

Rythu bazaars – A study of the benefits received by farmers

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ABSTRACT

Rythu Bazaar, the farmers' market was a social initiative started by the government of Andhra Pradesh in 1999. The main aim of Rythu Bazaar is to help farmers bring and sell their produce directly to consumers without the involvement of middlemen. Andhra Pradesh is the second largest producer of fruits, vegetables and flowers in the country but the farmers do not really benefit as the marketing system for fruits and vegetables is mostly in the hands of middlemen. Middlemen exist at various levels between the farmer and the consumer and exploit through malpractices in weighing, handling and payments. The farmers' share in the consumers' rupee is estimated to be just 40 paise. In addition the estimated loss in handling of vegetables in the traditional channel of marketing is about 30 to 35 percent. Rythu Bazaars were established to address these issues. Against this backdrop, this research attempts to look at the various parameters where the farmers have got benefitted since operating from these market yards.

Keywords: Farmers' market, Rythu Bazaars, hypotheses, binomial statistical test, middlemen.

I. Introduction

Rythu Bazaars – the farmers' markets of Andhra Pradesh were established in 1999 by the then government of Mr. Chandrababu Naidu to provide a platform to the farmers' to directly sell their produce without the help of any intermediaries. Since these markets have been operational for over a decade now, a need was felt to see whether the farmers have benefitted from these markets, and if so, in what parameters have they got benefitted.

1.1 Literature review

A study conducted by Kezis et al. (1995) on consumers at a small farmers' market in Maine indicates that the number of older, high income, high educated is increasing. Since these consumers are more likely to be attracted to farmers market, the popularity of this format is seen to be increasing. Onianwa et al., (2005) analyzed the determinants of Farmer-to-Consumer direct-market shoppers and provided insights into the factors that affect shopping at a farmer-to-consumer direct market.

Wolf (1997) in a case study examined responses of consumers with the objective of comparing the profile of farmers' market shoppers to those who do not shop at farmers' markets. Consumers have indicated that quality and value are among the most important attributes when purchasing produce while the major reason for not shopping at farmers'

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