

Small farmers agriculture – Marketing Study

Summary- The tool kit is about small farmers. It talks about the land holding and the crops grown. It talks about selling of the produce and the support they require for marketing & the problems which they are facing for

Date:	District:
Name of the farmer (including the surname):	
Community (SC-1; ST-2; BC-3; OC-4)	
Village/ habitation:	
Panchayat:	
Mandal:	
Distance of the nearest market place? (km)	

marketing the produce.

Tag- Farmers; Land holding; Crops, Marketing; Organic farming

1. What is the total landholding (in acres)? _____
2. Of the total landholding, how much is the irrigated land (in acres)? _____
3. Details of the crops grown during last year

1	Name of the crop	1.	2.	3.
2	Area under the crop (in acres)			
3	Season			
4	Irrigation (Irrigated-1; Unirrigated-2; Partly irrigated-3)			
5	Total Yield (Digubadi)			
6	Of the total yield, how much produce is sold			

4. Are you tied up with somebody to sell your produce? (Yes/ No) _____

5. In which place you sell your produce? _____

- a) Village
- b) Outside the village (specify which place)

6. To whom you sell your produce? (Tick whichever is applicable)

- a) Trader
- b) Moneylender
- c) Commission Agent
- d) Wholesaler
- e) Retailer
- f) Market Yard
- g) Cooperative society
- h) Any others (specify)

7. In case sale happen in market yard, what services/ schemes that are offered by the market yard?

a. _____

b. _____

c. _____

8. What support services you received in marketing of your produce?

a. _____

b. _____

c. _____

9. What is the cost of marketing of your produce?

S.No.	Particular	Cost (Rs.)
1	Transportation	
2	Packing	
3	Loading & unloading labor	
4	Storage	
5	Incidentals (food, accommodation etc)	
6	Market fee/ commission	
7	Any others (specify)	

10. What are the major problems that you face in marketing of your produce?

a. _____

b. _____

c. _____

11. What is the source of market information? _____

12. Is the market information available on time? (Yes/ No) _____

13. What price you got for your produce? _____

14. What should be the preferable price for profits? _____

15. Did you receive any price support service? (Yes/ No) _____

16. If yes, what service? _____

- a) Minimum support price
- b) Procurement price
- c) Any others (specify)
- d) Organic farming (*sendriya vyavasayam*)

17. Do you practice organic farming (either fully or partly) in your land? (Yes/No)

18. If yes, you practice organic farming in how many acres? _____

19. What are the crops you cultivate under organic farming?

20. What manures, pesticides that you use in the organic farming?

21. What specific practices that you adopted in organic farming?

22. What are the reasons for which you chosen organic farming?

a. _____

b. _____

c. _____