

## SYNOPSIS

"Aspects of Marketing From Producers' Perspective" is a study of the pattern of marketing by farmers in Block S2, Sekinchan of certain selected agricultural products namely, (i) padi, (ii) selected varieties of vegetables, (iii) maize and (iv) sweet potatoes. The discussion centers on the various methods adopted by the farmers in the marketing of their products, the various channels of distribution they make use of, aspects of the pricing of their products, the financing and risk-bearing aspects of their operations and the advantages and disadvantages to the farmers of certain of their marketing practices such as selling to itinerant farm produce collectors and selling direct to retailers etc. Besides the study of the general problems of marketing confronting the farmers in the marketing of their products such as the problem of product wastage, the problems of transporting, storing and drying etc. also included in this exercise is the study of the nature and extent of government participation in the marketing of the farmers' products particularly the government price-support programme for padi which takes the form of the Guaranteed Minimum Price for padi as well as the roles of the government in the establishment of the Farmers' Association and its day-to-day management. The effects of such participation of the government on the farmers is also discussed. Lastly, this exercise deals with the writer's evaluation of the overall situation and his comments.