CHAPTER-5
CONCLUSIONS AND SUGGESTIONS

5.1 INTRODUCTION

Being the concluding chapter of the thesis this brings together the conceptual, theoretical and analytical strands of the preceding chapters, presents the conclusions of the investigation and suggestions emanating there from.

5.2 MAJOR CONCLUSIONS:

The conclusions of this research work are mainly based on the analysis and interpretation of the primary data collected through the structured interview schedules from a sample of 200 farmer respondents and 100 trader of the 5 AMPCs from three districts of coastal Karnataka. An explanation of the process adopted for selecting these total 300 respondents from the respective categories has already been given in the chapter No.1.

5.2.1 Personal and Family Information:

The representative farmers in three costal Karnataka districts are between 46 and 60 years old. Mostly senior age respondents are engaged in agriculture.

They are differently educated upto 10th standard, degree, graduation and post graduation. Around 31.5% are only educated upto 10th standard. The respondents of the age group of 18 to 25 years, are less in numbers engaged in agriculture. 46% respondents from Dakshina Kannada, Udupi and Uttar Kannada district have 26-40 years farming experience. The farming experience of the respondents differs along the study area.
The main source of the family income of the respondents is agriculture. The respondents with yearly income between Rs. 50,000 to 1,00,000 are more in number from the study area.

The outstanding agricultural loan of the respondents differs from person to person and place to place as per range in the different outstanding loan slabs. This is because of uncertainties in the market for agro-produces.

5.2.2 Agricultural and Cultivation Practice Information:

The land holding of the respondents is classified into three groups: majority of the respondents from all districts hold ancestral land, the second group is that of tenancy land holders and then the remaining respondents hold purchased land.

In this land size they grow different crops. The rainfall is the only main source of water, then comes the irrigation facilities. All the respondents entirely depend on rainfall though some of them have irrigation facilities. All the respondents produce areca nut, paddy, coconut, groundnut, cashew nut and green vegetables. These crops are grown in kharif and rabi seasons. For growing the crops availability of good quality seeds and fertilizers is must; but it differs from region to region. So there is a need of providing a good quality of seeds and fertilizers to the farmers.

72(36%) of total respondents use the hired tractors for pre-seasonal operations, only 14(7%) farmers have their own tractors and 13(6.5%) farmer respondents have own bullocks for pre-seasonal operation of the agriculture.
5.2.3 Agricultural Produce Marketing Practice and Functioning of APMCs:

Majority farmer respondents 110(55%) do not carry their products to APMC Yard. 23% farmers are paying upto 12% interest for advances taken from the farmers. A small group of respondents are getting amount of sales proceeds in installments. All 5 APMCs of Coastal Karnataka have not paid attention to provide good infrastructural facilities to the farmers.

5.2.4 Business information:

Out of 100 trader respondents 3% are co-operative societies. It shows less participation of co-operatives in marketing of agricultural products in the study area. Majority trader respondents(79%) are borrowing the funds. 9% trader respondents pay the farmers sales proceeds entirely in installments to farmers.

5.2.5 Testing of Hypothesis:

We can observe from hypothesis test-1, we accept H1, that the satisfaction level of farmer beneficiaries over the market facilities and amenities available for marketing of the selected agricultural produce and the market arrivals of selected agricultural produce are correlated or associated.

We can observe from hypothesis test-2 that we accept H1, i.e the efficiency of marketing infrastructure and the turn over volumes of the selected agricultural produce are correlated or associated.

5.3 MAJOR SUGGESTIONS

In conclusion of this research work, against the background of the above inferences, personal discussion with respondents and review of literature presented earlier, the following
suggestions are being humbly tendered for the consideration of the concerned authorities.

5.3.1 Suggestions to the APMCs

1. **Create awareness about APMC among the farmers:**
   
   To protect the interest of the farmers the Government of Karnataka has passed APMC act along with many other measures. However, majority of the farmers in Coastal Karnataka do not carry their products to the APMC Yard due to the lack of knowledge. So, there is a necessity to create awareness about APMC among the farmers.

2. **To enhance the efficiency of the APMCs:**

   In order to enhance the efficiency a code of conduct be prepared for AMPCs as well as for the State Agricultural Marketing Boards, outlining their functional responsibilities for smooth functioning statewide and efficiency in the agricultural marketing.

3. **Liberalized Atmosphere**

   There is a need for liberalized policy and atmosphere to make the APMCs administratively viable and managerially competent keeping with liberalized trade atmosphere.

4. **Qualified Employee’s**

   The qualified professionals in different functional areas of management (core management, finance marketing and human resources) should head all the sub-committees of APMCs.

5. **Need to train the officers and employees:**

   In order to provide the better services to the farmers’ community the entire infrastructure should be changed and there is a need to train officers and employees to facilitate liberalized competitive marketing system. The APMCs employees should be
properly trained. The weigh men, graders and auction supervisors have to be particularly vigilant about their performance, so as to prevent these personnel conspiring with traders and commission agents, jeopardizing the interest of the farmer producers.

6. **To Set up a market:**

The firms with good market reputation and financial capacity may be permitted to set up a market provided minimum standard specification formalities and procedures are complied with. The APMCs should also encourage the new farmers by organizing orientation programmes for them.

7. **Wide Area Network**

Connecting all the APMC’s in the country needs to be established forthwith, so that the beneficiaries of the market yards are enabled to obtain current information about market arrivals, ruling prices, stock positions etc to operate marketing systematically, state and countrywide.

8. **Infrastructure Facilities:**

The APMC’s should pay special attention to the infrastructure, which have been not provided to the farmer beneficiaries. Improper auction platforms, bad Intra-market roads, un-cleaned passages, un-cleaned food stalls show the poor maintenance of APMC infrastructure. They should be set right by APMCs on preference to enable farmers and traders market the agro products smoothly. The storage facilities also need to be provided to the farmers, which gives the better prices to agricultural products.
9. **Direct marketing by the farmers:**

In the existing legal provisions, there is no scope for direct marketing by the farmers or their groups to the retailers. The retailers cannot directly approach the farmers or their groups in their farms or villages. The processors find it difficult to procure agro-produce at the production source and hence, have to go to the market yard for procurement of the material. Logically whoever is a buyer; he should not be prevented from buying directly from the farmers.

10. **Licenses from the APMC’s**

All functionaries of the market yard, such as processor, brokers, traders, transporters, hamals etc. are functioning in the market yard or sub market yard must obtain license from APMCs. They should not function in the market without having licenses.

5.3.2 **Suggestions to the Farmers**

1. **Farmers should be trained:**

The farmers in study area should get soil fertility tested regularly from reputed laboratories and they also be educated for using the fertilizer for their plants in proper doses. Farmers also need to take into the account the factors such as market demand, planting season, storage capacity and maturity period.

2. **Adequate arrangement of Storage:**

The wide fluctuations in prices ultimately will hit the farmers. Hence it is imperative that they should make adequate storage arrangement for their crops. They should have sufficient storage facility.
3. SELLING PRODUCTS IN APMC YARD:

In the year 1966, Karnataka Government has passed APMC act to protect the interest of the farmers. But in the study area 55% of respondents do not carry their products to APMC Yard and so there is a possibility of being exploited by the middlemen. Therefore the farmers have to sell their products in APMC Yard to the licensed traders of APMC so as to get good price.

5.3.3 SUGGESTIONS TO THE TRADERS:

1. REDUCE BORROWINGS:

In the study area, it is found that 79% of the traders borrow funds from different sources. Borrowings usually lead to payment of interest. For smooth functioning, borrowings should be reduced as far as possible.

2. IMMEDIATE SINGLE PAYMENT:

In the study area 22.5% of the farmer respondents get payment in installments. In order to attract the farmers to the market, it is better to pay at one stretch immediately after the purchase.

5.4 SCOPE FOR FURTHER RESEARCH

The present investigation has been undertaken with only objectives mentioned earlier. It does not cover each and every aspect that affects the performance of the farmers, APMC’s traders etc. It has covered the vital area like growth and problems of marketing of agro-produces. Other areas like employee’s productivity, location factors and factors affecting growth of farmers, APMCs management style etc. could not be covered because of time constraints. All these areas required to be paid proper attention for future researcher and research institutions.