PART - I
CHAPTER I

INTRODUCTION
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1.1. INTRODUCTION:

India is basically an agricultural country and agriculture employs about 62 percent of the population of the country. The contribution of agriculture to GDP of the country is more than 33 percent. Agriculture uses about 43% of the geographical area of the country. Likewise it accounts for more than 8.5 percent of Indian export. People in ancient India were agriculturist. References to agriculture are found in the Vedas. It includes hymns and prayers for good crops, cattle and rain. In *Rigveda* & also in *Yajur-veda* there are references to agriculture.\(^1\) *Sita*, the wife of *Rama* was a child born from the earth excavated while tilling the land. The story is narrated in *Ramayana*.\(^2\) Later on the term ‘*Sita*’ was also used for agricultural revenue. References to agriculture are also found in *Mahabharata*.\(^3\)

The *Arthashastra of Kautilya*\(^4\), describes in detail how agriculture was the basic source of revenue for the state and what were the duties of the state for development of agriculture. He appointed the special officer at the state level including ‘Superintendent of Agriculture’, ‘Revenue Collector’ and a ‘Superintendent of Agriculture Warehouses’ to look after the industry of agriculture. Indian agricultural produces were exported in all over the world. Products of agro based industries like cotton, jute, sugar, goor etc. were exported to the Western countries via the Silk Route crossing as Istambul.\(^5\)

Even during the reign of the *Mughal Empire* the conditions of agriculture in India were not bad. However during British Rule the country faced a number of famines and shortage of food in different parts. The dawn of freedom also brought in its train a number of socio-economic problems and agricultural problems were one of them. India was depending on import for food grains in earlier days to
meet the needs of expanding population, but with the better management of the
agriculture, India has increased its food production manifold. The reasons attributed
to this growth are:

1. The expansion of farm land area.
2. The use of high yield variety seeds.
3. Use of modern farming techniques and other agricultural implements.
4. Supply of agricultural inputs such as fertilizers, seeds, pesticides,
5. The timely provision of agricultural credit, especially by the co-operative
   credit institutions.

However, the expansion of agricultural land is no more feasible unless
irrigation facilities are developed further. The efforts, therefore, are needed always
for increasing the productivity of the existing land and India has achieved this to
some extent but not on par with other countries, not even as compared to China.
Inspite of the comparatively low labour cost in India, the agriculture production cost
is increasing due to low productivity of agriculture. Consequently the Indian
farmers face very severe competition from their counterparts in other countries. The
green revolution and the Grow More Food programme have increased the
agricultural productivity and production. This has also created a need of
streamlining and regulating the marketing systems for agricultural produce.

The vital role rural marketing has to play in the economic development
of a developing country is beyond any doubt at present. In addition to the movement
of finished goods from rural areas, particularly food grains and supplying inputs for
the rural sector, rural markets also help in preventing starvation and deaths in
drought and flood-hit areas in different parts of the country. Recent trends in the
developmental processes have also given an impetus for the development of rural marketing.\textsuperscript{6}

An important landmark for improvement of the agricultural marketing system in the Indian economy goes back to the recommendations of the Royal Commission on Agriculture in during the years of 1928, which pertained to regulation of marketing practices and establishment of regulated markets. Marketing is as critical to better performance in agriculture as farming. Market reforms ought to be an integral part of any policy for agricultural development. The National Commission on Agriculture (NCA-1976) emphasized that produce must be satisfactorily marketed.

Though, agricultural marketing is a state subject, the government of India has been playing a far-reaching interventionist role in terms of laying down general policy framework, framing of quality standards and providing technical and financial support to the states for creating infrastructure and administrative setups.

The conduct and performance of the market depends on its better structure, which varies from commodity to commodity. Several structural characteristics of the Indian agricultural produce marked the need. One of the essential features to be noted first is that inspite of the fact that the Indian farmers do not sell the total output they produce, the size of the marketed surplus is quite large. Some general features of agricultural produce market are as follows:

- a. The market size is already large and expending.
- b. It is dominated by the private sector and.
- c. The unorganized segment is much large.

Despite the large number of market players due to infrastructure bottlenecks coupled with geographically dispersed marked places, the possibilities
of localized monopolies or oligopolies can not be ruled out. The various types of agricultural markets are as follows:

1. Primary markets.
3. Terminal markets.
4. Fairs.
5. Regulated markets.
7. State Trading Corporations.

The present policy frame work for the functioning of agricultural produce markets in India is the outcome of many years of experimentation in state intervention based on the objectives, the nature of instrument and the programmes of intervention. The current policy framework under which agricultural produce market functions can be divided in the six components namely.

1. Regulatory measures
2. Marketing infrastructure
3. Administered price regime
4. Direct entry of public agencies
5. Export and import regime
6. Macro economic policies.

There was no problem of agricultural marketing in ancient India as the Indian villages were self-sufficient, self-dependent and self-contained isolator units. During the reign of the Mughals the process of marketing was based on the individual efforts of peasants to the same extent as that of today. In the 13th century grain dealers of Northern India used to buy grain in the villages and sell them among
the villagers and also sell what they had purchased in the towns. During the regime of Aurangzeb, peasants after keeping some quantity of grain for home consumption and seed, used to sell the rest. Thus, the system of marketing prevalent in those times was not very different from that in modern times. Marketing is the crux of all agricultural problems as the distribution of commodities is as important as production. After industrial revolution things have changed a lot. There is a need for an efficient system of marketing. Organized markets is a step towards meeting this need. Therefore an evaluation of the performance of APMCs has its own importance.

1.2. Statement of the Problem:

Agricultural Marketing plays an important role in accelerating the pace of economic development in addition to stimulating production and consumption. Its dynamic functions are of primary importance in both agricultural and economic development. As such marketing has been described as the most important multiplier of agricultural development.

Marketing is a complex subject. Marketing connotes a series of activities involved in moving goods from the point of production to the point of consumption. Agricultural marketing is the study of all the activities, agencies and policies involved in the procurement of farm inputs by the farmers and the movement of agricultural products from the farms to the consumers. Thus, Agricultural marketing system is a link between farm and non-farm sectors. All the groups of persons associated with agricultural marketing are interested in having an efficient marketing system. Therefore the study of the performance of APMCs is significant.

An efficient marketing system is an effective agent of change and an important means for raising the income levels of farmers and satisfaction of the
consumers. The movement of goods from producers to consumers at the lowest possible cost, consistent with the provision of services desired by the consumers, may be termed as efficient marketing. An efficient marketing system for farm products ensures an increase in the farm production gets translated into an increase in the level of income and thereby stimulating the emergence of additional income. Consumers derive the greatest possible satisfaction when goods are available at the least possible cost. Therefore the study of the performance of APMCs is significant.

The ideal marketing system should aim at giving remunerative prices of produce to producers and uninterrupted supply of goods to the consumers at reasonable prices and accumulation of surplus for further economic development. Therefore the study of the performance of APMCs is significant.

The importance of agricultural marketing in economic development is also evident from the following facts:

i. A specialized market place is made available within the reach of the farmers.

ii. It tries to improve the bargaining power of the farmers.

iii. It improves the holding capacity of the farmers.

iv. It helps to eliminate middleman.

v. It helps to eliminate malpractices in weights & measure.

vi. It helps proper grading of product.

vii. It helps the farmer to get the right price for right product.

viii. It creates storage facility.

ix. It improves market knowledge of farmer.

x. It creates a coordination between farmer, trader & consumers.

xi. It provides a systematic structure.
xii. It helps adoption of mechanized systems.

xiii. It is based on democratic principles.

xiv. It is based upon socialistic philosophy.

xv. It creates employment opportunities.

xvi. It helps to improve living standards of farmers.

xvii. It helps improve co-operative spirit.

All these facts emphasize that agricultural marketing plays a significant role in the economic development of the nation. More efficient the marketing system more would be the economic development of the nation. Therefore the study of the performance of APMCs is significant.

There has been a rapid increase in the marketable and marketed surplus of different agricultural commodities. This has been both on account of increase in agricultural production and also due to the increase in the marketed surplus-output ratio of commodities. The growth of marketable surplus of agricultural produce from 1950-2000 is shown in the following table No. 1.1.

Table No. 1.1
Growth of Marketed Surplus in India

(Million Tonnes)

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Cereals</td>
<td>11.5</td>
<td>116.5</td>
</tr>
<tr>
<td>Pulses</td>
<td>3.9</td>
<td>8.1</td>
</tr>
<tr>
<td>Oilseeds</td>
<td>3.8</td>
<td>17.3</td>
</tr>
<tr>
<td>Milk</td>
<td>8.5</td>
<td>44.8</td>
</tr>
<tr>
<td>Fruits &amp; Vegetables</td>
<td>38.2</td>
<td>118.6</td>
</tr>
</tbody>
</table>

Source: Agricultural Marketing in India- S.S. Acharya
It can be observed from the above table that marketed surplus of cereals as increased from 11.5 mt. to 116.5 mt., that of pulses increased form 3.9 mt. to 8.1 mt., that of Oilseeds increased form 3.8 mt. to 17.3 mt, that of Milk increased form 8.5 mt. to 44.8 mt, that of Fruits & Vegetables increased form 38.2 mt. to 118.6 mt.

Production of most of the agricultural commodities has increased by more than four folds and hence the marketing system has to handle more commodities which now arrive in the market for disposal. Similarly a growth in agricultural sector is evident from the figures of production as shown in the table No. 1.2

Table No. 1.2
Production of Agricultural Products

<table>
<thead>
<tr>
<th>Commodity</th>
<th>1950-51</th>
<th>1999-2000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Cereals</td>
<td>42.41</td>
<td>195.50</td>
</tr>
<tr>
<td>Total Pulses</td>
<td>8.41</td>
<td>13.40</td>
</tr>
<tr>
<td>Total Food grains</td>
<td>50.82</td>
<td>208.90</td>
</tr>
<tr>
<td>Total Oilseeds</td>
<td>5.16</td>
<td>20.90</td>
</tr>
<tr>
<td>Total Fruits &amp; Vegetables</td>
<td>54.55</td>
<td>134.50</td>
</tr>
<tr>
<td>Wheat</td>
<td>6.46</td>
<td>75.60</td>
</tr>
<tr>
<td>Rice</td>
<td>20.58</td>
<td>89.50</td>
</tr>
<tr>
<td>Sugarcane</td>
<td>57.50</td>
<td>299.2</td>
</tr>
<tr>
<td>Milk</td>
<td>17.00</td>
<td>74.07</td>
</tr>
</tbody>
</table>

Source: Agricultural marketing in India- S.S. Acharya
It can be observed from the above table that the production of cereals as increased from 42.41 mt. to 195.50 mt. that of pulses increased form 8.41mt. to 13.40 mt., that of Food grains increased form 50.82 mt. to 208.90 mt, that of Oilseeds increased form 5.16 mt. to 20.90 mt, that of Fruits & Vegetables increased form 54.55mt. to 134.50 mt, that of Wheat increased form 6.46 mt. to 75.60 mt, that of Rice increased form 20.58 mt. to 89.50 mt, that of Sugarcane increased form 57.50mt. to 299.2 mt. and that of milk increased from 17.00 mt to 74.07 mt.

During the course of time the marketed-surplus-output ratio of agricultural commodities has also increased. The marketed-surplus-output ratio as a percentage of gross value of output in 1950-51 was 33.4 percent. This ratio increased in 1999-2000 as estimated by the Task Force on Terms of Trade appointed by the Ministry of Agriculture, Government of India to 64.1 percent. This ratio has gone up further during the last decade. Hence more market arrivals of different agricultural commodities are there. Therefore the study of the performance of APMCs is significant. These statistics further support the need for the study of the performance of APMCs.

The regulated markets play a vital role in the national economy by performing following functions:

1. Regulation of the practices of buying and selling by establishing regulated markets.
2. Promotion and creation of infrastructure and other facilities.
3. Administration of prices at different levels of marketing.
4. Direct entry of the government or cooperative agencies as buyers or sellers in the market with a view to influencing the demand or supply or prices of the products.
5. Regulation of imports and exports of agricultural commodities with a view to influencing the supply and demand and thereby the prices in the domestic market.

All these measures introduced by the government improved the marketing system and helped the farmers in getting better prices to some extent. However, under the changing scenario, these measures have not been providing the expected benefits to the society. Therefore the study of the performance of APMCs is significant.

Agricultural marketing scenario in the country has undergone a sea change over the last three decades especially after the onset of technological revolution in the country. Some of the changes in the production of agricultural commodities and also the changing demand pattern of the consumers have a significant bearing on the agricultural marketing system in general and also on the functioning of the various marketing organizations viz. regulated markets. Therefore the study of the performance of APMCs is significant.

The farmers of the member countries of WTO are free to market their goods in these countries and hence have increased competition. India is now a member of WTO along with 148 other countries. As such the role of agricultural marketing in India has widened from the existing. It is necessary to produce only those commodities which have good demand in domestic as well as in international market and sell them in the form and at a place where prices are high.”

**Defects of the Unorganized Market:** With a view to grasp the significance of the organized market it is necessary at the outset to understand the defects of the unorganized market. Some of the important defects and malpractices in the present system of agricultural marketing in India are as follows.
1. Forced sales.

2. Inadequate storage capacity.

3. Expensive means of Transportation.

4. Superfluous middleman.

5. Multiplicity in Market changes.

6. Unwarranted trade allowances.

7. Adulteration and Lack of grading and standardization.

8. Method of sale.

9. Lack of standard weights and measures.

10. Delayed payment of sale procedure.

11. Large samples.

12. Low marketable surplus.

13. Lack of market information.


Organized market is a step towards eradication of these defects and therefore the study of the performance of APMCs is significant.

Infact the first regulated market was set up in 1897 in CP and Berar. The Govt. of India is promoting organized marketing of agricultural commodities in the country. To achieve this the Govt. of many States and the Union Territories have enacted necessary Legislation for regulated markets in the country went up from 236 in 1950-51 to 7062 in upto 2004. The details of progress and Growth of Regulated markets during the periods are worked out and presented through. Table 1.3.
Table No.: 1.3.
Progress and Growth of Regulated Markets in India.

<table>
<thead>
<tr>
<th>Sr.No.</th>
<th>Year</th>
<th>No of Regulated Markets</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1950-51</td>
<td>236</td>
</tr>
<tr>
<td>2</td>
<td>1951-57</td>
<td>470</td>
</tr>
<tr>
<td>3</td>
<td>1966-74</td>
<td>2754</td>
</tr>
<tr>
<td>4</td>
<td>1979-81</td>
<td>4446</td>
</tr>
<tr>
<td>5</td>
<td>1985-87</td>
<td>5776</td>
</tr>
<tr>
<td>6</td>
<td>1990-91</td>
<td>6640</td>
</tr>
<tr>
<td>7</td>
<td>1994-96</td>
<td>6836</td>
</tr>
<tr>
<td>8</td>
<td>1995-97</td>
<td>6968</td>
</tr>
<tr>
<td>9</td>
<td>Up to 2004</td>
<td>7062</td>
</tr>
</tbody>
</table>

Source: Agricultural Marketing in India, S.S. Acharya

Graph: 1.1.
It can be observed from above table that, during the span of about 50 year, a number regulated markets in India has increased by 30 times.

In the changed scenario, the marketing organizations should assist the producer-farmers in increasing the production of those goods and grain, which are in demand. For this the various marketing functions related to marketing of various products should be performed efficiently.

Some of the ways in which the marketing organizations especially the regulated markets (APMCs) can help the farmers by taking new initiatives and by extending the provision of credit facilities by the regulated markets to producer-farmers.

This facility will increase the freedom of producer-sellers to dispose of their profitability in the market when prices are fair. This will inject a sense of loyalty among the producer-sellers towards the regulated markets. Credit can be arranged from alternative sources of credit in the market yard by allowing the opening of branches of different banking institutions.

There is a need to develop channels for supply of agricultural inputs to the farmers in the market. This can be done by allotting shops to the input suppliers in the market yard and to develop in adequate channels for movement of agricultural inputs, along with arranging easy availability of seeds varieties demanded by the farmer-producers.

There should be the provision of transportation facilities for carrying the produce from places of production to Mandi Yard. This function can be taken up by the market committee to reduce the cost of transportation of small farmers having small surpluses and increasing the business of regulated market.
This can be done by operating transport system to help small farmers on cooperative basis and allowing different transport companies to operate in the mandi to create competition and avoid the formation of unions by minimization of transportation bottlenecks, and by not allowing the formation of union of transporters.

There is an increasing need for providing market extension services. Market extension services should be provided to guide the farmers about the enterprise and its variety to grow in the area based on market demand. Motivation of the farmers in increasing the production of the enterprises by adoption of newly evolved technology is an essential, i.e. planning and preparing the agricultural produce for market and advocating the farmers to adopt branding and packaging. By providing facilities for cleaning and grading for the products in the market, motivating the farmers in increasing production and identifying of crops, which are most profitable.

Strengthen the market intelligence activities in the mandi to advise the farmers as and when and where to sell the products rather than the broadcasting of price information of different crops. This work can be easily taken up by APMCs by appointing a price analysis expert, as the data is already available with them.

By undertaking of studies to study the profitability of enterprises and marketing costs, margin and price spread should be guide to the farmers to increase income or reduce cost through a research cell with APMC/SAMB.

Strengthening of storage system in the market can be done by encouraging the private entrepreneurs to construct more number of godowns in the rural areas and also by encouraging SWC and CWCs to construct more number of warehouses in different areas, constructing storage godowns by the APMC in the等内容。
market area out of the savings to extend and facility of pledge financing to the farmers.

The existing role of APMCs were laid down in the early sixties in a situation of scarcity syndrome, i.e. when marketed surplus available with the farmers was low due to poor production and low productivity. Government intervention in the trade was pervasive. Marketing infrastructures were not developed and there was a need to create them. There was no developed marketing system for carrying trade. All these situations have changed. APMCs need to shift emphasis from the existing role of creation of infrastructure facilities and collection of market fees are as follows.

- Creation of grading facilities in the market.
- Creation of goodwill of the product of their area in distant markets.
- To encourage the farmers to promote brands of their products and market branded products as like Patel grapes in Azadpur Market Delhi.
- Regular surveillance on the price environment for the important products of the area.
- Help in purchase to the nodal agencies or purchase the commodities at MSP in the event of fall in prices.
- Change of the concept of APMC from profit motive to service motive.
- Involve APMCs in the market inter mention programme initiated by the Government on primary level.
- Allowing APMCs to spend a part of their budget on creation of marketing services.

Involving, NGOs, and SHGs actively in the marketing activities would make the marketing system friendly to the farmers. Developing rural haat bazaars to
benefit the small farmers or farmers of rural areas as more than 50 percent farmers still market their produce in these markets and their number is 27,294 on the country. The rural markets are devoid of the infrastructural facilities necessary for the conduct of trade efficiency.

Introduction of patent system for varied plan estates produced in the country safeguards the farmers of the country. The MNCs are increasingly taking interest in having the patents for Indian products. By developing an intelligent marketing machinery at the national level to guide the Government. This machinery should have a research and extension wing for advising the policy planners and farmers at a continuous basis.

In the light of above requirements the study of performance of APMCs has its own importance. India have adopted the principal of free market after its entry in GATT. Globalization, privatization and liberalization are the characteristics of the new economic policy after 1991. The TRIPS and TRMS part of the Dunkel proposal will soon be applicable to Indian agriculture. This necessitates the reconsideration of the present marketing systems. Recently government of Maharashtra has put up a bill for desolation of present system of regulated markets. The dilemma is between socialist and capitalist approach. Therefore the study of the performance of APMCs is significant.

1.3 Objectives of the Study:

The objectives of present research work are outlined as follows:

1. To present an introductory profile of the area under study i.e. Nanded district and the APMC areas along with agro-economic features of the same.

2. To present an overall review of agricultural marketing in India & Maharashtra in general with special reference to Nanded district.
3. To present an analytic picture of the trends & progress in various areas of agricultural marketing with special reference to organized/regulated markets i.e. India & Maharashtra in general with special reference to Nanded district.

4. To present an analytic study of the various problems associated with the marketing of agricultural produce in India & Maharashtra in general with special reference to Nanded district.

5. To present the organizational structure and working methods of the APMCs in India & Maharashtra in general with special reference to Nanded district.

6. To present a microscopic analysis of the performance of the APMCs in India & Maharashtra in general with special reference to Nanded district.

7. To present an analytic study of the problems associated with agricultural growth and development with reference to the marketing aspect of Nanded district.

8. To present conclusions on the basis of analysis and interpretation of the statistical data.

9. To present suggestions & recommendations by keeping the view to foster the agro economic development through the restructuring, re-organization and re-engineering of the APMCs.

1.4 Limitations of the Study:

The limitations of this study are as follows:

1. The present study is geographically limited to the Nanded district of Marathwada region in Maharashtra state.

2. The present study is limited to the performance of the APMCs in the area under study during the period from the financial year 1999-2000 to 2003-04.
1.5. Statement of Hypothesis:
The hypothesis of this study are as follows:

1. The performance of APMCs shows irregular trends.
2. The public opinion about the performance of APMCs indicates mixed reactions.
3. The working system of APMCs need improvements in the light of new economic policy.

1.6. Methodology of Research:

The present research work is a study of the performance of the APMCs in Nanded district and its relevance with agricultural development and growth in the region and the living standard of the rural masses. For the period of 5 years during 1999-2000 to 2003-2004. Thus the characteristics of this study are as follows.

a. This is a descriptive study.
b. This is an analytic study.
c. This study is based on historical background.
d. This is an empirical study.

This study analyses the various aspects of the marketing of agricultural produce through the APMCs in India & Maharashtra in general with special reference to Nanded district. With reference to these characteristics of the study, the research model selected is that of a descriptive, empirical, quantitative and historical research. The major aspects are as follows:
A. Primary Data: Primary data is the foundation of this study. This primary collected data is through the medium of personal visits and questionnaires. Following questionnaires were prepared.

1. Questionnaires - 'I' - for the APMCs.
2. Questionnaires - 'II' - for the APMC license holders/Brokers.
3. Questionnaires - 'III' - for the farmers.
4. Questionnaires - 'IV' - for the elected member of APMCs.

The data is collected by visiting the officers, farmers and traders at the selected samples, APMCs with the help of questionnaires and the collected data is processed by the means of statistical methods.

B. Secondary Data: Secondary data is also one of the foundation of this study. The researcher has collected secondary data from the published sources. Secondary data is collected with the help of published sources and these published sources are mentioned below.

1. Annual reports of APMCs under study.
2. Annual reports of M.S. Co-op. Marketing Federation, Pune.
4. Various journals, periodicals, & newspapers.

The secondary data was also analyzed and used for drawing conclusions.

C. Statistical tools & Methods Used: The various statistical methods used are as follows.
1. Collected data is presently in the form of tables and graphs.

2. Statistical functions like percents, averages, and are used for drawing conclusions.

D. Size of Sample: This study is an empirical study. It is based on sample survey. The strategic convenience sample randomly selected is used. The following method has been adopted.

1. Sample of APMCs: There are 19 APMCs in Nanded District as follows:

1. Bhoker  
2. Degloor  
3. Hanegaon  
4. Dharmabad  
5. Hadgaon  
6. Kinwat  
7. Kandhar  
8. Islapur  
9. Kundalwadi  
10. Biloli  
11. Loha  
12. Mudakhed  
13. Mukhed  
14. Naygaon  
15. Kuntur  
16. Nanded  
17. Umari  
18. Himatnagar  
19. Mahur

The researcher has taken 25% random sample of the APMCs in the Nanded district. The following five APMCs are selected from Nanded district: The list of sample APMCs is as follows:

1. Nanded
2. Loha
3. Bhoker
4. Degloor
5. Kuntur.

2. Sample of Farmers and Traders: The researcher has selected 100 farmer beneficiaries from above sample of five APMCs by using convenience strategic sampling method. Thus a sample of 20 farmer beneficiaries selected
Each sample APMCs is selected. The researcher has also selected a sample of 20 traders from each of the above sample APMCs. Thus 100 traders are also surveyed.

3. Sample of Elected Member APMCs: There are about 15-18 members on the elected body of APMCs. The number of member is even less in some cases the researcher has selected 4 elected members from each sample APMCs with a total of 20.

4. Sample of Crops: There are a number crops and the agricultural produce varies in the area under study. The researcher has selected 10 major crops, which are normally traders on APMCs. i.e. Rice Paddy, Wheat, Jawar, Channa, Toor, Moong, Udad, Ground Nut, Sunflowers, Soybean.

1.7. Some Definition:

It is necessary to state the definitions of different terms used in connection with agricultural produce marketing:

1) **Agricultural Produce:** Means all produce (whether processed or not) of agriculture, horticulture, animal husbandry, apiculture, pisciculture and forest specified in the Schedule;

2) **Agriculturist:** means a person who ordinarily by himself or by hired labour or other, wise is engaged in the production or growth of agricultural produce which has not been processed, but does not include a trader, commission agent, processor or broker.

3) **Broker:** means an agent who contrives, makes and concludes a bargain or contracts on behalf of his principal for the purchase or sale of agricultural produce for which he receives a fee or remuneration, but does not receive, deliver,
transport, or pay for the purchase, or collect payment for the sale, of the agricultural produce.

4) **Buyer**: means a person, the Central Government or any state Government, who himself or itself or on behalf of any person or agent buys or agrees to buy agricultural produce in the market area.

5) **Commission agent**: means a person who by himself or through his servants buys and sells agricultural produce for another person, keeps it in his custody and controls it during the process of its sale or purchase, and collects payment therefore from the buyer and pays it to the seller, and receives by way of remuneration a commission or percentage upon the amount involved in each transaction.

6) **Director**: Means a person appointed as the Director of Agricultural marketing for the state of Maharashtra.

7) **Hamal**: means a hamal or a coolie or a labourer, engaged for loading, unloading, filling, emptying, stacking, stitching, sorting, cleansing or incidental thereto in the market area and who holds as valid license for the purpose from the Market committee.

8) **Local authority**: includes a Panchayat Samiti.

9) **Market**: means any principal market established for the purposes of this Act and also a subsidiary market.

10) **Market area**: means an area specified in a declaration made under section 4.

11) **Market committee**: committee means a committee constituted for a market area under section 11.

12) **Member**: means a member of a market committee.
13) **Panchayat Samiti**: means a Panchayat Samiti established under the Maharashtra Zilla Parishads and Panchayat Samitis Act. 1961.

14) **Processor**: means a person who processes any agricultural produce on payment of charge.

15) **Retail sale**: means, in relation to any agricultural produce, sale of that produce not exceeding such quantity as a Market Committee may be bye-laws determine to be a retail sale.

16) **Rural**: means rules made under this Act.

17) **Schedule**: means the Schedule to this Act.

18) **Secretary**: means a Secretary of a Market committee and includes a joint, Deputy or Assistant Secretary.

19) **State Marketing Board**: means the Maharashtra State Agricultural Marketing Board established under section.

20) **Surveyor**: means a person who on arrival of a consignment of agricultural produce for sale in any market area or market, surveys it for ascertaining the quality, refraction, adulteration and other like factors.

### 1.8. Outline of the Thesis:

The thesis is divided in to following 8 chapters, divided further in to 2 parts i.e. Part-I and Part-II.

#### Part-I

Part first of the thesis covers 4 chapters they are...

**Chapter - I – Introduction**: This chapter gives an introduction to the subject matter under study. It gives definition of the problem under study. It describes the nature and scope of the problem under study. It also describes the significance of the problem under study and states the objectives and limitations of
the study. The Hypothesis of study are given. The methodology of research is also described. The chapter scheme in which the thesis is organized is also stated.

Chapter - II – Review Of Literature: This second chapter presents the review of past studies related with the subject. This topic is divided in to following sections:

1. Literature on Agriculture problems in India.
2. Literature on Co-operative movement.
3. Literature on marketing management.
4. Literature on agricultural produce marketing.

Thus the chapter analyses a ‘vivid picture’ of the literature connected with the topic of study.

Chapter - III: Agricultural Marketing in India: This chapter presents the overall situation of marketing of agricultural produce in India through organized markets. This chapter reviews the development of agricultural produce market committees in India & Maharashtra in general with special reference to Nanded district.

Chapter –IV: Agro Marketing Profile of Nanded District: This chapter gives and introductory profile of the area under study. It gives a brief idea of the history and geography of the area under study. It gives an introduction to the agricultural in the region vis-a-vis type of soil, rain fall, crops, irrigation etc. it highlights major issues related with the marketing of agricultural produce in the region.

Part –II

Part second of the thesis of covers 4 chapters they are....
Chapter V: Performance Of APMC in Nanded District-I (Financial Aspects): This chapter is based upon the analysis and interpretation of primary and secondary data. This chapter covers financial aspects of the APMCs.

Chapter VI: Performance Of APMC in Nanded District-I (Non Financial Aspects): This chapter is based on the analysis and interpretation of primary and secondary data. This chapter covers non financial aspects of the APMCs.

Chapter VII: Performance of APMC in Nanded District-I (Problems & Prospects): This chapter is based upon the analysis and interpretation of opinion survey. This chapter analyses various problems connected with APMCs in general with special reference to Nanded Dist.

Chapter VII: Conclusion and Recommendations: This chapter presents the conclusion based upon the analysis and interpretation of data. It also gives suggestions and recommendations for development. The hypothesis is tested and proved. It gives further guideline of research.

It is expected that this study will help further research in this subject.

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Notes & References


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