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MAPPING STAKEHOLDER PERCEPTIONS OF THEIR ROLE IN CONDUCTING MARKET LED EXTENSION ACTIVITIES IN TELANGANA STATE INDIA

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ABSTRACT

Improving agricultural marketing and reducing price risk for India's small and marginal farmers has been a significant policy agenda for several decades. Although the government has made considerable efforts to improve the marketing linkages for small holders, the direct benefits especially in price risk management, except for support prices, has remained limited. The major problems include small quantities of produce/marketed surplus, low financial capacity and literacy level of small and marginal farmers. National Agriculture Policy (NAP) in 2000, for instance, is aimed at protecting small farmers from market risks and externalities, and bringing small holders together and linking them efficiently with the agricultural value chain was an important goal of the policy. The present study focused on Role perception of stakeholder about their role in Market led extension in Telangana, it was conducted with 245 respondents in seven different districts of Telangana state. For the selection of respondents Multi stage random sampling method was used. From each district 20 farmers, 5 APMC office bearers, 5 Agricultural officers and 5 Traders. Total 140 farmers, 35 APMC office bearers, 35 Agricultural officers, 35 Traders were selected as respondents for the current study. From the study it was concluded that majority (65.00%) of the farmers reported with low level of role perception about Market led Extension followed by medium (26.42%), Most (45.71%) of the APMC office bearers had low level of role perception in market led extension followed by medium (28.57%), More than half (57.14%) of the AOs had medium role perception. Little less than one fourth (22.86%) of AOs had low role perception in Market led Extension and majority (45.72%) of the Traders had low role perception in market led extension followed by more than one third (37.14%) of traders had medium role perception. The reason for this kind of result might be lack of awareness about their roles in market oriented agriculture extension activities, Lack of formal education in Agriculture background study area and medium level of knowledge in market led extension activities. It could be improved by conducting awareness programmes and skill based trainings to the respondents on market oriented agricultural activities and new market reforms. Providing education to farmers about basic dimensions of agricultural marketing is the prime need in today's context. The marketing problems and solutions need to be incorporated within the scope of field level agricultural extension workers who are in direct contact with the farmers.

Keywords: Role Perception about Market led extension, Agricultural marketing, stakeholder in Market led Extension, Agricultural Produce Marketing Committee and Multi stage random sampling.

Introduction

The agriculture sector has, by and large, shown a lackluster performance with a meager 2.90% growth rate during 2014–15 to 2018–19 (GoI 2019–20). Farmers' incomes have fallen progressively below that of the non-farm sectors. Most farmers in India remain stuck in a low-income trap. In 2015–16, about 68.00 per cent farmers with marginal landholdings earned an annual income of Rs. 33,636/- from farming, which translates into a monthly income of Rs. 2,803/- which is barely one-fifth of the national average (GoI 2015–16). Further, between 2014 and 2016 period, the farm revenue fell by 6.00 per cent per year because of low market prices (OECD, 2018).

With about 80.00 per cent of the Indian farmers being small and marginal, the post-harvest losses have first-order effects on them. Beyond post-harvest losses, poor storage facilities compel small holder farmers in India to sell their produce at low prices soon after the harvest. On the other hand, quality and quantity losses due to poor storage particularly for the high value crops, has possibly been the major contributor of low farmers' income and seasonal food deficits at the household level. The possible stranglehold of the middlemen and traders can be weakened by empowering the farmers in terms of their choice of markets (Ruchira and Mamatha, 2020).

An assessment of crop losses conducted by the Indian Council of Agricultural Research in 2016 revealed that about 3.90 per cent to 6.00 per cent cereals, 4.30 per cent to 6.10 per cent pulses, 2.80 per cent to 10.10 per cent oil seeds, 5.80 per cent to 18.10 per cent fruits, and 6.90 per cent to 13.00 per cent vegetables were lost during harvesting, post-harvesting activities, handling and storage. On the other hand, as per the estimates of the Committee on Doubling Farmers' Income (2019), at the All-India level, farmers are unable to sell about 40.00 per cent of the total fruits and vegetables produced in the market or lose around Rs. 63,000/- crore every year for not being able to sell their produce for which they have already made investments. A grain saved is considered as a grain produced. Therefore it becomes inevitable to identify the operations and channels where losses are considerable. The farmer can save his valuable produce and get more prices in the market.

Improving agricultural marketing and reducing price risk for India's small and marginal farmers has been a significant policy agenda for several decades (Chand, 2012). Although the government has made considerable efforts to improve the marketing linkages for small holders, the direct benefits especially in price risk management, except for support prices, has

remained limited. The major problems include small quantities of produce/ marketed surplus, low financial capacity and literacy level of small and marginal farmers. National Agriculture Policy (NAP) in 2000, for instance, is aimed at protecting small farmers from market risks and externalizes, and bringing small holders together and linking them efficiently with the agricultural value chain was an important goal of the policy (Ton, 2008; Trebbin and Hassler, 2012).

Market led Extension is the market ward orientation of Agriculture through extension includes agriculture & economics is the perfect blend for reaching at the door steps of farming community with the help of appropriate technology (Kaleel *et al*, 2007). Market led Extension is market oriented extension system which informs, stimulates and guides the farmer's right from selection of an enterprise to marketing of the produce with the purpose to get optimum return out of the enterprise.

Market-led-extension is comparatively new approach which includes new methods /techniques of farming, importance of proper post-harvest handling and marketing. This is to be disseminated among the communities of farmers through Agricultural Officers (AO), Horticultural officers (HO), Veterinary officers and APMCs officer bearers. This is done to maximize the profits of the producer whilst, focusing on lowering the costs of production and expose them direct to markets.

Providing education to farmers about basic dimensions of agricultural marketing is the prime need in today's context. The marketing problems and solutions need to be incorporated within the scope of field level agricultural extension workers who are in direct contact with the farmers. Under the present scenario, marketing extension cannot be ignored any longer as it provides strong pillars on which sound structure of agriculture marketing could be established. In the past, farmers planted the crops that their neighbors planted and sold to buyer that their neighbor sold. Now, the trend is changing as many farmers find themselves in a position to take individual decision about what, when, where and how to produce and market.

The farmers need to be exposed to the actual needs of consumers and prepare them for producing such products in desirable forms. The services of marketing extension should relate to the motivation for demand driven production, comparative advantages of the existing marketing channels, functional merits of marketing system and price advantage (Bagish, 2016).

In addition to this, it will be worthwhile to identify such organisations and institutions, which can play a supportive role in agricultural marketing extension. The APMCs have been established with a view to protect the interests of the farmers in general and small and marginal farmers, in particular. Hence, they can be considered as the prospective institutions for performing the roles relating to agricultural marketing extension.

Materials and Methods

The present study confined to an *Ex-post-facto* and *Exploratory* research designs. The respondents were selected randomly based on the location of APMCs in the particular district. The Telangana state divided into 3 Agro climatic zones, *i.e.*, Northern, Central and southern. 12 districts comes under Northern Telangana zone, from this, 7 districts were selected randomly. For the selection of respondents Multi stage random sampling method was used. From each district 20 farmers, 5 APMC office bearers, 5 Agricultural officers and 5 Traders. Total 140 farmers, 35 APMC office bearers, 35 Agricultural officers, 35 Traders were selected as respondents for the current study.

The role perception of stakeholders of Market led Extension operationally defined as the technical, scientific and service activities performed by the respondents at Agriculture office, Market yard and in the villages to promote Market led extension.

We made extensive review of literature, held interactions with the farmers, APMC office bearers, Agricultural officers, Traders, extension personnel of the line department, academicians and extensionist,

economist and market professionals of the PJTSAU, Hyderabad, other state universities and national institutes to identify the critical roles of stakeholder in market-led- extension. As a result finally total 93 roles were identified, for farmers 23 roles were identified, subject to APMC office bearers, AOs and Traders 23, 27 and 20 roles were identified respectively. These roles were grouped into five heads namely; (i) service, (ii) advisory, (iii) market intelligence, (iv) facilitator and (v) organizer. It was measured in terms of three point continuum namely complete, partial and never. The scores given to these responses were 2, 1, and 0 respectively.

The obtained maximum and minimum scores of farmers were 31 and 7 respectively. Subject to APMCs office bearers, AOs, and traders, the obtained maximum and minimum scores were 28 and 10, 36 and 18, 27 and 15 respectively.

Results and Discussions

Regarding the role perception in market led Extension, every involved individual stakeholder consciously performing different roles in Market led Extension. Considering this fact we tried to know the specific and overall role perception of stakeholder in Market led extension.

Farmers role perception in market-led-extension

The data regarding role perception of farmers in Market led extension were depicted in table 1 and Figure 1 it is revealed that majority (65.00%) of the farmers reported with low level of role perception followed by medium (26.42%) and high (8.57%) level of role perception respectively.

Table 1 : Distribution of farmers according to their role perception in Market led extension (N=140)

S.No	Category	Class Interval	Frequency	Percentage
	Low	7 - 15	91	65.00
	Medium	15 - 23	37	26.42
	High	23 - 31	12	8.57
Total			140	100

The responses about specific role perception of farmers in market-led- extension presented in the table, the data of table 2 revealed that under Participation role, majority (80.71%) of the farmers perceived that weighing of farm produce correctly at Market yard followed by Producing High quality farm produce (42.14%), Purchasing of agricultural inputs on subsidy basis in timely manner (25.71%).

Under advisory role majority (12.14%) of the farmers perceived that Giving advice on Market prices to their neighborhood farmers or FPO members of the

group, Giving advice's on Credit facilities and crop insurance to my fellow farmers or FPO members of the group followed by Giving advice to neighborhood farmers regarding selection of demand oriented crops in the market (10.00%) and Giving advice on Export oriented farming (1.43%).

Under Organizer role majority (12.86%) of the farmers perceived that organizing Farmer producer organizations followed by Sale of farm produce under trade name (10.00%) and none (0.00%) of the farmer perceived that role of organizing Farmer cooperative

societies, organize Commodity wise self-help groups, organizations.
organize Custom Hiring Centres and Consumers

Table 2 : Distribution of farmers according to specific role perception in Market led extension

S. No	Role	Complete		Partial		never	
		f	%	f	%	f	%
I	Participation						
	Purchasing of agricultural inputs on subsidy basis in timely manner	36	25.71	75	53.57	29	20.71
	Grading of farm produce	3	2.14	72	51.43	65	46.44
	Packaging of farm produce	27	19.27	74	52.86	39	27.86
	Weighing of farm produce correctly at Market yard	113	80.71	27	19.28	0	0.00
	Storage of farm produce if price of the produce falls down	11	7.86	72	51.42	57	40.71
	Processing of farm produce	6	4.29	70	50.00	64	45.71
	Producing High quality farm produce	59	42.14	73	52.14	8	5.71
	Following post-harvest technology of crops to avoid post-harvest losses	8	5.71	76	54.28	56	40.00
	Crop production according to market demands	28	20.00	91	65.00	21	15.00
	Export oriented farming	13	9.28	34	24.28	93	66.43
	Exporting of farm produce	0	0.00	28	20.00	112	80.00
	Attending trainings on market-oriented production	19	13.57	76	54.28	45	32.14
	Selling of farm produce through eNAM or other online trading portals	15	10.71	72	51.43	51	36.42
	Doing contract farming	1	0.71	36	25.71	103	73.57
II.	Advisory						
	Giving advice to neighborhood farmers regarding selection of demand oriented crops in the market	14	10.00	77	55.00	49	35.00
	Giving advice on Market prices to their neighborhood farmers or FPO members of the group	17	12.14	68	48.57	55	39.28
	Giving advice on Export oriented farming	2	1.43	19	13.57	119	85.00
	Giving advices on Credit facilities and crop insurance to my fellow farmers or FPO members of the group	17	12.14	73	52.14	50	35.71
	Organizer						
	I organise Farmer cooperative societies	0	0.00	40	28.57	100	71.43
	I organise Commodity wise self-help groups of farmers	0	0.00	11	7.86	129	92.14
	I organise Farmer producer organizations	18	12.86	48	34.28	74	52.86
	I organise Custom Hiring Centres	0	0	31	22.14	109	77.86
	I organise Consumers organizations	0	0	0	0.00	140	100
	Sale of farm produce under trade name	14	10.00	12	8.57	114	81.43

The results from above two tables indicate that majority of farmers had low to medium level role perception in market led extension followed by high level of role perception. The reason for this kind of result might be low formal education, low extension contact, lack of awareness about their roles in market led extension and lack of knowledge in market oriented agriculture. This is in conformity with the results of Nirban (2004), Joshi (2014), Kavadi (2015) and Chandan *et al.* (2020).

Role perception of APMC office bearers in market-led-extension

The data regarding role perception of APMC office bearers in market-led-extension were presented in Table 3. It could be observed from the Table 3 and Figure 2 that most (45.71%) of the APMC office bearers had low level of role perception followed by medium (28.57%) and high (25.71%) level of role perception in market led extension respectively.

Table 3 : Distribution of APMC office bearers according to their role perception in market-led-extension (N=35)

S.No	Category	Class Interval	Frequency	Percentage
	Low	11 - 17	16	45.71
	Medium	17 - 23	10	28.57
	High	23 - 29	9	25.71
	Total		35	100

The responses about specific role perception of APMC office bearers in market-led-extension presented in the table, the data of table 4 revealed that under service role, majority (80.00%) of the APMC office bearers perceived that Weighing of farm produce at APMC followed by Conducting buying and selling activity at APMC/managing the procurement agencies and coordinating the procurement process (60.00%). Under advisory role majority (34.28%) of the APMC office bearers perceived that Giving advice's on crop production according to market demands followed by Giving advice's on Legal aspects related to marketing (14.28%). Under Market intelligence role majority (71.43%) of the APMC office bearers perceived that

Availability of markets for particular crop produce followed by Current rates of different crop produce in different markets (60.00%).

Under Facilitator role majority (68.58%) of the APMC office bearers perceived that Communicate farmers' problems to the concerned higher authorities followed by Facilitate the farmers to establish FPOs, Commodity wise self-help groups, Cooperative societies. (11.43%). Under Organizer role majority (20.00%) of the APMC office bearers perceived that organizing training programmes on market oriented crop production and none (0.00%) of the APMC office bearers perceived that giving awards to the producers of quality farm produce.

Table 4 : Distribution of APMC office bearers according to their role perception in market-led-extension (N=35)

S.No	Role	Complete		Partial		never	
		f	%	f	%	f	%
I	Service						
	Grading of farm produce at APMC	3	8.57	25	71.43	7	20.00
	Packaging of farm produce at APMC	0	0.00	6	17.14	29	82.86
	Weighing of farm produce at APMC	28	80.00	7	20.00	0	0.00
	Providing Storage facilities for farm produce at APMC	11	31.43	18	51.43	6	17.14
	Processing of farm produce	0	0.00	4	11.43	31	88.57
	Doing quality test of farm produce in laboratory	0	0.00	2	5.71	33	94.28
	Conducting buying and selling activity at APMC/managing the procurement agencies and coordinating the procurement process	21	60.00	11	31.42	3	8.57
	Advisory						
	Giving advices on Post-harvest technology of crops	0	0.00	10	28.57	25	71.43
	Giving advices on crop production according to market demands	12	34.28	13	37.14	10	28.57
	Giving advices on Legal aspects related to marketing	5	14.28	14	40.00	16	45.71
	Giving advices on Export oriented farming	2	5.71	15	42.86	18	51.43
	Giving advices on Export of farm produce	0	0.00	14	40.00	21	60.00
	Giving advice on new marketing schemes, new marketing reforms and how to avail it	5	14.28	7	20.00	23	65.72
	Market intelligence						
	Availability of markets for particular crop produce	25	71.43	7	20.00	3	8.57
	Current rates of different crop produce in different markets	21	60.00	9	25.71	5	14.28
	Maintaining record of the farmers producing specific goods	17	48.57	11	31.43	7	20.00
	Survey of consumers preference for farm produce	2	5.71	5	14.28	28	80.00
	Anticipating and communicating possible changes in the markets to the farmers	1	2.86	19	54.28	15	42.86
	Facilitator						
	Communicate Government policies regarding agriculture and agricultural marketing to the farmers	2	5.71	23	65.71	10	28.57
	Acting as a facilitator to get the credit to the farmers from bank or other financial sources	3	8.57	11	31.43	21	60.00
	Acting as a facilitator to give Insurance for farm produce	0	0.00	14	40.00	21	60.00
	Communicate farmers' problems to the concerned higher authorities	24	68.58	8	22.86	3	8.57
	Facilitate the farmers to establish FPOs, Commodity wise self-help groups, Cooperative societies.	4	11.43	19	54.28	12	34.28
	Organizer						
	Organizing training programmes on market oriented crop production	7	20.00	19	54.28	9	25.71
	Giving awards to the producers of quality farm produce	0	0.00	0	0.00	35	100

The results from above tables, indicate that majority of APMC office bearers had low to medium level role perception in market led extension followed by high level of role perception. The reason for this kind of result might be lack of awareness about their roles in market oriented agriculture extension activities, Lack of formal education in Agriculture background study area and medium level of knowledge in market led extension activities. This is in conformity

with the results of Sing and Singh (2003), Sangappa (2014), Kavadi (2015) and Chandan *et al.* (2020).

Role perception of AOs in market-led-extension

From the Table 5 and Figure 3, It is found that more than half (57.14%) of the AOs had medium role perception. Little less than one fourth (22.86%) of AOs had low role perception and only 20.00 per cent of AOs had high role perception in market led extension.

Table 5 : Distribution of AOs according to their role perception in market-led extension (N=35)

S.No	Category	Class Interval	Frequency	Percentage
	Low	19 - 25	8	22.86
	Medium	25 - 31	20	57.14
	High	31 - 37	7	20.00
Total			35	100

The responses about specific role perception of AOs in market-led- extension presented in the table, the data of table 4.6 revealed that under service role, majority (85.71%) of the AOs perceived that Providing Soil and seed testing services to the farmers followed by Managing the buying and selling activity/coordinating the procurement agencies (11.73%). Under advisory role majority (91.43%) of the AOs perceived that Giving advices on new crop production technology followed by Giving advice's on production of high quality farm produce (71.43%).

Under Market intelligence role majority (88.57%) of the AOs perceived that Providing weather forecast

information time to time followed by Current rates of different crop produce in different markets (57.14%). Under Facilitator role majority (80.00%) of the AOs perceived that Acting as a facilitator to get the credit to the farmers from bank or other financial sources followed by Communicate Government policies regarding agriculture and agricultural marketing to farmers (74.28%). Under Organizer role majority (48.57%) of the AOs perceived that organizing training programmes on market oriented crop production and organizing field visits on new variety performance in the village (40.00%).

Table 6 : Distribution of AOs according to their role perception in market-led-extension (N=35)

S.No	Role	Complete		Partial		never	
		f	%	f	%	f	%
I	Service						
	Supply of quality agricultural inputs in subsidies at timely manner	3	8.57	17	48.57	16	45.71
	Providing Soil and seed testing services to the farmers	30	85.71	5	14.28	0	0.00
	Providing storage facilities for Storage of farm produce	1	2.86	15	42.86	19	54.28
	Quality test of farm produce	2	5.71	3	8.57	30	85.71
	Managing the buying and selling activity/ coordinating the procurement agencies	4	11.43	11	31.43	20	57.14
	Advisory						
	Giving advices on production of high quality farm produce	25	71.43	9	25.71	1	2.86
	Giving advices on new crop production technology	32	91.43	3	8.57	0	0.00
	Giving advices on decreasing the post-harvest losses of crops	12	34.28	20	57.14	3	8.57
	Giving advice's on Post-harvest technology of crops (Processing, Grading, Standardization)	6	17.14	16	45.71	13	37.14
	Giving advice's on crop production according to market demands	11	31.43	17	48.57	7	20.00
	Giving advice's and providing information on Legal aspects/rights related to marketing	2	5.71	3	8.57	30	85.71
	Giving advice's on Export oriented farming	7	20.00	18	51.43	10	28.57
	Giving advice on new marketing schemes, new marketing reforms and how to avail it.	1	2.86	9	25.71	25	71.43

III	Market intelligence						
	Availability of markets for particular crop produce	8	22.86	15	42.86	12	34.28
	Current rates of different crop produce in different markets	20	57.14	13	37.14	2	5.71
	Maintaining record of the farmers producing specific goods	2	5.71	13	37.14	20	57.14
	Conducting survey of consumers preference for farm produce	0	0.00	2	5.71	33	94.28
	Anticipating and communicating possible changes in the markets to the farmers	6	17.14	12	34.28	17	48.57
	Providing weather forecast information time to time	31	88.57	4	11.43	0	0.00
IV	Facilitator						
	Communicate Government policies regarding agriculture and agricultural marketing to farmers	26	74.28	4	11.43	5	14.28
	Acting as a facilitator to get the credit to the farmers from bank or other financial sources	28	80.00	6	17.14	1	2.85
	Acting as a facilitator to give crop Insurance to the farmers	16	45.71	11	31.43	8	22.86
	Acting as a facilitator to give subsidies to farmers	9	25.71	13	37.14	13	37.14
	Liaison with ago-service centres and rendering their information to farmers	3	8.57	28	80.00	4	11.43
	Holding dialogue between the farmers, scientists, traders, extension workers and office bearers of APMCs	10	28.57	21	60.00	4	11.43
	Communicate farmers' problems to the concerned higher authorities	13	37.14	17	48.57	5	14.28
	Facilitate the farmers to establish FPOs, Custom Hiring centres, Commodity wise self-help groups, Cooperative societies.	9	25.71	18	51.43	8	22.86
V	Organizer						
	Organizing training programmes on market oriented crop production	17	48.57	16	45.71	2	5.71
	Organizing field visits on new variety performance in the village	14	40.00	18	51.43	3	8.57
	Giving awards to the producers of quality farm produce	0	0.00	6	17.14	29	82.86

The results from above tables, indicate that majority of the AOs had medium to low level role perception in market led extension followed by high level of role perception. The reason for this kind of result might be some of the AOs were not aware about their roles in market oriented agriculture extension activities, lack of involvement in market oriented Agriculture extension activities due to multiple duties and medium level of knowledge in market led extension activities. This is in conformity with the results of Singh and Singh (2003), Sangappa (2014), Kavadi (2015) and Chandan *et al.* (2020).

Role perception of Traders in market-led-extension

The success or failure of any market depends upon the functionaries existing in the market. Hence,

the role of functionaries is very important in smooth conduct of market functions.

The classification of Traders in to different categories based on their role perception in market led extension and the corresponding frequency distribution is presented in the Table 7 and Figure 4. The results indicate that majority (45.72%) of the Traders had low role perception in market led extension followed by more than one third (37.14%) of traders had medium role perception and only 17.14 per cent of Traders had high role perception in market led extension. This is in conformity with the results of Sangappa (2014) and Kavadi (2015).

Table 7 : Distribution of Traders according to their role perception in Market led extension (N=35)

S.No	Category	Class Interval	Frequency	Percentage
	Low	15 - 19	16	45.72
	Medium	19 - 23	13	37.14
	High	23 - 27	6	17.14
Total			35	100

The responses about specific role perception of Traders in market-led- extension presented in the table, the data of table 8. revealed that under service role, majority (97.14%) of the Traders perceived that Conducting open auction sale transparently to the

farmer produce followed by Checking the Fair Average Quality specifications (FAQ) of the crop produce (68.57%).

Under advisory role majority (31.43%) of the Traders perceived that Giving advice's on Cleaning and

grading of their farm produce followed by Giving advices on storage godowns and cold storage facilities (14.28%). Under Market intelligence role majority (40.00%) of the Traders perceived that collecting information regarding current rates of different crop produce in different markets and only (28.57%) of traders perceived that 'Get to know about availability of market channels for particular crop produce'.

Under Facilitator role majority (22.86%) of the Traders perceived that Communicate farmers'

problems to the concerned higher authority in the market followed by Acting as a facilitator to get the credit to the farmers from bank or other financial sources (5.71%), and none (0.00%) of the Traders perceived that Communicate Government policies regarding agriculture and agricultural marketing to the farmers, Acting as a facilitator to provide Insurance for farm produce.

Table 8 : Distribution of Traders according to their role perception in market-led-extension (N=35)

S. No	Role	Complete		Partial		never	
		f	%	f	%	f	%
I	Service						
	Buying of farm produce from the farmer at MSP price	22	62.86	13	37.14	0	0.00
	Conducting open auction sale transparently to the farmer produce	34	97.14	1	2.86	0	0.00
	Packaging of farm produce	16	45.71	13	37.14	6	17.14
	Electronic Weighing of farm produce	21	60.00	14	40.00	0	0.00
	Providing Storage facilities for farm produce	5	14.28	15	42.86	15	42.86
	Providing Processing facilities to the farmers	23	65.71	12	34.28	0	0.00
	Immediate payment to the farmers	14	40.00	21	60.00	0	0.00
	Linking the farmers with big traders or linking the FPO to the big traders or private companies.	9	25.71	16	45.71	10	28.57
	Checking the Fair Average Quality specifications (FAQ) of the crop produce	24	68.57	10	28.57	1	2.86
	Providing export marketing linkages to the farmers	1	2.86	12	34.28	22	62.86
II	Advisory						
	Giving advices on storage godowns and cold storage facilities	5	14.28	11	31.43	19	54.28
	Giving advices on Cleaning and grading of their farm produce	11	31.43	20	57.14	4	11.43
	Giving advices on Crop production according to market demands	3	8.57	8	22.86	24	68.57
	Giving advices on Export oriented farming	1	2.86	19	54.28	15	42.86
	Giving advice on new marketing schemes, new marketing reforms and how to avail it	0	0.00	6	17.14	29	82.86
III	Market intelligence						
	Collecting information regarding current rates of different crop produce in different markets	14	40.00	12	34.28	9	25.71
	Get to know about availability of market channels for particular crop produce	10	28.57	16	45.71	9	25.71
IV	Facilitator						
	Communicate Government policies regarding agriculture and agricultural marketing to the farmers	0	0.00	12	34.28	23	65.71
	Acting as a facilitator to get the credit to the farmers from bank or other financial sources	2	5.71	15	42.86	18	51.43
	Acting as a facilitator to provide Insurance for farm produce	0	0.00	4	11.43	31	88.57
	Communicate farmers' problems to the concerned higher authority in the market	8	22.86	19	54.28	8	22.86

The results from above tables indicate that majority of the Traders had low to medium level role perception in market led extension followed by high level of role perception. The reason for this kind of result might be lack of awareness about their roles in market oriented agriculture extension activities, low

level of extension contact and medium level of knowledge in market led extension activities

Conclusion

The present agricultural scenario poses a threat to the marginal and small farmers of India. These farmers could cope up with this vulnerable situation, only if

they undertake agricultural activities keeping the market in view. The farmers need to be brought out of their traditional farming habits to modern market-oriented farming by taking care of quality, productivity and market needs. Farmers will need to reorient their cropping pattern as per the market demand, changing technology, economic reforms, consumer awareness and new export-import policies for agricultural commodities. The farmers need to be exposed to the actual needs of consumers and prepare them for producing such products in desirable forms. The services of marketing extension should relate to the motivation for demand driven production, comparative advantages of the existing marketing channels, functional merits of marketing system and price advantage. From this study it was concluded that Majority of the farmers had low level role perception in market led extension, Majority of the APMC office bearers had low level role perception in market led extension, Majority of the AOs had medium level role perception in market led extension and Majority of the Traders had low level role perception in market led extension. It could be improved by conducting awareness programmes and skill based training's to the respondents on market oriented agricultural activities and new market reforms.

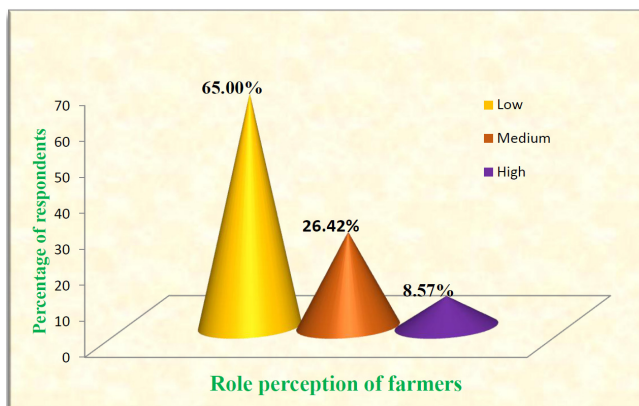


Fig. 1 : Distribution of farmers according to their role perception in Marketed extension

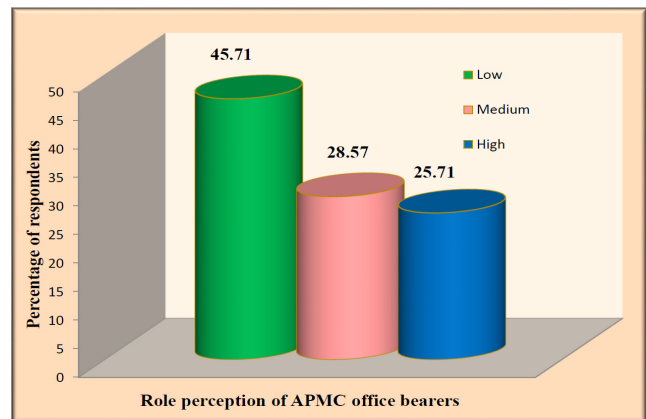


Fig. 2 : Distribution of APMC office bearers according to their role perception in Market led extension

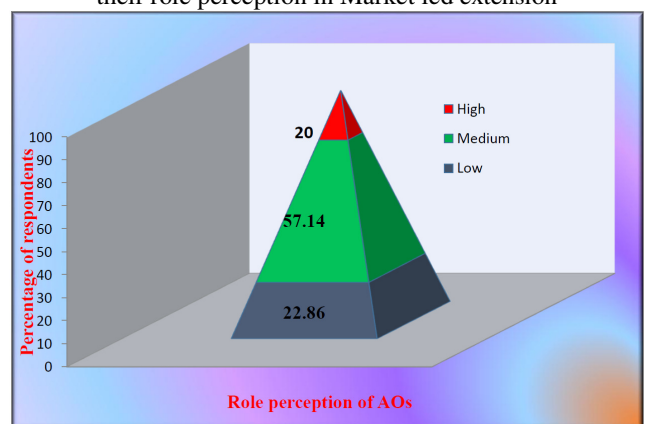


Fig. 3 : Distribution of AOs according to their role perception in market-led- extension

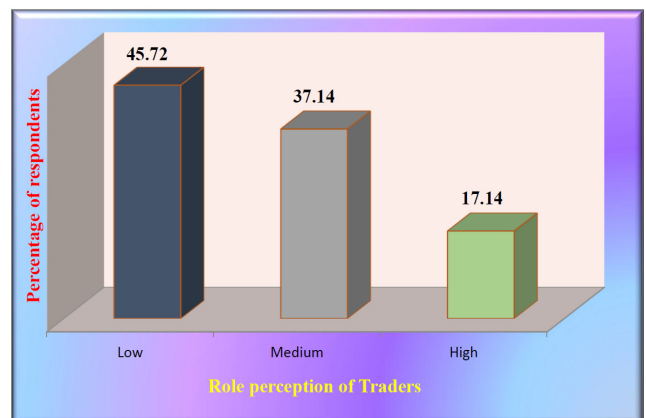


Fig. 4 : Distribution of Traders according to their role perception in market-led- extension

Declarations

“Conflicts of interest/Competing interests”:

The authors have no conflicts of interest to declare that are relevant to the content of this article.

Ethics approval:

This is an observational study. The Research Ethics Committee has confirmed that no ethical approval is required.

Informed consent:

Consent to participate: Verbal informed consent was obtained prior to the interview.

Consent to publish: Additional informed consent was obtained from all individual participants for whom identifying information is included in this article.

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