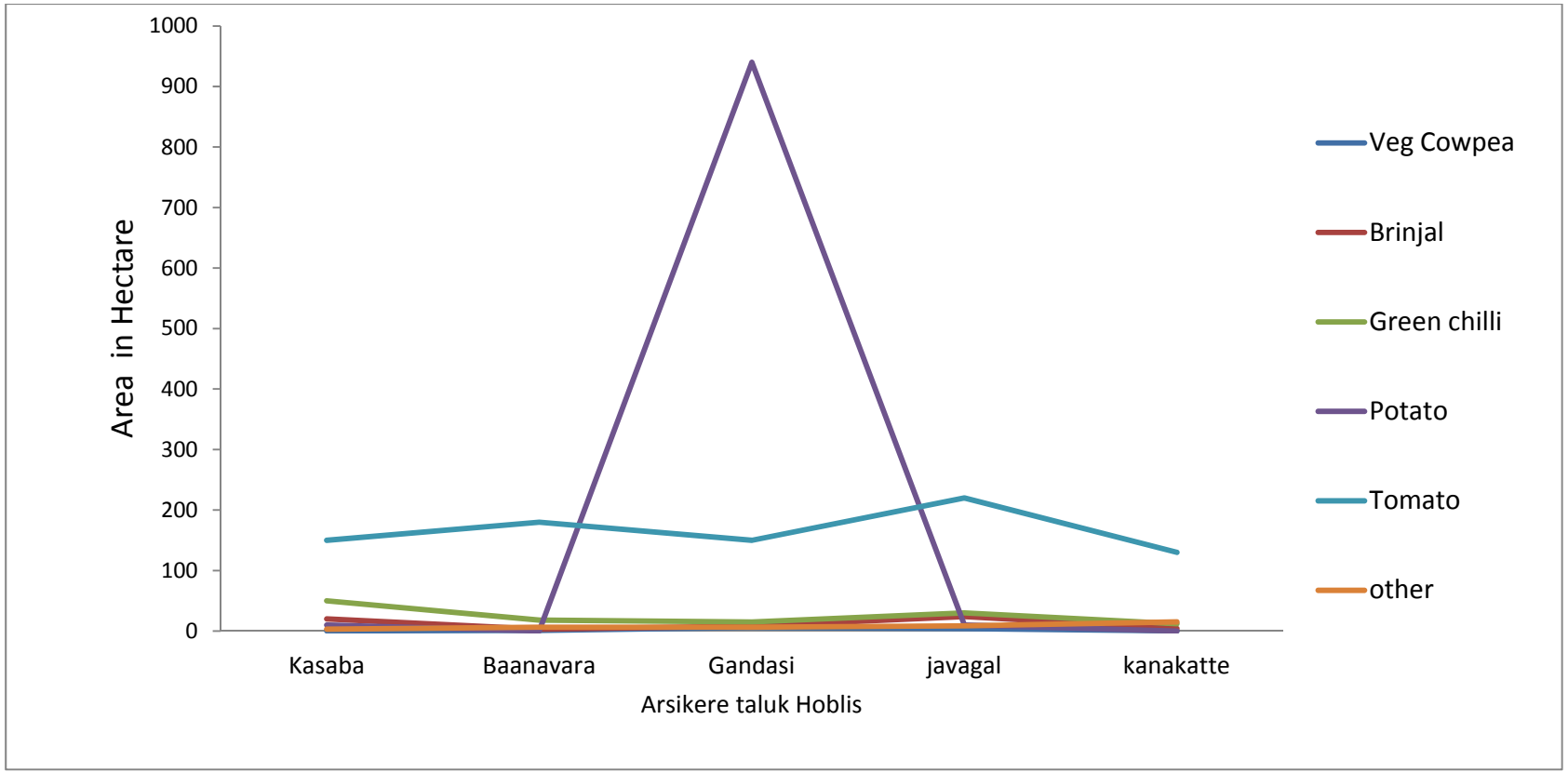


Fig.5: Hobli wise Vegetable production in 2017-18

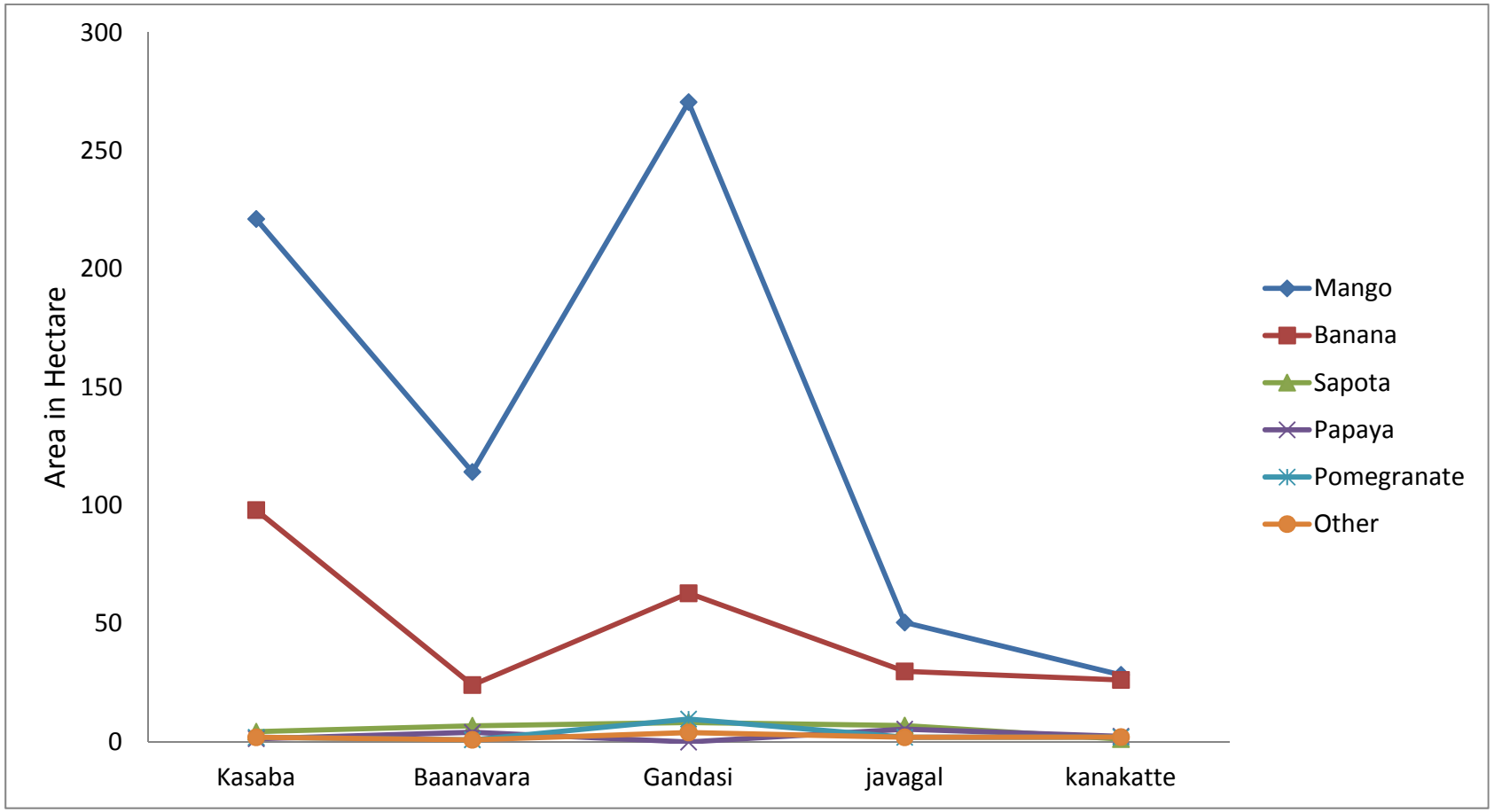
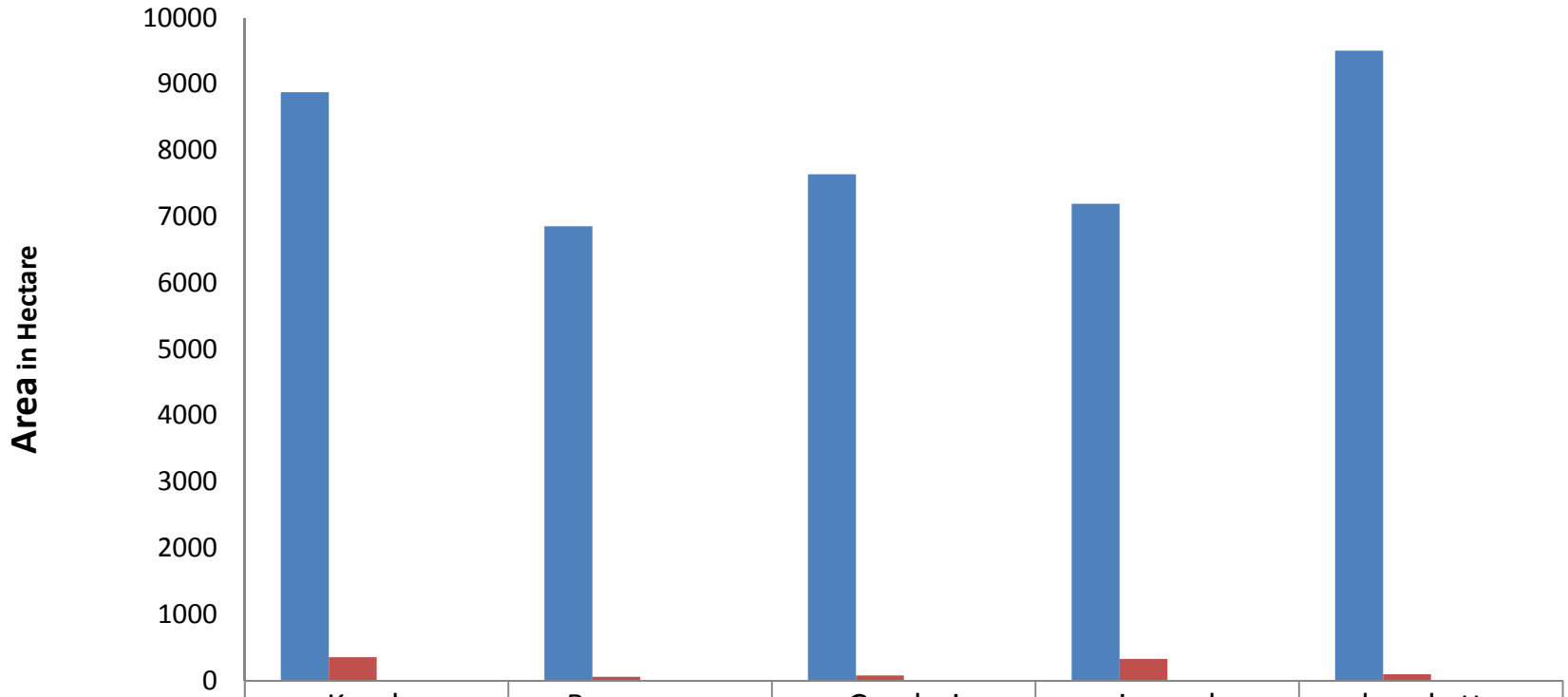


Fig.6: Hobli wise area under Fruits Crops in 2017-18



	Kasaba	Baanavara	Gandasi	javagal	kanakatte
Coconut	8878.42	6854.79	7640.7	7195.58	9506.13
Arecanut	352.36	57.31	78.41	328.7	95.64
Black pepper	1.77	0.99	2.61	1.59	0.4
Tamarind	7.65	2.46	2.94	7.59	8.25

Fig.7: Hobli wise area under Plantation Crops in 2017-18

2. Sampling procedure adopted

Keeping in view the objectives of the study, simple random sampling procedure is adopted for the selection of the, taluk, Hobli, function hall, caterers, villages and farmers. In first stage Karnataka state, Hassan District, Arsikere taluk is selected purposively based on the convenient of the researcher. All the functionaries in the taluk headquarters are listed in Table-4 and caterers were identified based on snow ball sampling. In the second stage, Kasaba hobli which is very near to taluk headquarters was selected. In third stage potential farmers from three selected villages (Map 1), mainly who grow flowers/ fruits and vegetables based on the secondary data (Fig. 5 and Fig. 6) in the 10 to 15 km radius were interviewed (Total number of farmers accounting to 30).

Table 4: List of Function hall in the Arsikere Taluk

S. No.	Name of the Function hall	Approximate seating capacity
1.	Shri. Gurusiddarameshwara Samudhaya Bavana	1800-2000
2.	Sitharama kalyana Mantapa	1450
3.	Veerashaiva Kalyana Mantapa	1800
4.	Sindhu Bavana	1000-1200
5.	Jalajakshi Shadakshari kalyana Mantapa	1000
6.	Valmiki Samudhaya Bavana	1400-1500
7.	R. S. Convention Hall	150-200
8.	Murugarajendra kalyana Mantapa	500-600
9.	Sangameshwara kalyana Mantapa	1500-1800
10.	Shadhi Mahal	600-1000

Source: Authors compilation

3. Nature and source of data

In order to evaluate the objectives of the study, data collected from both primary and secondary sources.

The primary data required for the study collected from the randomly selected farm households on the socio- economic characteristics, land holdings, cropping pattern, marketing, etc through pre-tested schedule.

Secondary data data required for the Hobli wise Rainfall, area of the Agriculture and Horticultural crops were collected from the concerned departments.

4. Tabular method adopted to compile the general characteristics of the sample farmers, determine the cost structure, returns, profits and total benefits that the farmer received etc. A simple statistical tool like averages, ratios and percentages computed to interpret results properly.

Economics of crop production in the present study all calculations pertaining to the economics of principal crops were made on per hectare basis.

Cost of cultivation: It is the sum of variable costs and fixed costs and expressed on per Hectare basis.

Output and returns: Output included the main yield of the crop per Hectare. Returns were indicate the yield * Market price

CHAPTER- III

RESULTS AND DISCUSSION

The findings of the study are presented in this chapter

1. socio-economic characteristics of the sample respondents

The socio-economic characteristics of the sample respondents are presented in the table-5 indicated that more than 86 percent of the sample respondents were male farmers with an average age of the sample respondents were 52 years followed by the average farm experience 25 years. Most of the farmers (37 %) studied primary school followed by matriculation (34 %) there is only one graduate in the sample respondents. An average work force for farm households were three.

Table-5: Socio-economic characteristics of the sample respondents (N=30)

S. No.	Particular	Frequency	Percentage (%)
1.	**Gender**		
	1.Male	26	86.66
	2. Female	04	13.33
2.	Age (years)	52	
3.	**Education**		
	1. Illiterate	05	16.66
	2. Primary	11	36.66
	3. Matriculation	10	33.33
	4. College (I & II PUC)	03	10.00
	5. Graduation	01	3.33
4.	Farming Experience (Year)	25	
5.	Total work force (Number)	03	

Note: Percentage to the total

The land holding patterns of the farm households was depicted in the table 6 revealed that average total land areas of the farm households was one Hectare 60 gunta in that rain-fed land constitute 50 percent fallowed by irrigated land. Average pulses

(Green gram and Red gram) cultivating in the area of one Hectare followed by vegetables (Green chili and Tomato) cultivating areas were 80 guntas. Banana was cultivated in an average area of 60 guntas and coconut was in one ha. (250 palms).

Table-6: Land holding pattern of the sample respondents (N=30)

S. No	Particular	Area (Hectare)
1.	Irrigated Rained Fallow land Total land area	0.6 (37.50) 0.8 (50.00) 0.2 (12.50) 1.6 (100)
2.	Pulses cultivating area 1. Green gram 2. Red gram Total	 0.43 (43) 0.62(62) 1.00(100)
3.	Vegetable cultivating area 1. Green chili 2. Tomato Total	 0.35(43) 0.45(56) 0.80(100)
4.	Banana	0.60
5.	Coconut (Number)	250

Note: figure in the parenthesis indicate that percentage to the total.

The summary statistics of selected crops were presented in the table 7 revealed that cost of cultivation of green gram was Rs.22376/ha followed by red gram Rs. 29005/ha, tomato Rs. 133841/ha, green chili Rs. 127320/ha, and banana Rs. 330366. The cost of cultivation was the highest in Banana it is due to requirement of the inputs, labour workforce, packaging materials, transportation charge and so on. Return per rupee of investment is the highest in tomato compare with green chili. In case of pulses, it was Red gram (1.27) than the green gram. The cost of cultivation of coconut was Rs. 97840/ha with an average yield of 11840 nuts /ha and each nut fetches average price was Rs. 16. The returns per rupee of cost of coconut was 1.93 that mean each rupee

investment was generating 1.93 rupees return. It is the major livelihood for the farmers in the study area.

Table-7: Summary of cost and return of selected crops (Rs./Ha.)

S. No	Crop	COC (TVC + TFC)	Marketing cost(MC)	Total COC	Yield (Qtl)	Market Price (Rs/Qtl)	Gross return	COP Rs/Qtl	Net return	Returns per rupee of cost
		(1)	(2)	(1)+(2) =3			(4)		(4)-(3)	(3)/(2)
1.	Green gram	22376	2800	25176	5.30	5600	29680	4750	4504	1.17
2.	Red gram	29005	3100	32105	10.25	4000	41000	3132	8895	1.27
3.	Tomato	133841	85000	218841	421	1950	820000	520	601159	3.74
4.	Green chilli	127320	70400	197720	328	2400	787200	602	594280	3.98
5.	Banana	330366	30264	360630	294	2500	735000	1227	374370	2.03
6.	Coconut (Number)	75224	22616	97840	11840	16	189440	8	91600	1.93

Note: COC- Cost of cultivation, TVC- Total variable cost, TFC – Total fixed cost, MC- Marketing cost including packing materials cost, transportation and loading and unloading charges of produce, marketing commission and miscellaneous charges. Paid out cost: Variable cost & Marketing cost.

Existing supply chain in the study area: Green gram, red gram, green chili, tomato, banana and coconut crops were selected for analysis of supply chain in the study area based on the secondary data and the crops, which were necessary for the preparation food at marriage functions.

Fig. 8 Existing supply chain of selected crops in the study area

(**MC:** Marketing cost, **SP**: Selling price, **RP:** Retail price)

Green gram

PRODUCER

MC (Rs): 300/Qtl

SP (Rs): 56/kg

↓

Village trader

↓

APMC

↓

Wholesaler

↓

Retailers

↓

Consumer

RP: Rs.140/kg

Difference price: Rs. 84

(SP – RP)

Red gram

PRODUCER

MC (Rs.): 302/Qtl

SP (RS.): 40/ kg

↓

Village trader

↓

APMC

↓

Wholesaler

↓

Retailers

↓

Consumer

RP: Rs.120/ kg

Difference price: Rs. 80

(SP – RP)

Green chili

PRODUCER

MC (Rs): 103/Qtl

SP (Rs): 25/kg

↓

APMC

↓

Wholesaler

↓

Retailers

↓

Consumer

RP: Rs.95/kg

Difference price: Rs. 70/kg

(RP – SP)

Tomato

PRODUCER

MC (Rs.): 201/Qtl

SP (RS.): 19.50/kg

↓

Bengaluru Market

↓

Wholesaler

↓

Retailers

↓

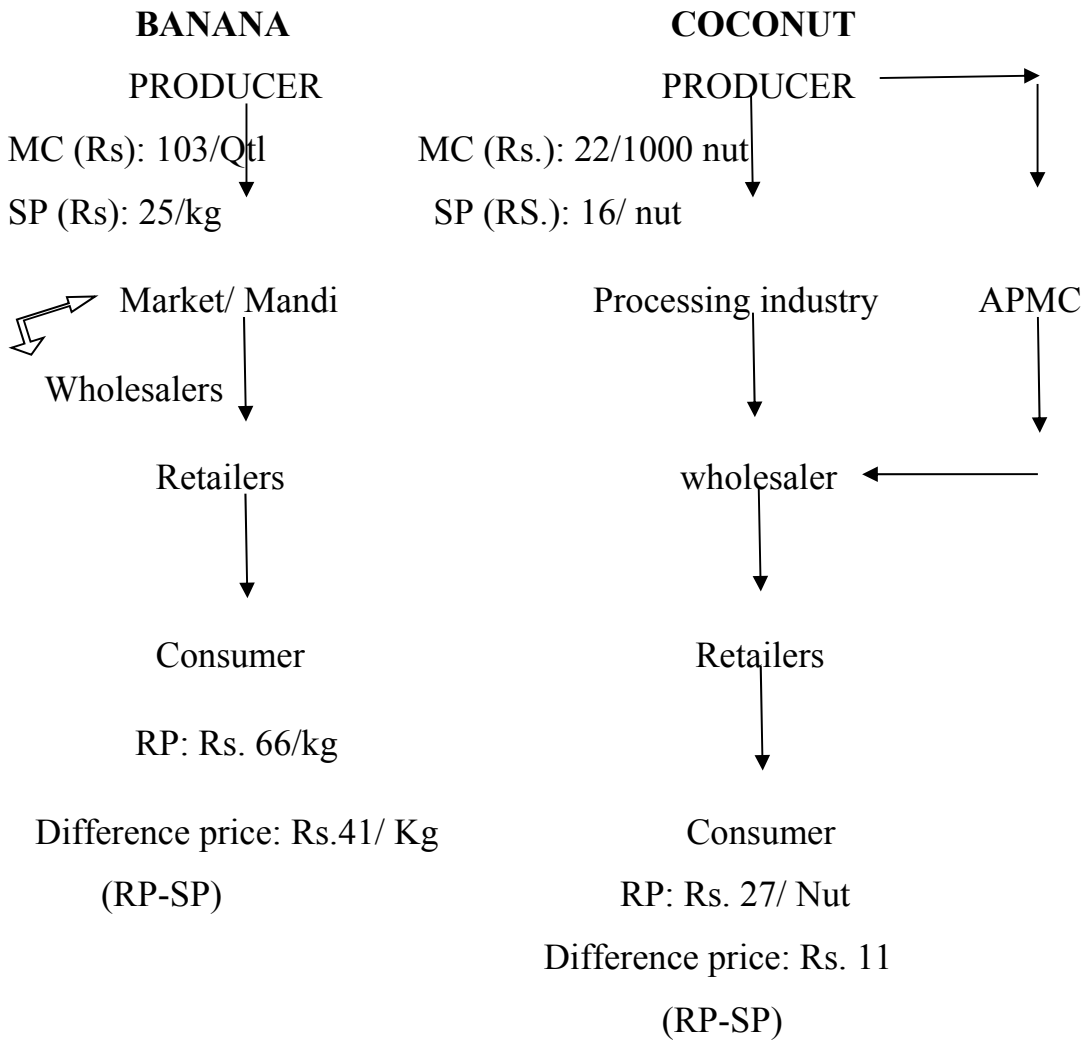
Consumer

RP: Rs.38/ kg

Difference price: Rs. 18.50/kg

(RP – SP)

Note: MC: Market price, SP: selling price, RP: Retail price



Note: MC: Market price, SP: selling price, RP: Retail price.

Major constraints faced by the farmers while marketing were depicted in the table 8 revealed that price volatility is the major problem faced by the farmers with mean scores of 61.15 followed by High market commission (mean score: 60.75). There is an urgent need of creation of cold storage facilities for the farmers to store their produce when supply exceeds the demand.

Table-8: Constraints faced by the farmers (N=30)

S. No.	Constraints	Mean score	Rank
1.	Price volatility	61.15	I
2.	High Market commission	60.75	II
3.	Lack of cold storage	58.10	III
4.	Long distance market	49.75	IV
5.	Lack of market information	38.25	V
6.	Transportation problem	32.20	VI

Information of the caterers: To linking with farmers to function halls, there is a need of information on caterers. Here in below the information (table 8 and table 9) about catering services given by the caterers, raw materials for the food production were given.

Table-9: Information on catering service

S. No.	Particular	Numbers
1.	Work force	26
2.	Marriage orders per year	35-40
3.	Cost for 1000 dishes	250000
4.	Per meal cost (Rs.)	250

Table-10: Purchasing of raw materials for food production

S. No.	Particular	Marketing place	TC (Rs.)	Distance (km)	Requirement of food material for 1000 people
1.	Cereals	1. Provision store 2. Retail shop	500-600 300-400	3 2	100 Kg
2.	Pulses	1. APMC 2. Retail shop	450-550 300-400	4 2	45-50 Kg
3.	Banana & Vegetables	Tiptur Market	600-800	25	1000 Kg & 35 Kg
4.	Sweet (No)	Bakeries, Hotels, Own preparation	100-150	2	1200 (No)

Function Hall: based on the information collected from the caterers and the local people, the one which is highly demanded function hall in the study area i.e. Shri Gurusiddarameshwara samdudaya bavana was selected and gather the information from the same (table 10).

Table-11: Information on the function hall

S. No.	Particular	Particular
1.	Type of ownership	Community
2.	Seating capacity (No.)	1800-2000
3.	Marriages per year	100-110
4.	In which months demand have more	Jan 15th to June August to December
5.	Rent per marriage (Rs.)	39800
6.	Currently function hall providing any caterers service	NO
7.	Any other function hall in the study area	No
8.	Would recommend any caterers to customer	Yes, based on their Demand
9.	Will you ready to facilitate linking of farmers to caters	Yes, with the approval from administers.
10.	How much commission you are going to expect (Rs.)	5000 to 6000 per month

Linking of farmers to function hall: it is well know that longer the supply chain, lower is the share of farmers in consumer rupee. In the fig. 8 it clearly revealed that all the crops except coconut (59 percent) and tomato (50%) growers, getting less than 50 percent of producer share in consumer rupee. In case of cost of cultivation, marketing cost (packing materials cost, transportation, loading and unloading charges of produce, marketing commission and miscellaneous charges) taking a major role, in tomato it constitute about 63 % and in green chilli it was 55 % . Based on the rank given by the farmers, price volatility, lack of infrastructure (table 8) were the major constraints for them to do well in agriculture.

By considering all the findings in the research and ways, we are trying to bring the models for linking of farmers to function hall.

FARMERS → FACILITATOR → CATARERS

(Farmers group) (Function hall)

Role of Farmers:

1. Group formation
2. Should have minimum corpus fund for transaction & other miscellaneous purpose.
3. Appointing of facilitator
4. Ready to sell their produce to function hall

Role of Facilitator:

1. Facilitate for transaction of produce from farmer to caters
2. Maintaining of the Book & records

Role of Caterers:

1. Ready to purchase from the farmers

Function hall: 1. Administer should agree for this linking

2. Provide space for produce storage

Maintaining of loyalty, honesty & sincerity from the all the stakeholder is necessary for successful linking of farmers to function hall.

Cost and return

1. Approximate marriage taking place per year per function hall: 110
2. Number of function hall in study area: 10
3. Raw material required for food preparation (1000 people/ meal)

S. No.	Required material (1000 people)	Quantity (Kg)	Crops grown in the study area	Quantity (kg)	For three meals (kg)	Total demand in the study area per year per marriage	MC (Rs.)
1.	Cereals (Rice & wheat)	110	Ragi	-			-
2.	Pulse	50	Red gram & green gram	35	105	115 tons	692300
3.	Fruits & Banana	1012	Banana	1000	3000	3300 tons	3399000
4.	Vegetables	40	Green chili & Tomato	30	90	99 tons	300960
5.	Sweets & others	-	Coconut	7	21	23 tons	230000
Total (Rs.)						**3537 tons**	**4622260**

S. No	Available material in the study area	Total demand in the study area per year per marriage	Marketing cost (Rs.)	Selling price (Rs.) of total demand (1)	Retail price (Rs.) (2)	Price difference (Rs.) (2) –(1)
1.	Red gram & green gram	115 tons	692300	5520000	14375000	8855000
2.	Banana	3300 tons	3399000	82500000	217800000	135300000
3.	Green chili & Tomato	99 tons	300960	2475000	6534000	4059000
4.	Coconut	23 tons	230000	2760000	4370000	1610000
	Total	**3537**	**4622260**	**9,3255000**	**24,3079000**	**14,98,24000**

Benefit to Farmers

Total return will be, MC + 50 % of left over producer share in consumer rupee (Rs, 14, 98, 24000). From the total return if the farmers ready to spend approximate 25 to 30 % to the facilitators, cold storage, transaction and other miscellaneous farmers can enjoy 70-75 % percent of the profit without worrying of fluctuation market.

Benefit to Caterers: a. Caterers can get the quality and fresh farm produce.

b. Reduce the Transaction cost

c. Caterers can get the advantage against the price fluctuation in the market.

Benefit to function hall: Commission for facilities

CHAPTER- IV

POLICY SUGGESTIONS

Indian marriages are the best places to observe the varied tradition, cultural and rituals of the nation and marriages are usually takes place in functions hall or conventions centers or banquet hall. Indian wedding industry is turnover Rs 100,000 crore and is growing at 25 to 30 per cent annually. The estimated cost of a wedding with no expenses spared could be between Rs 5 lakh to Rs 5 crore, in India (www.businessinsider.in).

In this line the present work is under taken with objectives of mapping the existing Supply chain used by farmers in the study area and to examine the models for linking the farmers directly with the caterer and to deliberate on the possible bottlenecks in such arrangements. Purposive sampling procedure is adopted for the selection of the taluk, Hobli, function hall, caterers, villages and farmers. Total numbers of sample respondents were 30.

Based on the research, the proposed model for link the farmers to function hall have three stakeholders i.e., farmers, facilitators and caterers. Here farmers are expected to form groups, maintain minimum corpus fund and sell their produce to function hall. Facilitators are there to facilitate transaction of produce from farmer to caterers and maintenance of the book and records. Caterers should be ready to purchase from the farmers and function hall administers should agree for this linkage with providing space for produce storage.

The following implication can be considered for further research as well as in policy formulation. The first and foremost is farmers and caterers can be encouraged to go for recommended supply chain and proper monitoring mechanism should be there in place for storage with special emphasis on storage of perishables. Second important

one is training for the facilitators with respect to maintenance of the produce and farmers to quality parameters in crop production

The fallowing policy implication can be considered for further research, development and implementation of the present study.

1. Farmers and caterers should be advised to go for recommended supply chain
2. Proper monitoring mechanism should be there in place of transaction and storage
3. Training for the facilitator
4. Training for the farmers with respect to quality parameters in crop production
5. In order to minimize the marketing risk, government should lend the helping hand by constructing warehouses and cold storage structures.
6. In order to minimize the production risk, crop insurance should be popularized among all the farmers.
7. Awareness needs to be created for farmers regarding weather parameters, according to that farmers can take their agricultural activities.
8. Government should encourage the caterers who purchase the produce directly from the farmers through giving incentives.

CHAPTER V

REFERENCE

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APPENDICES

Linking Farmers to Function Hall (F2F): An Agricultural Marketing Perspective

Interview Schedule for Farmers

Schedule No._____ Date: _____ Village: _____

Taluk:_____, District: _____Distance to Function hall: _____

A. General profile

1. Name of the respondent: _____,

2. Mobile No. _____

3. Gender: Male/Female, 4. Age (Years.): _____,

5. Education (Years):_____

6. Family size: Total:_____, Male:_____, Female:_____, Children:_____

7. No. of Graduates:_____, Matriculation:_____, Primary school, Illiterates:_____

8. Main occupation:_____, Secondary occupation: _____

9. Family members fully engaged in agriculture: Male: _____ Female: _____ Children: _____

10. Type of family: Joint/Nuclear

11. Farming experience/ Skill _____Year

B. Land holding

Farming Situation	Area(acres)				#Soil type	Land use pattern			
	Own	*Leased in	*Leased out	Total		Field crops	Horticulture	Permanent fallow (acre)	Others
Rain fed									
Irrigated									
Total									

*If leased in/leased out, rent paid/received (Rs/acre):_____ (per season/per year)

Soil Type: DB=Deep Black; MB=Medium Black; R=Red; G=Gravel (Mixed).

+ If irrigated, source of irrigation: _____ (open well, bore well, tank, canal, others, Area (acre)……..

C. Cropping pattern: Rain fed /Irrigated (2017-18)

Season	Crop	Rainfed/ Irrigated	Area (acre)	Variety	Main Yield/ha	Value (Rs)	By product Yield /ha	Value	Total Value (Rs)	Cost per acre
Kharif										
Rabi										
Summer										
Perennial crops										

Marketing of Produce:

Crop1: _____ Transportation cost (Rs.)_____ Distance (Km):_____

Crop2: _____ Transportation cost (Rs.)_____ Distance (Km):_____

Crop3: _____ Transportation cost (Rs.)_____ Distance (Km):_____

Any Problem in Marketing you are facing:

1._____

2._____

3._____

1. Are you ever tried direct marketing? Yes or No, If No Why_____

2. Have you tried selling directly to Processor? Yes or No, If No Why_____

3. Are you ready to sell the produce directly to Caterers? 1. Yes or 2. No

if No means Why_____

4. Are you ready to change your Cropping Pattern according to Caterers Demand? 1. Yes or 2. No

if No means Why_____

5. What kind of support you expecting from govt. regarding marketing

1._____2_____

6. Any Suggestions you want to give for Agriculture development

1._____2._____

CHAUDHARY CHARAN SINGH

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Linking Farmers to Function Hall (F2F): An Agricultural Marketing Perspective

Interview Schedule for Caterers

Schedule No._____Date: _____ Taluk :_____ Name of the catering Agency:_____

A. General profile

1. Name of the respondent: _____, 2.Mobile No. _____

3. Gender: Male/Female, 4. Age (Years.): _____, 5. Education (Years):_____

6. Number of People working in your agency:_____

B. Catering Service

1. An Approx how many marriage order you will per year:_____

2. In each Marriage order, How much cost you will fetch:_____

3. An Average for 1000 people How much food you're going to prepare (Tones):_____

4. From the prepared food what percent of food going to be waste: _____

5. Any Suggestion for reducing the food waste: _____

C. Purchasing of raw material

1. From where you are going to purchase:

a. Rice and Cereals:_____ Distance(Km)_____ Transportation charge(Rs.)_____

b. Vegetables and Pulses:_____ Distance(Km)_____ TC (Rs.)_____

c. Sweets and others: _____ Distance (Km)_____ TC (Rs.)_____

2. What is the supply chain you are fallowing by Purchasing of raw material?

_____

3. Why you are not buying directly from the farmers?_____
4. Have you tried before? Yes or No, What is the issue_____
5. Are you willing to Purchase directly from producer: yes or No
   if No what is the reason_____
6. Any problem you are facing in purchasing of raw material:_____

7. Any suggestion you are willing to give:_____

<u>Interaction to Function hall manager</u>

1. Name of the respondent: _____ Working as a :_____ Year:_____

2. Name of the Function hall: _____

3. Type of Ownership a. Public B. Private C. Community D. any other

4. Seating capacity of the function hall:_____

5. An Approx how many marriage will take place in a year:_____

6. In which months demand will more:_____

7. Rent per marriage function:_____

8. Function hall will also provide catering service: 1. Yes or 2. No

9. Would you recommend any caterers to customers: 1. Yes or 2 . No

If yes Which Agency you are going to prefer name:_____ and Why:_____

10. Will you ready to facilitate linking of farmers to caterers: Yes or No and if Yes How much commission you are going to expect (Rs.)_____

11. Any suggestion to reduce for food wastage:_____