

**Agricultural Marketing Behaviour and Practices of Rural Farmers
in Dibrugarh District, Assam**

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80_RECOMMENDATION

Government officials

- Develop infrastructure such as market yards, warehouses, cold storage facilities and transportation networks to reduce post-harvest losses.
- Conduct training and capacity-building programmes for farmers to improve their marketing skills, financial literacy and utilization of apps.
- Educate farmers on using digital tools to access market information and sell their produce online.
- Promote forming and strengthening Farmer Producer Organizations (FPOs) in the Panchayats.
- Establish agro-processing units at the village level to add value to vegetables

NGO's

- Provide training on modern agricultural practices and post-harvest handling techniques.
- Facilitate microfinance services to help farmers invest in better inputs and technology.
- Create platforms to connect farmers with potential buyers (wholesalers, retailers and food processing companies).

Farmers

- Improve post-harvest handling like proper cleaning, sorting, grading and packaging to maintain the quality and freshness of produce.
- Participate in local farmers markets to sell directly to consumers for better prices and customer relationships.
- Network with other farmers, traders and agricultural experts to share knowledge, resources and market opportunities.
- Avoid middleman and supply directly to consumers.

Future Research Recommendation

- Conduct Comparative Studies to Identify Region-Specific Challenges and Opportunities.
- Analyze the Dynamics Between Farmers and Market Intermediaries
- Examine the level of technology adoption and its impact on market prices and farmers income.

- Explore how storage facilities, transportation and timely access to markets can reduce losses and improve the profitability of rural farmers.
- Understand consumer behaviour in local, regional and national markets to help farmers adopt more demand-driven marketing practices.
- Investigate the effectiveness of various digital marketing strategies, such as the use of social media platforms, e-commerce websites and mobile applications, in promoting agricultural products and services.