PREFACE

India is an agricultural country. A large number of people in India are engaged in agriculture. After independence in 1947 industrialization developed at a faster rate but the age old occupation of agriculture remained neglected. India’s anti-poverty strategy comprises of a wide range of poverty alleviation and employment generation programmes many of which have been in operation for several years and have been strengthened to generate more employment, create productive assets. Impart technical and entrepreneurial skills and raise the income level of the poor.

There was no problem of agricultural marketing in ancient India as the Indian villages were self-sufficient, self-dependent and self-contained units. Several structural changes in the agricultural marketing system in India are observed during past two decades were the premise of study of many academicians.

Regulated markets have been functioning for more than six decades in the country. The policy of the government is to expand regulated markets in the country. Therefore, there have against this background, it is appropriate to examine how far the regulated markets have been successful in establishing an orderly and efficient marketing system by eliminating all sorts of mal-practices for the benefit of the farmers (Producer-seller).

The primary objective of regulation of marketing is to prevent and eliminate malpractices. Though this is important, it must be recognized that this is essentially a policy matter and not a marketing function. With the establishment of a network of regulated markets all over the country, it is now necessary to explore how the regulated markets may undertake certain essential marketing functions.

The new economic policy adopted by India in 1992 after its inclusion in GATT has led to a policy of globalization, privatization & liberalization. The
privatization trends have brought new issues related with regulated markets. The very philosophy of cooperative marketing is at the stake. The chances of abolition of regulated system can't be ruled out A bill to this effect has already been put-up.

Thus on the one hand there are inherent defects in the existing system of regulated market & on the other hand there is threat from privatization policy.

The researcher himself has been born & brought up in an agriculturist family. He has lived in villages & worked on the farms. He has real experience of various problems associated with marketing & distribution of agricultural produce. Therefore the researcher has opted to study in-depth the various issues connected with existing system of regulated markets.

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