

A Study on Direct Agricultural Market (Uzhavar Sandhai) in Lawspet, Puducherry

Dr. S. Thiruvaramam M. Com, Ph.D., Mrs. S. Dhanalakshmi M.Com., M.Phil., Mr. B. Sripalram M.Com.

Takshashila University, Villupuram, Tamil Nadu, India

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ABSTRACT

The study aims to explore the direct agricultural market, commonly known as Uzhavar Sandhai, in Lawspet, a region in Puducherry, India. Uzhavar Sandhai is a unique initiative designed to bridge the gap between farmers and consumers by eliminating intermediaries in the supply chain, thereby ensuring fair prices for both producers and buyers. This market provides a platform for farmers to sell their produce directly to consumers, promoting transparency, efficiency, and sustainability in the agricultural sector. The research evaluates the operational structure, benefits, and challenges associated with Uzhavar Sandhai in Lawspet, Puducherry. It assesses the impact on the local farming community, consumer behavior, and overall economic benefits. Data is collected through surveys and interviews with farmers, consumers, and market authorities. The findings indicate that Uzhavar Sandhai has had a positive influence on the local economy by enhancing the livelihoods of farmers and offering fresh produce to consumers at competitive prices. However, challenges such as market awareness, limited infrastructure, and logistical issues still persist. This study concludes by suggesting improvements to the system to further optimize the functioning of Uzhavar Sandhai, contributing to sustainable agricultural practices and rural development.

Keywords: Uzhavar Sandhai, Direct Agricultural Market, Consumers, Sellers, Vegetables, Intermediaries.

INTRODUCTION

Agriculture, which is considered the backbone of the Indian economy. It is the practice of cultivating plants and livestock in order to provide facilities the human beings. In the rise of the sedentary human lifestyle agriculture was the key development. The cultivation of plant and food grains years ago in order to provide food to the city population. Agriculture is the main need for the people to live in the society. Agriculture is the main source of livelihood, it provides a source for the people to earn. Most of the population the rural area is dependent on agriculture as the main source of income. Most of the farmers sell their products through village level markets, fairs, Mandies, Co-operative societies etc. In the above process of agricultural marketing. The middlemen exploit farmer as well as consumers.

Need for the Study

The agricultural sector plays a pivotal role in the economy, especially in rural areas, where farmers depend on the sale of their produce for livelihood. However, the presence of multiple intermediaries in the traditional agricultural market often leads to reduced income for farmers and inflated prices for consumers. Uzhavar Sandhai, or direct agricultural markets, have been introduced as a solution to this issue, facilitating direct transactions between farmers and consumers, ensuring fair prices, and enhancing market efficiency. Despite the success of Uzhavar Sandhai in some regions, there is limited research on its impact, particularly in Lawspet, Puducherry.

The need for this study arises from the necessity to evaluate the effectiveness of Uzhavar Sandhai in this specific context. Understanding how well the market model works in Lawspet, the challenges faced by the farmers and consumers, and its economic and social implications is crucial for improving the structure and functioning of such markets. Additionally, there is a need to assess the level of awareness and participation among local farmers

and consumers and identify any barriers that may hinder the full potential of the initiative. This study will provide valuable insights into how direct agricultural markets can be further optimized for sustainable agricultural development, fair trade, and improved rural livelihoods.

Statement of the Problem

In many regions, farmers often face challenges related to the sale of their agricultural produce due to the involvement of multiple intermediaries, leading to reduced profit margins and delayed payments. At the same time, consumers may experience higher prices for farm products due to these intermediaries. The introduction of the Uzhavar Sandhai (direct agricultural markets) aims to address these issues by providing a platform for farmers to sell their goods directly to consumers, cutting down the layers of intermediaries.

However, despite its potential benefits, the effectiveness of Uzhavar Sandhai in improving the economic well-being of farmers and ensuring access to fresh produce at fair prices for consumers has not been thoroughly examined in the context of Lawspet. The problem lies in understanding the operational challenges, the extent of farmer participation, consumer awareness, and overall market performance. This study seeks to investigate the functioning of Uzhavar Sandhai in Lawspet, assess the challenges faced by both farmers and consumers, and evaluate the overall impact of this initiative on the local agricultural economy.

Objective of the Study

To study the opinions of consumers regarding the functioning of Uzhavar Sandhai in Lawspet, Puducherry

To Identify the problems of sellers in Uzhavar Sandhai, Lawspet, Puducherry.

To offer suitable suggestions for the improvement of Uzhavar Sandhai.

Sampling Frame and Data Collection

The Primary data has been collected from both the consumers and sellers of Uzhavar Sandhai in Lawspet, Puducherry. The Interview schedule is used to collect the Primary data and the data has been collected from the 100 consumers and 25 sellers of Uzhavar Sandhai in Lawspet. Simple Random sampling method is used for this study. The secondary data has been collected from various books, journals, articles and related websites relating to Uzhavar Sandhai.

Data Analysis

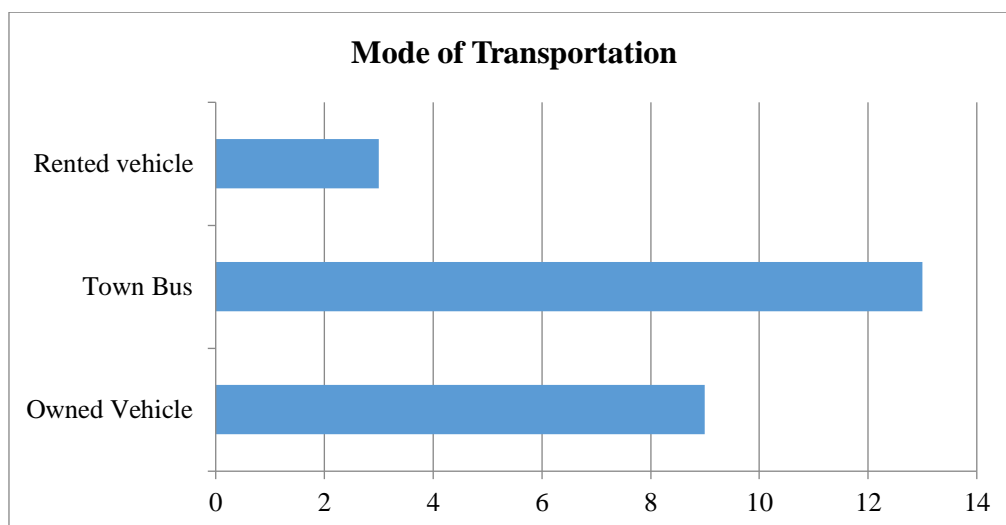


Chart No. 1 Mode of Transportation of sellers to bring the agricultural products to Uzhavar Santhai

Chart No.1 shows that out of 25 sellers majority of the sellers are use the town bus to bring their agricultural produce to the Uzhavar santhai market.

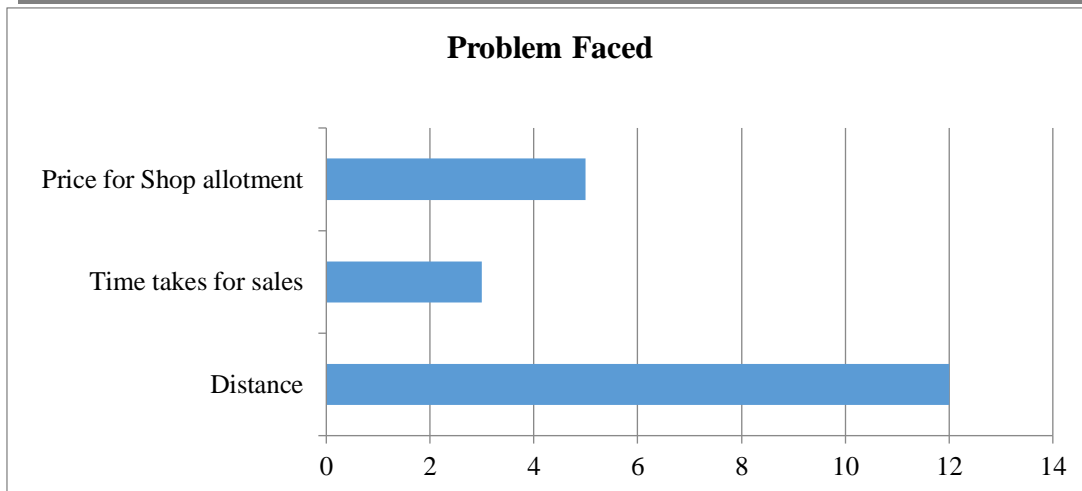


Chart No. 2 Problem Faced by Farmers in Uzhavar Santhai

Chart No.2 depicts that majority of the sellers opined that distance is the major problem to bring their produce from agricultural land to market.

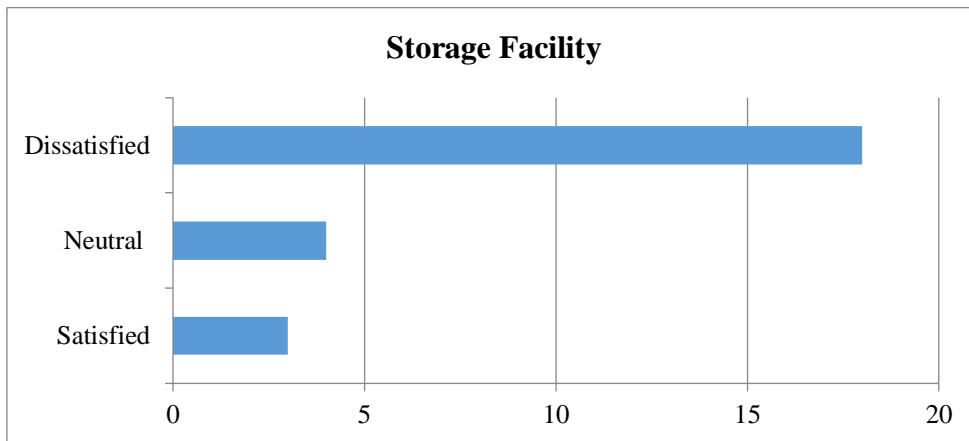


Chart No.3 Farmers Opinion about Storage facility to agricultural Produce

Chart No. 3 shows that most of the sellers are opined that the storage facility is not enough to store their agricultural produce.

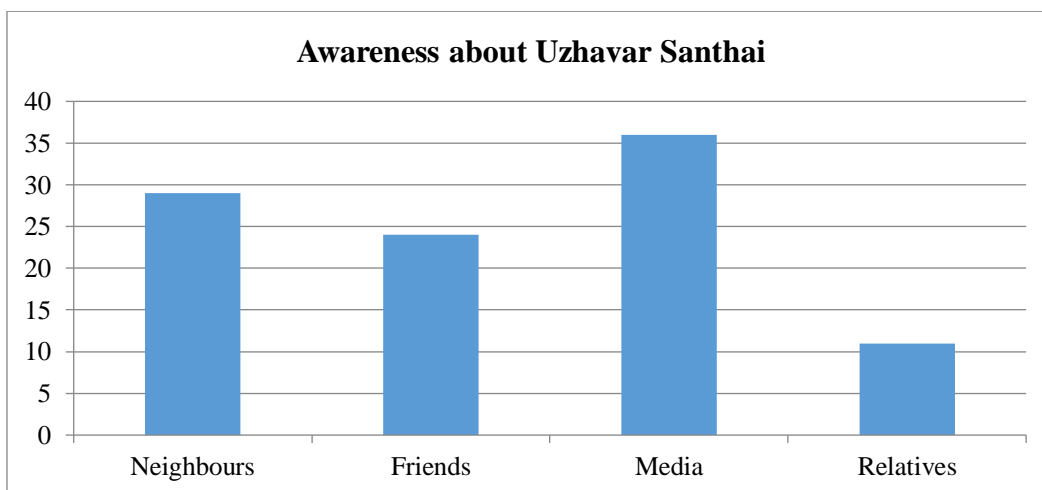


Chart No. 4 Consumer awareness about Uzhavar Santhai

Chart No.4 depicts that majority of the consumers aware about the Uzhavar santhai by way of Media and their neighbours.

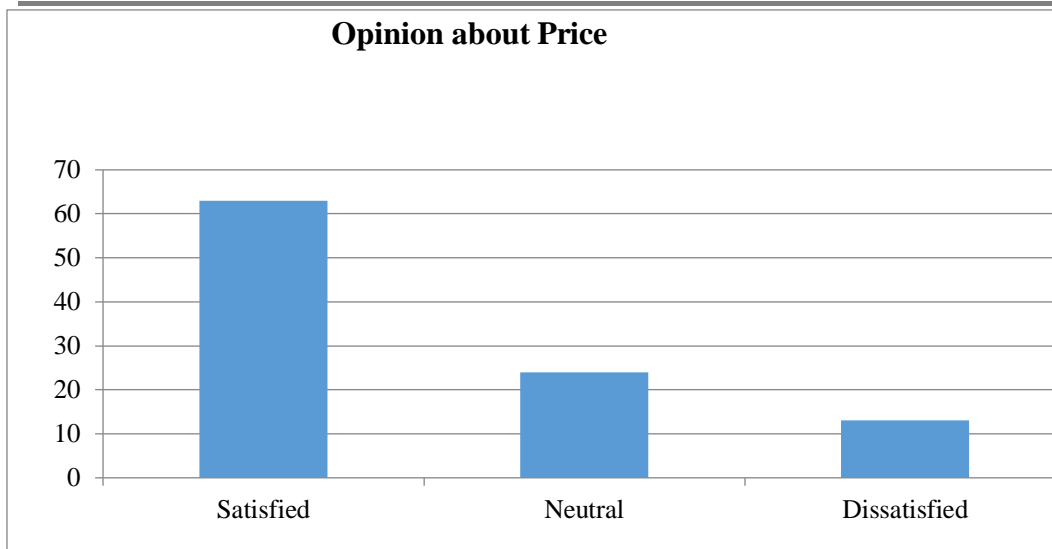


Chart No. 5 Consumers Opinion about Pricing

Chart No. 5 shows that majority of the consumers are satisfied about the pricing of purchasing agricultural produce in Uzhavar santhai.

FINDINGS AND SUGGESTIONS

In this research observed that most of the farmers are very far from their agricultural land to Uzhavar santhai, so it is very difficult to bring and sell their produce

Availability of Storage facility is not enough to protect their goods, it is one of the major problem faced by the farmer members in Uzhavar santhai

Free transport facilities may arrange to the farmers to bring their agriculture produce to Uzhavar Sandhai.

Arranging cold storage facilities in warehouse for preventing more loss and damage the agriculture perishable products and improve the income of the farmers.

Now this market functioning timing is 5 AM to 10 AM only, instead of this working hours if the market functioning full day will be more beneficial and helpful to both the farmers and consumers also.

The sellers need to establish the sufficient water supply connection.

The researcher suggested that if all the agricultural products are available in the market is to be avoid consumers to visit the open marketing in the same day.

CONCLUSION

The study on the Direct Agricultural Market (Uzhavar Sandhai) in Lawspet highlights the positive impact of this model in providing farmers with a direct platform to sell their produce, ensuring fair prices by eliminating intermediaries. It has led to improved farmer incomes and access to fresh, locally grown produce for consumers. However, the system faces challenges such as limited infrastructure, insufficient storage facilities, and low consumer awareness. Addressing these issues and enhancing government support can further strengthen the model, ensuring its sustainability and potential for expansion. Overall, Uzhavar Sandhai in Lawspet serves as a promising example of how direct agricultural markets can benefit both farmers and consumers when supported by adequate resources and infrastructure.

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