PREFACE

India is a land of agricultural and majority of rural population is still dependent on the agricultural produce as a majority source of income. The total contribution of agricultural income is considerable in the overall GDP.

It must be noted that unless appropriate marketing facilities are made available to Indian farmers, it becomes difficult for the farmers to sell their product at appropriate price. It is however, unfortunate that the marketing sector has not advanced to the extent desired in developing countries like India. Added to this, the existing marketing opportunities involve several loopholes which work to deteriorate peasant interest.

In such circumstances, the ceaseless efforts of the Government to promote and regulate agricultural markets especially during the post-independence period deserve to be commended. Under the guidance and support of the Director of marketing & inspection at central level, different State Governments have passed Agricultural Produce Market Acts providing for regulation of agricultural markets.

On the above background the present study essentially consist of an attempt at micro level by selecting regulated markets in Pune district. The observation & suggestions made pertaining to markets are expected to be useful in strengthening the entire regulated marketing system in the region.