CHAPTER II

REVIEW OF LITERATURE
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2.1 Introduction

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2.1. Introduction:

There have been quite a number of useful studies which deal with the matters of agro products marketing. Studies related with regulated marketing are few, however; the contribution made by some scholars is significant. The subject of agro product marketing has various aspects. The subject should be studied from various angles. This chapter presents the review of past studies related with the subject. This topic is divided into the following sections:

1. Literature On Agriculture Problems In India.

2. Literature On Co-Operative Movement.


4. Literature On Agricultural Produce Marketing.

Thus this chapter gives a vivid picture of the literature connected with the topic of study

2.2. Literature on Agriculture Problems in India:

Some important works on agricultural problems in India are reviewed here in brief.

Forster & Leager (1950)¹: have presented some issues in marketing problem, of farm product. The authors observed that the products on their journey from the farm to the final consumer as through many types of markets and are handled by many kinds of middlemen. It will not be possible to visit all the markets nor to meet all the middlemen found in them.
Chaturvedi (1964) has also studied the role of transportation in marketing of oranges from orchard to nearby market. At prevailing rate was 73 paise to Rs. 1.10 by bullock cart and 62 paise per mile by rocks. If cultivation of oranges has been sufficiently on large scale. Motor trucks would have long back replaced carting or Ganges by bullock cart.

Dandekar (1964) has conducted a study of the price, production and marketed surplus of food grains. The study was based on the data collected from farm management studies carried out in Akola and Amravati districts during the year 1955-57. The farmers in respect of wheat, jowar and cereals whose holding were large enough to satisfy wholly the requirements for food grains constituted only 10 percent of the total farmers.

Mandal and Ghosh (1968): has carried out the study of marketed surplus of paddy in four selected villages of which two were comparatively advanced in West Bengal and two were comparatively backward in Orissa. The data were collected in the year 1960 under the scheme of continuous survey.

Desai A.R. (1969) in his book ‘Rural Sociology in India’ has presented a valuable study that highlights various fundamentals of rural India that have a great bearing upon the rural marketing concepts and approaches.

Faruqi (1969): have shown that development of transport and communication affect marketing and marketing channels at the assembling stage. It may reduce the distance to nearby markets and bring more orchards with economic reach of market.
Singh and George (1969)⁷: have presented the study on production and marketed surplus of paddy in Amritsar and Karnal districts of Punjab. The data obtained from 220 farmers for the years 1966-67 and secondary data from statistical district abstract for the period 1950-51 to 1964-65. The study revealed that 91 percent showed a significant increase, while production and arrivals not increased significantly.

Sathal (1970)⁸: has estimated that, between one third and half of all fruits and vegetables harvested in India is lost because of poor handling and marketing.

Agarwal (1970)⁹: has in his study on marketed agricultural surplus, collected the data from households by survey method in villages of Etowah district of Uttar Pradesh in the year 1965-66. The term agricultural surplus, used for agricultural produce actually sold in the market.

Thakur (1971)¹⁰: has concluded that storage and transportation facilities are not adequate for apple. Storage is done in ordinary storage structures and residential buildings are being used for grading and packaging of fruits.

Srivastava (1971)¹¹: has stressed the quicker and properly arranged transport facility. He has further explained that the fruit like grape which is highly perishable in nature should be stored in such a way that it will not loose their quality even for a distant market.

Singh and Sidhu (1972)¹²: have also studied the pattern of market arrivals and prices of food grains in Punjab observed that, the large markets received
about 62 percent of the total arrivals of wheat against 17.28 and 20.39 percent of arrivals in medium and small markets, respectively.

**Ramana (1974)**: has estimated marketed surplus of food grains in Bangalorre District in 1969-70. The study concluded that, the marketed surplus of food grains increased with increase in the size of farms.

**Agrawal (1975)**: has also studied marketing problems and practices of small farmers in Rajasthan with the data obtained from 58 small farmers during the year 1970-71. The study revealed that, 65 to 92 percent of small farmers had marketed surplus of wheat and forced to sell the major portion immediately after harvest to meet their cash and debt obligation.

**Parthsarthy and Kamlakar (1975)**: have carried out the study on marketable and marketed surplus of paddy and groundnut on small farms in Nellore District of Andhra Pradesh. The data was collected from 96 cultivators of four villages during 1971-72. the study revealed that the marketed surplus showed direct relationship with the farm size in groundnut.

**Laskar (1976)**: has reported that one of the major marketing problems, the small farmers faced was that, they received considerably lower price for their produce as compare to medium and bigger ones. They sold their produce to village traders and money lenders due to the necessity of urgent money.

**Subramnyam and Mruthynjaya (1976)**: have studied on marketing of fruits and vegetables around Banglore city.

**Raju (1976)**: has also done the study of marketed surplus of farm products in India. The study revealed that, in case of sorghum, the marketed surplus
varied from 6 to 51 percent of production in different periods from 1954-55 to 173-74 and in different areas.

Subba Rao (1978) 19: has studied rice marketing system and compulsory levy with the help of cross-sectional data from five villages in the West Godavari District during 1968-69. He concluded that, lower prices were received by small farmers for paddy in the same market at the same point of time as compared to large and medium farmers. Economies of scale in sale and indebtedness were the main reason for lower prices.

Tomer (1978) 20: has also estimated crop productivity and marketable surplus in Paonta Valley of Himachal Pradesh with the help of cross-sectional data collected in 1975-76. Study revealed that, marketable surplus of maize had positive relationship with the size of farm.

Gopal (1978) 21: has conducted a study on analysis of problems of marketing of few vegetables in Banglore city. Study covered two wholesale and six retail markets and aimed to discover defects in the existing marketing structure for tomato, ladies finger and carrot, share in the costs of marketing between commission agents and retailer were worked out for all these vegetables.

Shirazi (1979) 22: has also studied problems of agricultural product marketing in Pakistan. The study revealed that there were considerable difficulties in the marketing as compared to channel system and variety of marketing margins which ultimately reduces the share of producer.

Prasad (1979) 23: has worked out price spread for the vegetable in Banglore City He observed that the price spread between the retail price and the net
price received by the producer in vegetables at the farm level was Rs. 0.55, 0.51, 0.49 for every kg of beans, cabbage, chilies respectively.

Nadkarni (1980) has estimated marketable surplus and market dependence of jowar and bajra in Ahmednagar district of Maharashtra. The data of 143 households is obtained from Farm Management scheme for 1969-70 to 1971-72. The study revealed that the marketable surplus was negative for jowar and bajra in smallest size groups.

Singh (1980) has conducted a study on the temporal flow of marketed surplus of wheat in Amritsar district of Punjab. The study revealed that the percentage of annual market arrivals received during post harvest period varied in the range of 49.59 percent in 1964-65 to 94.70 percent in 1972-73.

Agrwal (1981) has worked on problems of agricultural marketing in India. He reported that there were many defects in the present system of agricultural marketing. Because of these defects the farmers do not get fair and reasonable price for their produce.

Tyade And Patil (1981) have studied the price spread in selected vegetable in Mahatma Phule market in Pune. They reported that, profit-making tendency of middlemen is main reason for low farm income to farmers the traders, commission agents and others have taken advantage of perishable and seasonal nature of agril. Production.

Ramaiah (1981) has studied the problems confronting the tribal economy and found that the tribal cultivators had very small surplus for sale
specially to food grains. He concluded that the nature of economy was purely a subsistence economy.

Ojha (1982) has conducted a study Peta village. He obtained from 60 respondents of Telangana region of Andhra Pradesh to analyze the role of middlemen in agricultural marketing. The study revealed that in spite of number of inherent defects, the farmers sold their produce through traditional channels of commission agents.

Hugar and Hiremath (1984): have studied the costs and margin in marketing of brinjal in Belgaon City. The study showed that the margins of two intermediaries viz. commission agents and retailers and their profits were more when brinjals were sold through channel “Producer seller-commission agent-retailer-consumer.”

Raut and Pawer (1984): have studied the price spread in marketing of vegetables grown in the vicinity of Pune. This study is related to the share received by the vegetables producers and intermediaries in the consumers price based on the data collected from the sample of 120 vegetable producers in the years 1981-92. The study revealed that the producer could get only 43 to 59 percent at consumer’s price.

Reghunandan (1992): has stated that the transport and packaging costs are prohibitively high to make Indian goods competitive in the world market. For example, in the cost to mango pulp in cans, the raw material cost works out to 55 percent, packaging material 29 percent and transportation 11 percent.
Abulkhaver (1993) 33: has conducted a study of some aspects of agricultural price policy in India. He has studied the effects of govt. intervention on production and profitability of the producers. This is a case study of rice and wheat in India in the period 1965-78.

Suryawanshi (1995) 34: has carried out the study on the marketable surplus and marketing cost of oilseed and pulses in Western Maharashtra for the year 1992-93. The data was collected from 312 holdings in seven districts of the scarcity zone of Western Maharashtra. Retention of oilseed and pulses for own consumption accounted for 10-15 percent of total production. The bulk of production was sold in nearby regulated market.

Dubey (1996) 35: has studied the disposal pattern of wheat in Varanasi district of Uttar Pradesh. Data was collected for the year 1990-91 from 135 farmers in 15 villages. The study revealed that, the marketable and marketed surplus were positively related to size of holding. Small farmers were constrained by low volumes of marketable surplus, poor storage capacity, lack of supportive income source and inadequate knowledge of marketing practices.

Lal (1996) 36: has also studied the factors affecting marketed surplus on principle food grains in Himachal pradesh, India. The data was collected from Kangra and Mandi districts, covering 31 villages, 4 blocks and 145 households during 1991-92.

Chamberlain (1997) 37: has studied the dissemination of information in agriculture. His study discussed developments in technology, transfer and dissemination of information in U.K. agriculture in response to the loss of government funded extension services and the growth of producer funded R and D.
Pawar (1997) has also studied the marketed surplus and price spread of green gram in Parbhani District of Maharashtra state. Data were collected by personally interviewing of selected farmers. The study revealed that out of the total production of moong 16.73 percent was retained and 83.27 percent was found to be marketable surplus.

Thankur (1997) has analyzed the advances in agricultural marketing, marketed surplus and possibilities of increasing marketed surplus and income of farmers in hills. Data was collected from 100 cultivators through survey method after every cropping season in Himachal Pradesh.

M.S. Jairath (2004) has conducted a study of ‘Agricultural Marketing Infrastructure Facilities in India’: The study suggests that there is a strong need for creation of necessary infrastructure facilities in all the regulated markets of the country and to develop the periodic/rural markets with minimum necessary infrastructure facilities.

2.3. Literature on Co-operative Movement:

Some important works on agricultural co-operative movement in India are reviewed here in brief.

Kulkarni K.R. (1964) has conducted a monumental study of Co-operative Marketing of Agricultural Produce in India. He has expressed the need for simultaneously promoting economic activities like warehousing grading, processing and marketing.
Dr. A.P. Kansal (1993)\textsuperscript{42} has studied 'Role of Cooperative Marketing Societies in Regulated Markets': According to due to the assistance of regulated market, a cooperative marketing society can grow as a fearless and strong agency of farmers facilitating better realization for the agricultural produces.

Divakar Jha (1997)\textsuperscript{43}: in his 'A Perspective on Co-operative Marketing' has stated that although regulated markets have been created, a large number of farmers still continue to sell their produce at the village level and they do not get the benefits of a regulated market. The market committees are not able to exercise any check on the activities of various intermediaries operating outside the market yard.

U.M. Shab (2001)\textsuperscript{44} has conducted a study of cooperative Law & expressed the need of change. The author is of the opinion that the existing cooperative laws are not in tune with philosophy of deregulation. According to him there is a need to have new law, which maintains a distinct character of cooperatives. In this context, Prof Shah referred to model cooperative act of 1991 and various components included in the report. The author has also referred to various new enactments made in the states like Andhra Pradesh, Bihar, Jammu and Kashmir, Madhya Pradesh, Punjab, West Bengal, etc.

2.4. Literature on Marketing Management:

Some important works on agricultural marketing management in India are reviewed here in brief.

Brown William F. (1950)\textsuperscript{45}: has studied consumer behaviors with reference to brand choice. He has studied various factors that influence the choice of
brands, though this study is not specifically related to rural markets, it covers some important aspects of rural consumer behavior.

Battachrjee (1960) has presented changing characteristics of the flow of food grain supplies from farmers. He analyzed the data pertaining to six villages of Bihar, Orissa and West Bengal during the period 1955-56 and 1956-57. The small farmers contributed much less than one fourth of the total marketed surplus in relation to farm size and the same was found to vary with the level of development of the villages.

Ramaswamy's (1964) study is one of the earliest approaches to the rural marketing practices in India. His valued research paper “Effective Distribution in Rural Markets” published in the ‘Indian Manager’ studies the organizational setup of rural marketing in India. The author has as well as tried to focus various problems and issues related with distribution system in the rural market. Ramaswamy tries to analyze the Indian rural market with reference to the rural products.

Venkateshvarlu H. (1965) has also studied behavioral patterns of consumer with reference to the rural markets in India. Venkateshvarlu has selected a few consumer products and tried to analyze the behaviors of consumer with reference to the price. Quality brand advertisement and social economic status of brand advertisement and social economic status of the rural consumers with reference to these products. This study is to one of the early studies in consumer behaviors particularly with reference to rural India.
Kamat G.S. (1986) 49: has conducted in-depth study of Co-operative Marketing Management. He has observed that unorganized marketing structure obtaining in the developing countries, including India, has been mainly responsible for most of the problems facing their agricultural sector.

Dr. Rajagopal (1990) 50: has analyzed lapsides the in Indian Agricultural Marketing. He observes that the failure due to internal causes reflects in immediate requirement for money, farmers lack of marketing know-how, improper follow-up of market regulation, traders lobby in the market and limited management attention.

Kretter (1997) 51: has analyzed the marketing information for farm management. Basic elements influencing marketing decisions are consumer, customer, competition, raw materials supplier and infrastructure. Information under these main heads is sorted into sub groups to create a useful catalogue of market information.

2.5. Literature on Agricultural Produce Marketing:

Some important works on agricultural produce marketing are reviewed here in brief.

Mudargi S.S. (1957) 52: has analyzed the problems of marketing of farm products in Maharashtra with Special reference to case corps in Kohlapur Dist.

Jasdanwalla Zaibun Yahyabhai (1962) 53: has studied the marketing efficiency in Indian agriculture with special reference to Madhya Saurashtra Dist.

Sinnarkar N.P. and Diskalkar P.D. (1967) 54: have conducted a study with reference to the socio-economic aspects of the village, and published as a
sample survey by the Gov. of Maharashtra. Department of Agriculture which has highlighted some of the basic issues related to rural marketing.

**Directorate of Marketing and Inspection of Gov. of India (1968)** have conducted a study on the working of regulated markets in India. This study tries to analyze the distribution system of agricultural products and emphasizes the need and role of the regulated markets in this contest.

**Lele Uma (1971)** has studied food grain marketing in India. She observes that for a long time agricultural marketing was a neglected subject in India.

**Narasimha M.G. (1984)** has conducted study of the performance of regulated agricultural markets in Andhara Pradesh.

**Paralikar V.D. (1985)** has conducted a study of marketing efficiency improvement programme with special reference to regulated market any co-operative marketing society in Auvargabad Dist.

**Menon M.I. (1985)** has conducted a study of problems and prospects of regulated agricultural produce markets in Raipur Dist. (Karntaka)

**Bhavaniprasad G.V. (1985)** has studied the marketing of fertilizers in India: This is a study of selected undertakings.

**Talukdar K.C. (1985)** has conducted of the a study of efficiency and equity in marketing of major agricultural commodities in Assam State.

**Singh Mala (1986)** has also conducted a study of economic impact and working of agricultural regulated markets in UP with special reference to Lucknow Dist.

Agarwal Bipin Bihari (1986) has conducted a study of the agricultural regulated markets in Lucknow. U.P.

Sarkar Sachinandan (1986) has conducted a study of the marketing problems of Paddy in West Bengal.

Jalan, Manohor Lal (1986) has conducted a study of marketing of agricultural inputs with special reference to Gorakhpur dist.

Reddy et al (1986) studied the marketing of groundnut in six regulated markets of Andhra pradesh during 1981-85. Two methods of marketing were present in the regulated markets i.e., marketing through commission agents and under supervision of market officials.

Babar et al. (1987) Studied the marketing of selected vegetable in major vegetable growing area of Western Maharashtra. The study revealed that the per quintal cost of marketing was the highest in Bombay market as compared to Pune market.

Kapse (1991) Studied on constraints in marketing of Solapur district. He observed the common constraints as below: Grading and Packing, Transportation, Place of market required, Constraints in marketing etc.

V.N. Raut (1992) has studied the Developmental role of Maharashtra State Agricultural marketing Board: According to him in order to
streamline the functions and activities of these regulated markets, the national commission on agriculture, recommended setting up of agricultural marketing boards.

**Bhaskar K. (1993)** has conducted a study of the ‘Role of Regulated Markets in Agricultural Marketing’. This is a study of groundnut marketing in the Rayallaseema region of Andhra Pradesh.

**Dr. V.P. Sharma (1993)** has studied Functions of regulated Market in India.


**Jha. Ramankumar (1993)** has studied the recourse productivity and marketing efficiency of paddy growers in Varanasi Dist.

**Al. Katib Hazem & Bader Hafed (1993)** have studied the role of agriculture in the economic development of Jordan.

**Nagpal C.S. & Mittal A.C. (1993)** have studied the rural marketing system. Their objective is to study and identify the problems in the existing agricultural product marketing system and assess the developmental needs for improving the marketing system within the spatial framework in NE region.

**Sigh, Virendra Kumar (1994)** has studied the marketing of agricultural produce in the regulated markets of Uttar pradesh with reference to Lucknow and Varanasi Dist.
Nare N.M. (1995) has studied the functions of regulated markets in Maharashtra with special reference to Pune district.

Deka, Hemchandra (1995) has conducted a study on regulated markets in Assam.

Sahu G.N (1995) has conducted a study of the economic performance of rice marketing channels with special reference to regulated market. This is a case study of tribal region of Singhbhum Dist.

Sambanda Moorti (1995) has conducted a study of the performance appraisal of Tiruchivappalli regulated Market.

Singh Arvind (1995) has studied the management of regulated market. This is a study of organization and operational performance of selected markets in Bihar with special reference to Chotanagpur and Patan Division.

P.K. Biswas & M.P. Parasher (1996) The Agricultural Produce Markets can be seen as a continuity of the periodic markets, but also opportunity to transact over business of purchase of this domestic and farm nears and meet his social and religious obligation. (Workshop on Regulated Markets, 1996 by vamnicom.)

S.B. Chaugule (1996) has studied Regulated Markets and market Extension services: Joint Director of marketing, Maharashtra State, Pune. The Importance of standardization, grading and packaging, especially for conservation and preservation of agricultural produce, more so fruits and vegetables, has to reach the farmers from time to time. Various seminars, conferences of farmers could be held in the rural areas at central places.
Ahluwalia and Little (1998) have studied economic reforms and development with references to Indian agriculture. The authors have emphasized the need for a revised approach towards Indian agriculture.

A. Pendnekar (2003) has studied the Performance of Regulated markets in Goa. This is a case study, the paper examines the trends in market arrivals and prices of important agriculture commodities namely coconut, betelnut, cashewnut, banana., and pineapple and also examines the trends in amount spent on development activities in the market yard. The study has been based on secondary data for the period from 1986-87 to 2000-01 (15 Years). The Study reveals that there has been significant increase in the market arrivals both in physical and value terms of all selected commodities and increase has been more in coconut arrivals.

Parminder Kaur and Arjinder Kaur (2003) have studied Progress and Performance of Regulated Market in Punjab. This study clearly indicates the fact the there is a need to regulate the activities of the middlemen by establishing a co-operative market for flower marketing. All the growers are also of the view that there is a need for the government intervention in the form of minimizing or fixing minimum commission charge and establishing co-operative market so that it will be more beneficial to the producers as well as consumers.

S.S. Kalamkar (2004) has conducted Agricultural Price Policy and its Impact of Farm income: A Case of Food grain Crops in Maharashtra State. Rise in Productivity increases the gross income of food grain crop supported by increase in price also. Therefore in addition to farm harvest prices, productivity of the crops have also greater bearing on the income of the farmer during sub-period.
But during overall period price individually contributed maximum followed by interaction effect.

**S.N. Kulkarni (2004)**\(^9\) : has conducted infrastructure development in agricultural marketing. The regulated markets are established to safeguard the interest of the producer-seller and to raise the standard of local markets where the first exchange of goods takes place. The paper was planned with the objectives to study state wise number of principal and sub-markets and to study the area and number of villages served by these markets.

**V.K. Singh, R.K. Khatkar, J. C. Karwasra (2004)**\(^9\) : has conducted Growth in Marketing Infrastructure and related Economic Benefits over the years in Haryana. Based on the secondary data collected from various issues of Statistical Abstracts of Haryana it was observed the number of regulated markets has increased from 88 in 1981-82 to 106 during the year 2002-03. The marketing cost, margins and other charges has been regularized through regularization of markets and thus, efficient marketing of agricultural products is being practiced. Still there is a wide scope for further development of market infrastructure to reap the benefits of globalization.

**Gayatri Goswami (2004)**\(^9\) : has conducted Infrastructure development in Agricultural Marketing Tea Industry: The Auction System and Tea Price Movements. While infrastructure is being developed to improve the efficiency of agricultural marketing in India, there is a need to diversify product usage, so that the overall consumption does not decline leading to decline of price realizations of the producers in a competitive environment.
D.S. Bhupal (2004) 92: has conducted the analysis of Infrastructure facilities in Delhi Fruit and Vegetable Markets- Scope for Private Participation. This essay discusses the available infrastructure in the regulated fruit and vegetable markets of Delhi, Particularly in Azadpur. It is expected that either co-operaisation of the APMC or entry of private entrepreneurship will benefit the producers/seller with more facilities, the consumers with lower prices, the authorities with extra revenue and thereby the economy on the whole.

S.R. Asokan and Gurdev Singh (2004) 93: has conducted a study of Information Technology Based Agricultural Marketing. The increasing quality and health conscious consumers demand products with certain specification but agribusiness firms were finding it difficult to procure them in the conventional marketing system. They were forced to find alternative ways of procuring agricultural commodities to meet their requirement.

Sanjeev Garg, Anil Kumar and Purushottam Sharma (2004) 94: have conducted a study Efficiency of the Regulated Markets of Wheat in Bikaner District of Rajasthan. The present study was conducted to estimate the marketing efficiency for wheat crop in regulated market of Bikaner district of Rajasthan.

Shrikant S. Kalamkar (2004) 95: has conducted a study Market infrastructure in Maharashtra. The attempt has been made in this paper to examine the market infrastructure in Maharashtra State. Though Maharashtra state has relatively more number of regulated markets, farmers continue to face lot of difficulties while selling their produce.
N.D. Pawar (2004) have conducted a study of Parabhani Regulated Market. This is an attempt to study the present status in respect of operational area, infrastructure facilities, market arrivals with financial status of Prabhani Agricultural Produce Market Committee.

Sanjay Kumar, M.T. Rajashekharppa and Purushottam Sharma (2004) have conducted the study of infrastructure development in Agriculture Marketing the Case of Regulated Markets in Haryana. According to the author, efficient marketing of agricultural produce requires well-developed infrastructure marketing facilities and properly equipped marketing structure, which plays a role of lubricant in the marketing mechanism as well as agricultural and agro-industrial development in the state.

N. Subba Rao and A. Prabhakar (2004) have conducted study of Role of Infrastructure Development in Agricultural Marketing of India. This study is an attempt to examine the status of infrastructure facilities available for agricultural marketing in India at the macro level and the constraints encountered by the farmers. Agricultural marketing is suitably attended a network of co-operatives at primary level, state level and national level. There has been significant growth in the infrastructural facilities for orderly marketing of Agricultural produce in Punjab.

S.K. Goyal, K.S. Suhag and Veena Manocha (2004) have conducted a study of Growth and regional variation in agricultural marketing infrastructure development in Haryana. This study is an attempt (i) to study growth and development of agricultural marketing infrastructure and (ii) to examine regional variation in marketing infrastructure created in Hayrana. The increase in
market arrival results in increased income of the market committees, a part of which is invested for further expansion of market infrastructure facilities in the state.

S.A. Ansari, D.K. Singh and Hasib Ahmad (2004)\textsuperscript{100}: have studied Infrastructure Development in Regulated Markets of U.P. with Special reference to Mundera Mandi of Allahabad District. This is the study of Mundra Mandi of Allahabad. It is found that the necessary infrastructure facilities viz, covered yard, pucca roads, boundary wall, open auction platform entrance and exit gates, storages, office building, post office are available in the market yard. Besides these, more or less all other amenities are also available in the market.

B.V. Pagire, H.R. Shinde and D.S. Nawadkar (2004)\textsuperscript{101}: have conducted Status and Potential of Storage in Maharashtra. The study revealed that inspite of Maharashtra being an advanced state in the production of food grains, fruits and vegetables, the storage facilities even for the food grains seem to be very inadequate in the state.

S.K. Singh and R.P. Singh (2004)\textsuperscript{102}: have conducted a study of Infrastructure Development and its impact on income and arrivals in agriculture regulated markets in Uttar Pradesh. This is a study revealed that the agricultural marketing is being regulated in Uttar Pradesh through the Uttar Pradesh Krishi Utpadan Mandi Adhiniyam 1964. In 1965 the number of regulated markets in the state were only 2, which have been increased to 244 in 2002-2003. Each regulated market possesses the parking space, large auction platforms, farmer’s rest houses, cattle sheds, canteen, post office, banks, police chowki godown, shops, drinking water, communication, trained staff, packing place etc.
Debashish Chakraborty and Pavel Chakraborty (2004) have conducted a study of Infrastructure Development in Agricultural Marketing Challenges and options. This is a study of the agricultural marketing network in India, both formal and informal, is extensive and has grown considerably over the years. However, the provision of APMC Act requires the marketing activities to be followed only through government markets; which coupled with other infrastructure deficiencies, brings elements of inefficiency in the system.

K.K. Barman and Namita Devi (2004): have conducted study of Infrastructure of Agricultural Marketing a study of Three Regulated Markets in Assam: This paper is mainly addressed to examine the infrastructure facilities provided with in three regulated markets in Assam. The markets also do not have adequate arrangements for market inspection, research and training. The minimum requirement of grading facilities, drainage facilities, electrification, drinking water, and provision of marketing.

K.H. Vedini (2004): has conducted study of Infrastructure Development in Agriculture marketing-A Perspective. This is the new economic liberalization policy which has strengthened the process of commercialization agriculture sector. In order to hedge the risk in agriculture, it is imperative to develop infrastructure both in terms of physical and institutional levels.

P.S. Rao (2004): has conducted study of Growth in Infrastructure Development of Kums in Rajasthan. Present study has been undertaken into consideration with the specific objectives to study the growth in infrastructure and problems for development of *Krishi Upaj Mandal Samiti* (KUMS) in Rajasthan State. Farmers are still unaware of regulated markets with their attachment to
traditional marketing system of barter sale system. Consumers are also not taking part in the development of KUMS due to problem of distance from their residence, lack of transport and retailing facilities.


Surinder Singh (2005) \(^{109}\): has studied Market competitiveness of India cotton textile industry in new world trade order.

Nayak, Geeta Bommayua (2005) \(^{110}\): has studied a working of regulated markets in Karnantaka with special reference to Uttar Kannda Dist.

Inderpalsingh (2005) \(^{111}\): has studied a Marketing pattern of potato crop in Punjab.

Bhajantri & Parasppa Durguppa (2005) \(^{112}\): have studied Working of APMC's: Case study of Belgaum Dist.

Parameshwarnaik & Kokkanura Heranik (2005) \(^{113}\): have studied the impact of regulated markets on small framers: This is a case study of Shimogu Dist.

Pandey Pratap Narayan (2005) \(^{114}\): has studied development of agricultural marketing in Dhanabad district.

Zonuntluanga R. (2005) \(^{115}\): has studied Problems and prospects of agricultural marketing in Mizoram.

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Notes & References:


5. Desai A.R. (1969) : Rural sociology in Indian through not a work on rural marketing is valuable study that highlights various fundamentals of rural Indian that have a great bearing upon the rural marketing concepts and approaches.


23. **Prasad (1979)**: Vebetable in Banglore City.


42. Dr. A.P. Kansal (1993) : 'Role of Cooperative Marketing Societies in Regulated Markets' : Professor, Vaikunth Mehta National Institute of Management, University Road, Pune-411 007 :


47. **Ramaswamy's Study (1964)**: “effective distribution: In rural markets.” Published in the Indian manager studies the organizations set up of rural marketing In Indian.

48. **Vankateshvarlu H. (1965)**: Quality brand advertisement and social economic status of brand advertisement and social economic status of the rural consumers with reference to these products.


50. **Dr. Rajagopal (1990)**: Agri-Business and Entrepreneurship, Anmol Publication New Delhi p.44/83


54. Simmarkar N.P. and Diskalkar P.D. Study (1967) Gov. of Maharashtra. Department of Agriculture has highlighted some of the basis issues related to rural marketing.

55. Directorate of Marketing and Inspection of Gov. of India (1968): This study tries to analyze the distribution system of agricultural products and emphasizes the need and role of the regulated markets.


70. V.N. Raut (1992) : Developmental role of Maharashta State Agricultural marketing Board : National Seminar on Development Role or Agricultural Marketing Board, New Delhi, 16-17 January, 1992 :


72. Dr. V.P. Sharma (1993) : Functions of regulated Market in India. Vaikunth Mehara National Institute of Cooperative Management Pune-411007, Workshop on Regulated Markets, A Face-to Face :


78. **Nare N.M. (1995):** Functions of Regulated Markets in Maharashtra with Special reference to Pune District, Dept. of com., University of Pune.


83. S.B. Chaugule (1996) : Regulated Markets and market Extension services : Joint Director of marketing, Maharashtra State, Pune.


88. S.N. Kulkarni ( 2004) : Infrastructure Development in agricultural marketing subject session-I (Summaries), Study of Regulated Markets in India. Indian Journal of Agricultural Marketing Vol. 18 No.3 Jan-April


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