

## THE PAPER

# FACTORS AFFECTING MARKET ACCESSIBILITY OF SMALL FARMERS: A SUPPLY CHAIN PERSPECTIVE

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### DECLARATION

We, Deepak Bhagat and Prof. U. R. Dhar, do hereby declare that the work embodied on the paper entitled “**FACTORS AFFECTING MARKET ACCESSIBILITY OF SMALL FARMERS: A SUPPLY CHAIN PERSPECTIVE**” is original and based on our own research investigations. The paper is not published and / or has not been submitted for publication elsewhere.

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# **Factors Affecting Market Accessibility of Small Farmers: A Supply Chain Perspective**

## **Abstract**

Recent years have seen the significant impact of globalization in the Indian market and these changes have led to a shift towards differentiated products (mostly high value agricultural products) along with services. However, Indian agriculture is mostly dominated by small holders. Their ability to perform in this new market had always been questioned. Since traditionally farmers were mostly growing field crops and they lack necessary information and skill regarding production methods, marketing opportunities and meeting the consumer demands. The situation becomes critical when the target consumers have very precise quality requirements and/or strict food safety requirements. In this situation the position of supply chain becomes very crucial. A proper supply chain can thus help farmers in getting proper market to its produce and proper price. At the same time the various stakeholder of chain can exploit the farmers also. Here it becomes very important to identify and understand the various factors and its impact on market accessibility of small holders. An attempt has been made in this paper to identify and describe the main factors affecting the market accessibility of small farmers from supply chain perspective and also to understand the relationship between the factors and market accessibility of small farmers. For accomplishing the objectives of the paper, the sample for the study consisted of 50 fruits and vegetable growers of the West Garo Hills distributed across the 5 blocks (10 producers from each block). An attempt was made to identify statistically significant relationships between the selected variables by first finding the correlation between different variables and then logistic regression was estimated to identify the factors that have a bearing on farmers getting access to markets and this limited dependent variable model was used for capturing the influence of several factors on the market access condition of the farmer. This study has indicated that access to information and extension support are the prime factors impacting the farmer's access in the markets.