

RESEARCH ACTIVITIES OF CRAM

- Data Collected on Price and Arrivals of Agro commodities from major APMCs and Co-operative societies of South Gujarat.
- Price and Arrivals data is analyzed to identify the pattern of seasonal arrivals and price moment for vegetables such as Okra, Tomato, Brinjal and Pointed Gourd.
- Fruit Price and arrival data collected from Co-operatives and APMCs is analyzed to identified pattern of seasonal arrivals and price behavior.
- Weekly report on market analysis about price behaviour of major vegetable commodities of South Gujarat generated by CRAM and published regularly on university website as well as in Local Newspaper as Agro Commodity Watch to make aware farmers about the price behaviour of the selected commodities.
- One Video CD preparation was undertaken by the project team and a video CD titled Krishi Bazaar Vyvastha in Gujarati for the farmers training in marketing methods and creating awareness amongst farmers.
- Under the aegis of Krishi Mahotsav-2016, ASPEE Agribusiness Management Institute, Centre for Research in Marketing, Navsari Agricultural University, Navsari and Department of Cooperation, Gujarat State, Gandhinagar jointly organized one day “Cooperation Seminar” on 12th May,2016 .Total 230 participants including 184 farmers from South Gujarat and 46 officials from Cooperation department, Cooperatives of South Gujarat and University participated in seminar. Various lectures on marketing systems ,rural development and Cooperatives were delivered by the faculty members of AABMI.
- Seminars and farmers training addressing marketing issues are organised and facilitated for creating awareness about systematic marketing of Agricultural produce.

Research Programme: Market Intelligence for Important Crops in South Gujarat.

Knowledge about markets and consumer needs and preferences will help farmers make short and long term adjustments to their production, harvest and marketing practices in order to adjust to these needs and hence make their farming activities more profitable and productive. This will require proper marketing plan based on proven marketing strategies. It is therefore, important to generate knowledge about the consumers, competitors and logistics of meeting such needs. The importance of marketing research lies in making the farmers aware of the demand of the produce in advance. This ensures a consistent supply of produce in line with the market’s quantity and quality specifications.

The farmers of south Gujarat grow mainly industrial crops (cotton, sugarcane, fruits, vegetables and flowers.) This region has been transformed into a hub of Agro-processing Industries including Textile mills, Sugar factories, Dairies, fruit/pulse processing plants. Recognizing the enormous potential of agro-based commodity exports, the Government of India has also declared this area as the Agri-Horti Export zone as well as a Special Economic Zone. A lot more needs to be done especially in the field of market infrastructure and market intelligence to improve per-unit productivity, better price realization and demand based production and crop planning.

Benefits of Market intelligence

- Up-to-date, or current, market information enables farmers to negotiate with traders with greater strength.
- It also facilitates spatial distribution of products from rural areas to urban areas and between urban markets by sending clear price signals from urban consumers to rural producers regarding quantities and varieties required.
- Well-analyzed historical market information enables farmers to make planting decisions in line with urban consumer demand, including those related to new crops.
- It also permits traders to make better decisions regarding the viability of intra and, perhaps, inter-seasonal storage.
- Moreover, information of this type assists agricultural planners and researchers and can make an important contribution to our knowledge of agriculture marketing systems.