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**IMPACT ON RURAL FARMERS ECONOMY BY THE INFLUENCE OF RYTHU
MARKETS AND AGRICULTURAL MARKETING: SPECIAL REFERENCE OF
ANDHRA PRADESH**

Satyanarayana garudasu

ABSTRACT

With the mushrooming of supermarkets the whole way across the nation, purchasers think that it's helpful to visit these outlets to satisfy their day by day needs. These supermarkets, among different results of every day necessity, offer vegetables too. Rythu Bazaar, another famous place for buying vegetables, is the farmers' market of Andhra Pradesh, a standout amongst the most prosperous states in South India. These markets are controlled by the administration organizations. This paper concentrates the statistic profile of vegetable purchasers by isolating them into two classes – those acquiring vegetables just from Rythu Bazaars and those from both Rythu Bazaars and supermarkets. In the setting of go between consuming farmers' benefits and The foundation of Rythu Bazaars to address that, this review takes a gander at the impact of statistic factors on acquiring decision, assuming any. It endeavours to concentrate the connection between statistic attributes and the inclination for both Rythu Bazaars and supermarkets versus just Rythu Bazaars for buy of vegetables. Information from purchasers' review in seven Rythu Bazaars in Hyderabad and one each from Visakhapatnam and Vijayawada has been utilized to break down customer inclinations utilizing a requested calculated relapse examination strategy. The aftereffects of this review recognize customer qualities that impact request of vegetables and subsequently the farmers' profits from working at these bazaars.

Keywords: Logit Display; Statistic Qualities; Agro-Marketing Channel, Rythu Bazaars

INTRODUCTION

In the Market is life, imperativeness, wellbeing, plenitude, coarseness, prime deliver, shading. In Markets lie the thick of things, friendliness, and the throb of human group. They give joins with the past and all signs propose that Farmers' Market systems

will make extensive and progressive changes in the ways we shop and eat – modifications that will influence agriculture's future.

A 1.2 billion populace alongside considerable pay development has put gigantic weight on India's accessible arrive and different assets to meet its nourishment prerequisite. This has brought about an extra request of 2.5 metric ton of nourishment grains every year. Notwithstanding expecting a low development in per capita Gross domestic product, the interest for nourishment grains in the year 2020 is anticipated to be 256 million ton. Added to this request is the purchasers' expanding slant towards new vegetables. The dietary worries and additionally security also, nourishment securities concerns have expanded the enthusiasm for privately developed create with known wellsprings of starting point somewhere else on the planet. This expanding interest for crisp agricultural create gives an open door for little farmers to build their person returns, gave the methods is known to them. Notwithstanding being into the seventh decade of freedom, the situation even today is a long way from empowering. This is essentially in light of the fact that a vast larger part of farmers even today are reliant on agents to offer their create. This is on account of possibly they try not to have enough cash to convey their create to the market or they don't have any space to store the create. The go between have along these lines been using this to their most extreme favourable position at the cost of the poor farmers. As a result, their normal net revenues have been held at the cost of the net revenues of farmers which have dependably been low. Additionally, the nexus between these agents and private cash loan specialists makes it doubly troublesome for the farmers to work autonomously. This is regardless of the way that neither they are prepared to do as such nor do they have the correct expectations to give the right direction, regardless of the possibility that they are sufficiently skilful to do as such. In this way farmers, in view of their own artlessness have occasionally been guided legitimately – thus it is just the mediators and private cash moneylenders who have flourished to the detriment of the poor farmers.

Among the different agri-marketing channels, the most unmistakable are the ones through brokers, merchants - wholesalers and retailers, huge corporate houses and cooperatives. Governments in many states have taken the activity to urge farmers to attempt coordinate offering by wiping out the go between. A need was likewise felt to give better foundation to farmers to encourage marketing their claim create. The marketing components overwhelmed by these mediators have throughout the years anticipated a large number of farmers from getting

tasteful profitable costs of their deliver; overlook receiving the rewards of their diligent work. To dispose of mediators Mr. N Chandrababu Naidu, the previous Boss Priest of Andhra Pradesh began Rythu Bazaars in Andhra Pradesh in 1999.

The target of this paper is to analyse the different statistic qualities of shoppers that impact their inclinations among the two accessible real vegetable marketing channels, that is, Rythu Bazaars, the farmers' market and the supermarket stores keep running by enormous corporate houses. Requested logit examination has been utilized to get it the pertinence of different qualities that are critical in concentrating on the portion of buyers that additionally visits the supermarkets for obtaining their vegetable prerequisites.

Literature Review

There has been an expanding concern with respect to the edges of little farmers being destroyed by agents. To address this issue different state governments in India have embraced measures to address the agro-marketing channels. Among the different agro-marketing channels, the one received by the farmers' markets has a high shot of tending to this issue. Subsequently, there has been a considerable measure of intrigue appeared in the working of farmers' markets crosswise over not just India in any case, additionally different nations on the planet.

A review led by **Kezis et al. (1995)** on shoppers at a little farmers' market in Maine shows that the quantity of more established, high pay, high taught customers is expanding. Since these shoppers will probably be pulled in to farmers market, the ubiquity of this organization supposedly is expanding.

Onianwa et al., (2005) examined the determinants of Farmerto-Shopper coordinate market customers and gave bits of knowledge into the components that influence shopping at a farmer-to-shopper coordinate market. The review uncovered that training was the hugest variable with respect to shopping at farmerto-shopper coordinate markets while salary was a less noteworthy component. Purchasers with training above high school will probably shop at a farmer-to-shopper coordinate market. Notwithstanding, the review likewise uncovered that as salary builds, families with youngsters will probably shop at a farmer-to-purchaser coordinate market than were families without kids. Further, more seasoned individuals, guys, and whites were all more prone to shop at a farmer-to-customer coordinate market.

Wolf (1997) for a situation considers inspected reactions of shoppers with the goal of looking at the profile of farmers' market customers to the individuals who don't shop at farmers' markets. Examination of the statistic profile of buyers of farmers' market demonstrate that they are more liable to be female, hitched, and have finished post graduate work. There was no distinction saw with regard to age, salary levels, and business status between farmers' market customers and farmers' market non-shoppers.

Henneberry and Haerani (2004) inspected purchaser inclinations among different marketing channels (counting direct marketing) with the goal of breaking down the impact of different statistic factors on buying decision, with a particular concentrate on the connections between statistic variables and shopping inclinations. The review distinguished shopper qualities that impact create request and thusly cultivators' arrival at Oklahoma farmers' market.

Govindasami and Nayga, Jr. (1996) concentrated the qualities of farmer-to-shopper coordinate market clients with the goal of discovering different attributes of farmer-to-customer coordinate market shoppers. They inferred that the normal number of visits every month to an immediate marketing office was in the vicinity of one and two and the normal dollar sum spent per visit at direct marketing offices extended from \$11 to \$19. The review additionally reasoned that immediate marketing offices gave better nature of create when contrasted with the supermarkets.

Otto and Varner (2005) attempted a review with the goal of evaluating the market interest and the impact it had on the financial front. The technique embraced depended on study of an extensive number of buyers (4500) what's more, merchants (780). The discoveries with respect to buyer and seller qualities uncover open doors for expanded marketing toward specific members. Prove from the think about proposed that focusing of urban customers and members moving toward retirement age, too the improvement of new methodologies to pull in more youthful customers what's more, the individuals who have little involvement with farmers' markets will positively affect the market support. The concentrate likewise demonstrated that these markets are an imperative put for rural makers and urban shoppers to come together to trade products and data.

Trobe (2001) concentrated the potential advantages of marketing nourishment specifically from makers to purchasers, and henceforth dodging the "go between" in the nourishment inventory network. This subjective review presumed that advantages have been accumulated by both

farmers and purchasers. Customers get privately developed, crisp, sound and, as a rule, natural sustenance at reasonable costs, while makers get more estimation of their deliver. Govindswamy et al. (1998) took a gander at the resurgence of farmers' markets in New Jersey which permitted farmers to catch a more noteworthy share of the customers' sustenance expenditure thus increasing their profitability, while the consumers' need for fresh, high quality commodities as well as for farm-based recreational experiences is met.

RYTHU BAZAAR – A OVERVIEW AND ITS BEGINNING

Rythu implies Farmer in Telugu (The nearby dialect of Andhra Pradesh in India) and Bazaar remains for the Persian word *bāzār*, the historical background of which backpedals to the Pahlavi word *baha-sing* (بہا سینگ), signifying "the place of costs". Rythu Bazaar, the farmers' market was a social activity begun by the administration of Andhra Pradesh in 1999. The main goal of Rythu Bazaar was to help farmers convey and pitch their deliver to the market adequately wiping out centre man or whatever other marketing go-between.

The idea of Rythu Bazaar began from KalGhoj, the farmers' market of Russia. In the late eighties, Mr. M S Gill, the then Union Agricultural Secretary, awed by the idea of KalGhoj received this idea in the conditions of Punjab and Haryana. Subsequently ApnaMandi was conceived. Impelled by the accomplishment of ApnaMandi, the state administrations of Andhra Pradesh and Tamil Nadu likewise began Rythu Bazaar furthermore; UzhavarSandhais in their states individually. The focal thought of these farmers' markets was to dispose of mediators and give a stage to the immediate collaboration amongst farmers and shoppers. The farmer's advantage by offering specifically to the clients and by not paying any commission to the operators. The client's advantage by getting great quality delivers at the best costs.

The idea of Rythu Bazaar was generally welcomed by the shoppers and the interest for such markets in Andhra Pradesh expanded. Right now more than 100 Rythu Bazaars are in presence in the condition of Andhra Pradesh profiting 4500 farmers and an expansive number of shoppers. India has around more than five lakh towns and right around two-third of the populace is utilized in the homestead area. Nonetheless, agriculture adds to just 25% of the national pay. Absence of marketing data and deficient access to markets and also inventory network wasteful aspects intrinsic in the cultivate division add to low acknowledge and salaries to the farmers. Rythu Bazaars have been set up to play a key part in tending to some of these issues.

Operation of Rythu Bazaar

Normally, a Rythu Bazaar covers 10 to 15 towns and at slightest 250 farmers. This likewise incorporates 10 bunches (self-improvement bunches) who are chosen by a group comprising of Mandala Income Officers, Cultivation Officers and Agriculture Officers in the towns to work from these bazaars. Joint Gatherers of the concerned areas guarantee that satisfactory transport offices are organized transport of products to Rythu Bazaars in conference with State Street Transport Enterprise. Furthermore online data of costs and wares developments is given on the web.

Venture and Expenses

The Rythu Bazaars are situated in government plots advantageous to farmers and also buyers. Worked in a 1 section of land (least) empty land, the framework gave by the government incorporate sheds, courses of action of supply of drinking water, toilets with sanitation office, stopping for vehicles, courses of action for expulsion of waste and cleaning of market by nearby body, office for capacity of unsold create, arrangements of measuring scales for all farmers, phone, fax, and so forth. Along these lines the Andhra Pradesh government meets all the capital use which shifts as per the land costs winning in a territory.

Rythu Bazaars are proposed to profit farmers by giving them access to markets. Insufficient marketing bolster has been one of the real cripples confronted by the cultivating area. The development of deliver from the ranches to definitive retail outlets confronts various requirements and without satisfactory offices for capacity and safeguarding, farmers are compelled to make trouble deals. These market yards are for the most part set up by the State Government. For setting up of these market yards, assets are sourced from National Bank for Agriculture and Rural Advancement (NABARD) through Rural Foundation Advancement Support (RIDF) and National Agreeable Advancement Organization (NCDC). Rythu Bazaar moreoverfills in as a stage to make framework offices to empower farmers to offer their items specifically to retail purchasers in this manner guaranteeing that farmers acknowledge better costs what's more, customers likewise get new vegetable and natural products at sensible costs and in this way address the requirements in agri-marketing framework.

OBJECTIVE OF THE STUDY

A board of trustees from European nations attempted an overview of a portion of the conventional markets of Tamil Nadu and watched that farmers were offering their create at exceptionally modest rates what's more, they noticed that there were occurrences when they had even neglected to take their deliver to the markets, and needed to dump them into the field. This was on the grounds that they were not ready to acknowledge even the work cost for gathering.

Against the scenery of this all inescapable issue confronted by Indian farmers, it gets to be distinctly correlated to recommend methods for expanding income era of the farmers working from Rythu Bazaars. The examination issue is subsequently centered around recognizable proof of methods for expanding salary advantages of farmers working at Rythu Bazaars through an investigation of the statistic profiles of the shoppers so that the Rythu Bazaar organization may concentrate on shoppers in a more logical way. Subsequently the issue range that this examine distinguishes and the related question that it looks to answer is as per the following:

"Is there a plausibility of distinguishing and receiving a model that if actualized could bring about profiting the farmers concerning a potential increment in their income?"

In light of the issue explanation the examination goal of this paper has been encircled as distinguishing the statistic attributes of the portion of shoppers that shows inclination for both RythuBazaars and supermarkets vis-à-vis just Rythu Bazaars for buy of vegetables.

RESEARCH METHODOLOGY

The review is exploratory in nature and depends on essential information. Customers of these Rythu Bazaars have been reviewed with the assistance of a poll for this examination.

Sample Choice

The procedure of choice of test was successive (i.e., in stages). In the primary stage, the Rythu Bazaars were chosen simply in light of comfort. In the second stage, the purchasers were chosen from these Rythu Bazaars. The testing strategy utilized for their determination was judgemental.

By and by there are nine (9) Rythu Bazaars in Hyderabad also, Ranga Reddy Areas of which seven (7) were secured in this review. The Rythu Bazaars secured were Kukatpally, Alwal, Mehdipatnam, Kothapet, Vanasthalipuram, Erragadda and Qutubullapur. Moreover two more

Rythu Bazaars – one each from Vijayawada (KedareshwariPeta) furthermore, Visakhapatnam (Seethammadhara) have likewise been considered.

The Study

Shoppers of the previously mentioned Rythu Bazaars have been studied for this examination. A sum of 370 polls was dispersed haphazardly to clients at these markets. With the end goal of the review 198 usable surveys which were finished in all regards were dissected.

Tool of Investigation

Requested logit examination has been utilized to comprehend the pertinence of different statistic qualities of the customers of Rythu Bazaars and supermarkets.

THE STUDY RESULT

The study gave data on the statistic qualities of customers. Inquiries were additionally asked on their further desires from the Rythu Bazaars to making acquiring vegetables more appealing. This segment has been isolated into two general classes - the initial segment gives a rundown of the customers' attributes, and the second part displays the consequences of the Logit investigation of the buyers' review.

Investigation of Buyer Study (Statistic Profile)

To better comprehend who constitutes Rythu Bazaar's buyers, respondents were addressed on their statistic qualities, for example, age, sexual orientation, instructive capability, occupation, size of family, number of youngsters in the family, number of acquiring individuals in the family, and yearly family pay.

Age Dissemination

Respondent's age dissemination (Table 1: 1A) demonstrate that the vast majority of the buyers are very youthful; with the most youthful furthermore, the most established respondents being 22 and 48 separately. This is in sharp complexity to the farmers' market in the US where most of the customers are more seasoned than 50 years. However there is one thing that was observed to be basic with respect to the age of the shopper respondents - it being that none of studied customers were more youthful than 20 years of age. This was steady with the study result from the review done by Henneberry et al. (2004).

Sex

The overviews demonstrated that there is no obvious distinction between the quantity of male and female purchasers (Table 1: 1B), being individually 48.5 and 51.5 percent.

Instructive Capability:

Concerning instructive capability, the range was appropriated - from optional school to post graduation. Around 35.9 percent of the respondents demonstrated instruction (Table 1: 1C) up to post graduate levels, while another 54 percent were graduates. Just 10.1 percent were not graduates.

Yearly Family Salary

As to the respondents' yearly family wage (Table 1: 1D), 24.7 percent of respondents had salaries between Rs.200000 to Rs. 500000, while 64.6 per cent between Rs. 500000 and Rs.1000000, 10.6 percent of the respondents had a yearly family salary in overabundance of Rs.1000000. The moderately high instruction and pay level of Rythu Bazaar respondents on this review is fundamentally the same as the farmers' market considers led in the U.S. by Kezis et.al (1995).

| Table | Parameter | Frequency | Percent | Cumulative Percent |
|----------------------------|--------------|------------|------------|--------------------|
| 1A: Age | 22 | 2 | 1 | 1 |
| | 23 | 3 | 1.5 | 2.5 |
| | 24 | 3 | 1.5 | 4 |
| | 25 | 5 | 2.5 | 6.6 |
| | 26 | 2 | 1 | 7.6 |
| | 28 | 17 | 8.6 | 16.2 |
| | 29 | 27 | 13.6 | 29.8 |
| | 30 | 9 | 4.5 | 34.3 |
| | 31 | 1 | 0.5 | 34.8 |
| | 32 | 33 | 16.7 | 51.5 |
| | 33 | 11 | 5.6 | 57.1 |
| | 34 | 6 | 3 | 60.1 |
| | 35 | 16 | 8.1 | 68.2 |
| | 36 | 3 | 1.5 | 69.7 |
| | 37 | 4 | 2 | 71.7 |
| | 38 | 20 | 10.1 | 81.8 |
| | 39 | 4 | 2 | 83.8 |
| | 40 | 9 | 4.5 | 88.4 |
| | 42 | 10 | 5.1 | 93.4 |
| | 43 | 2 | 1 | 94.4 |
| 44 | 6 | 3 | 97.5 | |
| 45 | 3 | 1.5 | 99 | |
| 48 | 2 | 1 | 100 | |
| | Total | 198 | 100 | |
| 1B: Male Female | Female | 102 | 51.5 | 51.5 |
| | Male | 96 | 48.5 | 100 |
| | Total | 198 | 100 | |
| 1C: Quality | Class | 1 | 0.5 | 0.5 |
| | Diploma | 2 | 1 | 1.5 |
| | Graduate | 107 | 54 | 55.6 |
| | Intermediate | 17 | 8.6 | 64.1 |
| | PG | 71 | 35.9 | 100 |
| | Total | 198 | 100 | |
| 1D: Income | > 10 | 21 | 10.6 | 10.6 |
| | 2to 5 | 49 | 24.7 | 35.4 |
| | 5 to 1 | 128 | 64.6 | 100 |
| | Total | 198 | 100 | |

Table-1: Buyers' Profile

Acquiring Design

To show signs of improvement comprehension of the obtaining designs, respondents were made inquiries about the recurrence of their visits to the Rythu Bazaars, time spent amid each of the visits, and the normal sum spent in each of their visits. Around 12 percent of Rythu Bazaar respondents visit the market week by week, while 43 percent visit fortnightly once, also, 45 percent once per month. At the point when respondents were inquired about their normal cash investing every energy they visit the market, 37.9 percent said they spend in abundance of Rs.400, 39.4 percent spend anyplace between Rs.200 to Rs.400, furthermore, 20.2 percent spend between Rs.100 and Rs.200. A little 2.5 percent of the respondents spend not as much as Rs. 100.

Purposes behind Shopping at Rythu Bazaars:

The major purposes behind Shopping at these farmers' markets was too looked for and it was found that 92.6 percent shopper respondents reacted to "quality" with direct to high fulfilment. This variable has risen as the most imperative figure influencing their decision to shop at these bazaars.

Another critical variable where the score was high was the accessibility of 'new and nutritious' items (75.7 percent). The greater part the respondents (57.1 percent) were happy with the 'cost', (58.1 percent), with the 'accommodation of buying vegetables' at these bazaars, 58.6 percent with the 'assortment of vegetables', 56.6 percent with the 'nature of administration', and 57.1 with the 'consistency of accessible items'. Be that as it may, a lesser number of respondents (47 percent) were happy with the 'consistency of rates'.

At the point when the purchasers were made a request to distinguish the three key attractions for them to come to Rythu Bazaars, they were observed to be quality (70.7 percent), "cost" (56 percent), and freshness (46 percent). However another 29 percent (an equivalent number of respondents) distinguished components like "administration" and 'assortment of vegetables'. However a little rate (under 1 percent) of the respondents gave one of their top three key appealing focuses as 'area'. Area, be that as it may, happens to be one of the fundamental precepts of foundation of these markets.

The greater part of the shoppers of the Rythu Bazaars (61.3 percent of the respondents) likewise goes to different

supermarkets for obtaining vegetables. Precisely 50 percent of the respondents, who likewise go to supermarkets for obtaining vegetables, visit such stores once every fortnight. At the point when those buyers who just visit Rythu Bazaars, were approached to give the explanation behind not going by the supermarkets, 52.4 percent said "cost" as the prime reason, while just 19 percent said 'quality'.

METHOD FOR ANALYSIS

THE LOGIT MODEL

The model compares to the target of this review, which is inspecting buyer inclinations among Rythu Bazaars what's more, supermarkets. As specified before the overview additionally attempted to see whether customers going to Rythu Bazaars additionally visit different supermarkets like Dependence New, Legacy New, More for You and so on for buying vegetables. The review uncovered that the purchasers do visit these outlets also. Be that as it may, a considerable rate of the buyers did not.

In this way, the study additionally attempted to evoke the plausible reasons for not going to these outlets. To comprehend the profile of the purchasers going by both Rythu Bazaars and supermarkets, an requested logit demonstrate has been utilized and the

question reactions investigated in connection to respondents' statistic profile and other trademark data gave in reaction to other study questions. All the more particularly, the model was utilized to anticipate the probability of a shopper buying vegetables from each of the marketing outlets i.e., Rythu Bazaar just or both Rythu Bazaars and supermarkets, given certain attributes of the respondents. Five illustrative factors: age, sexual orientation, kids (have youngsters in the family), pay, and the number of visits each month were taken for the review.

RESULTS AND EXAMINATION

Since there were two particular ward factors (as it were Rythu Bazaars and both Rythu Bazaars and supermarkets) two conditions were evaluated independently. Both conditions had similar autonomous factors, which were age, sex, having kids in the family, yearly family pay, and the number of month to month visits.

From the outcomes it has been watched that the distinction between the two log-probabilities – the Chi-square has an watched importance esteem more prominent than 0.10 (0.410) which connotes that there is no huge distinction between the show and the information demonstrating that it is a

decent model with the indicators. For further fortification of the decency of fit, Cox and Snell Pseudo R-square was ascertained utilizing the condition 1 short the negative 2 log probability of the full display isolated by the negative 2 log probability of the capture = $1 - (145.927/201.477) = 1 - 0.72428 = 0.27572$.

The R^2 shows that the model fits the information genuinely well. A low R^2 is adequate in strategic relapse (Hosmer and Lemeshow, 2000). Of the five indicator factors utilized as a part of the display, three of them, that is, age, youngsters, and pay were critical at clarifying the changeability of the ward variable. Respondents in the age assemble 21 to 30 with no youngsters have noteworthiness values under 0.05 while those having a yearly family pay more noteworthy than Rs. 10,00,000 has essentialness esteem under 0.1. In this manner, it can be inferred that these parameters add to the model. The remaining parameters have importance values more prominent than 0.1 meaning that they don't add to the model.

CONCLUSION AND RAMIFICATIONS OF THE CONSIDER

The consequences of the review on the purchasers of Rythu Bazaars of Andhra

Pradesh have demonstrated consistency with a few comparative reviews done in the past in the Assembled States. The outcomes from the requested strategic relapse distinguished that among the five statistic qualities taken for this review, age, kids, and yearly family salary affect the purchasers' inclination towards Rythu Bazaar or both Rythu Bazaar and supermarkets. This will help the Andhra Pradesh Directorate of Marketing to concentrate on the buyers' portion to help farmers produce expanded income. The concentrate additionally uncovered that:

- There is a sorry contrast between the number of male and female purchasers going by Rythu Bazaar, with female purchasers being imperceptibly higher than male purchasers. The Andhra Pradesh Directorate of Marketing ought to concentrate on both the sex to increment deal.
- Around 90 percent of the purchasers were either graduates or more, with 64.6 percent having a yearly family salary between Rs.5,00,000 and Rs. 10,00,000. In this way, the Andhra Pradesh Directorate of Marketing ought to focus on this centre salary gather and ought to likewise attempt

to draw in the lower salary gathering to visit Rythu Bazaars.

- It was found that purchasers without any youngsters in the family have a higher affinity to visit supermarkets as well. Along these lines, the Andhra Pradesh Directorate of Marketing ought to focus on this fragment to guarantee that they feel more pulled in towards Rythu Bazaars.
- The real reasons why customers wanted to shop at the Rythu Bazaars are quality, freshness, cost, variety, and comfort with the main three attractions of coming to Rythu Bazaars being quality, cost and freshness of vegetables in a specific order. Along these lines, the Andhra Pradesh Directorate of Marketing ought to highlight these solid indicators and pitch them pull in more shoppers.

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