

**A STUDY OF SUPPLY CHAIN MANAGEMENT (SCM),
MARKETING OF CASH CROP AND EVALUATING
STRATEGIES FOR COST REDUCTION IN SUPPLY CHAIN
WITH SPECIAL REFERENCE TO UTTAR PRADESH**

**Abstract of
Thesis**

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ABSTRACT

In India, the agriculture industry in general, and agricultural marketing in particular, require rapid policy initiatives and changes at the national and state levels. According to Prof. Swaminathan in his report on the National Commission on Farmers 2007, the goal of reforms is to give farmers with secure and remunerative markets. Farmer suicides have grown dramatically in the previous years, emphasising the importance of agricultural reforms. The Indian agricultural marketing sector has evolved through centuries, affected by socio-cultural influences as well as the British government's imperialistic objectives. The British government began market regulation in 1928, acknowledging the proposal of the Royal Commission for Agriculture. In the year 2003, the Indian government passed the Model APMC Act. The Act would aid in the liberalisation of the agriculture marketing sector, as well as increasing private and foreign participation. State legislatures were anticipated to follow suit and change their state laws to conform to the Model APMC Act. The Central and Uttar Pradesh state governments have introduced numerous reform measures in the agricultural marketing sector to address this state of affairs.

The majority of potato output in India comes from the Northern states. However, areas in North India such as Uttar Pradesh, Himachal Pradesh, Bihar, Punjab and Haryana have been farming potato crops during the rabi season. The ideal environmental conditions and soils for potato growing is in winter season. The crop provides farmers with a faster source of revenue and is essential to human nutrition. However, price fluctuations, the presence of intermediaries in huge number, unstructured marketing, the increase in value added products, and other factors all contribute to a decrease in the share of producers in the consumer's rupee and worse marketing efficiency. As a

result, the current study, named " A Study of Supply Chain Management (SCM), Marketing of Cash Crops and Evaluating Strategies for Cost Reduction in Supply Chain with Special Reference to Uttar Pradesh" was conducted to investigate the overall marketing efficiency, supply chain management, price spread, and challenges encountered in potato marketing.

All the relevant data for this study was gathered through a survey method, in which farmers were personally interviewed using a pre-tested schedule. Tabular analysis was used to combine data from primary and secondary sources. Different channels were used to calculate farm income measurements such as farm business revenue, net income, farm investment income, gross income and marketing elements such as price spread, marketing efficiency, marketing margins, marketing costs and producers share in the consumer's rupee. The modified Acharya modified method was used to determine the marketing effectiveness of various marketing channels. To identify the restrictions in potato marketing, Garrett ranking analysis is performed.

The major marketing channels identified are:

1. Producer –Middlemen- Retailer- Consumer
2. Producer –Middlemen- Wholesaler-Retailer- Consumer
3. Producer - Retailer- Consumer
4. Producer - Wholesaler- Retailer- Consumer

This study includes seven chapters that are as following:

Chapter 01- Introduction- It's a prelude to need of the research study highlighting the relevance of the topic. Further, the introduction intends to give the crux of the

research. The chapter explains the importance of the topic what are the essential of the research, it justify the significance of the topic and the theories related to the topic and provide a theoretical setting of the study. It includes design and variables used in this study.

Chapter 02- Review of Literature- It provides a theoretical way of the research and the review of the literature. The definitions are constructed and given over a period of time by the author and various researchers and policy maker. It also gives the outline of the work done in the relevant area in different countries providing an academic base for the continued research in an appropriate direction.

Chapter 03- Research Methodology- This chapter presents research methodology and design adapted for the studies. It gives an account of research objectives, the scope of the research, the research methodology, the design of the research significance. The research design is a mix of descriptive and exploratory research technique. It further gives an explanation of the population under study to which the result of the research can be efficiently applied.

Chapter 04- Data Analysis, Findings & Discussions - Descriptive analysis which presents the result for all the research objectives. The research provides a descriptive analysis of the farmers, market study, supply chain and occupation of the study, pie-chart, percentage and variable of the objective outcome constructed in a table. It includes outcomes of the study

Chapter 05-Conclusions- In this the problem faced during the study like time constraints, covid-19 pandemic, limited area, unavailability of sample and lastly

reference of the study. The sources from the internet, sodhganga, book, articles, google search, journals and etc.

Chapter 06- Suggestion & Recommendations- It includes suggestion and recommendation related to the topic for further studies.

Annexure