Chapter – I

INTRODUCTION, RESEARCH METHODOLOGY AND REVIEW OF LITERATURE

1.1 Introduction

Adoption of technological change, development of adequate irrigation facility and availability of proper electricity supply has transformed Kolhapur into a progressive agricultural district. Agricultural growth is also associated with the development of a wide spread network of diversified co-operative structure in Kolhapur co-operative processing, marketing and banking being the main trust area of co-operative sector development. Historically, Kolhapur city and Jaysingpur were the major agricultural commodity marketing centres in the district. Since late 1970's, however, one notices that in the hilly districts namely Ajara, Chandgad and Gadchinglaj talukas, Gadchinglaj has been developing as a centre for agro-commodity marketing and agro-processing. Gadchinglaj is currently having a population of 40,000 and is located to the South of Kolhapur city at a distance of about 75 kms. It has an average rainfall between 80 cms. and the river Hiranyakeshi flows through the taluka. It is surrounded by Hukkeri and Chikkodi taluka of Be Igaum district (Karnataka) and Ajara, Kagal, Bhudargad and Chandgad taluka of Kolhapur district.

With adequate rainfall and development of irrigation, farmers in and around Gadchinglaj have increasingly changed over to cash crop cultivation. Since 1980's along with other crops like sugarcane, soyabean, groundnut, chili and cashew nuts have been started to be cultivated as the major cash crops by the farmers. With the emergence of such a crop pattern the importance of Gadchinglaj as an agri-commodity market centre assumed significance. This has led to the importance of this taluka centre not only for farmers in Kolhapur district but also to the border area of North Karnataka. Thus, Gadchinglaj holds a lot of potential for rural and
agricultural development in the co-operative sector and more in the private sector.

1.2 Objectives of the Study

The main objectives of the study are as follows:

i) Study the emergence and growth of GACMB and review its operations.

ii) Examine the arrivals of crops for marketing at Agricultural Produce Marketing Committee, Gadginglaj

iii) Study the price realised at Gadginglaj Agricultural Produce Marketing Committee.

iv) Study the impact of Agricultural Produce Marketing Committee on farmers.

1.3 Research Methodology and Sample Design

The present study relies on the availability of secondary data as well as primary data, that was generated through the field survey. Secondary data regarding growth profile of Gadginglaj, development and growth of Gadginglaj Agricultural Commodity Marketing Board and its activities were collected from –

1. The Annual Reports and Office Records of GACMB

2. The District Socio-Economic Surveys

3. The District Census Report

The study is divided into three main sections.

Section-I analyses the growth and development of GACMB and its operation and studies its marketing practice, villagewise arrivals of marketable crops and growth of storage capacity etc.

Section-II studies the impact of the Growth of Agricultural Marketing Centre at Gadginglaj in the form of backward and forward linkage effects and determine to what extent this has led to growth of allied economic activities and generation of employment.
Section-III of the study attempts to evaluate the extent of benefits that have accrued to the cultivator farmers in terms of better prices for their crops marketed. Farmer beneficiary study was done through the survey method. For the survey, farmers growing sugarcane for jaggery, soyabean, groundnut, chili and cashew nuts are selected. Nearly 75 to 80% of the crops marketed in Gadhinglaj, come from villages of Belgaum district of Karnataka. More villages and farmers are selected from the area of Rajapur, Shinde Kurbetti, Konnur, Bahirenath, Nalanhatti, Udagatti (Gokak taluka), Nangnur, Bannur, Hirebagewadi, Kundgaond, Mattiwaide, Bakenkari village of Hukkeri and Chikkodi taluka of Belgaum district. From Gadhinglaj and neighbouring Ajara and Chandgad taluka of Kolhapur district, Halkarni, Adkur, Naganwadi, Turkewadi, Kapashi, Murgud villages are selected.

From the above selected villages, beneficiary farmers were selected by stratified random sampling method. Beneficiary farmers were classified into four groups as per the size of land holdings -

i) Below 2.5 acres
ii) 2.5 acres to 5 acres
iii) 5 acres to 10 acres
iv) 10 acres and above.

From the above four groups, villagewise 15 percent sample size was selected. Necessary detailed questionnaire was framed and translated into Marathi and Kannada, which was circulated amongst the selected farmers. Fieldwork was undertaken in February/March and May 2001 and October/November 2002. Primary data thus collected was tabulated and interpreted with the help of appropriate statistical techniques.
1.4 Chapter Scheme of the Study

The study is divided into the following chapters.

Chapter - I : Introduction, Research Methodology and Review of Literature

Chapter – II : Agricultural Marketing in India

Chapter - III : Review of the Gadninglaj APMC

Chapter - IV : Analysis of Market Arrival of Gadninglaj APMC

Chapter - V : Analysis of Market Prices of Gadninglaj APMC

Chapter - VI : Analysis and Interpretation of Primary Data

Chapter - VII : Conclusions and Suggestions

1.5 Review of Literature

In this section an attempt is made to review the studies in Maharashtra as well as other states in India, related to the agricultural produce marketing committees.

A brief review of these studies will enable us to understand the various aspects related to the agricultural marketing in India and Maharashtra.

Selected Studies on Regulated Markets

Regulated Markets have not been a panacea for eradication of the market imperfections in many of the states in India. For example, though there one seven principles regulated and nine sub-markets in the state of Assam, as per a study by K. C. Talukalar of AAU, collected at the check gates, infrastructures worth of several lakh are lying idle at all the markets. Go downs have been rented out to JCI and STATFED sales
vouchers were not issued properly. Traders were continuing their business without license.

A Study by Subba Rao (1987) in Bihar using the data of 144 Sample farmers served by both regulated and non-regulated markets collected by Agro-Economic Centre, Allahabad found that small farmers incurred much higher cost per quintal of produce both at the regulated and unregulated markets than large farmers. Subba Rao examined the situation under four different marketing conditions, i.e., (a) Sales at the door in hinterland villages served by Regulated Markets; (b) Direct sales at the regulated market; (c) Sales at the door in hinterland village served by non-regulated market; and (d) Direct sales at the non-regulated markets. He drew the following conclusions: (1) The wet price realized by farmers at door is roughly equal to or higher than the price realized when the produce is sold at the market in village served by Regulated Markets, (2) The wet prices realized in the Regulated Market yard are also not better, in fact, worse in many cases than wet prices realised for sale in the villages served by non-regulated markets, and (3) The wet prices realized for sale in market yard, rise with the size of holding in both regulated and non-regulated markets. Non-tangible benefits seem to have percolated to small farmers by regulation since they realized more remunerative prices by sales at the door in the villages.

In another study conducted at Kanpur Regulated Market has the new market yard constructed at a distance of 8 km from the present market on the Hamirpur Road, with a covered auction platform, three types at shops with godowns, cattle shed, canteen, rest houses, etc. But the yard is lying unused or least used for nearly one decade (10 years) as the trade has been resisting to shift from old market Collectorganj and other grain markets functioning in and around the area due to various reasons, such as, (1) The marketing functions are performed in the old market (Collectorganj) by dealing in local primary produce and bringing commodities from outside the Kanpur Regulated Market, (2) The arrival from outside market for local sale is usually not
permitted in the new market yard resulting in less of business and
(3) The old market is well laid out and adequate for handing business.¹

Prof. K. N. Rai² and others presented the paper on “Growth and
development of Regulated Markets in Haryana.” The study was based on
the secondary as well as primary data collected exhaustively from
different sources. Detailed time series data on total production of principal
agricultural commodities and the quantities arrival in the regulated
markets for sale were collected from different issues of the ‘Statistical
Abstract of Haryana’, published by the Economic and Statistical
Organization, Government of Haryana.

Similarly, data on number of Regulated markets, number of sub
yards, average number of villages, served buy regulated markets and sub
yards, of square kilometer of area served per Regulated Market, capacity
of state owned ware houses, capacity of cold storage and road length per
square kilometer of area were also collected from ‘Statistical Abstract
of Haryana.’ Information of on state wise average area served per
regulated market and different issues of the publication ‘Agricultural in
Brief’ published by the Directorate of Economic and Statistics,
Government of India. Data on income of market, Committees for different
years were accumulated from Agricultural Marketing Board, Haryana,
Chandigarh. Detailed data on administrative setup and amenities
available in Agricultural Produce Market, Hissar were collected through
personal visit to the office of Executive officer, Market Committee, Hissar,
Data were subjected to the tabular analysis and compound growth rate
to draw inferences of the study, contusions of the study were made
as under.

¹ P.C. Bansil, “Regulated Market System in Meeting Urban Food Needs,” The Bihar
² K. N. Rai, S. P. Singh, S. N. Singh, and V.P. Mehta, research article on, “Growth and
Development of Regulated Markets in Haryana.” Indian Journal of Agricultural
In Haryana all the agricultural produce market, sub yards have been brought under the Umbrella of the Punjab Agricultural Produce Act 1961. Over the years, it is not only that number of Regulated Markets have increased but, the infrastructure facilities required for orderly marketing of agricultural produce have grew at much faster rates. It is interesting to note that all the infrastructure facilities available in Regulated Market of Hissar fulfill the requirements of the Market Regulation Act, a rare phenomenon contrary to the general belief that arrivals of agricultural produce in regulated markets have failed to keep pace with increased production, in Haryana. Over the years production of different agricultural commodities and their arrivals in Regulated Markets have had a close relationship. The significant growth in market arrivals of principal agricultural commodities and the significant correlation in production and market arrivals presented in the text are the testimony of the direct relationship between production and market arrivals in the state, over the years, with increased arrivals, the income of Market committees have also increased significantly which is being ploughed back for further expansion of infrastructure facilities including development of rural roads conducive to the interest of primary producer and ultimate consumers.

**Dr. Dibakar Naik**[^3] studied that sustainable agricultural development needs a strong regulatory measures for agricultural marketing in Orissa, Orissa is rich in agricultural resources with wide climatic diversity, the farm mechanization is marginal and adoption of yield raising technology is at the take off stage. In such environment, provision of a dependable market support to the farmers of Orissa has played a key role for sustaining agricultural development. Orissa, which is for behind from the other states in respects of its agricultural productivity, needs strong regulatory measures for the marketing of its farm produce.

A large number of intermediaries are involved in the process of marketing of farm produce in Orissa and they are appropriate in paying a major share of the price paid by the consumers. With the rise in the number of intermediaries in the market channel, the share of the produces get reduced. In the existing marketing scenario, the producers receive 61.63 percent to 75.42 percent of the price paid by the consumers for rice, 53.78 percent to 72.56 percent for groundnut, 21.57 percent to 54.44 percent for turmeric, 48.75 percent to 71.76 percent for ginger, 52.94 percent to 68.26 percent for inland fish, and 50 to 77.5 percent for milk in Orissa market.

The number of markets brought under regulation is 31.40 percent in Orissa as compared to 100% in Punjab, 62.52 percent in Haryana, 72.15 percent in Gujarat and 73.80 percent in Andhra Pradesh. Though the regulated markets have been the major instruments of production to the farmer against non-ethical market practices employed by the traders, many of the markets have shown uneven results, as the farmers, particularly, the small ones, continue to sell their products within the village itself to the local traders. Those who forcing the produce to the markets do not often sell in the market yard, resulting in the expected regulated markets not being realized by the farmers.

Markets and Market practices in Orissa are more traditional. As estimated. There are about 1250 primary and 76 wholesale Markets (including terminals) in the state as against 26,806 Primary and 6934 wholesale Assembling Marketing in India.

The strategy of Regulated Market should cover the facilitating function, which includes :

i) Regulated Market Committee should expand its activities of procurement, processing, grading and even exporting directly at the market committee level so that the farmers can be benefited in getting remunerative prices.
ii) The Market Committee should give guarantee for the porches of farmer’s produce advancing money for their immediate needs processing of the produces and arranging for marketing at the next point and making the final payment.

iii) The growers should have major representation on the committee determining price of the produce in the regulated market.

iv) Facilities like market yard, bank, trading floor, grading and storage for all commodities should be improved in the Regulated Market.

v) The Commodities like milk, egg, poultry, fruits and other agricultural produce should come to the Regulated Market.

Dr. S. Swamidass\(^4\) published a paper on “Regulatory Framework for Agricultural Marketing.” The paper suggests that the market Committee should establish market yards at village level that is easily accessible to the farmers to market their produce. Further during the harvest seasons the government and publicity media should emphasis on the importance and benefits of regulated markets with the view to motivate the farmers to market produce through Regulated Markets. The important functions of the Regulated Markets should be discussed at the Gram Sabha meeting in order to create the awareness among the Farmers (Meeting at the Panchayat Level). There by the regulated markets would achieve success in its functioning as the important markets channel of farmers.

Dr. M. N. Waghmare\(^5\) and others have published a paper on 'Seasonal Variations in Arrival, Disposal and Prices of Crossbred Cows in

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Regulated Markets.' The Marketing of livestock is complicated by religious and sentimental considerations especially in the case of cows. The glut of marketable crossbred cow in market may lower their prices and so they return to their farms. The paper has made an attempt to analyze seasonal variation in arrival, disposal and prices of crossbred cows in Regulated Markets of Western Maharashtra. The region of the Krishna Valley (Satara and Sangli districts) was considered for the study, is a developed region for crossbred cows in Western Maharashtra. Out of the 18 cattle markets controlled by APMC in the Satara, Sangli Districts, only two Regulated Markets viz. Karad and Phaltan from Satara and Islampur from Sangli district were selected purposely, is based on sizeable transactions. The data obtained from APMC were analyzed by working out averages of arrivals, disposal and prices of crossbred cows, correlation analysis between arrival, disposal and prices of animal was carried out.

The arrivals of crossbred cows in Regulated Markets were higher in winter but the disposal and prices were higher in summer. The arrival and prices showed positive correlation. The prices and disposal showed opposite direction indicating increasing relationship between price and demand for crossbreed cows. The positive partial correlation between price and arrivals indicate that supplies of crossbred cows were increased with prices. The negative partial correlation between disposal and prices of crossbred cows in summer of 1991-92, 1992-93 and rainy season of 1991-92, 1992-93 indicate a decreasing trend in disposal for their increased prices. The multiple correlation analysis of arrival, disposal and prices reveals that the arrival and disposal of crossbred cows were determined by non-price consideration.

Dr. K. D. Sharma\(^6\) and others studied the topic, ‘Market Regulation for Agricultural Growth and Food Security in Hills’. The study is related to the hill state of Himachal Pradesh and examines the marketing situation

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of foodgrain commodities and supports the argument that efficient marketing can enhance purchasing power of the farmer which is important for increasing the farm production and it has made little headway in hill agricultural due to lack of complementary market infrastructures. The study is based upon the primary data collected from 120 farm households and 50 traders selected randomly from six potential food grain producing regions and markets located in Paonta, Nalagarh, Una, Indora, Bilaspur and Nandi regions in Himachal Pradesh. The data on various aspects of production and marketing of food grain commodities were collected through survey method during the year 1997-98. The same was analyzed by employing tabular as well as functional techniques. The authors have also analyzed the existing and future demand and supply conditions of foodgrain commodities and estimated that the state has a substantial exportable surplus of around 2 lakh tones of maize, which may increase further. However, the state has made rarely deficit in wheat that can easily be obtained up through regulated and efficient marketing. Opposite to this, the shortage in the rice and pulses would continue to aggravated further unless timely efforts are put forth to arrest the declining trends in these commodities.

The study further focuses on the inbuilt inefficiencies in the marketing of different food grain commodities and reveals that most of the commodities are being marketed through unorganized channels dominated by local traders. These channels get preferences over organized functionaries owing to merits of outright purchases, prompt payments and personal contacts with the farmers. On the contrary, the regulated and established foodgrain markets within the state are found beset with number of imperfections and wanting amenities and infrastructural facilities for promoting orderly and efficient marketing. Due to this, the Regulated Markets have been attracting low arrival despite substantial farm surpluses. The authors have tried to design an organized and efficient marketing model in which inputs delivery and sale of farm commodities can be integrated at one place. According to them, the formation of a multi-purpose co-operative society at the village level at
the assistance of Panchayats or dedicated NGO may go a long way in delivering farm input and conducting the assembling and marketing of farm commodities. Further, the infrastructural facilities in the regulated markets also need to be improving for achieving efficiency in operations and prompt clearances. Moreover, the State Marketing Board should be strengthened. More autonomy and adequate staff should be provided to monitor and promote orderly marketing in the state.

**B. C. Nair**

and others in their “Regulated Marketing Network for Farm Produce in Goa: An Analysis” have attempted to examine the Regulated Markets’ Structure and Composition growth, performance of market functionaries, that is commission agents, trader (Class A, B & C), weigh men and assistants to traders, market arrivals and prices of selected commodities like coconut, betel nut and cashew nut and the association between market arrivals and prices of these three commodities. The study was based on secondary data for a period of 10 years (1990-1999). The necessary data were collected from the yearly – published annual reports of Goa Agricultural Produce Market Committee, Mangao-Goa. In order to achieve the objective of the study, a long–linear regression model as well as correlation technique has been employed to realise the growth rates and assess the relationship between markets arrivals and prices respectively.

The analysis revealed that all the market functionaries except commission agents and weight men have registered a positive annual average growth over the study period. Similarly, a positive correlation was found between market arrivals and prices with regard to coconut and betel nut and negative relationship was observed between market arrivals and prices of cashew nut. The over all analysis have come to the conclusion

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that the farmer producers were benefited with the regulated markets and
the regulated markets seem to have been working in the interests of the
farmers producers in the state of Goa. It was further noticed that the
cashew nut producers were not much encouraged by the regulated
markets. Some of the important suggestions made in this paper were;
to introduce co-operative marketing societies and to establish some more
sub-market yard at the different important agricultural producing areas
to enable the farmer producers to make available regulated market
facilities and better returns for their produces.

B. B. Beohar\textsuperscript{8} and others in “Performance of Krishi Upaj Mandi in
the Context of Arrival and Price of Agricultural Commodities in Madhya
Pradesh” have conducted a study keeping in view the two specific
objectives (1) Position of Marketing functionaries. (2) To study the arrival
and price of selected commodities.

Krishi Upaj Mandi, Rahli of Sagar district (MP) was selected
purposively for investigation. The study was based on secondary data
related to year 1986-87 to 1996-97. Two major crops, paddy (kharif) and
gram (Rabi) were selected for study. Simple average and percentage
statistical tools were applied for analyzing the data.

It was observed from the study that the increasing number
of different market functionaries was observed in the mandi, which shows
good performance of arrival quantity of different commodities and found in
the increasing order during these ten years.

It was found that the arrival of soybean was directly related with the
annual production of soybean in the study area. The lowest and highest
arrivals of soybean in the mandi were recorded in the year 1987-88 and
1996-97 respectively (2592 quintal and 306479 quintal) The study further
revealed that, during a peak season, the quantity of soybean arrival was
maximum (35%) as compared to mid and off seasons. The study also

\textsuperscript{8} B. B. Beohar, research article on “Performance of Krishi Upaj Mandi in the Context
of Arrival and Price of Agricultural commodities in Madhya Pradesh” Indian Journals
revealed that the continuous like in price of soybean can be supported by the increasing demand of soya oil and also changes in demand due to increase in real income of people and the general inflationary trend of the economy.

For gram crop, it was observed that intra year arrivals varied from 69.4 percent in November to 114.80 percent in the month of August, indicating a very wide range in inflow of gram in selected months. The annual quantity of arrival was directly co-related with the production. It was also found that variability in arrivals was not the only factor, which determines the prices in the region. The study suggested that there must be a good infrastructure in the mandi. A committee should be constituted to negotiate the problem/disputes occurred with farmers and marketing officials/agents and other functionaries. There must be an arrangement of immediate payment to the farmers.

J. P. Misra\textsuperscript{9} and others have studied the “Study of Regulated Market in Utter Pradesh and Role of Rajya Krishi Utpadan Mandi Parishad in Development of the Markets” 265 regulated markets and 382 regulated sub-markets are in UP. Out of which, 184 main market yards, 72 fruit and vegetable market yards, 165 hat/pats (rural markets) and 3 fish market were constructed.

The total arrivals of agricultural produce varied from 199.91 lakh M. T. in 1988-89 to 249.05 lakh M. T. in 1988-99. While the total income received by regulated Markets was observed to be 45.99 crore rupees in 1988-89 and Rs.248.12 crore in 1998-99. Commodity wise arrivals of agricultural produce in U. P. was 6.34 lakh M. T. for Rice, 28.94 lakh M. T. for paddy, 0.07 lakh M. T. for Jowar, 1.53 lakh M. T. for Bajra, 1.54 lakh M. T. for Maize, 21.16 lakh for wheat, 3.01 lakh M. T. from Gram, 7.85 lakh M. T. Gur, 5.47 lakh M. T. Mustard and 2.02 lakh M. T. Arhar during the marketing season of 1997-98.

Several welfare schemes were implemented by the Mandi Samittee to assist the producer – seller like personal accident, insurance scheme, Khalihar Fire Insurance Schemes, distribution of store bins, Scholarship to the meritorious son/daughter of farmers for the agricultural education etc. In all the constructed mandies different facilities were also made available to the producer sellers/traders like weight bridges, drinking water, cattle, sheep, cleaning and sanitation, auction platform, storage facilities, bank, post office police station, Kisan bhawan, telephone, primary health centre etc. But still there were certain problems existing in these markets, which need quick reform.

The major problems identified in these mandies are (i) Limited posts in large infrastructure of Mandi Parishad affect adversely the smooth functioning related to the markets. (ii) Function of Directorate of Agricultural Marketing Board may be demarcated. (iii) Separation of the posts of Director Agricultural marketing and Director Mandi Board may be more useful for Agricultural Marketing Department in the State. (iv) Lack of the system to try and settle quickly the disputes between Governments and traders. It is suggested that the Government should take action to remove these problems so that farmers and consumers may get full benefits of the regulatory measures.

Nasir Husain\textsuperscript{10} and others studied, "Impact of Regulation of Markets on Price spread of Potato : A case study in U. P.", 50 Potato growers and 20 traders from Kidman Nagar Regulated Market and Barra unregulated market in Kanpur district (UP). The main objectives of the study were (i) To estimate the price spread i. e. producer share in consumer's rupee and (ii) To ensure remunerative prices to the producers.

The main findings of the study were that the price spread of potato in regulated market was higher. The producers share in consumers rupee

in Regulated Market was 71.25 percent and 62.72% in unregulated market. The wholesaler’s margin cost of marketing and retailers margin in Regulated Market were 5.54, 13.35 and 9.86% respectively and corresponding figures were 9.15, 16.34 and 11.79% respectively in unregulated Market. The marketing efficiency in Regulated Market was 2.48% and 1.68% in unregulated market. The farmers faced major marketing problems higher in unregulated market than in the Regulated Market.

It has been concluded that the regulated market was able to get higher producer share in consumers rupee and also highest marketing efficiency due to the availability of all facilities in the Regulated Market. Thus even after positive impact of the new wholesale market yards on farmer’s share, the implications for further, improvement in the marketing system through regulatory measures were not over looked. In this regard the following policy has been suggested.

Firstly, government policy must be rationally modified and clearly spelt out. The market must have storage and transportation facilities necessary to handle the increased marketable surpluses and to reduce marketing margins. The operations of the government agencies and co-operations need to be made effective. Comprehensive measures were directed to reduce the cost and margin of intermediaries, improving marketing condition and strict enforcement of regulatory measurers. These are needed to ensure correct weightment, standard weight and measures, proper grading, competitive price etc. to help the producers for the production of several agro products.

**B. V. Pagire** and others studied in “Progress and Performance of Rahuri APMC : A Case study”, the Market development activities in the States of Maharashtra, which have made an impact on structure, conduct and performance of Regulated Markets.” The evaluation of these markets focuses a light on success and achievements. The study was carried

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out to evaluate the progress and performance of Rahuri APMC, in Ahmednagar district. In this district, there are 13 regulated markets of which Rahuri is at the front, in business activities. The Rahuri APMC has been ideally outlined in an area of 5.24 hectares. The market provides all essential amenities to the farmers and traders. The market has spacious auction – platform, sale hall and cattle shed. The Rahuri APMC has two sub – yards with all amenities.

The Rahuri APMC Provides the marketing services to about 50,000 cultivators spread in more than 87 villages. The APMC is famous for cereal and vegetable marketing. Recently, it has come up as a major onion market in the district. The APMC Rahuri has brought up 41 commodities within its regulatory area. It has made a steady progress since its establishment in 1950 in both the arrivals of agricultural produce and turnover. The percentage share of the Rahuri APMC in the total district turnover showed a steady progress. Increasing travel was observed in number of market functionaries over the year. The APMC, Rahuri is accruing good profits since 1995-96. It has planned the developmental works worth of Rs. 1.08 crore with an expectation of Rs. 5 to 6 lakhs annual increase in income. Thus, the Rahuri APMC is successful in fulfilling the aspiration both of agriculturists and traders and progressing steadily and rapidly with an eye on further development.

Mukharji Ishita (1980)\(^{12}\) in her research article on “Agricultural Marketing : Economics of Fruit Marketing in the Poona District (1977-1986)” has taken overview of agricultural marketing and economics of fruit marketing. The study of this important area has been achieved limited due to special demands and conditions of secrecy in which marketing is conducted. The main objectives of this research study was that, to examine the structure of fruit marketing in the Poona district during

\(^{12}\) Mukharjee Ishita, Economics of Fruit Marketing in Poona District (1977 to 1986), paper presented in the National Seminar on “Restructuring Agricultural Marketing System” organised by Department of Economics, Shivaji University, Kolhapur on Feb. 6 & 7, 2006
the post regulatory period (1977-1986) and assess the extent to which the efficiency of fruit marketing has inversed since Gadgil Survey (1930-32). This examination extends to the identification of the structural obstacles to a more efficient system of fruit marketing. The survey method was used to collect information for this research study. The major findings of this research work that, the findings of this research are of a mixed nature. Some aspects are encouraging and indicate that the fruit marketing structure of Poona district is more efficient than it was in the 1930’s as reported by the Gadgil report.

Deshpande R. S. and Biniwale Mithila (2006) in their research paper on “Restructuring Agriculture Marketing System : Karnataka Experience” analysed the overall structure of agricultural marketing system in Karnataka state. This study has been undertaken to examine the functioning of domestic markets in the case of agricultural commodities in Karnataka state. The paper aims to examine the prevailing system of marketing of important agricultural commodities in Karnataka state. This research study mainly depends upon secondary data. the major conclusions of this study indicates that, the model Act encourages contract farming and provides the proforma for agreement in the model act. Small farmers in India are generally capital starved. They cannot make major investment in land improvement and modern inputs. Contract farming can fill this gap by providing the farmers with quality inputs, technical guidance, price assurance and management skills.

In short, the adoption of model act will be the step forward in allowing the entry of other traders in the market. The traders depresses the market price and farmers are left with no other option than selling the farm produce at comparatively lower prices. There is a provision in the model

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act, which ensures the freedom to farmers to sell any commodity in any market. This saves them from the penalties.

Bhanumate C. S. (2006)\textsuperscript{14} in his research paper on “Agricultural Regulated Markets and Contract Farming” analysed the performance of marketing activities of Agricultural Produce Market Committee, Solapur in terms of growth in arrival of agricultural commodities during 1983-84 to 2002-03. The analysis of this research paper based on secondary source of data. The present study aims to examine the progress made by the APMC, Solapur. In this direction the period from 1983-84 to 2002-03 is selected for analysis. The main conclusions of this study indicate that the Agricultural Produce Market Committee, Solapur has been making progress in the arrivals of agricultural commodities over a period of time. The arrival of foodgrains among the cereals showed an increasing trend. Contract farming is beneficial to all types of farmers. It is an approach that can contribute to both increased income for farmers and higher profitability for sponsors when efficiently organized and managed. Contract farming reduces risk and uncertainty for both parties and provides the producer the opportunity to add value to his production.

Dr. P. Anandraj, D. R. Chinnaiah\textsuperscript{15} in their research article, “A Study of the Marketing problems of Mango Growers( Using Factor Analysis) in Madurai District, Tamil Nadu” studied the study area, namely Madurai district is very famous for mango cultivation. Especially, the blocks around the Madurai district are contributing the maximum quantity of mangoes to the Madurai district.

The main objective of the study is to find out and analyse the marketing problems of the mango growers in Madurai district, Tamilnadu.

\textsuperscript{14} Bhanumate C. S. “Agricultural Regulated Markets and Contract Farming”, paper presented in the National Seminar on “Restructuring Agricultural Marketing System” organised by Department of Economics, Shivaji University, Kolhapur on Feb. 6 & 7, 2006

\textsuperscript{15} Dr. P. Anandraj, Dr. V. Chinnaiah, “A Study of the Marketing problems of Mango Growers( Using Factor Analysis) in Madurai District, Tamil Nadu”, Indian Journal of Marketing, Vol. 41, December 2011.
The study is based on primary and secondary data. The main conclusions of the study indicate that the experience of some of the mango cultivators in Madurai district. The highly flexible price pattern, lack of storage facilities, non-availability of agricultural labourers at times, the primitive methods of mango cultivation and the strong hold of the middlemen are some of the problems faced by the mango entrepreneurs. Mango has remained the top most fruit in India. That's why to meet the ever growing demand of the mangoes, a large area of the Indian soil should be used for mango cultivation. The mango cultivation provides employment opportunities to many people, and also helps the mango growers for improving their economic status.

Richa Kumar (2007)\textsuperscript{16} in her research article on "Mandi Traders and the Dabba Online Commodity Futures Markets in India" has taken overview of the interaction of the online commodity futures market created by the new technology with the physical market of commodities. This paper studies the experience of traders with the online futures market in soyabean through participant observation and interviews with soyabean traders in Dhar mandi, or market yard, in Western Madhya Pradesh (MP) in 2007.

This paper studies the dismissive response of mandi traders to the new online commodity futures markets and their lack of participation need to be taken as serious criticisms of the dabba does not fulfill their requirements, it may be a far cry from fulfilling the needs of the farmers, in whose name these online commodity markets are purported to have been established in the first place.

The major conclusions are 1) Dabba shop may not be impacting the price on the NCDEX at all. 2) The Dabba may become a bull in the China shop with every move on it impacting the physical market and directly affecting the mandi traders. 3) The debate surrounding online commodity futures markets in India, there has been very little investigation

into the participation of mandi traders on these exchanges. 4) Their knowledge about agrarian markets and their everyday participation in physical market activities makes them important players in Indian agricultural production system.