Chapter - V

Conclusions, Findings, Recommendations And Forecasting

5.1 Conclusions
5.2 Findings
5.3 Recommendations
5.4 Forecasting
5.1 Conclusions:

This last chapter, apparently of conclusion is devoted to presentation of findings and recommendations of the study. The chapter is based on the analysis of primary data.

Introduction: The researcher has given history and geography of Nanded district, trade, industry and marketing in Nanded district, agriculture in Nanded District, agriculture marketing in Nanded District, the provisions of Maharashtra Co-operative Societies Act 1960, research methodology and review of literature. Thus the chapter gives a background information of the study and of methodology.

The researcher has given an overall introduction to Agricultural Marketing Co-operative Societies. The researcher deals with organization and registration of agricultural marketing co-operative societies, agriculture crops, produce and agricultural marketing co-operative societies, system of agricultural marketing co-operative societies, Management of agricultural marketing co-operative societies and present position of agricultural marketing co-operative societies is also discussed in considerable detail.
The performance analysis of agricultural marketing co-operative societies in Nanded district. The researcher selected 4 sample societies namely, Nanded, Mukhed, Hadgaon and Umri. The researcher has collected the data from secondary sources based upon their annual reports for the period under study i.e. 2007 to 2011. Alongwith analysing purchases and sales the various expenditure heads were analysed in a tabular form. The researcher also studied the profit and loss of agricultural marketing co-operative societies taken as sample. The benefits of agricultural marketing co-operative societies from the point of view of farmers have also been studied.

The problems of agricultural marketing co-operative societies are studied from a microscopic point of view. Agriculture in India is well known as a gambling in the rains. The rural poverty is very severe and it is rightly said that "A farmer is born in debt, lives in debt and dies in debt". There are problems of various types. The researcher has focused the issues related with financial aspects, logistic, grading and various marketing issues.

This presentation of conclusions, findings and recommendations is based upon the analysis of previous chapters. Findings drawn from the analysis are summarised, conclusions given. The researcher has also given recommendations for development of the performance of agricultural marketing co-operative societies. It also forecasts the future of agricultural marketing co-operative
5.2 Findings:

The various findings of the present study are as follows:

I) Purchasing of Agriculture Crops in Nanded District:

Various Findings Regarding Purchasing of Agriculture Crops in Nanded District are as follows:

1. The purchases performance of Hadgaon is on a high scale recording an average of Rs. 4118.10 thousands that of Umri is on second scale recording an average of Rs. 2516.79 thousands and that of Mukhed on third scale with an average of Rs. 2026.86 thousands. However, Nanded has a negligible performance of an average of Rs. 396.38 thousands.

II) Sales of Agriculture Crops in Nanded District:

Various Findings Regarding Sales of Agriculture Crops in Nanded District are as follows:

1. The sales performance of Hadgaon is on a high scale recording an average of Rs. 4424.29 thousands that of Umri is on second scale recording an average of Rs. 2812.16 thousands and that of Mukhed on third scale with an average of Rs. 2071.92 thousands. However, Nanded has not a
very encouraging, but scanty performance of an average of Rs. 361.17 thousands.

Nanded Marketing Co-operative society works as commission agent. It is a fruits and vegetable marketing federation. The society mainly deals with Banana fruit.

The purchases and sales of other three sample marketing co-operative societies mainly include fertilizers, agro-seeds and agro-machineries.

iii) Operation Cost of Agricultural Marketing Co-operative Societies in Nanded District:

The various findings regarding Expenditure Cost of Agriculture Marketing Co-operative Societies in Nanded District are as follows:

1. Nanded Agriculture Marketing Cooperative Society has the highest average salary expenditure cost, whereas Mukhed has the lowest average salary expenditure cost.

2. Nanded Agriculture Marketing Cooperative Society has the highest average i.e. 67.73 Rs. thousands Travelling expenditure cost, whereas Mukhed has the lowest average i.e. Rs. 12.55 thousands Travelling expenditure cost.
3. Umri Agriculture Marketing Cooperative Society has the highest average i.e. 18.60 Rs. thousands Lighting expenditure cost, whereas Mukhed has the lowest average i.e. Rs. 3.35 thousands Lighting expenditure cost.

4. Hadgaon Agriculture Marketing Cooperative Society has the highest average i.e. 95.95 Rs. thousands Taxes expenditure cost, whereas Mukhed has the lowest average i.e. Rs. 3.56 thousands Taxes expenditure cost.

5. Nanded Agriculture Marketing Cooperative Society has the highest average i.e. 61.21 Rs. thousands Meeting expenditure cost, whereas Mukhed has the lowest average i.e. Rs. 7.44 thousands Meeting expenditure cost.

6. Hadgaon Agriculture Marketing Cooperative Society has the highest average i.e. 145.02 Interest & Commission cost, whereas Nanded has the lowest average i.e. 8.23% Interest & Commission cost.

7. Nanded Agriculture Marketing Cooperative Society has the highest average i.e. 15.80 stationary expenses, whereas Mukhed has the lowest average i.e. 3.37% Stationary Expenses.

8. Nanded Agriculture Marketing Cooperative Society has the highest average i.e. 106.7% commission returned expenses.

9. Hadgaon Agriculture Marketing Cooperative Society has the highest average i.e. 39.78% Phone & Postage expenses, whereas Mukhed has the lowest average i.e. 5.22% Phone & Postage Expenses.
10. Umri Agriculture Marketing Cooperative Society has the highest average i.e. 14.61% Godown Rent, whereas Hadgaon has the lowest average i.e. 6.44% Godown Rent.

11. Hadgaon Agriculture Marketing Cooperative Society has the highest average i.e. 880% Advertisement, whereas Umri has the lowest average i.e. 23.95% Advertisement.

12. Hadgaon Agriculture Marketing Cooperative Society has the highest average Audit Fees Rs. 30.55 thousands, whereas Mukhed has the lowest average Audit Fees is Rs. 2.99 thousands.

13. Hadgaon Agriculture Marketing Cooperative Society has the highest average Gratuity expenses Rs. 137.53 thousands.

14. Umri & Mukhed Agriculture Marketing Cooperative Society only shows average depreciation of Rs. 29.13 and Rs. 6.95 respectively of which Umri is the highest.

15. Nanded Agriculture Marketing Cooperative Society has the highest average i.e. 281.00% Other Expenses, whereas Hadgaon has the lowest average i.e. 37.18% Other Expenses.

16. Only the Profit or Loss performance of Hadgaon Agriculture Marketing Cooperative Society is notable showing a average profit of 4128.90 thousands. Nanded Agriculture Marketing Cooperative Society shows a very small average profit of Rs. 30.40 thousands. Umri & Mukhed
Agriculture Marketing Cooperative Society both show an average loss of Rs. 120.00 & 127.52 thousands respectively.

IV) Socio-Economic Status of Farmers:

1. Out of the total sample farmer respondents highest i.e. 41% are in the age group of 30 to 50 years.
2. Out of the total sample farmer respondents highest i.e. 80.5% are male.
3. Out of the total sample farmer respondents highest i.e. 87% are married.
4. Out of the total sample farmer respondents highest i.e. 39.5% are having Medium Size family.
5. Out of the total sample farmer respondents highest i.e. 61.5% are having Joint Families.
6. Out of the total sample farmer respondents highest i.e. 76.5% are Literate.
7. Out of the total sample farmer respondents highest i.e. 38.5% have completed their School Education.
8. Out of the total sample farmer respondents highest i.e. 49.5% are from Open Category.
9. Out of the total sample farmer respondents highest i.e. 48.5% are medium land-holding farmers.
10. Out of the total sample farmer respondents highest i.e. 46% have Tube well, whereas the lowest i.e. 11.50% are having other means of irrigation.
V) Financial Problems:

Various findings Regarding Financial Problems are as follows:

1. The highest number of sample farmers i.e. 57.5% have opined that the problem of insufficient Capital is high, whereas the highest number of office bearers i.e. 55% opined that the problem of insufficient Capital is High.

2. The highest number of sample farmers i.e. 52.5% have opined that the problem of Liquidity is high, whereas the highest number of office bearers i.e. 40% opined that the problem of Liquidity is High.

3. The highest number of sample farmers i.e. 48.5% have opined that the problem of Bank Credit is high, whereas the highest number of office bearers i.e. 40% opined that the problem of Bank Credit is Medium.

4. The highest number of sample farmers i.e. 61.5% have opined that the problem of Waiting Capacity is high, whereas the highest number of office bearers i.e. 45% opined that the problem of Waiting Capacity is Medium.

5. The highest number of sample farmers i.e. 49% have opined that the problem of Recovery of Sale proceed is high, whereas the highest number of office bearers i.e. 40% opined that the problem of Recovery of Sale proceed is high.
VI) Warehouse Problems:

Various findings Regarding Warehouse Problems are as follows:

1. Out of the total sample farmer respondents highest i.e. 43.5% number of farmer respondents have rented storage space, whereas lowest i.e. 26% do not have storage space.

2. The highest number of sample farmers i.e. 61% have opined that the problem of Warehouse Facility is high, whereas the highest number of office bearers i.e. 60% opined that the problem of Warehouse Facility is high.

3. The highest number of sample farmers i.e. 65.5% have opined that the problem of Cost of Storage is high, whereas the highest number of office bearers i.e. 45% opined that the problem of Cost of Storage is high.

4. The highest number of sample farmers i.e. 47.5% have opined that the problem of Obsolscence & Wastage is high, whereas the highest number of office bearers i.e. 40% opined that the problem of Obsolscence & Wastage is low.

VII) Transportation Problems:

Various findings Regarding Transportation Problems are as follows:

1. Out of the total sample farmer respondents highest i.e. 81.5% number of farmer respondents have hired transportation facility.
2. The highest number of sample farmers i.e. 42.5% have opined that the problem of Means of Transportation is high, whereas the highest number of office bearers i.e. 40% opined that the problem of Means of Transportation is low.

3. The highest number of sample farmers i.e. 52.5% have opined that the problem of Cost of Transportation is high, whereas the highest number of office bearers i.e. 40% opined that the problem of Cost of Transportation is high.

4. The highest number of sample farmers i.e. 63% have opined that the problem of Roads Infrastructure is high, whereas the highest number of office bearers i.e. 60% opined that the problem of Roads Infrastructure is high.

VIII) Grading & Sorting Problems:

Various findings Regarding Grading & Sorting Problems are as follows:

1. The highest number of sample farmers i.e. 71.54% have opined that the problem of Malpractices in Grading & Sorting is high, whereas the highest number of office bearers i.e. 40% opined that the problem of Malpractices in Grading & Sorting is low.

2. The highest number of sample farmers i.e. 51.5% have opined that the problem of Satisfaction Level of Grading is medium, whereas the highest
number of office bearers i.e. 45% opined that the problem of Satisfaction Level of Grading is Medium.

IX) Marketing Problems:

Various findings Regarding Marketing Problems are as follows:

1. The highest number of sample farmers i.e. 67% have opined that the problem of Nearness of Market is high, whereas the highest number of office bearers i.e. 40% opined that the problem of Nearness of Market is Medium and low.

2. The highest number of sample farmers i.e. 69.5% have opined that the problem of Fair Price is high, whereas the highest number of office bearers i.e. 40% opined that the problem of Fair Price is high.

3. The highest number of sample farmers i.e. 71% have opined that the problem of Price Fluctuations is high, whereas the highest number of office bearers i.e. 40% opined that the problem of Price Fluctuations is high.

4. The highest number of sample farmers i.e. 51.5% have opined that the problem of Weights & Measures is high, whereas the highest number of office bearers i.e. 50% opined that the problem of Weights & Measures is low.
Farmers Credit Problems:

1. The highest number of sample farmers i.e. 49% have opined that the problem of Crop Loan is high, whereas the highest number of office bearers i.e. 40% opined that the problem of Crop Loan is medium.

2. The highest number of sample farmers i.e. 67.5% have opined that the problem of Loan Against Stock is high, whereas the highest number of office bearers i.e. 45% opined that the problem of Loan Against Stock is high.

3. The highest number of sample farmers i.e. 51.5% have opined that the problem of cheque discounting is high, whereas the highest number of office bearers i.e. 45% opined that the problem of cheque discounting is low.

4. The highest number of sample farmers i.e. 37.5% have opined that the problem of crop insurance is high, whereas the highest number of office bearers i.e. 45% opined that the problem of crop insurance is low.

5.3 Recommendations:

Efficiency of Co-operative marketing society of a region, not only affects the satisfaction level of farmers and traders but leaves its impact on the overall development of the region. As the problems are many and resources to overcome those problems are limited; an attempt is needed to find out suitable measures.
The researcher has some ideas which are presented here in the form of major recommendations & suggestions are follows:

1. **Improvement in Management Skills**: The market committee is managed by democratically elected committee. Efforts should be made to involve the representative from all the important functionaries of marketing such as farmers and traders, and government nominees etc., in the composition of the Agricultural Co-operative Marketing Society.

2. **Strict adherence to the Cooperative Act & Bye Laws**: It is generally observed that for obvious reasons the rules and regulations are not always followed properly. Market participants like farmers and traders always complain about unnecessary interference, carelessness, corruption and delay. Efforts should be made to improve the administrative set up and reduce red-tapism.

3. **Need of Supervision and Control**: Various activities at the Agricultural Co-operative Marketing Society like auction, measurement, transportation, storage and grading are not supervised properly by the officers. Action must be taken against inefficient employees.

4. **Qualified & Trained Employees**: In busy season after harvest employees are generally overloaded therefore proper assessment of staff requirement. Advance recruitment should be made accordingly.
5. **Training Programme for Employees**: It is generally observed that the staff working at the Agricultural Co-operative Marketing Society is not properly trained. They lack co-operative and team spirit. Efforts should be made for proper training of the employees.

6. **Collection of Fees From Farmers**: Many times there is evasion of market fees. Efforts should be made to seal the boundary. Full record of the arrivals must be kept. Arrangement of security at the check posts can be made.

7. **Need of Grading and Branding**: The Agricultural Co-operative Marketing Society are responsible for keeping a set of samples of various grades of products. It is observed that most of the markets are not having any kind of grading facility. Effort should be made to establish grading laboratories at Agricultural Co-operative Marketing Society.

8. **Weighting and Packing is Required**: Normally standard weights and measures are used at the Agricultural Co-operative Marketing Society. However complaints are there regarding delay in weighing. Weigh bridges or platform scales operated electronically should be set up.

9. **Prompt Payment System to Farmers**: Payments are normally made but many times there is delay. Both farmers and commission agents face a number of difficulties in payments. They even do not have banking
habits. It is necessary to streamline the payment procedure and improve banking habits in rural areas.

10. **Marketing Information Provided to Farmers**: In spite of the efforts made by the government, proper awareness has not been developed among the traders as well as farmers. It is observed that among the five sample Agricultural Co-operative Marketing Societies, there is a noticeable difference in prices due mainly to lack of market information. Efforts should be made for networking of the Agricultural Co-operative Marketing Society at least on a regional basis.

11. **Knowledge Must be Provided to Farmers**: This has an indirect bearing on the working of Agricultural Co-operative Marketing Societies. The farmers and rural traders are found to have a low level of literacy. Due to this, their connectivity with the outer world is limited. They are not aware of the facilities that should be available. Thus illiteracy is the root cause. Efforts should be made for the spread of literacy.

12. **Improvement in Marketing Technology**: The masses in rural India are still technologically backward. They are not aware of the modern methods of farming and trading. For example, no one knows how to export the agricultural produce. Thus all the advantages of modern technology are not either reaped or go to the middleman. Efforts should be made to
13. **Banking Facilities to Marketing Societies & Farmers**: The farmers generally are not accustomed to banking. The rural traders and farmers are not ready to route their transactions through banks. Many times, banks are also not ready to provide all the loan facilities to the farmers or the banks are away from the Agricultural Co-operative Marketing Society. Efforts should be made to improve banking facilities in accordance with the needs of the farmers. This will improve the standing power of farmers.

14. **Need of Infrastructural Developments**: There are a number of provisions for providing infrastructure at the Agricultural Co-operative Marketing Society. Efforts should be made to provide various infrastructural facilities and amenities such as shop cum godowns, storage, auction platform, rest houses, lightning, internal roads etc.

15. **Necessity of Attitudinal changes**: Performance in every sector depends upon mindsets and approaches. The rural masses are still having stubborn approaches and closed mindsets. This needs to be changed. The process of social change should be initiated.

16. **Formation of New Economic Policies**: India has adopted new
economic policy in 1991. India is a member of GATT and WTO. Globalization, Liberalization and Privatization are the key points in the new economic policy. TRIPS and TRIMS are going to affect the Indian Farmers. Agricultural Co-operative Marketing Society must be ready to face the new challenges. The new policy may raise the questions of very existence of Agricultural Co-operative Marketing Society. The Agricultural Co-operative Marketing Society should be ready to mould themselves in the new structure.

Some Recommendations:

Some of the Recommendations regarding the common issues are also listed as follows:

1. It is recommended that the Membership fees should be fair.
2. It is recommended that the Commission rate should be fair.
3. It is recommended that the Method of Membership should be easy.
4. It is suggested that the Method of Cancellation of Membership should also be easy.
5. It is observed that the Behavior of Working staff of Agricultural Co-operative Marketing Society should be genuinely cooperative.
6. It is suggested that the Rules & Regulations of Agricultural Co-operative Marketing Society's Act should be revised from time to time.

7. It is recommended that the Method of recording receipt & payment should be transparent.

8. It is pointed out that the General working system of Agricultural Co-operative Marketing Society should be revised as per the changing scenario.

9. It is maintained that the General Complaints against Agricultural Co-operative Marketing Society should be attended properly.

10. It is recommended that the Agricultural Co-operative Marketing Society Official's Behaviors should be reasonable.

11. It is recommended that establishment of rural centers can reduce the Distance of Market from Village.

12. It is recommended that the Forced Sale should be avoided.

13. It is recommended that the Active Steps should be taken in overall working.

14. It is recommended that the Agricultural Co-operative Marketing Society System should be computerized.


**Hypothesis Testing:**

Hypothesis of study the performance of agricultural marketing co-operative societies is declining year by year due to privatization and liberalization policy of the government. New Economic Policy should be prepared for improving efficiency of agricultural marketing co-operative societies.

The cultivators / farmers faced various problems of agricultural marketing co-operative marketing society. These problems may be solved by the government or cooperative departments.

**5.4 Forecasting:**

Agriculture is the predominant sector in most developing countries. The economic development of developing countries is largely dependent on agriculture. In order to attain rapid progress in agriculture and rural development, several strategies have been evolved and executed from time to time in India. With the introduction and widespread adoption of new strategy agriculture in India has assumed a new role. The achievement in food production and productivity under new agricultural strategy is significant and substantial.

Agricultural produce markets have a special role in the development of the country having predominantly agricultural economy. Therefore, regulations in the marketing of agricultural produce have widely been adopted in India. But without a good administrative set up, the regulated markets have no meaning.
because only administrative set up can provide access to the facilities provided. In the present study an effort has been made to make analysis of various relevant factors and aspects in integrated manner and find out suitable measures in order to increase the efficiency and the performance of the Agricultural Co-operative Marketing Society.

India adopted the New Economic Policy in 1991. India is a member of GATT. The Dunkel Report of GATT and WTO regulations provide for TRIPS and TRIMS which is related with the Trade Related Intellectual Property Rights. This is closely related with agriculture. International patenting is going to become the common feature of agricultural seeds, insecticides, pesticides etc. Marketing in packed form of agricultural produce is gathering momentum. Competition from MNCs in agricultural marketing is increasing. This is changing the shape of scenario of agricultural marketing in India. Therefore, it is necessary that the management and working of the marketing co-operative should change. This needs a lot of ground work. The overall approach needs to be changed. People have to be trained and educated. They have to follow the working system of international standards. The information about marketing co-operative societies must also be available on websites. This will require great efforts. Government should also support the co-operatives from various points such as: providing sufficient funds, infrastructure, education of the farmer and so on.
Marketing is a part of the productive process and marketing costs form part of the overall costs of production. The producer, the middlemen and the consumer look upon the marketing process from his own individual point of view. The new economic policy and India's participation in GATT and WTO has opened the Indian market to foreign competitors. The days are not far away when the marketing of agricultural produce will attend an international character. The Indian farmers should be ready to face the new situations and challenges. The existing Agricultural Co-operative Marketing Society systems should be revised and made stronger in keeping pace with the changing scenario.