Introduction
CHAPTER - I
A STUDY ON MARKETING OF AGRICULTURAL 
COMMODITIES 
[WITH SPECIAL REFERENCE TO TIRUCHENGODE 
REGULATED MARKET AND TIRUCHENGODE AGRICULTURAL 
PRODUCERS CO-OPERATIVE MARKETING SOCIETY LIMITED] 

CHAPTER-I 
INTRODUCTION 

To remove the farmers from the clutches of unorganized commodity markets in the name of the maundys\(^1\) co-operative marketing societies at the taluk level have been organized throughout the country. Among other things, a co-operative marketing society ensures a competitive price, advance against stock of goods, godown facility, a fair weighing system, linking of credit with marketing etc., Further co-operative marketing societies have been managed democratically under the principles of co-operation. 

Though there are co-operative marketing societies at the taluk level for marketing of agricultural commodities there are also regulated markets for marketing of agricultural commodities at the district level promoted by the state Governments. Both the co-operative marketing societies and regulated markets are not competitive but complementary to each other. In Namakkal district the taluk Tiruchengode has its Head quarters at Tiruchengode, is having both a co-operative marketing society and a regulated market. These two kinds of marketing arrangements have been made throughout India with a far reaching and wide ranging expectations in favour of the farmers. 

It will be significant to study the benefits enjoyed by the farmers at the micro level by taking Tiruchengode Agricultural producers co-operative marketing society Ltd and Tiruchengode Regulated Market as examples. 

\(^1\)The unorganized system of a market for agricultural commodities is referred as maundy
STATEMENT OF THE PROBLEM

To remove the farmers from the clutches of unorganized markets there are two systems of unorganized marketing for agricultural commodities viz., co-operative marketing society and Regulated markets. One is run on co-operative principles and the other by the Government. A farmer has to weigh the pros and cons of marketing his products through co-operative marketing societies as well as through Regulated Markets. In this context it will be interesting to examine whether these two kinds of organized marketing systems are complementary or competitive to facilitate the growers of agricultural commodities.

SIGNIFICANCE OF THE STUDY

Since there are two marketing systems in the organized market. This study is important to know how for these two marketing systems ie co-operative marketing societies and regulated market to provide a fair deal to the agricultural commodities. A study about these marketing systems in Tiruchengode taluk will enable the farmers to know where they can gain more, further a detailed study about these two systems will further enable to bring out suggestions to have a qualitative marketing system infavour of farmers.
OBJECTIVES OF THE STUDY

The study aims at explaining the marketing system of agricultural commodities by Tiruchengode Agricultural Producer Co-operative Marketing Society Ltd and the Tiruchengode Regulated Market.

When there are two systems to facilitate the farmers to reap a fair price for their products, the working of the two systems in terms of complementary and competitiveness will be examined. The specific objectives of the study are as follows.

1. To examine the system of marketing of agricultural commodities through a co-operative society and through a regulated market, as both are available in a place.

2. To examine the functioning of the two markets with a view to find out whether they are complementary or competitive.

3. To analyze the performance of the two marketing systems.

4. To bring out suggestions over the functioning of the marketing systems with a view to being more benefits to farmer.
LIMITATIONS OF THE STUDY

The study is confined to Tiruchengode Agricultural Producer Co-operative Marketing Society and Tiruchengode Regulated Market for a period of 5 years from 1997-98 to 2001-2002. The study is based upon the information provided by the authorities in two markets.

RESEARCH METHODOLOGY

The research methodology of historical research is adopted by taking the Tiruchengode Agricultural Producers Co-operative Marketing Society Ltd and Tiruchengode Regulated Market as cases. Institutions based has study of analyzing the past secondary data is adopted.

REVIEW OF LITERATURE

The existing literature over the need for co-operative marketing and regulated markets have been reviewed only a handful of scholars have examined the functioning of marketing societies and regulated markets to find out the benefits to the farmers. The proposed study is different in the following ways.

1. It makes an attempt to examine whether the two marketing systems are competitive or complementary.

2. Aims to analyze and state in quantitative terms from which marketing system the farmers could reap more benefits.
CHAPTER ARRANGEMENT

In the I chapter an attempt has been made to give an introduction about the topic, statement of the problem, importance of the study, objectives of the study, limitations of the study, Research methodology, Review of literature and chapter arrangement.

In chapter II the need for co-operative marketing and regulated markets have been briefly explained.

In chapter III a profile of Tiruchengode Agricultural Producers Co-operative Marketing Society has been dealt at length.

In chapter IV a profile of Tiruchegode regulated market has been dealt at length.

In chapter V the marketing system in Tiruchengode Agricultural Producers Co-operative Marketing Society, and the marketing system in Tiruchengode Regulaed market have been dealt at length.

In Chapter VI the performance of Tiruchengode Agricultural Producers Co-operative Marketing Society Limited is appratised in terms of sales, profit... etc.,

In Chapter VII the summary of the study is briefed.

List of appendices.

List of bibliography.