ABSTRACT

WORKING AND PERFORMANCE OF MARKETING CO-OPERATIVES IN PUNJAB & HARYANA: A COMPARATIVE STUDY OF MARKFED AND HAFED

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In states of Punjab and Haryana, Punjab State Cooperative Supply and Marketing Federation (MARKFED) and Haryana State Cooperative Supply and Marketing Federation (HAFED) are playing an important role in co-operative agricultural remunerative marketing. The present study reviews the growth, supply, procurement, marketing and issues relating to finance during the period from 2000-01 to 2011-12. The study found significant difference in the growth of the federations in terms of the selected variables. MARKFED has high level of members, turnover and total assets whereas HAFED has higher level of investments, own funds and long-term loans. The supply, procurement and warehousing activities of the two federations have improved but still there is a need for improvement in these operations. MARKFED leads in product variety while HAFED is ahead as regard to the processing activities. The financial efficiency of HAFED was found relatively better than that of MARKFED but both the federations need to improve their financial position. A high majority of the farmers and employees of both the federations are found satisfied with regard to the functioning of the federations. The level of satisfaction among the farmers is relatively higher in MARKFED, while the satisfaction level of the employees is higher in HAFED. The main problem faced by the farmers is inappropriate shed facilities at the time of sale of produce while the major problems highlighted by the employees are staff shortage, work load, lack of proper working conditions, etc. The study recommended the federations to increase the size of membership, build strong capital base, adoption of latest production technologies, increase in promotional activities, quality upgradation, reduce the level of political interference, etc. for the better functioning of these organizations.

Key Words: Cooperative, Marketing, Financial, MARKFED, HAFED