

#### **x. Develop Producers Organisations / Cooperative Marketing for Efficient Marketing**

The existing marketing system in Assam has not matched the growth in production of various agriculture crops particularly, plantation and horticulture crops. This is evident from the huge post-harvest losses of agriculture produce. Besides, for sustaining the interest of the cultivators and motivating them for higher production it is necessary to ensure that the cultivators get a reasonable price. Many studies have shown that the share of the producer in consumer rupee is very low due to too many marketing intermediaries and concentration of trade in a few hands. Hence, it is necessary to identify a marketing channel which assures a good and reasonable price to the producers as well as consumers with least number of intermediaries.

Local organisations should be formed to develop new local, national and international markets. In Guanacoast, Costa Rica, for instance, tree farmers have formed a regional association of local organisations and cooperatives which is studying markets for regional forest industry based on members' new and existing plantations.

Already mention has been made about the efforts of corporates in bringing the farmer closer to the market using ICT, like e-choupals of ITC in different parts of the country. Besides, this type of approach to marketing, co-operative marketing or developing producers organisations could greatly help in bringing efficiency in the market system.

In general, where the Fruits and Vegetables are produced, the producers would be greatly benefitted through the Cooperative Marketing Societies. In Karanataka, the Horticulture Producers' Cooperative Marketing and Processing Society Ltd. [HOPCOMS] has helped the producers by offering favourable wholesale prices compared to other agencies and the consumers by charging a reasonable price in its retail outlets.

With Commodity Exchanges like National Commodities Derivatives Exchange [a NABARD supported initiative] and others, there is need to prepare the farmers in Assam to meet the global challenges in marketing of agricultural commodities.

Realising the importance of cooperative in the field of marketing, organisations like National Cooperative Development Corporation [NCDC], National Horticulture Board [NHB], APEDA, etc., are encouraging the formation of such cooperatives with liberal financial assistance in the form of contribution towards share capital, working capital etc.

Therefore, the farmers in Assam should be encouraged to develop their own marketing organisations adopting either co-operative or other forms. This will be the first step in making the farmers in Assam to compete with the farmers outside the state.