Chapter -II

Review Of Literature
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REVIEW OF LITERATURE

1. Shah, S.L. and V.K. Pandey (1976) Reported that wheat production and family size were the most significant factors affecting marketed surplus of wheat. An increase in 100 Kg in the farm output of wheat would bring an addition 43 Kg of marketed surplus in Bundelkhand region. An increase of one adult in the family would reduce 73 Kgs of marketed surplus of wheat in Bundelkhand region. The market arrivals of wheat over time was significantly influenced by its prices. They also observed that number of marketing agencies dealing with wheat trade were quite less. All the market agencies have their strongly functioning organizations in all the markets in U.P. Although there was no produce differentiation in wheat commodity but it was found that farmers were exploited by offering low prices for their produce in the name of poor quality, since the grading & standardization practices were not properly implemented by the market committee. Market yards were not adequate proper. During the survey several farmers complained of the collusion between the government purchasing agencies and private trades.

2. Singh C. & A.K. Vashishtha (1985) Revealed that producer's share in consumer's rupee varied significantly from state to state. It was noted due to different marketing systems.
3. Gangwar, A.C. & Ajit Yadav (1986) Reported maximum arrivals of gram in peak period and lowest in lean period in Haryana. In few markets the change in marketing pattern was noted. There was upward trend of gram prices during 1970-71 to 1983-84. It was found that small farmers consumed 66%, medium 35% and large farmers 27% of their total production of gram. On an average marketable surplus was 68% which increased with an increase in size of holdings. The most common channel was producer – primary wholesaler – retailer – consumer.

The wholesale margin & retailer’s margin were 1.30% to 4.16% and 4.72% to 7.10 percent of in consumer’s rupee, respectively.

4. Malik H.S., Shrinivas & A.C. Gangwar (1988) Observed 60.70 to 70.35 percent of marketed surplus of wheat in Haryana State, which varied region to region. They also found that marketable surplus of wheat was higher to marketed surplus in all the regions. They also worked out the producers share in consumer’s rupee for different marketing channels & estimated 77.00 to 86.76% varied channel to channel. The studied channels, were –

(i) producer-commission agent – consumer.

(ii) Producer-commission agent-producer-consumer
(iii) Producer-commission agent-Govt. agency-fair price shop - consumer.

They reported that farmers faced the problem of delay in auction, weighing and unloading. Higher charge of transportation and lack of storage was also faced by the farmers. Development of physical facilities like storage, transport, approach roads, provision of grading and market intelligence facilities to facilitate efficient marketing of farm producer have been suggested.

5. Singh, Awadhesh et al. (1991) Reported that Rs. 11.25, Rs.17.75, Rs.10.50 per q. was marketing cost at the level of producer, wholesaler & retailer respectively, in marketing of wheat. They worked out 70.71% producers share in the consumer’s rupee. The margin of wholesaler & retailer was 9.18% and 3.87% respectively in the marketing of wheat in Kanpur district.

6. Chauhan & Tomer (1994) Worked out a marketing costs of Rs. 68.30 to 75.51 per q. and middlemen margin from Rs.33.11 to 49.98, varied Channel to channel. The price discrimination was also observed on account of channels in the marketing of paddy in district Banda.

7. Gupta, S.P. & V.P.S. Arora (1994) Reported marketable surplus was 92.45% which was 91.67% on small
holding 92.66% on large holding. The marketing charge were Rs. 4.20 per quintal in the marketing of soybean in Mandi.

8. Sharma, K.D., A.S. Saini, D.S. Thakur (1995) Studied marketed surplus, various marketing channels, marketing problems & constrains in Himanchal Pradesh and observed that marketed surplus of vegetable was higher than marketed surplus of food grain & fruits. It was higher with large farmers in comparision to small farmers. They have identified the transport problem, problem of remunerative & stable prices procurement medium and high cost of marketing were problem in the marketing.

9. Shrivastava, Radha Mohan & D.S. Shukla (1995) Observed an increased of 6.69% producers price in the Mandi yard than out side the Mandi. The difference in prices of wheat was Rs.10.00, Rs.15 and Rs.25 per quintal during 1990, 1991 and 1992 respectively. They also reported that small farmer may not be benefited due to the regulation of market till their marketed surplus is increased.

10. Vijay Kr. Singh (1995) Observed that the means of transport for 5-8 Km was head load and 80-90% of produce is transported by Head load in a weekly market. The rate is fixed by direct negotiation of the farmers & whole saller, most of the produce is sale out side the Mandi yard. Most of in farmer (Sellers) are tribe, in district Bastar of M.P.
11. Bhatia G.R. (1995) Reported that regulation of market ipso fact does not provide a remedy to improve the sale and purchase operations in the market. He has defined the various function of marketing and suggested the improvement needed. He has suggested to maintain the profile of all the market for their further development.

12. Pawar N.D. (1997) Observed the marketable & actual sales, on an average 83.27% & 83.97% respectively. The percent marketable surplus increases with the increase in size of holdings i.e. 76.95% on small holding to 85.00 on large farms. The actual sale was 91.41% & 83.09% on respective holdings. The retension of produce on an average was 7.97, 4.67, 1.58, 0.86, 0.98, 0.67 percent of the total produce on wages in kind, home consumption seed, feeds Baluta payment & others respectively. On an average 83.87% of the produce was sold in between Sept. to Nov. It was 100% on small holdings, 66.67% on medium holding and 71.43% on large holding. Rest of the produce was also in the month. Dec. to Feb. Price received by the producer was 75.21%.

13. Venkataramani, G. (1997) Has suggested that corporate sector may develop efficient markedly strategy which will be a key to prosperity for farmers. He suggested that in the Indian context, corporisation of agriculture can only be possible with the corporate promotion agril. business in active partnership with the millions of small and marginal farmers. In such case the
farmers retain their lands and the time honoured farming skills and the corporate provide then some key inputs and environmentally begin technological beside sand marketing support.

14. Singh, Hoshiyar (1997) Concluded lack of infrastructure. The need of active involvement of private sector in building required infrastructure services and facilities. He identified wide gap in food and agricultural marketing system. He reported in dependency of farmers on rural periodic markets. Which are needed to upgrade the facilities and services provided in these markets. He left involvement of Panchayati Raj Institutions in Agril. Marketing.

15. Sharanesh S.H. and L.B. Kunnal (1999) Reported that the marketed surplus ranged form 90.01 to 95.01 percent in the case of pigeon pea, 55.66 to 71.55 percent in the case of chickpea and 91.81 to 96.20 percent in the case of green gram. In the study area four percent in the case of green gram. In the study area four marketing channels were identified. The marketing cost incurred by farmers was higher (3 to 4 times) in channel-I (Producers – Commission Agent) then that of channel -II (Producers – millers) The sale/purchase tax Commission charges and marketing fee were the major cost items in the case of wholesale traders which together accounted for more than 90% of the total marketing cost incurred. The producer’s share in
consumer's rupee for different pulse crops ranged from 70 to 80 percent in channel-I, 80-90 percent in channel-III and 69.79 percent under channel IV (Producers – Village traders.)

16. Santinathan, S. (1999) Reported that results of the study concluded that marketed surplus was higher in the garden land and own savings of the farmers was the major source of finance Role of commercial banks was considerable in wet lands, whereas cooperative societies had some share in partly irrigated lands. Investment pattern showed that in all the situations, farmers major investment was on farm development activities like digging or deepening well, fencing and soil conditioning, viability percentage was higher in garden lands followed by partly irrigated lands and wet lands. Based on the above conclusions some of the policies like developing credit package that will link creation of farm processing of infrastructure to the quantum of products marketed for garden lands, advancing self liquidating term loans for purchase of livestock and machinery to supplement the farm income in partly irrigated situation and offering a credit package that will link the amount sanctioned with extent of diversification of farm activities particularly on post harvest processing through mechanization in wet lands were suggested.

17. Vaikunthe, L.D. (2000) Observed that cooperative marketing was not able in holding the rural farmers on expected lines. The Govt. too, have not been able to provide adequate
protection against the middlemen operation. Stronger organization of middlemen have made the farmers face many odds in selling their produce. He stated that tractor transport has been dominating in transporting the produce from village to market.

Unauthorized & faulty weight, over weighing arbitrary, deductions, absence of uniform weighmen charges, dissatisfactory grading price discrimination deduction for religious and charitable purpose were the mal practices prevailing in agricultural marketing in Karnataka State.

18. Bhupal, D.S. (2000), Has concluded that off season margin have gone down in Azadpura market of Delhi, due to continuous arrivals from one corner or the others. He has estimated 89 percent producer's share in consumer rupee in vegetable marketing.

19. Sakhsanjan, S.S. Chandel & M.S. Toor (2000) Stated studied arrivals in Punjab markets arrival from 1985-86 to 1998-99 and find that arrivals has doubled during this study period. The farmers was not fully satisfied with the facilities available in the Mandi. Time taken in disposal of produce was not desirable. Need to tighten the loopholes in the present marketing systems are required. Regulated market have become more or less revenue collection agency rather than providing facilities to the farmers.
20. Beohar, B.B., A.K. Sarawgi and R.K. Khare (2000) Revealed that arrival of different agricultural commodities was in increasing order during last decade in Madhya Pradesh, thereby the number of market functionaries have also increased in this period.

A very wide range inflow in the arrivals of gram was observed during the different months of a year. The variability in arrivals was not the function of its price alone. They suggested to develop good infrastructure constitution of committees to negotiate the dispute occurred between farmers and marketing officials/agents and other functionaries. The arrangement of immediate payment has also been suggested by the authors.

21. Mishra, J.P., S.K. Rawat and S.K. Tripathi (2000) Observed that arrivals of agril. Produce in U.P. has increased from 199.91 lakh metric tones in 1988-89 to 249.05 lakh m.t. in 1998-99 whereas income during the reference period has increased from Rs.45.99 crore to 248.12 crores. They suggested to increase the number of officials in the Mandi for their smooth working.