A STUDY ON THE BUYER-SELLER MEET: FOCUS MIZORAM JULY 2024 UNDER SOCIETY FOR CLIMATE RESILIENT AGRICULTURE IN MIZORAM (SCRAM)

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I am deeply honoured and delighted to present this study titled "Buyer-Seller Meet: FOCUS Mizoram July 2024," conducted under the Department of Agriculture – Society for Climate Resilient Agriculture in Mizoram (SCRAM), Government of Mizoram.

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Lalhminghlui Zadeng
Junior Procurement Officer
PMU- FOCUS Mizoram

CHAPTER – 1

INTRODUCTION

The study titled "A Study on the Buyer-Seller Meet: FOCUS Mizoram July 2024" was aimed at analyzing the marketing system of FOCUS in Mizoram. It specifically looked into rural marketing, with a particular emphasis on the transactions that occur between rural and urban areas.

Brief profile of FOCUS in Mizoram

Currently Mizoram has constructed 627.5 km of link roads in the 6 project District (i.e. Champhai, Kolasib, Serchhip, Mamit, Saitual and Khawzawl) to provide the access to farm products. Mainly two methods of farming are practiced in Mizoram i.e. settled agriculture and Jhum. As discussed above Link roads are proposed in culsters with settled agriculture.

Production support under Value Chain component is to further increase marketable volume and the marketing support will facilitate aggregation, value addition and linkage to outside markets. The beneficiaries under Value Chain and Market access will be a subset of beneficiaries under jhum improvement and settled agriculture. Horticulture crops are the key cash crops in Mizoram in terms of providing employment generation and cash income to the farmers in the rural areas. However, constraints to the horticultural value chain include: fragmented production and resultant high transaction costs, inadequate availability of fertilizer, quality planting material (seed/seedling), inappropriate/unscientific package of practices, inadequate data on marketable quantity to feed into supply chain, inadequate post-harvest management practices like drying and storage, and limited access to market players from outside the state.

The value chain study conducted as a part of the project design has identified five key sub - sectors with significant potential if support is provided for production system improvement, marketing, and value addition support. These are: Mizo-Chilli (Bird eye chilli), turmeric, ginger, orange and arecanut. Although orange and areca nut have good potential, these two crops have no major marketing problems. Quality seed for crops remain an issue. Mizoram needs to focus on commodities that are not perishable, and are low volume/weight and high value. To address the inadequate supply of quality planting materials and lack of proper maintenance of true to the type varieties, a mechanism was devised for regulating the production and supply of disease-free planting materials to the growers. Two commodities for each project district were shortlisted taking into account potential of the area for scaling up production and cluster development. The shortlisted commodities/crops include: (i) Kolasib district – Turmeric and Mizo-chilli; (ii) Mamit district – Mizo-chilli and Turmeric; (iii) Serchhip – Mizo-chilli and Ginger; (iv) Champhai – Mizo-chilli and Ginger; (v) Saitual District– Mizo-Chilli and Ginger; and (vi) Khawzawl District - Mizo-Chilli and Ginger. The average productivity in the state has been around 2.11 tons/ ha for Mizo chilli and 3.96 tons/ ha for Turmeric. By supplying improved planting material, it is assumed that the productivity of these crops will increase by 30 to 50%.38 However, with the implementation of the project, it was found that ginger and turmeric were not very feasible for the project. Cultivation of Ginger and turmeric required practices which were highly labour intensive and also promoted soil erosion. Marketing for these two commodities was also a problem. There was lack of proper stable market price and perishable nature of the commodity was also a constraint. Market for these commodities was also difficult to find due to the requirement set by markets and the preference of the farmers. Simple value addition procedure for these crops was also very labour intensive and required high investments which was not profitable for farmers. Thus, the project has decided to concentrate solely on Mizo Chilli (Birds eye chilli) as a Value Chain commodity.

Marketing Definition

Marketing is an important socio-economic activity with deep-rooted traditions. It plays a crucial role in satisfying human needs and enhancing social well-being. By delivering products and services, marketing stimulates demand. It connects suppliers with customers for mutual benefit, making it easier for consumers to access goods and services. Without efficient marketing systems to distribute products to consumers, production would lose its value.

According to Kotler and Armstrong (2012), "The Marketing Mix is the set of tactical marketing tools - Product, Price, Promotion, and Place - that the firm blends to produce the response it wants in the target market."

Marketing is currently defined by the American Marketing Association (AMA, 2017) as "the activity, set of institutions, and processes for creating, communicating, delivering, and exchange offerings that have value for customers, clients, partners, and society at large".

Rural Marketing Definition

Rural marketing is the process of promoting, distributing, and selling products and services in rural areas as well as in urban areas. It requires a deep understanding of the needs and preferences of rural consumers and creating strategies to meet those needs efficiently. This form of marketing may involve products specifically tailored for rural communities or adjusting urban marketing techniques to fit rural markets. Despite facing challenges such as inadequate infrastructure, lower education levels, and diverse cultural norms, rural marketing presents vast opportunities due to the large and expanding population in these regions.

Ramkeshen (2002) defined rural marketing as the process of developing, pricing, promoting, distributing rural specific goods and services leading to exchanges between urban and rural markets which satisfies consumer demand and also achieves organizational objectives.

Singh (2009) has pointed out that the benefits of increased production and expanding demand for fruits and vegetables can only be realized if the marketing system is open enough to the needs. In this regard, he has proposed several proposals for change. In terms of variety, quantity, and implementation of farm practices, the output should be related to the buyer's requirements. Rural markets, market intelligence systems, grading and packing facilities, as well as transportation and communication infrastructure, should all be built. Cooperatives and self-help groups must be organized to gain economies of scale, bargaining power, quality inputs, and so on. Farmers need to be educated on aspects of manufacturing, quality control, handling methods, and distribution.

Buyer seller meet

A buyer-seller meet is a structured gathering where buyers and sellers come together to engage, negotiate, and potentially establish business connections. These events aim to promote direct interaction, giving buyers the chance to review products or services and allowing sellers to gain insight into buyer needs. The meet serves as a venue for networking, forming partnerships, and promoting trade by enabling both sides to discuss and make well-informed business decisions.

According to Jimenez-Jimenez et al. (2018), buyer-seller meetings foster supply chain collaboration, which is critical for the innovation and efficiency of businesses. The direct interaction between buyers and sellers helps in aligning supply with demand, ensuring better market penetration.

Terpend et al. (2008) highlight that such meetings are essential in establishing trust, which enhances the long-term sustainability of buyer-seller partnerships. These interactions help in customizing offers, understanding client needs, and tailoring solutions that lead to a competitive advantage.

Scope of the study

The study examined how rural produce moves from one rural area to another and from rural areas to urban centres. It concentrated on identifying current buyer-seller meetings, which are events that allow businesses and potential clients to communicate directly. These meetings enable real-time discussions about products, services, and market demands, helping to clarify expectations and enhance business results. Effective supply chain management and these buyer-seller meetings promote collaboration, driving innovation and better performance throughout the supply chain. The study also aimed to propose suitable measures for creating optimal environments for these buyer-seller meetings.

Objectives

The objectives of the study are as follows:

1. To identify the current scenario buyer-seller meet.
2. To recognize the potential and challenges encountered in buyer seller meet
3. To suggest measures for improve buyer seller meet.

CHAPTER 2

METHODOLOGY

A solid and effective methodology is essential for achieving the objectives of the study. The choice of research topic, study area, sample size, data collection methods, sampling techniques, and data analysis methods are key factors that determine the accuracy of the research in meeting its goals. This chapter on methodology outlines the study area, sample selection, tools for data collection, and methods for analyzing the data.

2.1 Area of the study

The study took place during a Buyer-Seller Meet organized by FOCUS Mizoram, with participation from all districts under its jurisdiction, including Champhai, Kolasib, Serchhip, Mamit, Saitual, and Khawzawl. A variety of products were showcased at the event, with some being fresh fruits and vegetables, while others were presented in processed forms. The event provided a platform for producers and buyers to connect, offering a range of agricultural products from different regions. This meet helped highlight the diversity of produce available from the districts involved in FOCUS Mizoram's initiatives.

2.2 Sample of the study

The study sample was selected from the participants of buyer-seller meet who are involved in the cultivation and processing of crops under FOCUS Mizoram. These individuals represent a diverse range of experiences and practices in agriculture. The specific details of the sample can be found in Table 2.1. This approach ensures a comprehensive understanding of the contributions and challenges faced by those engaged in both crop cultivation and processing within the framework of FOCUS Mizoram's initiatives.

Table 2.1: Sample of the study

Particulars	Frequency	Percentage
Entrepreneurs	16	21.62
Seller	6	8.11
Visitor	52	70.27
Total	**74**	**100.00**

2.3 Tools and data collection

The data needed for the research was gathered from both primary and secondary sources. The primary data was collected through personal interviews. To facilitate this, a well-designed of an interview schedule that aligned with the study's objectives. The interview schedule mainly included entrepreneurs, farmers, and visitors as the key respondents.

The data was gathered using an interview schedule. Field data collection took place in July 2024. Additionally, secondary data needed for the study was obtained from various relevant sources, including Project Implementation Manual (PIM – Guidelines for FOCUS Mizoram), academic papers, books, and online resources.

2.4 Data analysis

The qualitative data gathered from the field was coded and analyzed using descriptive statistical methods, including frequency counts, percentages, means, standard deviation, and range. Additionally, the study incorporated qualitative data collected from the field.

CHAPTER – 3
ENTREPRENEUR

3.1 Types of Entrepreneurs

Sharma and Chrisman (1999:18) define it as “the process whereby an individual or a group of individuals, in association with an existing organization, create a new organization or instigate renewal or innovation within that organization”. Table 3.1 shows that majority (62.50%) of the respondents are from “Start-up business entity (Invites)”, followed by 25.00 percent from “Innovation Fund” and the remaining FPO and MAF had the same with 6.25 percent.

Table 3.1: Types of entrepreneurs

Types	Frequency	Percent
Start-up business entity (Invitees)	10	62.50
Innovation Fund	4	25.00
FPO	1	6.25
MAF	1	6.25
Total	**16**	**100.00**

Source: Field Data

3.2 Nature of Business

SMEs are typically defined by their size, revenue, and employee count, and they play a critical role in the global economy. According to Ayyagari, Beck, and Demirguc-Kunt (2007). Startups play a crucial role in disrupting traditional markets and creating new industries, driven by their innovative ideas and the ability to leverage new technologies (Gans, Stern, & Wu, 2019). As a result, they may focus on improving operational efficiency, expanding into new markets, or diversifying their product offerings to maintain profitability (Porter, 1980). Tabel 3.2 showed that majority of (43.75%) of the respondents had taken up “Small and Medium Enterprise”, followed by (31.25%) of the respondents were engaged in “Emerging Startup” and the remaining 25 percent of the respondents were from “Established and Mature Business”.

Table 3.2: Nature of business

Nature of business	Frequency	Percent
Small and Medium Enterprise	7	43.75
Emerging Startup	5	31.25
Established and Mature Business	4	25
Total	**16**	**100**

Source: Field Data

3.3 Types of Business

Businesses can be categorized based on the nature of what they offer, such as whether they are product-based or service-based. Product-based businesses focus on creating and selling tangible goods. On the other hand, service based provide intangible services. It was observed that Table 3.3, 56.25 percent of the respondents gave “Product and Service Based” whereas 43.75 percent focus on “Product Based”.

Table 3.3: Types of business

Nature of business	Frequency	Percent
Product Based	7	43.75
Product and Service Based	9	56.25
Total	**16**	**100**

Source: Field Data

3.4 Years of Business

The number of years in business refers to the total experience accumulated since the company began operations. Table 3.4 presented the average year of business is 3.24 years. Taking from the mean, majority of the respondents 62.5 percent are (less than or equal to the mean) on the other hand 37.5 percent are (greater than the mean).

Table 3.4: Years of business

Years	Frequency	Percent
	(N = 16)	
Minimum years (>3)	6	37.5
Maximum years (≤ 3)	10	62.5
Mean = 3.24		
SD = 3.54		
Range = 0.5 - 14		

Source: Field Data

3.5 Number of Employees

The workforce hired by the entrepreneur represents the number of employees. Table 3.5 shows the mean number of employees is 10 numbers. Based from the average, majority of the respondents 68.75 percent are (less than or equal to the mean) whereas 25.00 percent are (greater than the mean).

Table 3.5: Number of employees

Years	Frequency	Percent
	(N = 16)	
Minimum (>10)	4	25.00
Maximum (≤ 10)	11	68.75
Mean = 10		
SD = 10.29		
Range = 0 - 36		

Source: Field Data

3.6 Geographic Target of Market

The geographic target of market refers to where the company aims to attract customers and where it concentrates its marketing efforts. Table 3.6 represented that majority of the respondents 56.25 percent promote their product in “Local” area followed by 18.75 percent are in same percent of “National” and “All (Local, National and International) and (6.25%) sent their product in “International”.

Table 3.6: Geographic target of market

Target	Frequency	Percent
Local	9	56.25
National	3	18.75
International	1	6.25
All	3	18.75

Source: Field Data

3.7 Marketing Channel

A "marketing channel" refers to the various methods or pathways through which a company promotes, distributes, and sells its products or services to customers. Table 3.7 reveals that majority of the respondents (75%) sales their product in “Direct sales to customer”, (56.25%) supply their product to “Distributor\wholesaler”, 43.75 percent provides to “Online\e-commerce platform” and the remaining (18.75%) distribute to “Physical retail store”.

Table 3.7: Marketing channel

Marketing Channel	Frequency	Percent
Direct sales to customer	12	75.00
Distributor\ wholesalers	9	56.25
Online\e-commerce platform	7	43.75
Physical retails store	3	18.75

Source: Field Data

3.8 Objectives for Participating in the Buyer-Seller Meet

Objectives for participating in the Buyer-Seller Meet refers to the specific goals or aims that a business or individual hopes to achieve by attending a buyer-seller meet. These objectives guide the participants' approach and activities during the event and can vary depending on their business needs and strategic priorities. The data in Table 3.8 showed that majority (75%) of the respondents are in the same percent with

"Networking" and "Market Expansion", (62.50%) of the respondents objectives on "Finding New Buyers" and (56.25%) had observed on "Exploring Partnership".

Table 3.8: Objective for buyer-seller meet

Objectives	Frequency	Percent
Networking	12	75.00
Market Expansion	12	75.00
Finding New Buyers	10	62.50
Exploring Partnership	9	56.25

Source: Field Data

3.9 Preferred Meeting Format

Preferred meeting format is the term used to the specific way or structure in which an individual or organization prefers to conduct a meeting. It was observed that Table 3.9 (75%) of the respondents preferred meeting on "One-on-one", (18.75%) favoured on "Group Discussion" and the remaining 6.25 percent wants "Presentation" on meeting format.

Table 3.9: Preferred meeting format

Particulars	Frequency	Percent
One-on-one	12	75.00
Group Discussion	3	18.75
Presentation	1	6.25
Total	**16**	**100.00**

Source: Field Data

3.10 Participation in Previous Buyer-Seller Meet

Participation in previous Buyer-Seller Meet refers to an individual or company's involvement in earlier events where buyers and sellers come together to discuss potential business opportunities, negotiate deals, and build relationships. From Table 3.10 it could be conferred that majority of the respondents (56.25%) participate in the previous buyer-seller-meet whereas on the other hand 43.75 percent did not attend the previous buyer-seller-meet.

Table 3.10: Participation in previous buyer-seller meet

Particulars	Frequency	Percent
Yes	9	56.25
No	7	43.75
Total	**16**	**100.00**

Source: Field Data

3.10.1 If yes, any agreement or feedback

The respondents who participate in the previous buyer-seller-meet were asked in they signed any agreement was signed with the farmer or seller and asked them to gave feedback. Table 3.11 showed that 12.50 percent had signed an agreement with the farmer or seller, even which only one respondent gave feedback is that the agreement was signed but the agreement does not happen.

Table 3.11: If yes, agreement or feedback

Particulars	Frequency	Percent
Yes (Agreement\feedback)	2	12.50
No (Agreement\feedback)	14	87.50
Total	**16**	**100.00**

Source: Field Data

CHAPTER – 4
SELLER\FARMER

4.1 Number of households

A household can include a single person living alone or a group of people. As seen in Table 4.1, the mean household is 3.5 ranging from minimum of 1 to a maximum of 6 with a standard deviation of 1.89. Based on the mean, there is an equal 50 percent from “Small household” and “Large household”.

Table 4.1: Household number

Years	Frequency	Percent
	(N = 6)	
Minimum (>3)	3	50
Maximum (≤ 3)	3	50
Mean = 3.5		
SD = 1.89		
Range = 1 - 6		

Source: Field Data

4.2 Ration card held by the respondents

A ration card is an official document issued by the government in some countries, particularly in India, that allows households to purchase essential goods like food grains (e.g., rice, wheat) at subsidized prices. There are different types of ration cards depending on income levels, such as: Blue- Below Poverty Line (BPL) Card: For families living below the poverty line, offering the highest level of subsidies, White-Above Poverty Line (APL) Card: For families living above the poverty line, offering fewer or no subsidies and Yellow-Antyodaya Anna Yojana (AAY) Card: For the poorest of the poor, offering highly subsidized rates. Table 4.2 shows that majority of the respondents (66.67%) held “Blue” ration card and the remaining 33.33 percent held “White” ration card.

Table 4.2: Ration card held

Ration Card	Frequency	Percent
Blue	4	66.67
White	2	33.33
Total	**6**	**100.00**

Source: Field Data

4.3 Distance from house to farm in kilometer.

The distance from house to farm refers to the physical distance between a person's residence and their agricultural land or farm. It was observed that Table 4.3 the average distance is 6.09 kilometres ranging from 1 kilometre to 6 kilometres with a standard deviation of 2.46 kilometres. Taking from the mean, there is an equal 50 percent from “Short kilometres” and “Long kilometres”.

Table 4.3: Distance from house to firm (Km)

Distance	Frequency	Percent
	(N = 6)	
Minimum (>6)	3	50.00
Maximum ($\leq$ 6)	3	50.00
Mean = 6.09		
SD = 2.46		
Range = 1 - 6		

Source: Field Data

4.4 Size of the farm in (acres).

The size of the farm in acres means the total area of agricultural land owned or managed by a farmer. As seen in Table 4.4 the mean size of the farm is 3.95 acres ranging from 0.67 acres to 7 acres with a standard deviation of 2.46 acres. Based on mean, majority of the respondents 66.67 percent are (less than or equal to the mean) and the remaining (33.33%) are (greater than or equal to the mean).

Table 4.4: Size of the firm (Acres)

Time	Frequency	Percent
	(N = 6)	
Minimum (>3)	2	33.33
Maximum (≤ 3)	4	66.67
Mean = 3.95		
SD = 2.46		
Range = 0.67 - 7		

Source: Field Data

4.5 Land holding

Land holding refers to the amount of land owned or controlled by an individual, family, or entity, particularly in the context of agriculture. Table 4.5 presented that majority of the respondents 83.33 percent practiced "Permanent" farming and the rest 16.67 percent practice "Permanent and Jhum"

Table 4.5: Land holding

Land	Frequency	Percent
Permanent	5	83.33
Permanent and Jhum	1	16.67
Total	**6**	**100.00**

Source: Field Data

4.6 Source of land holding

The source of land holding refers to the origin or manner in which individuals or entities acquire and control land. Table 4.6 shows that large majority of the respondents 83.33 percent of the respondents cultivated their crops in their owned land. On the other hand 16.67 percent of the respondents cultivated their crops by given by village council.

Table 4.6: Source of land holding

Land	Frequency	Percent
Owned	5	83.33
Given by Village Council	1	16.67
Total	**6**	**100.00**

Source: Field Data

4.7 Main source of income

The term main source of income is for the primary means by which an individual, household, or entity earns money to support themselves. It was observed that Table 4.7 showed that large majority (83.33%) main source of income is “Farming” whereas 16.67 percent of the respondents is “Salaried” person.

Table 4.7: Main source of income

Source of income	Frequency	Percent
Farming	5	83.33
Salaried	1	16.67
Total	**6**	**100.00**

Source: Field Data

4.8 Annual income

Annual income is the total amount of money an individual, household, or business earns over the course of a year. Table 4.8 reveals that (50.00%) of the respondents income lies between “50,000 – 1,00,000”, followed by 33.33 percent of them lies in “1,50,000 and above” and 16.67 percent of their income lies in “Below 50,000”.

Table 4.8: Annual income

Income	Frequency	Percent
Below 50,000	1	16.67
50,000 - 1,00,000	3	50.00

1,50,000 and above	2	33.33
Total	**6**	**100.00**

Source: Field Data

4.9 Cropping pattern

Cropping pattern refers to the spatial and temporal arrangement of crops in a particular area or on a specific piece of land over a period of time. Mono cropping is for growing the same crop on the same land year after year whereas mixed cropping planting two or more crops simultaneously on the same field. Table 4.9 showed that there is an equal 50 percent of “Mono cropping” and “Mixed cropping”.

Table 4.9: Cropping pattern

Cropping pattern	Frequency	Percent
Mono cropping	3	50.00
Mixed cropping	3	50.00
Total	**6**	**100.00**

Source: Field Data

4.10 Form of marketing

The respondents were asked whether they sell their crops in their fresh form or in a processed form. It was observed that Table 4.10 shows that majority 66.67 percent sell their crops in “Fresh form” and the remaining are in equal with 16.67 percent “Processed” and “Both”. The processed form is in chilli flakes.

Table 4.10: Form of marketing

Form of marketing	Frequency	Percent
Fresh form	4	66.67
Processed	1	16.67
Both	1	16.67
Total	**6**	**100.00**

Source: Field Data

4.11 Marketing Channel

A marketing channel refers to the various pathways or routes through which a product moves from the producer to the final consumer. Table 4.11 presented that majority of the respondents (66.67%) supply their crops in their own "Local market", the second 50.00 percent of the farmer gave their crops to "Retailer" and the remaining has an equal (33.33%) with "Wholesaler" and "Direct to customer"

Table 4.11: Marketing channel

Marketing channel	Frequency	Percent
Local market	4	66.67
Retailer	3	50.00
Wholesaler	2	33.33
Direct to customer	2	33.33

Source: Field Data

4.12 Participation in Previous Buyer-Seller Meet

Participation in previous buyer-seller meet refers to whether an individual or organization has attended or taken part in past events specifically organized to facilitate direct interactions between buyers and sellers. Table 4.12 showed that 50 percent of the respondents attend in the previous buyer seller meet.

Table 4.12: Participation in Previous Buyer-Seller Meet

Particulars	Frequency	Percent
Yes	3	50.00
No	3	50.00
Total	**6**	**100.00**

Source: Field Data

4.13 Any special discount for the event.

The respondents were asked whether they made any special discount for the event (Buyer-Seller-Meet). Table 4.13 presents that majority of the respondents 66.67 percent does not made any discount for the event whereas 33.33 percent of the respondents made discount for the event.

Table 4.13: Any special discount for the event

Particulars	Frequency	Percent
Yes	2	33.33
No	4	66.67
Total	**6**	**100.00**

Source: Field Data

4.14 Preferred meeting format.

Preferred meeting format refers to the individual or groups chosen method or structure for conducting meetings. It was observed that Table 4.14 majority (66.67%) of the respondents wants to meet the entrepreneur “One-on-one” and the remaining (33.33%) wants to meet in “Group discussion”.

Table 4.14: Preferred meeting format

Meeting format	Frequency	Percent
One-on-one	4	66.67
Group discussion	2	33.33
Total	**6**	**100.00**

Source: Field Data

4.15 Any information\support needed from FOCUS\suggestions

The respondents gave some suggestions as seen in table 4.15. Majority of 33.33 percent of the respondents suggest their product in “Supply for bulk” and the rest with the same 16.67 percent have suggestion in “Storage”, “Processing machine”, “Water tank”, “Provide capital in terms of loan” and “Direct selling”.

Table 4.15: Information\support needed from FOCUS\suggestions

Particulars	Frequency	Percent
Supply for bulk	2	33.33
Storage	1	16.67
Processing machine	1	16.67
Water tank	1	16.67
Provide capital in terms of loan	1	16.67
Direct selling	1	16.67

Source: Field Data

CHAPTER-5
VISITOR

5.1 Area of Interest

An "area of interest" refers to a specific subject, topic, or field that a person or group finds intriguing or wants to explore, study, or work on. It was observed that Table 5.1 majority of the respondents 73.08 percent visited the event for “Food and Beverages”, 44.23 percent of the respondents comes to the event for “Manufacturing” and 30.77 percent of the respondents are for “Agricultural”.

Table 5.1: Area of Interest

Area of Interest	Frequency	Percent
Food and Beverages	38	73.08
Manufacturing	23	44.23
Agriculture	16	30.77

Source: Field Data

5.2 Key Outcomes Expected from Participation

Key outcomes expected from participation is the specific results or benefits that are anticipated as a result of engaging in a particular activity, event, or project. Table 5.2 showed that majority of the respondents (75%) want “Finding new product/services”, 28.85 percent of the respondents preferred “Learning about market trends” and the remaining 13.46 percent hopes for “Establishing new business contacts”.

Table 5.2: Key Outcomes Expected from Participation

Expectation	Frequency	Percent
Finding new products/services	39	75.00
Learning about market trends	15	28.85
Establishing new business contacts	7	13.46

Source: Field Data

5.3 Previous Participation in Buyer - Seller Meets.

Previous participation in a buyer-seller meet refers to an individual's or organization's past experience attending. As seen in Table 5.3 large majority 82.69 percent of the respondents are their first time visited to the events and the rest 17.31 percent of the respondents are their second time visited to the events.

Table 5.3: Previous Participation in Buyer-Seller Meets

Particulars	Frequency	Percent
Yes	9	17.31
No	43	82.69
Total	**52**	**100.00**

Source: Field Data

5.4 Any suggestions from the event

The respondents were asked whether they have any suggestions from the event. Out of 52 respondents only 20 respondents gave suggestions from the event. Table 5.4 presented that majority of the respondents 50 percent seeks "More product", "More information through media" and "Open air location" both are 10 percent and the remaining of the respondents aims for "Fresh fruits and vegetables", "Product labelling", "Improve quality in process food", "Livestock", "Fish farming" and "Packing" with 5 percent each.

Table 5.4: Any Suggestions from the event

Suggestions	Frequency	Percent
More product	10	50
More information through media	2	10
Open air location	2	10
Fresh fruits and vegetables	1	5
Product labelling	1	5
Improve quality in process food	1	5

Livestock	1	5
Fish farming	1	5
Packing	1	5
Total	**20**	**100.00**

Source: Field Data

CHAPTER – 6

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

6.1 Summary

The study titled "Buyer-Seller Meet: FOCUS Mizoram July 2024" was conducted across six district of FOCUS Mizoram: Champhai, Kolasib, Serchhip, Mamit, Saitual, and Khawzawl. A sample of 74 respondents was selected, including those who showcased their cultivated crops, processed foods, entrepreneurs and event visitors. Primary information was collected regarding entrepreneurs, farmers/sellers, and visitors through an interview schedule specifically designed by the assigned person for this study. Additionally, secondary data were gathered from various sources, such as reports, the Project Implementation Manual (PIM) for FOCUS Mizoram, academic papers, books, and online resources.

6.1.1 Entrepreneurs

The types of entrepreneurs as given by majority of the respondents (62.50%) are from 'Pvt.Ltd (Invitees)', followed by 'Innovation Fund', 'FPO' and 'MAF'. The nature of business as majority of the respondents (43.75%) had taken up 'Small and Medium Enterprise', followed 'Emerging Startup' and 'Established and Mature Business'. The types of business it was observed that 56.25 percent of the respondents gave 'Both (Product based and service based)'. The average years of business in 3.24 years.

The average numbers of employees hired by the entrepreneur is 10. The geographic target of market from the entrepreneur is that majority 56.25 percent promote their product in 'Local' area followed by 'National' and 'International'. The marketing channel majority of the respondents (75%) sales their product in 'Direct sales to customer', followed by 'Distributor\wholesaler', 'Online\e-commerce platform' and 'Physical retail store'.

The objectives for buyer-seller meet showed that majority of the respondents (75%) are in the same percent with 'Networking' and 'Market Expansion', followed by 'Finding New Buyers' and 'Exploring Partnership'. In preferred meeting format as shown that majority of the respondents (75%) preferred meeting on 'One-on-one', followed by 'Group Discussion' and 'Presentation' on meeting format. Participation in previous buyer seller meet as seen that majority of the respondents (56.25%) attend the previous buyer-seller-meet. Only 12.50 percent (2 respondent) sign an agreement in the previous buyer seller meet.

6.1.2 Seller\Farmer

The total number of respondents in seller\farmer is 6. The average number of households is 3.5. The ration card held by the respondents is that majority of the respondents (66.67%) held 'Blue' ration card and the remaining held 'White' ration card. The average distance from house to farm is 6.09 kilometre. The average size of the firm is 3.96 (acres).

The land holding is that majority of the respondents 83.33 percent practiced 'Permanent' farming and the rest practice 'Both (Permanent and Jhum)'. The source of land holding is that large majority of the respondents 83.33 percent of the respondents cultivated their crops in their owned land. Large majority (83.33%) main source of income is 'Farming'. The annual income of the respondents reveals that (50.00%) of the respondents income lies between '50,000 – 1,00,000', followed by '1,50,000 and above' is (33.33%) and 'Below 50,000' is (16.67%).

The cropping pattern showed that there is an equal 50 percent of ‘Mono cropping’ and ‘Mixed cropping’. The form of marketing shows that majority 66.67 percent sell their crops in ‘Fresh form’ and the remaining are in equal percent with ‘Processed’ and ‘Both’. The processed form is Chilli flakes.

The marketing channel shows that majority of the respondents (66.67%) supply their crops in their own ‘Local market’ followed by ‘Retailer’ and the remaining has an equal (33.33%) with ‘Wholesaler’ and ‘Direct to customer’. Participation in previous buyer seller meet shows that 50 percent of the respondents attended the event in the previous year. 33.33 percent of the respondents made discount for the event.

Preferred meeting format is that majority of the respondents (66.67%) wants to meet the entrepreneur ‘One-on-one’ and the remaining (33.33%) wants to meet in ‘Group discussion’. The respondents gave some suggestions majority of 33.33 percent of the respondents suggest their product in ‘Supply for bulk’ and the rest with the same percent have suggestion in ‘Storage’, ‘Processing machine’, ‘Water tank’, ‘Provide capital in terms of loan’ and ‘Direct selling’.

6.1.3 Visitor

The total number of respondents in visitor is 52. The area of interest shows that majority of the respondents 73.08 percent visited the event for ‘Food and Beverages’ followed ‘Manufacturing’ and ‘Agricultural’. The key outcomes expected from the participation give as majority of the respondents (75%) want ‘Finding new product/services’ followed by ‘Learning about market trends’ and ‘Establishing new business contacts’.

Previous participation in buyer seller meet provides that large majority is 82.69 percent of the respondents are their first time visited to the events. Out of 52 respondents only 20 respondents gave suggestions from the event, majority of the respondents 50 percent seeks ‘More product’ followed by ‘More information through media’ and ‘Open air location’ both are 10 percent and the remaining of the respondents aims for ‘Fresh fruits and vegetables’, ‘Product labelling’, ‘Improve quality in process food’, ‘Livestock’, ‘Fish farming’ and ‘Packing’ with 5 percent each.

6.2 Conclusion

1. In conclusion, the study reveals several key insights into the types of entrepreneurs and their business practices. A majority (62.5%) of the entrepreneurs belong to Start up business entity (Invitees), with a significant portion also representing Innovation Fund, FPO, and MAF. Most respondents (43.75%) run small and medium enterprises, with 56.25% engaging in both product- and service-based businesses. On average, the businesses have been operational for 3.24 years, employing 10 people, and primarily targeting local markets (56.25%). Direct sales to customers is the dominant marketing channel (75%), and the key objectives for attending the buyer-seller meet are networking and market expansion (75%). One-on-one meetings are the preferred format (75%), and 56.25% had participated in previous events, though only 12.5% secured agreements.

2. The study provides valuable insights into the characteristics and practices of the six seller/farmer respondents. The average household size is 3.5, and 66.67% hold blue ration cards. Most respondents live 6.09 km from their farms, with an average farm size of 3.96 acres. A majority (83.33%) practice permanent farming on owned land, with farming being the primary income source for 83.33%. Annual income for 50% of respondents ranges between ₹50,000 and ₹1,00,000. Equal numbers practice mono and mixed cropping, and 66.67% sell raw crops, with chilli flakes being the main processed

product. Most respondents market locally (66.67%) and prefer one-on-one meetings with entrepreneurs (66.67%). Key suggestions include assistance for bulk, storage solutions, processing machines, water tanks, loans, and direct selling.

3. The study highlights key insights from the 52 visitors surveyed. Most visitors (73.08%) attended the event with an interest in food and beverages, followed by manufacturing and agriculture product. The primary objective for 75% of respondents was to discover new products and services, with others focused on market trends and establishing business connections. A large majority (82.69%) were first-time participants. Of the 20 respondents who provided suggestions, 50% requested more products, while others suggested more media information and open-air venues (10% each). Additional suggestions included fresh fruits and vegetables, product labelling, improved quality of processed foods, livestock, fish farming, and better packaging.

6.3 Recommendation

1. Participants for the event should be selected by the district based on their performance and the quality or yield of their crops or products. This merit-based selection process will ensure that the most successful and capable producers are given the opportunity to attend, enhancing the overall effectiveness of the event and encouraging excellence in agricultural production.

2. Merit-based selection and training for farmers and producers are essential to enhance their understanding and enable them to make better use of Buyer-Seller-Meets. This approach allows them to gain valuable knowledge and maximize the benefits of these events.

3. An agreement form should be made available at the event, as it would be advantageous for both the seller and the entrepreneur. This document would formalize

transactions, ensuring clarity, transparency, and mutual understanding, ultimately fostering trust and smooth business dealings for all parties involved.

4. The farmer involved in food processing should adhere to the **Food Safety and Standards Authority of India (FSSAI)** is the apex regulatory body responsible for overseeing food safety and ensuring the quality of food products in India. It was established under the **Food Safety and Standards Act, 2006**, which consolidates various laws related to food safety and regulation in the country.

Key Functions of FSSAI Under the Food Safety and Standards Act, 2006:

1. **Setting Standards**: FSSAI establishes scientific standards for food products to ensure their safety, quality, and nutritional value. These standards cover ingredients, contaminants, additives, pesticide residue, and labeling requirements.

2. **Food Safety Regulations**: It regulates the manufacturing, storage, distribution, sale, and import of food items, ensuring that they meet the prescribed standards.

3. **Licensing and Registration**: All food business operators (FBOs), including manufacturers, processors, distributors, and retailers, must register or obtain a license from FSSAI to operate legally.

4. **Food Testing**: FSSAI mandates testing of food products to check for contaminants, adulteration, and compliance with food safety standards. It accredits laboratories across India to conduct these tests.

5. **Inspection and Monitoring**: FSSAI conducts regular inspections of food establishments and ensures that food safety standards are maintained throughout the food supply chain.

6. **Food Labeling**: FSSAI sets rules for labeling food products, ensuring that consumers have accurate information about the ingredients, nutritional content, and expiry date of packaged food. This also includes labeling of allergens, additives, and any special claims such as "organic" or "fortified."

7. **Food Safety Awareness**: FSSAI conducts awareness programs and campaigns to educate consumers about food safety, hygiene, and nutrition. It also provides training for food handlers to promote safe food practices.

8. **Enforcement and Penalties**: The FSSAI has the authority to enforce food safety regulations and impose penalties, including fines and product recalls, for non-compliance with the standards.

Objectives of the Food Safety and Standards Act, 2006:

- **Ensure Safe and Wholesome Food**: The primary objective is to ensure that food products available to consumers are safe, hygienic, and free from contamination.

- **Protect Consumer Rights**: It seeks to protect the health of consumers by ensuring that food is properly labeled and meets health and safety standards.

- **Uniform Standards**: The Act consolidates various food-related laws to provide uniformity in food safety regulations across the country.

- **Prevent Food Adulteration**: It aims to curb food adulteration and the sale of substandard or unsafe food products.

In summary, FSSAI, under the Food Safety and Standards Act, 2006, plays a critical role in ensuring that food products in India meet stringent safety and quality standards to safeguard public health.

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American Marketing Association (AMA) (2017).

As a result, they may focus on improving operational efficiency, expanding into new markets, or diversifying their product offerings to maintain profitability (Porter, 1980).

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Rural marketing is the process of developing, pricing, promoting, distributing rural specific goods and services leading to exchanges between urban and rural markets which satisfies consumer demand and also achieves organisational objectives (Ramkeshen, 2002, p. 10).

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SMEs are typically defined by their size, revenue, and employee count, and they play a critical role in the global economy. According to Ayyagari, Beck, and Demirguc-Kunt (2007),

Startups play a crucial role in disrupting traditional markets and creating new industries, driven by their innovative ideas and the ability to leverage new technologies (Gans, Stern, & Wu, 2019).

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