A STUDY ON FARMERS’ SATISFACTION TOWARDS UZHAVAR SANDHAIS IN THIRUVANNAMALAI

Dr. J. SUNDARARAJ
Assistant Professor and Research Supervisor, Department of Commerce, Annamalai University, Annamalainagar-608 002.

K.JOTHI
Ph.D. Research Scholar, Department of Commerce, Annamalai University, Annamalainagar-608 002.

ABSTRACT

Direct marketing by farmers is being encouraged as an innovative channel. Farmers Markets are under the administrative control of the State’s sixteen Agricultural Marketing Committees, which, in turn, are part of the Department of agricultural Marketing. The main objective of the study is to analyze the farmer satisfaction and problems of the farmer market. The Uzhavar sandhais were selected from eight blocks of Thiruvannamalai. Totally 100 respondents were composed through convenient random sampling method. A survey was conducted and in questionnaires was used to collect the data, this tools used for percentage analysis.

Key Words: Farmers Market, Farmers Satisfaction, Uzhavar Sandhais, Marketing Agricultural Commodities