Chapter 1

Introduction
Indian economy significantly relies upon horticulture and India positions second worldwide in homesteads yield. In India, the horticulture segment possessed just about 43 percent of India's land territory and two third of aggregate job relies upon farming and it gained around 17 percent of India's GDP. Agribusiness is a contributing for financial development of Indian ranchers and producers. The Green Revolution accompanied the intend to advance the agribusiness in India.

Because of poor advertising hones, the advancement of the vegetable business is restrained; there is an expansive rupture amongst ranchers and retail costs. The part of vegetables is extremely huge underway and showcasing for Indian ranchers and producers and it is fills in as an impacting power in the economy. The retailing of vegetables is a low edge business, the business sector imminent is huge in India and this has immersed numerous corporate into this segment. Advertising of horticultural items is distinctive and more perplexing than numerous mechanical items due to different reasons like perishability, regularity and massiveness. The extraordinarily way of little size of area property by the ranchers, capricious climatic circumstances, creation increment over wide land region, centralization of horticulture in remote towns, an extensive variety of utilization examples of the Indian shoppers and a poor logistics and Supply Chain Management (LSCM) makes showcasing for leafy foods considerably more troublesome. Amongst this, new vegetables are dependably in the consistent interest by the shoppers. Subsequently SCM assumes a basic part in promoting foods grown from the ground. Inventory network administration not just aides in developing the creation and per capita utilization, additionally helps in financial advancement of the nation. In spite of the fact that it is extremely testing, SCM additionally achieves heaps of chances in showcasing vegetables. A powerful Supply chain, not just builds the gainfulness and productivity of retailers, additionally enhances diverse partners like cultivators (agriculturists), consolidators and purchasers.

This study endeavors to recognize different issues required in running the store network for various vegetables and look at changed procedures that can be connected for its streamlining.
1.1 Vegetables Market and its market position in India

As per NHB report distributed in 2013\(^1\), India produces 162,187 thousand metric huge amounts of vegetables and the aggregate part under vegetable horticulture is around 92,055 thousand ha. As far as amount tomato, potato, onion, cabbage and brinjal contribute for around 60 percent of the entire vegetable making. Additionally India's yearly organic product generation is 21,285 metric tons as indicated by NHB report, 2013 and the whole territory under natural product cultivating is around 69,822 thousand ha. The significant Indian natural products are banana, apple, mango, citrus organic products, pineapple, guava, papaya and grapes. Showcasing of Fresh vegetables and natural products goes about as an extremely impacting power in the Indian economy.

India positioned second in yearly creation of vegetables and is taking after just to China with a yearly generation of 87.53 million tons from 5.86 million hectares having a piece of 14.4 for each penny in the aggregate world creation. Reception of new advances like top yielding cultivars and FI cross breeds and has added to higher generation and profitability. Lately, per capita utilization has likewise increased from 95 gram to 175 gram for every day. More than 40 sorts of vegetables which have a place from unique gatherings, particularly cucurbits, Cole harvests, solanaceous, root and verdant vegetables are developed in various agro-climatic circumstances of the nation. But a couple, similar to brinjal (egg plant), colocasia, cucumber, edge gourd, wipe gourd, pointed gourd and so forth., the various vegetables have been presented from abroad.

Potato is the most ordinarily developed vegetable harvest in the nation with a rate yield of 25.7 for each penny. The territory underneath potato development is 1,992.2 thousand ha with aggregate making of 45,343.6 MT. Kufri Chandramukhi, Kufri Jyoti, Kufri Badshah, Kufri Himalani, Kufri Sindhuri, Kufri Lalima and so on are the principle assortments of potato's developed in the nation. Uttar Pradesh is the quickest developing state in India which delivers a generation of 13,576.6 thousand metric tons took after by West Bengal and Bihar according to the measurements of 2013.

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\(^1\) Indian Horticulture Database – 2013. Website: [http://nhb.gov.in/](http://nhb.gov.in/)
Tomato generation possesses second position amongst every one of the vegetables crops as far as creation. The aggregate generation of tomatoes was recorded 18226.6 thousand MT from a territory of 879.6 in the thousand ha in 2012-13. The real assortments of tomatoes developed in the nation are Pusa Ruby, Pusa Early Dwarf, Bahar, Arka Abha, Arka Alok, Pant, Pusa half and half 2, Pusa crossover 1MTH-6, Arka Vardan and so forth. The biggest maker of tomatoes is Andhra Pradesh with a generation of 5218.10 thousand MT. The other real states which produce tomato are Bihar, Karnataka, Maharashtra and Orissa.

Onion is recorded at third position amongst vegetable yields as far as generation. The creation of onion in the year 2012-13 was recorded as 16813 thousand MT from a region 1052 thousand ha. The prevalent assortments of Onions in the business sector are Pusa Red, Pusa Ratnar, Pusa Madhvi and Pusa White Round and so forth. The biggest producer of onion is Maharashtra trailed by Madhya Pradesh and Karnataka, Bihar, Gujarat, Haryana and Rajasthan which are the other onion developing states.

Brinjal possesses the fourth place amongst vegetable products. As per 2012-013 year measurements the generation of brinjal in the year 2012-13 was 13443.6 thousand MT from a range 722.1 thousand ha. The mainstream assortments of brinjal in the nation are Arka Navneet, Pusa Ankur, Pusa crossover 5, Hybrid-6, ARBH-1, ABH-1, Pusa Purple Long, Ritu Raj and Pusa Purple Cluster and so forth. West Bengal is the significant maker of brinjal trailed by Maharashtra and Bihar. The other fundamental expresses that develop brinjal are Karnataka, Maharashtra, Gujarat, Andhra Pradesh, Assam and Madhya Pradesh.

Cauliflower is positioned fifth regarding generation. The generation of Cauliflower in the year 2012-13 was 7887 thousand MT from a developed range 402 thousand ha. The celebrated assortments of cauliflower in the nation are gasp gobhi 1, gasp shubhra, and gasp gobhi 2. Likewise West Bengal is the biggest maker of cauliflower took after by Bihar, Madhya Pradesh and Maharashtra. The other fundamental expresses that develop cauliflower are Karnataka, Maharashtra, Gujarat, Andhra Pradesh, Assam and Madhya Pradesh.
Okra involves the 6th rank among all the vegetable harvests created. The generation of okra in the year 2012-13 was 6350 thousand MT from a territory 231 thousand ha. The assortments of okra prominent in the nation are Arka Abhay, Arka Anamika, Kashi Kranti and Kashi Vibhuti and so on. Andhra Pradesh is the biggest maker of Okra took after by Best Bengal, Bihar and Maharashtra. The other principle states which develop okra are Karnataka, Maharashtra, Gujarat, Assam and Madhya Pradesh.

1.2 Supply Chain Management

As described by the Institute of Supply Management Inc., USA, Supply Chain Management is the design and management of flawless, value added process to gather the real need of end consumer across organizational boundaries. Proper planning and management are the key essentials of the supply chain management and its processes i.e. sourcing and procurement, conversion and arranging all the logistics management activities. Most critical part is to maintain the chain with suppliers, intermediaries, third party services, channel partners, providers, and customers during coordination and collaboration.

The objective is to make a strong bridge between supply chain and demand management within and across companies. It comprises all of the logistics management events noted above as well as manufacturing operations and it drives organization of processes and activities with across marketing, sales, product design, and finance and information technology. In the present competitive environment, there is the additional pressure to become more socially and environmentally responsible and handle risk which needs to be mitigated and managed. There are lot of complications created by ever rising customer requirement and expectations, the pressure on cost, availability and access to resources. Management is anticipated to perk up profitability, increase revenue growth and capture and protect larger market share. In order to succeed in achieving the guarantee benefits, management must recognize that the ultimate success of an organization depends on the ability to assimilate the company’s network of business relationships.
The management of this category of relationships is supply chain management. Effective supply chain management entails cross-functional integration within the firm and crossways the system of businesses that comprise the supply chain. Better management of the key relationship is to focus on the improvement of performance.

Supply Chain Management is the coordination and harmonization of material, information and financial flows among all the contributing organizations, so as to confirm that the right product is in the correct place, at the correct price, at the correct time, in the correct condition and to the correct customer. Supply Chain Management shows a significant role in marketing of goods and services. “It is always stock supply that suffer and not the individual businesses” – is a well recognized and globally proved saying. Every business plans to decrease costs, which do not sum to maintain and improve the worth of goods and services brought. In this direction, supply chain has played crucial role across the world in various sectors. Supply Chain Management is not only helps to cut costs, but also adds to sustain and enhance the excellence of goods and services delivered.

The supply chain for vegetables can be defined in the following way: the manufacturer who processes the food for ready to eat or cook are the first stage, the packaging companies are in the intermediate stage, and the retailer, Middlemen and caterers are in last stage of supply chain and the cost of profit is part of business. The vegetable items can go to final consumer from any of the three stages, from farmers to caterers straight from the manufacturer, and finally from the retailers to the consumers. In Lalitpur district there is most common supply chain management used for supply of vegetables as follows:

**Producer – local middlemen – commission agent – Middlemen – retailer – consumer**

Supply of vegetables in market, is a process of delivery from manufacturers (First stage) with the help of packaging companies (Intermediate stage), whole sellers, to retailers, and caterers (the last stage). Consumer receives final products from any of the three last stages. Profit is included cost of processing.
1.3 mechanism of supply chain management

1.3.1 Production: Production is an initial segment of any item and administrations, in the agribusiness, creation menas finding the outcome from area or information. Creation shows that how to delivered, what amount delivered, the amount of material ought to attractive and what amount promoted. The living standard of the ranchers made by a decent and ideal creation from the record.

1.3.2 Inventory: it is the primary issues of the ranchers this chooses where to store their item and the amount to store (make to arrange versus make to stock, merged versus Break mass, area).

1.3.3 Distribution/Logistics: These locations on how the items ought to be put away in the stockroom and moved starting with one place then onto the next (For instance: Logistics techniques own armada versus 3PL).

1.3.4 Payments: Take consideration of the most ideal approaches to pay suppliers and get the installments from clients. Additionally it settles on the estimating approaches (evaluating, advancement and rebates and so on).

1.4 Basic Concept of Vegetables Supply Chain

To satisfy the client arrange, the idea of vegetables production network alludes to the exercises of acquisition, request satisfaction, conveyance, conveyance and client administration actualized by two or more particular associations in the agroindustry business. Vegetables store network comprises of little and medium ventures, for example, ranchers and crude material makers, merchants of agrarian inputs, processors of rural preparations, agriculturists co-agents, dealers, suppliers, wholesalers, Middleparty and retailers that tends to work autonomously or in co-operation, chiefly in the later phases of production network.

In advertising products of the soil, which are perishable in nature, Supply Chain assumes an extremely pivotal part. The immense misfortunes of foods grown from the ground that the nation
bears are chiefly on account of the absence of an appropriate framework for capacity and transportation which is at any rate decently sorted out.

Due the expanded effect of globalization, Supply Chain Management is picking up noteworthiness and this is imperative to beat the aforementioned issue. An inventory network comprises of three or more associations substance associated specifically by one or a greater amount of the downstream or upstream streams of administrations, funds, items, and data from a source to a customer. Store network administration authorizes an inventory network introduction, and incorporates proactively running the two-way development and merchandise sco-appointment, administrations, material and assets (i.e. the different streams) from crude material to the end client. The changing way of life and uncovered economy have constrained the makers and suppliers to deliver and supply superb items.

1.5 **major activity of Vegetables supply Chain**

1.5.1 Purchasing: Most associations involve buying as a noteworthy production network action since it being the focal core interest.

1.5.2 Quality control: Almost all associations recognize the significance of supplier quality and the need to set off as opposed to simply basically see the quality glitches. Dynamic associations work specifically with suppliers to create appropriate quality control methodology, occasions and procedures.

1.5.3 Demand and supply arranging: Demand arranging figures the interest, inventories changes, tracks orders taken yet not filled and oversees additional part and reseller's exchange prerequisites. The procedure of taking the interest information and developing a supply, generation, and logistics system fit for fulfilling request prerequisites is called Supply arranging.

1.5.4 Material or stock control: The material gathering is regularly in charge of deciding the stock level of finished merchandise which are required to bolster client/customer and business sector necessities, the security stocks, which accentuate on the physical dissemination (i.e.outbound or inbound) side of the store network.
1.5.5 Order handling: Order preparing ensures that client get material when and where they require it. It means an association between the maker and the outer customer.

1.5.6 Production arranging, booking and control: Production arranging, planning and control incorporate recognizing a period based timetable and creation, growing transient generation calendars and controlling the working generation.

1.5.7 Warehousing/appropriation: It is imperative for organizations that make as indicated by an estimate in desire of future deals.

1.5.8 Customer administration: Customer administration has a differed set of exercises that keeps a client fulfilled and enchanted with an item or administration. This is not exceptionally surely understood in vegetables and organic products store network.

1.6 Marketing Channels

Ranchers creating agrarian produce are spread in remote towns while customers are in semi-urban and urban regions. This produce needs to achieve customers for its end use and utilization. There are distinctive offices through which this produce passes and achieves the buyer. A business sector channel or channel of sharing is consequently characterized as a way followed in the immediate or backhanded exchange of ownership of an item as it moves from a maker to a last shopper or mechanical client. In this way, a channel of conveyance of an item is the route taken by the responsibility for as they move from the maker to the purchaser or mechanical client.

1.6.1 Few Factors disturbing the channels

There are various channels of conveyance relying on sort of product or produce. Every item aggregate has to some degree different channel. The components are:

1. Delicate nature of produce, e.g. milk, nectar, meat, organic products, vegetables, blooms and so on.
2. Huge and weighted – cotton, foods are cumbersome yet light in weight.

3. Storage offices.

4. Feeble or vigorous promoting office.

5. Distance amongst maker and shopper, whether it is a neighborhood market or a far off business sector.

1.7 Channels for Vegetables

1. Producers–consumer (town deal)

2. Producer–retailer–consumer (nearby deal)


4. Producer–commission agent–retailer–consumer


1.8 Important central points of inventory network administration in vegetables marketing

1. Reduction in item misfortunes in transportation and capacity – when we sold and transport the vegetable in the business sector and goes out vegetable by the vehicle, so there is less possibilities to harm the vegetable material amid transportation. Some kind of perishable vegetables requersd to early offering in the business sector, yet this is additionally an administration that how to sold the vegetable before wastage. So the store network system help to protection of vegetable amid of transportation and safe transportation produce the salary of vegetable cultivators.

2. Increasing of offers – really production network administration backing to giving the vegetable on time, giving the crisp vegetables, and rich vegetables as per necessity of purchaser and others. Purchasers lean toward new and clean vegetables in the business sector. Store network strategy gave the new and clean vegetable in business sector. So the store network expands the business estimation of vegetable in the business sectors.
3. The store network helps in circulation of innovation starting with one then onto the next spot because of its necessities. Exchange of innovation is additionally backing to expand the living standard of vegetables cultivators, really is likewise a dynamic procedures for amplification of offers of vegetables that how to enhance benefit, how to develop the vegetable on suitable spot as per its necessity and how to opportune supply may be conceivable. Innovation of vegetable generation additionally ensures the capital of vegetable cultivators and gives the number of the data among chain joins.

4. Supply chain administration gave the better data about the vegetable business sector for vegetables cultivators and stream of items with the suitable costs of vegetables, markets and advances is a vital part of any business. So the inventory network administration helps in the all procedure of vegetables business.

5. Supply affix took after and plotting to the source. It helps ideal yield in alarm assets. Because of vegetables generation, ranchers face numerous difficulties and issues yet after that they didn't earned adequate benefit. Orderly store network gave the assets data as commercial center, market proficiency, market cost and market interest and all of exercises are identified with agriculturists' creation and development.

6. Better control on item, its security and quality as of late after some mindfulness more consideration is being devoted to build the vegetables and organic product creation and profitability. This is being actualized through accident software engineers, crisis and connected developers, for this great seeds, better watering system offices, learning of enhanced methods of development, appropriate plant security measures quick transport and great storerooms are being made accessible through these projects.

7. Big ventures and dangers potential outcomes are shared among accomplices/relationship in the chain in light of the fact that there are numerous danger and uncertainty in vegetable creation because of perishability. In the event that we utilized the chain, so probability of danger might be less and its danger esteem partitioned into each individual whom interfacing in the inventory network.
8. Supply chain expanded efficiencies and expanded the volume of vegetable business sector. It is the best availability from the purpose of creation to shopper fulfillment.

9. Customer fulfillment


1.9 Importance of the study

"Low Working Capacity" is one reason of low horticultural generation in India which is seen in the lion's share of populace. Present eating regimen of a normal Indian is extremely not all around adjusted or oversaw. For the most part comprises of for the most part oats. On a normal the greater part of the Indians devours 375 grams of oats, and just 30 grams of vegetables every day, as contrasted and 328 grams of oats, 316 grams of vegetables and 362 grams of natural products in cutting edge nations. For parity eat less carbs the dietitians instruct the utilization with respect to no less than 200 grams of green vegetables and 150 grams of root vegetable every day. In this way to adjusted and enhance our eating routine, we ought to fundamentally expand the vegetable generation and along these lines the utilization.

At present, over a zone of 320 million sections of land, more than 70% of our populace is occupied with Agriculture. Out of this lone around one to two rate of the aggregate horticulture region is under vegetable yields. In view of these figures the need of vegetable development on bigger region is required.

1. The yield-of vegetable product is around 5 to 10 times more than of oats on a normal; they are snappy developing and shorter length. In this manner the time has come to take up the more thorough and numerous vegetable trimming in India.

2. Recently after some mindfulness more consideration is being committed to build the vegetables and organic product generation and efficiency. This is being actualized through accident software engineers; crisis and connected developers, for this great seeds, better watering system offices, learning of enhanced strategies of development, legitimate plant assurance measures quick transport and great storerooms are being made accessible through these projects.
3. As learning is spreading in our nation individuals comprehend the nutritious significance of vegetable in every day diet which results in expanding interest for vegetable in our nation.

4. New watering system ventures development helps us in lifting watering system plan and group well, watering system offices which rise territory and generation of vegetable.

5. Due to increment in compost commercial enterprises and their ability of assembling, there is parcel of degree for vegetable creation.

6. Indian Agricultural Research Institute, New Delhi, National Seed Corporation of India and Agricultural Universities of nation are disseminating clean seeds of upgraded qualities and assortments of various vegetable in all a player in nation.

7. Due to accessibility of chilly storeroom (in some parts of nation) it will feasible for ranchers to keep their items alright for quite a while in the wake of collecting.

8. The auto-ruck is likewise making it workable for a vegetable maker to exploit offering his to item to far off business sectors.

9. When there is colossal creation of any vegetables, the value rates in business sector descend for that vegetable. Actually agriculturist does not get more pay because of this, but rather through conservation, cultivators can get more costs.

Along these lines there is limitless extension for vegetable development, development, acquirement and showcasing which will streamline the inventory network administration.

1.10 About the study

We studies in the first chapter, results of production and area analysis of tomato, brinjal, potato, onion, okra, bottle gourd, torai and cauliflower. These results are obtained by applying number of analytical techniques using primary as well as secondary data for defining the production of selected vegetables. Chapter is organized in the following sections. Results include broader view of vegetable production in Jhansi division and its area production environment and
socioeconomic characteristics of selected vegetable farmers and other market agencies production forecasts.

Jhansi division is one of the under residential division of Uttar Pradesh. Its financial activities are highly depending on primary behavior, which are much immature and unmethodical and mainly affected by primitive culture and poor economic environment. This chapter examines the pattern and trends of vegetables growth in Jhansi division of Uttar Pradesh. The present chapter also deals with the growth rates for revenue expenditure in vegetables at state level and real district expenditure at district level and area, production and productivity of vegetables and non-vegetables crops. The chapter is divided into two sections. Section first presented the brief introduction of the chapter and examines the area, production and yield of different vegetables crop in Jhansi division. And section second study the pattern and trends of selected vegetables growth.

In the second chapter of this thesis, we discussed about price spread of selected vegetable. There are many channels and chain were founded during study, they were

**Vegetable maker**
Vegetable development is completed by a substantial number of producers who are geologically scattered in different areas in Mehroni, Birdha, and Jakhora. Tomato and potato is generally created in Lalitpur region, while Onion is basically delivered in all piece of area.

**Commission operator**
Commission operators act amongst venders and purchasers. The principle capacity of the commission operator is to unite purchasers and venders. The keep up contacts with between provincial wholesale markets and Possess extensive and exact data. They play out their exercises on bonus premise. They don't acknowledge any title of products, while basically offering the produce brought by makers and contractual workers. They have their shops in business sector having phone and different offices.

**Retailers**
All business sector exercises arrive at an end with the retailers. Retailer purchases and offers little amounts of item as per the interest of customers in the range. Retailers keep up contacts with customers and make exchanges. Retailers have two sorts of offering, few have their little shops in utilization ranges and others are programmers having wooden trucks. In retailers high level of rivalry was noted.

**Inventory network relationship**

The institutional relationship over the business sector performers in production network of vegetables has been researched taking after the standards and strategies set down in the New Institutional Economics (NIEs). The relationship over these on-screen characters in vegetable promoting was guided by the essential thought process of benefit yet included monetary exchange also; like each functionary stretched out advances to the prompt supplier of the item to get supplies. This sort of plan is characterized as interlocking arrangement of exchanges in the writing of New Institutional Economics (NIEs). Khan (1994) found that interlocking game plans were regular and more concentrated in farming division in Pakistan. The present study discovered four kind of taking after connections/exchanges in vegetable promoting framework in Sindh-Pakistan.

1) *Producers and Assemblers*

2) *Producers/Assemblers and Commission Agents*

3) *Commission Agents and Middlemens*

4) *Middlemens and Retailers*

5) *Commission specialists and Middlemens*

Exchanges between commission specialists and Middlemens were exceptionally straightforward and straightforward. It began when Middlemens acquired these vegetables and reimbursed the extraordinary sum with in maybe a couple weeks. For this situation the exchanges were not interlocked and the Middlemens were will undoubtedly buy the items from that specific commission specialist. It demonstrated that Middlemen had much opportunity of decision in buy. This environment appeared to be more focused.
**Middlemens and retailers**

The terms and states of exchange amongst Middlemens and retailers were the same as were in commission operators and Middlemens. Regularly, every mediator managed 12-15 retailers, where retailers used to buy the item from the Middlemen and paid that sum back with in a few days. The exchanges amongst Middlemens and retailers were not expressly interlocked but rather the retailers uncovered that they were ethically obliged to keep up business associations with the individuals who gave them items on credit. Further, these connections over the business sector delegates required in onion, potato, cauliflower, brinjal and tomato business were characterized by breaking down/evaluating the edges acknowledged by them.

The third chapter presents that relationship between production and marketed surplus has been pursued at two levels i.e. at micro level (based on primary data) and at macro level (based on secondary data). Micro level is based on the basis of a sample study which consists of 114 vegetables growers. The data was arranged according to the land holdings and classified into marginal (up to 1.25 acre), small (> 1.25 acre to 2.50 acre) and large (>2.50 acre) categories. The samples have been taken from irrigated areas of Jhansi and Lalitpur districts. The macro level analysis is based on year wise data of market arrivals, production and market prices of Jhansi division with its three districts viz. Jhansi, Lalitpur and Jalaon. For computing the parameter values, the technique of log linear regression method has been applied.

The study reveals that a large percentage of the produce of vegetables constituted the market surplus and a very small part was consumed at home. The farmers were interested to cultivate other crops like wheat, grain and peas because of rich irrigated facility.

**Advertising Channels and Sale**

The current advertising offices of Vegetables harvest to which the examined ranchers discarded their surplus produce were observed to be Middlemens and retailers. Some purchaser's buy specifically from the makers at the town levels along these lines saving money on it and in this manner spare showcasing costs. Some of the time, the makers specifically take their vegetables produce to offer to the purchasers. They pay Rs. 10-15/quintal more than the business sector cost
however thusly spare all other advertising costs. Be that as it may, at the times when supply builds shoppers pay an altogether lesser sum to the makers for their produce.

(I): (P-C): Producer – Consumer

(II): (P-M-R-C): Producer – Middlemen – Retailer – Consumer

The execution of these channels is displayed beneath:

Channel I: Producer – Consumer

It was seen in the present study that makers straightforwardly sold their vegetables maker to shoppers (expellers, businesspeople and home purchasers) in urban zones.

Channel II: Producer – Middlemen – Retailer – Consumer

The results of the study are that this channel is extremely basic for all classes of agriculturists. In this channel makers sold their produce to Middlemen and Middlemen sold to retailers and retailers sold to customers. The end cost of the produce is very high and the maker's offer in the cost paid by the purchaser has been watched entirely low. This infers the benefit offer of maker decreased while the purchasers got the vegetables at a higher cost. A lion's share of agriculturists of all ranch size gatherings liked to offer their produce to Middlemens. Middlemens are generally the lenders of commission specialists. The charges for administrations like, measuring, filling, commission and market expense are paid by the Middlemens.

The commission specialists follow up in the interest of the Middlemens. They for the most part charge commission from the purchasers for their administrations to the ranchers. They offer administrations, for example, space for emptying, cleaning, sieving, dressing and weighing of the produce. For the most part they give free tea and night stay offices to the ranchers. Numerous commission operators offer pesticides; composts, tealeaves, fabric and other every day need merchandise to the ranchers and in this manner acquire a decent benefit. The ranchers, who needed cash at certain times to satisfy their every day needs, sold their produce amid the look time frame with the assistance of this channel.

Final and fourth chapter presented the role of middlemen in during of channel of vegetables marketing. Middlemen or wholesaller or committion agents are very important person in the field of marketing of vegetables. Actually vegetables are perishable product and vegetables grower
want to be sell his product on time. Because vegetables are not long durable in the period of transportation. Middlemen purchase the vegetables and take about 6 percent on per quintal vegetables from producer and sell to retailer. Retailers also give 3 percent to middlemen for mundi shulk after that middlemen or committion agent deposited mundi shulk in municipality. Now we will discuss how many vegetables passed with the help of middlemen in the market.