DETERMINANTS OF FARMERS INCOME AND YIELD IN SUPPLY CHAIN: A CASE OF INDIAN RETAIL MARKET

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ABSTRACT

This paper explores the possibilities of solving this seeming paradox by revamping the agricultural produce distribution system, as also the restrictive laws on purchase, storage and sale of agriculture produce. The challenge then is to arrive at a model that provides more disposbale income to the farmer while simultaneously reducing prices to the end consumer. The purpose is to allow the vast quantity of evidence ' opinion to be contextualised and enable a better understanding of the key themes with in retail market, particularly with respect to small kirana shop owners, self –family owned businesses, farmers and consumers. The commission to consolidator, agriculture marketing yard and share of intermediaries were effects on end consumers price. This study showed that the incremental cost added on at each stage of the lenghty distribution chain was disproportion are to the value added, time spent, or risk taken at each link of the chain. The study found that perishable horticulture produce, average price farmers received is barely 12% to 15% of the final price paid by the end consumer farmer was 28% to 30% released on the other commodities. FDI in retail the move will benefit the $ 1.6 thrillion economy, help create logistics, farm infrastructural and jobs that india desperately needs. The model will also be very suitable for a large country like india with diverse tastes and needs. Key findings include benefits of organised sectors in retail for improvisation situation of supply chain. A detailed summary of these and other topics is given, which together constitute the critical themes which should be borne in mind by farmers and end consumer facing the problems in retail. However, the findings prompt key areas for future research help to contextualise the topic for any potential new developments in succession planning of retail market.

KEYWORDS: *Farmers, Income, Yield, Supply Chain, Organised, Unorgainsed.*