Chapter 1

Introduction and Research Methodology

1.1 Introduction
1.2 Statement of the Problem
1.3 Relevance of the Study
1.4 Selection of Research Topic
1.5 Objective of the Study
1.6 Scope and Limitations of Study
1.7 Statement of Hypotheses
1.8 Research Methodology
1.9 Justification of Sampling Method
1.10 Working Definitions
1.11 Techniques of Analysis of Data
1.12 Review of Literature
   a. Review of Books
   b. Review of Journals
1.13 Chapter of the Scheme
1.1 Introduction

The development of the economy of any country depends on the growth of agricultural sector, industrial sector and service sector. The lower growth rate of agriculture sector is due to lesser investment which has affected the growth of the economy. The development of agriculture market is vital for the development of our country.

Agriculture provides employment to 64% of total population in the country (male and female). According to historical references, agricultural includes animal husbandry, trade, marketing and cottage industries, as the pillars of rural economy. The per capita income in India is very low and its maximum portion is spent on consumption of basic necessities by the population. In India, maximum number of population is engaged in agriculture while in the other countries maximum people depend on agricultural products. Two third of National income was derived from agriculture during the First World War. After planning, the share of agricultural was declined due to development of secondary and tertiary sector of the economy. Since other sectors are not developed as agriculture sector, an employment opportunity for the growing population in this sector is not sufficient and hence unemployment increases, which leads poverty. According to suggestions of Indian experts, for the leading industries like sugar, cotton, jute, tobacco, edible and non-edible oils, dal-milling, rice-busking, tur making, oil crushing, handlooms, preservation of fruits and vegetables, agriculture produce have to be increased for its growth.

The efficiency of marketing for agricultural produce in India has been of significant concern in the recent years. After the Green Revolution, the productivity of food grains has multiplied, but still the system of collection, storage and marketing has not been modified to meet the developments in marketing in other fields. Maharashtra produces cereals like wheat, Jowar, Bajra, rice, maze, Pulses like tur, mung, Gram, cash crops like sugarcane, cotton, tobacco, spices like chilies, pepper, cinnamon, vegetables like onion, potato, cauliflower, green peas, methi, and fruits like mango, cashew nuts, orange, banana. The marketing of agriculture produce is still a major problem in Western Maharashtra Region. Marketing of food grains is complex especially because of its seasonality and bulkiness. It may affect the market efficiency as present marketing system has to be developed.
There is a tougher competition with lots of complexities in product, price quality and marketing, hence there is a need to have a good knowledge of marketing strategy which can improve continuously the profitability and sustainability of our Indian system regarding – farming system as well as marketing system.

Marketing trends provides the information of the market happenings. It includes the study of marketing strategy that provides the goals for marketing plans. It is the study to see how marketers focus limited resources on the best opportunities to increase sales of agriculture products and improve markets, and be able to achieve a competitive advantage for being in the market.

1.2 Statement of the Problem

Agriculture Marketing consists of all those processes which involve the flow of goods and services from the farm till they reach the end customer and also only to that products which is related to agriculture produce only. The economic activity of a country is based on this. Farmers sell their marketable surplus in the market. A part of the produce is kept for their self-consumption, the other part is for their cattle and the rest is sold in the market. Greater economic development of a country is achievable with high levels of surplus as marketable surplus.

Agricultural Produce Market Committees (hereafter it is called as APMC) are formed by the government for the benefits of agriculturists. As per the changing situation and requirements of farmers government has changed marketing strategies of agricultural produce Government has also made amendments in Agricultural Produce Market Committee Act. Agriculture sector is important for providing food grains and other crops/produce to the consumer. However agriculturists are facing following problems:-

1. Unavailability of required facilities.
3. Unauthorized deduction by from traders.
4. Sometimes unethical practices followed by trades.
5. Problem of storage.
By considering the above problem it is necessary to study Agriculture Produce Market Committees structure function. Researcher has selected important subject for the purpose of study.

1.3 Relevance of the Study

In India the average size of holding is generally less than 2 hectare (little over 80% of the total holding). Therefore, the marketing behavior of small farmer and trends regarding it are significant for the whole agro-economy. Because of little or insufficient knowledge of the trends in the market the farmers, there is a need to study the strategies of the market and the market mechanisms for achieving the objectives of the market.

Indian farming/agriculturists sector has a lot of problems as mentioned above. To motivate them they have to be encouraged to have more production yield so that they can have more of surplus to sell in the market for gaining more profits. The research work is useful to the farmers/agriculturists as follows:

1. The importance of advanced technologies in agriculture for quick farming processes which will give them higher yield.
2. Helping the farmers to know the importance of proper storage facilities for their produce so that they can sell their goods when prices are high for them.
3. The importance to reduce costs by eliminating the middlemen.
4. Importance of literacy in marketing their produce so that they are not cheated by the traders.
5. Making use of internet information provided by the APMCs on their websites or mobile phones.
6. Developed irrigation facilities and its importance for proper quality and quantity yield.

Agriculture is a state subject and almost all state governments enacted Agriculture Produce Market Committee (here after it is called as APMC) act in 1950’s or so, to bring about transparency in trading and to end monopoly of the traders. Government policy is directed towards food security, minimum selling prices to farmers and fair prices to consumers.
The research work is useful to the APMC’s as follows:

To make them know the importance of middlemen having facilities of grading/sorting, so that they can store it until they receive better prices for their goods and also they do not have a loss in post-harvest cultivation following points should be taken into account:

1. Importance of regular elections so that democracy exists.
2. Minimum Selling Price (MSP) should be given for cereals, Pulses, oilseeds, fruits and vegetables so that the farmers know in advance, what price will be sought for their produce.
3. To give training of advance/developed farming technologies to the farmers for high production yield.
4. Make them know the importance and benefits of higher education in agriculture.

1.4 Selection of the Research Topic

The present research helps to study the different dimensions and policies followed by the farmers while marketing their food grains in the market. The research helps to survey the marketing development that the farmers follow while marketing in food grains. For this, the factors considered are the different elements influencing the individual farmer while marketing food grains in the market. While making marketing decisions to sell their produce in the market, the farmer’s decision depends on the returns generated by marketing of food grains.

When the supply of agricultural produce is excess of demand then prices are decline and the prices are increased when its demand goes up for it. Farmers singly, have little or no control on demand, but they can do so if they come together in unity and make a major change in the demand for the product and the market price which gives better income for the producers.

Wheat and Jowar is widely cultivated by the agriculturist and yield per acre is depending on climate and availability of water resources. Most Bread and Chapati’s is made with wheat flour, whereas Jowar is used to make Bhakri’s which are consumed as daily meals. Wheat and Jowar producers are common farmers. These two products
are essential for lives. However following problems are raised in selling of agricultural produce.

By considering the important role of APMCs and utility of agriculture market structure for economic safeguard of agriculturists, researcher has selected research subject entitled “An Analytical Study of Agriculture Market Structure In Western Maharashtra Region” for the purpose of the research.

1.5 Objectives of the study
1. To study the formation of Agricultural Produce Market Committee in Maharashtra.
2. To study agricultural marketing structure channels in Maharashtra in general and particular to Western Maharashtra.
3. To study marketing channel of selected food grains in selected districts of Western Maharashtra.
4. To study facilities provided by Agricultural Produce Market Committees to framers and traders.
5. To suggest practical solutions for overcoming the problems.

1.6 Scope and Limitations of the Study

The Scope of the present study is:
1. The present research work is related with agricultural market structure in Western Maharashtra region.
2. In western region total six districts namely Ahmednagar, Pune, Satara, Sangli, Kolhapur and Solapur are covered. Out of these six districts the researcher has selected three districts for the purpose of the study, viz Ahmednagar, Pune and Satara.
3. In these selected districts total numbers of 37 APMCs are working. Out of this 15 APMCs are selected.
4. Many agriculture produce are sold through APMCs which includes Jowar, Wheat, Bajra, Soybean, Cotton, Oilseeds, Onion and other agriculture
products. Out of these only Wheat and Jowar is selected for the purpose of the study.

5. The researcher has collected the primary data from 450 farmers and 30 traders.


7. The study has been confined with Analytical Study of Agriculture Market Structure In Western Maharashtra Region

Limitations of study

1. Only 15 APMCs are studied out of 45 APMCs.

2. Only Wheat and Jowar are considered other agriculture products are not studied.

3. Findings and Conclusions are drawn on the basis of responses recorded by respondents. The situations of various APMCs are different. Hence, Findings and Conclusions are not cent percent applicable to other districts

1.7 Statement of Hypotheses

1. Agriculturists and Traders are satisfied with market and marketing structure of Agricultural Produce Market Committee.

2. The Principal of Minimum Support Price is strictly followed by the Agricultural Produce Market Committee.

3. Adequate facilities provided to Farmers and Traders by Agricultural Produce Market Committee and their quality is satisfactory.
1.8 Research Methodology

A. Primary Data

Research work is mainly dependent on primary and secondary data. Primary data is collected through questionnaire. A structured question is prepared for farmers and license holders traders of APMC’s in selected district. Total 150 farmers respondents are selected from each district i.e. 450 farmers respondents are selected. Their responses are recorded through questionnaire. 10 traders working in APMC’s are selected from each district, i.e. total 30 traders have been selected.

B. Secondary Data

It is collected from various reference books, research journals, reports, official records of APMCs, newspapers, websites, and other related references.

For the purpose of secondary data the researcher visited the following places:

1. Jayakar Library, Sacitribai Phule Pune University, Pune
2. Mahatama Phule Krushi Vidyapeeth, Rahuri
3. Babasaheb Ambedkar Marathwada University, Aurangabad
4. Photo Zinco Press, Pune
5. Maharashtra State Agriculture Board, Pune
6. Agricultural Produce Market Committee of Ahmednagar, Pune and Satara.
7. NABARD office, Pune
C. Selection of Sample

Selection of districts: In Western Maharashtra total six districts are covered. However area of research is too much large and hence, three districts has been selected, viz. Ahmednagar, Pune, Satara.

The researcher has selected the scope of study as “An Analytical Study of Agriculture Market Structure in Western Maharashtra Region”. Following is the broad research in Western Maharashtra which covers following six districts and 59APMCs.

Table: 1.1
Districts and APMCs Covered in Western Maharashtra

<table>
<thead>
<tr>
<th>Sr. No</th>
<th>Name of the District</th>
<th>Total No of APMCs</th>
<th>Date of Establishment</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Ahmednagar</td>
<td>14</td>
<td>01/10/1954</td>
</tr>
<tr>
<td>2</td>
<td>Pune</td>
<td>13</td>
<td>01/05/1997</td>
</tr>
<tr>
<td>3</td>
<td>Satara</td>
<td>10</td>
<td>12/05/1952</td>
</tr>
<tr>
<td>4</td>
<td>Sangli</td>
<td>07</td>
<td>17/01/1951</td>
</tr>
<tr>
<td>5</td>
<td>Kolhapur</td>
<td>04</td>
<td>15/10/1945</td>
</tr>
<tr>
<td>6</td>
<td>Solapur</td>
<td>11</td>
<td>20/08/1959</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>59</td>
<td></td>
</tr>
</tbody>
</table>

Source: [http://www.msamb.com/ApmcDetail/Profile](http://www.msamb.com/ApmcDetail/Profile) 22/06/2017
Selected Districts and APMCs

From the total number of 6 districts and 59 APMCs in Western Maharashtra the researcher has chosen 3 districts with 15 APMCs.

Table: 1.2

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Name of the District</th>
<th>Total No of APMCs</th>
<th>Selected APMCs</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Ahmednagar</td>
<td>14</td>
<td>Nagar, Parner, Shrigonda, Jamkhed, Shrirampur</td>
</tr>
<tr>
<td>2</td>
<td>Pune</td>
<td>13</td>
<td>Pune, Manchar, Junnar, Shirur, Khed</td>
</tr>
<tr>
<td>3</td>
<td>Satara</td>
<td>10</td>
<td>Satara, Koregaon, Karad, Vai, Phaltan</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>37</strong></td>
<td><strong>15</strong></td>
</tr>
</tbody>
</table>

Source: [http://www.msamb.com/AmcDetail/Profile](http://www.msamb.com/AmcDetail/Profile)

Justification:

Ahmednagar district is selected on the basis of cropping pattern and higher cultivation of Wheat and Jowar. In Pune district, large number local traders and outside traders are practicing in APMC. It is resulted more demand from traders side. By considering heavy turnover as compared to other district Pune district has been selected. Satara is selected because of land reforms and expansion of irrigation facilities there is an increase in its cropping intensity and with the government motivation for modernizing agriculture has led to a developed market for both the farmers and traders.
Selection of Traders

There are large numbers of license holder traders in every district and from them 10 are selected from each district.

Table: 1.3
Selection of Traders

<table>
<thead>
<tr>
<th>Sr. No</th>
<th>Name of the District</th>
<th>Selected Traders</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Ahmednagar</td>
<td>10</td>
</tr>
<tr>
<td>2</td>
<td>Pune</td>
<td>10</td>
</tr>
<tr>
<td>3</td>
<td>Satara</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>30</strong></td>
</tr>
</tbody>
</table>

Justification:

Researcher has contacted the APMCs officials of the selected districts and according to the information provided by them researcher has been selected 10 traders from each district. Total 30 traders are selected from each selected APMCs i.e. 10 X 3 = 30 traders under convenient and voluntary sampling method.

Selection of Farmers

The farmers selected from 4 districts are 150 and their total number is 450. Selected farmers are producer of Wheat and Jowar. Selected farmers are producer of wheat and Jowar. 30 farmers from each APMC have been selected.
Table: 1.4
Selection of Farmers

<table>
<thead>
<tr>
<th>Sr. No</th>
<th>Selected District</th>
<th>Total Selected APMC</th>
<th>Selected Farmers (30 per APMC)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Ahmednagar</td>
<td>5</td>
<td>150</td>
</tr>
<tr>
<td>2</td>
<td>Pune</td>
<td>5</td>
<td>150</td>
</tr>
<tr>
<td>3</td>
<td>Satara</td>
<td>5</td>
<td>150</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>15</strong></td>
<td><strong>450</strong></td>
</tr>
</tbody>
</table>

Researcher has contacted the Talathi of the jurisdiction of APMCs. As per land holding proportion and cropping pattern information given by the Talathi, researcher has been selected 150 farmers from each district. Total 30 farmers are selected from each selected APMCs i.e. 5 X 30 = 150 and 150 X 3 = 450 farmers under convenient and voluntary sampling method.

Selection of Districts

Ahmednagar district is rural as well as urban with dry and hilly region. Pune is well developed and irrigated district. Whereas Satara is fully developed and having fertile soil for agricultural purpose. Since these three districts are nearer to the researcher, and convenient for data collection of APMCs.

Table: 1.5
Selected District, APMCs and Traders

<table>
<thead>
<tr>
<th>Sr. No</th>
<th>Name of the Selected District</th>
<th>Total No. of APMCs</th>
<th>Selected No. of APMCs and its Sub Market Yards</th>
<th>Selected No. of Traders</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Ahmednagar</td>
<td>14</td>
<td>05</td>
<td>10</td>
</tr>
<tr>
<td>2</td>
<td>Pune</td>
<td>13</td>
<td>05</td>
<td>10</td>
</tr>
<tr>
<td>3</td>
<td>Satara</td>
<td>10</td>
<td>05</td>
<td>10</td>
</tr>
</tbody>
</table>

Justification

The researcher has selected the three districts, fifteen talukas and thirty traders from the three selected districts.
**Type of Farmers**

Farmers grow crops and sell their produce to the traders. 450 farmers are selected amongst them 20 farmers are marginal land holders, 30 are small farmers having small land holdings, 50 are medium farmers and 50 farmers are large land holders. Most of the marginal farmers and small farmers have very small surplus because of their marginal or small land holdings. Whatever is produced by them very small portion are sold in the market Following table shows the type of farmers as per districts.

<table>
<thead>
<tr>
<th>Sr. No</th>
<th>District</th>
<th>Marginal Farmers</th>
<th>Small Farmers</th>
<th>Medium Farmers</th>
<th>Large Farmers</th>
<th>Total No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Ahmednagar</td>
<td>20</td>
<td>30</td>
<td>50</td>
<td>50</td>
<td>150</td>
</tr>
<tr>
<td>2.</td>
<td>Pune</td>
<td>20</td>
<td>30</td>
<td>50</td>
<td>50</td>
<td>150</td>
</tr>
<tr>
<td>3.</td>
<td>Satara</td>
<td>20</td>
<td>30</td>
<td>50</td>
<td>50</td>
<td>150</td>
</tr>
</tbody>
</table>

**Justification**

The types of farmers are selected from different categories by considering their land holding proportion. Generally for medium and large scale farmers have higher surplus capacity; hence equal weightage is given to these farmers. In case of marginal farmers their surplus of agricultural produce is very limited and so the weightage is less compared to medium and large farmers; small farmers have little high proportionate in producing their farm produce than the marginal farmers and so the proportion of these small farmers is more than the marginal farmers.

Samples selection is done under **Convenient Sampling Method**.
1.9 Justification of Sampling Method

For collecting primary data the researcher uses the Convenient Sampling Method which is nearly used as a common method of sampling for collecting primary data. It is a non-probability sampling technique where by the researcher is able to collect samples on the convenience basis in proximity and accessibility. Through this method the researcher is able to use any available subjects for participating in a research study. By this method the researcher can collect his samples thus by making people stop in a farm or can survey the passersby in any of the required offices he visits and take the samples of the visiting traders and farmers who were there for their personal work. The researcher is unable to get accuracy which is available through random sampling method of a population may give for example – the APMCs are not furnishing the total number of license holders or their names as to what agriculture produce they are dealing in for study purpose of the researcher. Though there were many barriers, the convenient sampling method helps the researcher to gather the required data. By data analyzing the researcher can make out or conclude the trends and also compensate for the delayed data. The researcher has used the convenient sampling method for availability and the quickness in the data collection for collecting the data from the farmers and traders.

1.10 Working Definitions

1. Market

Market is an area where people (two or more persons) come together with motive of exchanging goods, information or services with an intention of buying them. These two persons who are involved in buying and selling are known as buyers and sellers.

2. Marketing

The process which ultimately sell ones product, services and information by motivating the buyer as to why he should buy it and how it will satisfy his needs in a better way is known as marketing. It is to create an environment in which one is able to convince the buyer to buy the product, services or/and information
where by the buyer ultimately buys the product from the seller. The buyer should be able to satisfy the customer with his product, services and information to able to keep him as a customer for a long period and at the same time also be able to attract the potential customers.

3. Marketing Channels

Marketing channels in the marketing terminology means that it is a channel where by the goods are made available, by distributing them to the ultimate customer. Marketing channel thus makes the availability of the right product to the right customer at the right time and the right place.

4. Market Structure

The market characteristics which influence the behavior of a firm in a market and their ultimate achievements in the market is the market structure. The determinants of market structure are buyers and sellers, price, product differentiation and its rareness, agents in the market.

5. Minimum Support Price

The meaning of price is that amount of money by which a buyer is able to buy any product and sold by the seller at a given value. The government gives the farmers a Minimum Support Price which is a price to assure them that their produce will be purchased at a value, whatever price may be prevailing in the market for their produce. It acts as an incentive to the farmers for growing crops and also helps to ensure ample production of food grains.

6. Trader

A trader is a person (dealer/merchant) who carries on business/ trade by investing some amount of finance to earn some margin of profit. He may work for himself, or on behalf of an institution for which he is working. He can also act as an intermediary between the market maker and his client.
7. **Levy**

It is some part or portion of money amount which is charged or imposed on commodities (goods) or assets as fine or tax on an individual or a business by the government or an organization.

1.11 **Techniques of Data Analysis**

It is necessary to analyze the collected data for drawing constructive conclusions and for this purpose the collected information was keyed in excel and was analyzed using simple and logical mathematical techniques like average, growth rate percentages. The raw data collected is presented in a systematic form of tables – in columns, rows and labels in organized manner for its proper understanding.

1.12 **Review of literature**

For any research to take place it is necessary to go through the past research work, which acts as a guideline and also giving basic foundation for the theoretical structure or frame work of present research/investigation. The researcher has to conduct the activity of reviewing of literature for having a complete, proper and a thorough knowledge for the work to be completed in his field. “Review of Literature” is conducted to study or review mainly the available study material and the research work studies in related field. For the research study the literatures which are reviewed for study purpose are journals, international journals, books, magazines, report, portals and the websites. It also has the support of experts of the authorities and experts opinions in the study related to agriculture marketing. For reviewing the literature it being available from the following sources:

1. College libraries
2. Pune and Aurangabad University libraries
3. Study material from personal contact
4. Agricultural Produce Market Committees
5. Maharashtra State Agricultural Marketing Board
6. Vaikunth Mehta National Institute of Co-operative Management, Pune
7. Government Statistical Department
The title “An Analytical Study of Agriculture Market Structure in Western Maharashtra Region” is a new field of study for the research studies which are taken or conducted in this marketing field especially agriculture market structure in western Maharashtra region can be said to be counted on one’s finger tips. A study is required in this field and hence the present researcher has to go through the available published study material and its related literature.

A. Review of Books


This book is designed and written keeping in view for giving the students in economics an in-depth insight in the subject of Indian Economy. This book is being divided into twenty eight chapters. Chapter one and two explains the underdevelopment and development concept regarding underdevelopment, , its main characteristics, causes of backwardness, remedy, growth and development, how economies grow and change, measures for development, strategies of development. Chapter third and fourth deals with Indian economy - a historical perspective, present state and the perspective - a developing economy. further, the next chapters from five to ten are informative with aspects like natural resources, policy and measures, energy resources, mineral resources, water resources, population growth and urbanisation, population- development and policy, agriculture- role backwardness and progress, national agricultural policy – 2000, crops, production, productivity, inputs and surpluses - cropping – pattern – main features, factors determining cropping – pattern, agricultural production – trends and evaluation, causes of unsatisfactory growth, remedial measures, productivity of land – large scope for intensive cultivation, little improvement, remedial measures, agricultural inputs – large potential, unsatisfactory...
state, remedial measures, subsidising inputs, food grain surpluses, land reforms, redistribution of land. The next chapters from eleven to sixteen gives information in farm-size and efficiency, productivity, farms-size and modern technology, implications for policy, agricultural labour, agriculture - mechanisation and green revolution, agricultural finance and rural indebtedness, improving the system of finance, rural indebtedness, marketing of agricultural produce, government’s policy, agricultural prices, and price policy. Chapter seventeen to twenty two explains in detail about cooperative movement, food problem and public distribution system, government’s food policy, small – scale and cottage industries, reserve bank and monetary policy, commercial banks - indigenous banks, public sector banks – nationalization and new fiscal policy. The remaining chapters have been highlighted on public debt and deficit financing, balance of payments, foreign trade, new trade policy, WTO- features and assessment, India and the world economy.

The author has made analytical presentation of Indian economy with facts in the form of the latest data become indispensable to meet the requirements of the reader from various backgrounds. Chapter 24 on Marketing of Agricultural Produce gives clear idea of the market management as the good marketing system which is helpful in the development of agriculture. It is the major contributor to the GDP of Indian economy. It is stated that one proper marketing arrangement can organize surpluses form this sector Inadequate mans of transport, inadequate facilities of credit, lack of grading and standardization, non-availability of market information, malpractices of buying and selling, inadequacy of institutional marketing, little incentive re the major problems discussed here. Further it is stated by author that Agriculture Produce Market Committees, cooperative marketing can improve the aspect of marketing. Government has been making efforts over the last many years far back as 1939 Weights Act was passed but not much headway could be made in the situation and chaotic conditions in different places is continued. However buying on government account and a price fixing by the government agencies have introduced an element of certainty in the market, resulting in the reduction of uneven and large fluctuations in the prices of agricultural produce.

The author in this book has covered in detail on topics like – Importance of communication in business, technological developments in business 1st Floor, communication, communication need felt by Government companies, why good communication is good business, communication enhances motivation leaching, presentation, and marketing is communication, classification of communication channels, communication purposes, marketing communication, control analysis, media analysis, effects of logistics communications, effects of persuasion, fate of panic decisions, ego decisions, formation channels of marketing, channel segments, one to one linkage (producers, wholesalers, retailers, consumers), the communication process, theory of communication, elements of communications, information source, communication channels, signals & sign, kinesics or non-verbal communication, communication mode, the meaning of information, role of marketing communication, why marketing communications, what is marketing communications, marketing to marketing communications, marketing communications defined, marketing communications process, graphic model, types of models, comparison of response models, Integrated management of all communication, direct marketing, customer relationship management, role of advertising, the role of advertising vis-à-vis “communication mix”, targeting markets, measuring and improving response, mailing, sales promotions, consumer promotions, trade promotions, corporative advertising, integrated marketing communications, communication & diffusion process, consumer communications which deals with marketing research, theories of communication, media strategies, direct markets.

The author has provided the information as to how communication is helpful in marketing the goods by maintain good customer relationship. It gives emphasis on formation of marketing channels and how to link with the producers, wholesalers, retailers and consumers and how market targeting is achieved.

About introduction to retailing, retail environment, retailing in India, retail decisions & retail mix, retail types and formats, management of quality in retail services, motivation and retailing, franchising, physical distribution management, managing marketing, trends in retailing and retail advertising.

He explains the importance of retailing by giving various theories and information on various types of retailers and the relationship between retailing and marketing and the emergence of new technology for it. The author explains as to how socio economic change effects retailing and distribution management. He has also given the different types of retailers with examples and information of forces governing Indian retailing.

The book has covered text and retail management cases in regard with Indian context. Emphasis is given on the recent trends and its upcoming challenges in managing retail. He has covered in depth topics like – retail management concept, retail of corporate sector, force drivers of retail industry, merchandising stages and its elements. Total Quality management in retailing aspect, motivation role in retailing and process of decision making related to retailing.


The book contains in-depth study of the Food grains Prices and Competitive Nature of Food grains Markets in the state of Rajasthan, covering a period of 23 Years. The Study Covers Six Important Food grains - Wheat, Barley, Jowar, Bajra, Maize and Gram, accounting for 89.83% of total Food grains Production and 80.14% of the total food grains area in the state of Rajasthan. The book examines price structure of food grains, seasonal price behaviour and returns to storage, spatial price variation among the different level markets, returns to transportation, price parity concepts, price policy of food grains, and pricing efficiency of the markets and competitiveness of the primary and secondary wholesale food grain markets of the state. The study has also examined the impact on reduction is seasonality of prices
among food grains or otherwise due to the start of various programmes by the government such as regulation of markets, announcement of procurement and support prices etc.


This book is useful to the students, researchers and teachers from different disciplines like Sociology, Demography, Geography, Economic and others. It gives updated information and also the map related to the world patterns. It also gives information on literacy, Senses of the country for the year 2011 at the state and district level. This book has total sixteen chapters which give in-depth information on Conceptual Framework and Historical Development, Population Studies and Geography, Basic Sources of Data, The Census, Census of India, 2011, Religion, Population Change, Migration, Literacy, Population and Resources, Population and Environment and Population Policy.

In the book the author explains how India is a unique country from agricultural point of view. Its enormous expanse of level plains, rich soil, high percentage of cultural land, wide climatic variety with adequate aggregate rainfall combined with sufficient temperature, ample sunshine and long growing season provide solid base to agriculture.

Agricultural sector also contributes a lot to the export trade of India. Bulk of India’s export trade consists of agricultural products and agro-processed products. Hence there is a great need to increase agricultural productions with sufficient exportable surplus commodities after meeting domestic requirements. From the above statement of the author we can conclude that the agricultural product needs to expand their markets with necessary chains. Hence APMCs are the most important part of chain of the market. Agricultural marketing is still continues to be in a bad shape in rural areas. In absence of sound marketing facilities the farmers have to depend upon local traders and middlemen for the disposal of their farm produce which is sold at throw-away price. In most of the cases these farmers are forced under socio-economic condition. The farmers sell their products to the money lenders from
whom they usually borrow money. According to an estimate 85% of wheat, 75% of oil seeds in U.P. 90% of Jute in West Bengal, 70% of the oil seeds and 35% of cotton in Punjab is sold by farmers in the village itself. (Page no. 335 of the book) In order to save the farmers from the clutches of the money lenders and the middlemen the government has to come out either regulated markets for agricultural products.


This book is focused on important aspects which are divided into three units, they are – 1. Perspectives - This chapter contains introduction, some important definitions, demand management, marketing in practice, and challenges to Indian marketing are explained in detail. 2. Insights – Second unit contains three chapters, they are titled as consumer behaviour, marketing information system, and selecting and attracting markets which are focused on challenges faced by consumer behaviour & models of consumer behaviour, internal and external stimuli and in 3. Strategies – This unit has four chapters and they are product strategy, pricing strategy, promotion strategy, and distribution strategy. At the beginning the author has given introduction to each chapter, then product concepts, classifications, product Mix decisions and competitive product strategies are given.

The book provides a broad coverage of the changing profiles, rural marketing issues and its practises and its issues. It is set up on the structure of general marketing management; it gives emphasis on the issues which influence rural area marketing by giving simple examples related to India.


This book is meant for the teachers, candidates appearing for competitive exams, and students of Geography. This book deals with the India’s physical set up, its people and economic field. The book helps to highlight the reasons and its effects of physical and the human relations and also makes possible for the reader to understand
interaction of the forces of the nature and man. It gives a deep information of the systematic appraisal of the spatial and the temporal analysis of India’s resources like natural and human. It is also informative on the concept and factors which control the humans and the economic development of a country. It gives information on climate, new theories about their origin which also unfold themselves with time. Chapters are related to flood and droughts, green revolution, migration patterns, environment, tourism and composition of population. It gives latest development, diagrams and maps which are self-explanatory and factual information which is explain with latest information. This book is divided in three parts and have total twenty eight chapters, related to - Part I - The Land - Introduction - India as a geographical unit, Physiographic divisions, Geology, Climate, Soils, Natural Vegetation And Forest Resources, Environments. Part II - The People, Composition of Population, Migration Patterns, Rural Settlements, Trends In Urbanization and Functional classification of urban agglomerations/towns, Urban crisis in India. Part III - The Economy, Irrigation, Sources of Irrigation, Multipurpose Projects, Livestock, Fisheries, Land Utilization,- Introduction, Net area sown, area sown more than once, Forests, Land not available for cultivation, Permanent pastures and other grazing lands, Land under miscellaneous tree crops and groves, Cultivable waste, and fallow land. Agriculture - Introduction, Salient features of Indian agriculture, Problems of Indian agriculture and their solution, Types of farming and Agricultural regions, Green Revolution, Major Crops - Introduction, Food Crops - Rice, wheat, maize, millets – Jowar, Bajra, Ragi, Barley, Pulses, Gram, Tur, Cash Crops - Cotton, Jute, sugarcane, tobacco, oilseeds – groundnut, sesame, rapeseed and mustard, linseed, castor seed, Plantation Crops - Tea, coffee, rubber, spices – pepper, cardamom, chillies, ginger, turmeric, areca, coconut. Horticulture - Cashew, mango, apple, orange, grape, peach, pear, apricot, strawberry, Vegetables, Mineral Resources, Energy Resources, Manufacturing Industries, Transport, Foreign Trade and Tourism.

In the book the author explains how India is a unique country from agricultural point of view. Its enormous expanse of level plains, rich soil, high percentage of cultural land, wide climatic variety with adequate aggregate rainfall combined with
sufficient temperature, ample sunshine and long growing season provide solid base to agriculture.

Agricultural sector also contributes a lot to the export trade of India. Bulk of India’s export trade consists of agricultural products and agro-processed products. Hence there is a great need to increase agricultural productions with sufficient exportable surplus commodities after meeting domestic requirements. From the above statement of the author we can conclude that the agricultural product needs to expand their markets with necessary chains. Hence APMCs are the most important part of chain of the market. Agricultural marketing is still continues to be in a bad shape in rural areas. In absence of sound marketing facilities the farmers have to depend upon local traders and middlemen for the disposal of their farm produce which is sold at throw-away price. In most of the cases these farmers are forced under socio-economic condition. The farmers sell their products to the money lenders from whom they usually borrow money. According to an estimate 85% of wheat, 75% of oil seeds in U.P. 90% of Jute in West Bengal, 70% of the oil seeds and 35% of cotton in Punjab is sold by farmers in the village itself. (Page no. 335 of the book) In order to save the farmers from the clutches of the money lenders and the middlemen the government has to come out either regulated markets for agricultural products.


This book is related to the regional scheme from macro-micro this book is helpful for the students, teachers, regional planers, administrators, public and researchers. Information is provided with historic-cultural factors which influence the regional patterns which are evaluated as structure in climate physical factor of relief, process and patterns of utilization of the resources, economic development and its growth potential with the limited resources. Information is given from Kashmir to Kanyakumari and from Dwarka to Kamrup. The book is useful and contains valuable and detailed information in twenty nine chapters. information given is related to India - an introduction, India - as a geographical unit, the cultural setting, the physical setting the physical resource base, agriculture economy, industrial economy, transport
and communications, the regions problems and prospects, industrial economy, transport and communication the people and economy, the regions problems and prospects.

In country like India, with its complex physical and cultural characteristics and also having a powerful traditional impact, the regional hierarchical based division is indeed a remarkable task.

The author focuses on the scheme of geographical regionalization of India where Maharashtra stands out as large but fairly homogeneous region. It is both physical and cultural traits. The region has climatic contrasts particularly the variation in the amount of rainfall are obvious. With the limited latitudinal extent and not so very pronounced vertical range of altitude, the temperature conditions do not change. The characteristics and the distribution of soils in Maharashtra are influenced by the nature and intensity of weather and mode of fluvial transport on the plateau. The food crop like Jowar, Bajra, wheat and rice are the four important food crops. Of this Jowar is the most important occupying more than 60% of the total cultivated area of the region. Wheat is the next crop of the region has more than 30% of the cultivated area. Likewise the author focuses on the needs of higher rains has 60% of the cropped area under paddy. Sugarcane, cotton are cash crops of the region. Agriculture is the primary occupation of nearly 2/3rd of the working population in the region. The productivity of land is low. On the basis of ecological consideration the forests are recognized, where more of crop management is needed with a suitable market facility.


This book is divided in three parts and in total has twenty one chapters. Given are the chapters in this book - Part I - natural resources and environmental economics, natural resources - classification and, environmental and welfare economics, economic growth and environment, environmental accounting, environmental policies, valuing the environment. Part II- agricultural economics - introduction to agriculture economics, role of agriculture in economic development, farm production
decisions agricultural policy - introduction, beliefs and values underlying agricultural policy, food production and security, world trade and agriculture. Part III - rural development, agricultural transformation and rural development, strategy of agriculture and rural development.

This book explains about natural resources and environmental economics, agricultural economics and rural development. This book not only gives information but also provide related theories with it. This book makes the students, academicians, teachers, concepts clear which are related to introduction to natural resources and environmental economics, environmental and welfare economics, economic development and the environmental, introduction to agriculture economics, farm production decisions, land economics and land utilization, world trade and agriculture, introduction to rural development, measures and rural development, agricultural transformation and rural development policy.


This book helps the student, teachers and researchers in their studies. The division of the chapters is done in six parts. It helps to broaden the knowledge on agriculture from the definition point (Agriculture - an overview) to Origins of Agriculture, information on seeds, livestock, Agronomy (Plant Science - Scope and Importance of Botany) and farming. It gives information on Agriculture history and its geography in detail. It is also helpful in getting information on crop production systems, seeds development and how it is sown, farming and types of farming, organic farming, green revolution, sustainable agriculture, Farm Buildings, Farm Equipment's, Water Management, history of farm equipment’s used for farming, methods of transportation of the produce for marketing, markets and market competitions.


The book emphasize upon an efficient marketing system to protect the interest of the producers, consumers and economy as a whole. The government should develop a suitable strategy of support price for various agriculture commodities, make adequate
arrangement for the procurement of agricultural produce at support price and develop a well spread out and regulated infrastructure of marketing, which will ensure a fair price to the producer in open market conditions and help to eliminate the non-functional marketing margins of intermediaries.


The author of this book in a very lucid way has linked this book to the scientific principles of the crop productions which is helpful to young researchers and post graduate students. The author has tried to explain in detail the crop production from different agricultural sciences for developing and suitable technology of production in any given situation of water, land and any other natural type of resources it will help the redder to plan need based research programme for the sustainability of the crop production system. It provides in-depth information on growth regulators and growth analysis, factors influencing crop growth and development, crops, cultivars and tillage, seeds and sowing, plant population and crop yield - the concept of competition, dry land crop production - agro climatic classification, nutrient management - essential elements in plant nutrition, efficient use of water in crop production, weed management and cropping systems. The overall chapter in this book are ten in number which gives information regarding - factors influencing crop growth and development, growth factors and crop yield, growth regulators and growth analysis, systems modelling for crop production, yield potential, tillage and soil water availability, seed dormancy, plant population and crop yield, the concept of competition, dryland crop production, agro climatic classification, national commission on agriculture, constraints in dryland crop production, watershed management, essential elements in plant nutrition, factors influencing crop, management of problem soils, water resources and irrigation development, criteria for proper cropping pattern, weed management, major cropping systems, and farm testing and validation of technology.

In this book Reddy sir has explained the crop production encompasses integration of knowledge from many agriculture sciences to develop an ideal production technology for any given situation of land water and other natural resources. The
author has been stated that Green revolution is one of the best success stories of India.

The food supply for the human population depends on the ability of green plants to convert solar energy but it is also important to have proper channel of distribution of crops to save the wastage of grains mainly due to the lack of knowledge, market availability, rate system. Water management influenced the response to fertilizer in different ways. The study of the book becomes essential to understand the importance of crop production, its management and distribution.


This book is useful for the students and teachers. The book is made up of total twenty one chapters. The book is helpful in getting the in depth information on Wheat and Sorghum crop as it is related to the topic. The author in this book has made an attempt to describe the important plants economically and which is used by the human beings widely in a simple and concise way. He gives due emphasize on its origin, its method of cultivation, distribution and the different techniques which are adopted for extracting useful products. He also gives illustrations wherever it is required. It focuses on the importance of plants and plant products and its history. Detailed information is given on the cereals which are the major food crops of India. It covers crops like wheat, maize or corn, rice, oats, Barley millets, sorghum (Jowar), pearl millets, Bajra, Ragi, common millets, rala, legumes, Gram, pigeon pea, lentil, mung bean or green Gram or golden Gram, urdbean, soybean and different types of nuts and vegetables. Fruits, spices, tea, cocoa, chocolate, beverages, fibres and forest products, fats and oils, drugs obtained from flowers, fruits and seeds, smoking and chewing materials.

The author has given this information regarding its origin and history, growing Regions, Botanical Description, Suitable Plant Type, Ecological Factors, Cultivation, Harvesting, Cytotaxonomy of the crop, Importance of Cultivated crop, Breeding crop, Some High-yielding crop Varieties, The Milling of crop, Uses of crop, Diseases of the crops and how to control it.

This book the authors have explained as how to make use of an appropriate methodology for quality research. It gives the preliminary and the advanced level discussions on the research methodology for marking the researchers familiar with the art to use the research methods and its techniques. It serves to the social students a text book both at the graduate level and the post graduate. It is helpful to the researchers as a guide. The book has nineteen chapters in all, they explain overall information regarding - Research Methodology, Defining the Research Problem, Research Design, Important Concepts Relating to Research Design, Experimental and Non-Experimental Hypothesis, Different Research Designs, Research Design in Case of Hypothesis, Important Experimental Designs, Design of Sample Surveys, Measurement and Scaling, Scale Classification Base Scaling Techniques, Collection of Primary Data, Collection of Secondary Data, Data Preparation, Descriptive Statistics, Measures of Dispersion, Other Measures, Sampling Distribution, Statistical Inference, Testing of Hypothesis, Analysis of Variance, Other Nonparametric Methods, Simple Linear Regression Model, Multiple Linear Regression Model, Problem of Multicollinearity Factor Analysis, Discriminant Analysis, Multiple Discriminant Analysis, Cluster Analysis - Introduction, Distance Measures, Clustering Algorithms, Agglomerative Clustering, Other Multivariate Techniques, Interpretation and Report Writing.

The book is a perfect guideline about presentation of research. The book is structured to make the learning more systematic. This book provides us the basic and advanced level on research methodology so that the researchers become familiar with the art of using research methods and techniques. It also serves us about the contents like research design, the design of sample surveys and data collection. The chapters on data preparation and descriptive statistics are the most helpful for new learners to prepare for data for research. Sampling and statistical inference Testing of Hypotheses Chi-square test Analysis of Variance are the most useful chapters for evaluation of data collection The book also provides other non-parametric methods for analysis.
Interpretation and report writing is the chapter explains mechanics of writing a research report and oral presentation of data. Different steps in writing repost like logical analysis of subject, preparation of the final outline; preparation of the rough draft, rewriting and polishing of rough data helps a lot for candidates who interested in research.


This book is written by the author for those students who feels the need to progress in the study of agricultural statistics. The book covers related information on rural employment schemes, panchayat raj committee’s recommendations, rural development programmes, rural bank and special programmes for agricultural labour and others. This book is divided into thirty seven units. these chapters are as stated further - natural environment - geographical situation, physical features, climate, climatic regions, effects of climate on agricultural economy, agricultural regions, forest resources, utilization of land and cropping pattern, agricultural production and productivity trends prior to independence, post-independence period, problems of low yields, consequences of low yield, causes of low productivity, re-organisation of agricultural conditions, agricultural holdings in India co-operative village management, agricultural inputs and technology - irrigation, source of irrigation, water power and rural electrification, agricultural and animal wastes, improved seeds and plant protection measures, agricultural labour, rural credit and rural indebtedness, State and agricultural policy, food problems and agricultural marketing.

Shri Mamoria has indicated some of the urgent steps to be taken by Government, co-operatives to improve the social and agricultural condition of our agricultural system. What Government have done to provide the minimum of socio-economic infrastructure by way of rural communications, ware houses, organization of chain of regulated markets cheap and plentiful credit, rural water supply, compulsory elementary education, adult education in farming and marketing, and others.

The book focuses that main channel of food grain marketing is like producer - government – miller – fair price market shop – consumer channel. However a lack of organization of APMCs, a forced sale, superfluous middlemen, Multiplicity of market
charges, malpractices of markets, Multiplicity of weight and measures, inadequate storage facilities, underdeveloped transportation means, absence of grading and standardization, lack of information regarding prices are the main problems discussed in the book. Shri Mamoria has indicated some of the urgent steps to be taken by Government, co-operatives to improve the social and agricultural condition of our agricultural system. What Government have done to provide the minimum of socio-economic infrastructure by way of rural communications, ware houses, organization of chain of regulated markets cheap and plentiful credit, rural water supply, compulsory elementary education, adult education in farming and marketing, and others. The book focuses that main channel of food grain marketing is like producer - government – miller – fair price market shop – consumer channel. However a lack of organization of APMCs, a forced sale, superfluous middlemen, Multiplicity of market charges, malpractices of markets, Multiplicity of weight and measures, inadequate storage facilities, underdeveloped transportation means, absence of grading and standardization, lack of information regarding prices are the main problems discussed in the book.


This book by the author is written in total chapters five. He gives a focus on the consumer and his related behavioural quality and the rights he has towards is holdings. Chapter one informs about the consumer behaviour which is influenced by the environment, consumer and customer meaning and their role, de-marketing and consumerism, sub-culture and culture, marketing decisions relevance, effects of the lifestyle of consumers and also customer lifecycle and their purchasing decision.

Second chapter gives valuable knowledge on personality and purchasing decisions, different types of their buying motives, learning elements and the memory system recall characteristics.

Third chapter is informative on consumer aspects which are related to as to how decisions are made by them decision making process – type, which problems the face, what type of information is required how to evaluate the purchasing process steps, reasons as to why the people do shopping with love in different types of malls, stores,
streets and other places. It takes about their nature to shop and the different types of reasons as to how they are satisfied after shopping.

The next two chapters that is fourth and fifth shows the behaviour models of the consumer models like Howard Seth and Engel Blackwell Miniard, Indian consumer profile – socio economic and Demographic and social classes of India and its measurement with the socio economic classes of the rural and urban markets.


In this book the author has given an introduction to retailing as an activity, how the growing importance of retail industry is important, and how retail management helps customers. The main theories of consumers behavior is given in detail. He also defined Brand and management of retail brand, Role of brand, brand loyalty. Brand awareness, successful brands, and how branding is necessary feature of marketplace.

The contents of this book were improved based upon the feedback gained from number of leading retail management academics. In fact it is believed, this book is much closer to the essence of a contemporary retailers’ need for marketing than many others purporting to offer an applied marketing approach. This text was written for students of Marketing to increase important requiring. It contains main theories of consumer behavior, the buying decision, process and implications for retail management. Managing brands over their life cycles, successful brands consumer and ethics in retailing, product misuse and safety issues. More emphasis is placed upon brand image and positioning.

He defined Rural Markets, Rural India a Promising market plans he made to understand rural consumers, how to introduce a new product in rural market, which are the factors affecting consumer behavior, and how economic factors effect economic circumstances, life style, consumer buying process, Buying – Behavior Patterns and Brand building in Rural India.

He explained the age and stages of life cycle occupation and income, how to get rural market research, planning the rural research, how to collect primary data, how the product categories are fast moving consumer goods, how to develop new product. In his book he explained branding in rural India. In this chapter, he gave importance to Brand loyalty versus stickiness, brand spectrum in rural and brand building, fake brands market. In chapter No. 9, he explained about rural retail system, vans, rural mobile traders, haats, shandies, public distribution system, and bare foot agents. In chapter 10, he explained advertisements, mass media, personalized media, and innovations in rural area. In chapter 13, he explained future of rural marketing, focused marketing strategies, retail and IT models, public-private partnership.


He explains how marketers can achieve respect and influence the key how their ideas can generate profitability How understanding and influencing the purchase Decision, competition, pricing strategy, its life cycle, pricing, value based sales and negotiation, Pricing in marketing mix.

Chapter two contains how they should affect pricing decisions, the role of costs in pricing, determining relevant costs, percent contribution, and margin and pricing strategy. Chapter three has pricing for profit, break even sales analysis, break even sales incorporating, and some case studies. Chapter four has understanding and influencing the purchase decision, role of value, management of value perceptions
and price sensitivity. Chapter five and six contain competition and pricing strategy. Last chapter contains ethics and law of constraints on pricing, price fixing, other pricing issues.


This book covers a study on Agricultural Marketing in India and a different market survey conducted by him. Author also study on the working of regulated marketing of agricultural commodities in the state. History related to the agriculture and the cropping patterns held by the farmers in the state. How does the climatically condition effect on the crops and the disadvantages made by it are also explained. Many tables and charts showing different crops according to the season are shown by another at many place in the book proper explanation related to the table is given below which helps to understand the table easily. Author has also collected same samples related to the market study and its functions held by them. This book also contains financial feasibility of market yards. How it functions from one place to other. And activities held in Market yard. Information related to income and cost analysis of market committee is given in detail. It also studies the farmer’s condition while handling the processes of marketing. In this book the author has also concluded that the Act is beneficial to the farmers.


In this book, the author argues that agricultural marketing theory should focus on government policy, because in Indian Agricultural System, parts of the marketing mix which would normally be undertaken by individual businesses are controlled by the government. In some countries, marketing boards have exclusive control of the price, place and promotion of agricultural products. These organizations supposedly carry out many marketing management practices on behalf of business including farm firms. Although central control or government intervention may limit the marketing options available to individual business, farm firms still have some control over their
marketing mix and production decisions. The presence of government intervention or marketing activity does not preclude or excuse individual business firms from any marketing activity or strategic process associated with the market place.


The purchase of the agriculturist’s requirements and the sale of his produce are key activities in business farming. Due to his inability to secure a fair deal at these two stages, the average agriculturist is denied the full fruits of his industry. The book has given stress upon the basic facilities required for agricultural marketing, which includes proper facility for storage, holding capacity to get proper price, adequate and cheap transport facilities, and clear information regarding marketing conditions and also about ruling price, and decrease in number of intermediaries.


The book emphasize upon an efficient marketing system to protect the interest of the producers, consumers and economy as a whole. The government should develop a suitable strategy of support price for various agriculture commodities, make adequate arrangement for the procurement of agricultural produce at support price and develop a well spread out and regulated infrastructure of marketing, which will ensure a fair price to the producer in open market conditions and help to eliminate the non-functional marketing margins of intermediaries.


In the literature it is recognized that a contrast exists between agricultural and business marketing because the marketing management approach is not prominent in agricultural marketing theory. The author suggests that agricultural marketing has traditionally incorporated everything that happens between the farm gate and the
consumer, therefore encompassing areas which „the purist” may not consider marketing. While analysis of government intervention and policy form the focus of agricultural marketing theory, studies of the objectives and decisions confronting individual businesses are central to business marketing theory.

B. Journals


The author is concerned about the agricultural credit and talks about various problems. Though the cooperatives have made significant achievements in agricultural marketing, they are also faced with weighty problems. The first problem is credit. The farmer would like to sell his produce for cash, and this requires the cooperative to have command of considerable liquid resources, for which it must obviously pay dearly. One of the solutions to this problem is, of course, to sell the farmers' produce on a commission basis. But as is the case in India, the cardinal problem of the marketing cooperative is the lack of any link between marketing and credit. Further problems in India are the great distances between the cooperative branches and the farmers in the villages. The management of those cooperatives is not professional, and many of the societies are in fact reduced to waiting for things to happen.


The trio authors have tried to draw our attention towards the impact of changes in economic and technological systems. Economic and technological systems are changing rapidly all over the globe. However, intensity and impact of these changes are more pronounced in developing countries. Although trade liberalization and integration of developing economies with rest of the world have opened new avenues for growth, these have also exposed the domestic systems to intense competition and a new regime of incentives and institutions is emerging. There is a greater reliance on
market forces, and competition and incentives are largely going to be influenced by trends in the world markets. Under this emerging scenario, we need efficient organizations to link the domestic system with the world market, and a highly developed information system to monitor developments in the world markets and provide right signals for efficient organization of economic activities and allocation of resources.


Present article describes the various concept of marketing. There exist today a wide variety of concepts of marketing and its nature. The five main marketing concepts are “The production approach - being a managerial orientation assuming that customers would prefer products which are both accessible and affordable. The main managerial function would then be the improvement of production efficiency and of the distribution system. The product approach - , being a managerial orientation assuming that customers would prefer products of the highest quality for a given price. The firm should accordingly devote its main resources to improvement of product quality. The sales approach - being a managerial orientation assuming that customers would (or would not) acquire the firm's products, in proportion to the efforts made by the firm to generate an interest in the product. The firm should accordingly locate potential customers and try to convince them, sometimes aggressively, that its products are something they cannot do without. The marketing approach - being a managerial orientation maintaining the key, to the attainment of the firm’s objectives consists in the determination of the needs and aspirations of the target market, and in tailoring the organization so as to cater to consumers’ desires in a better and more efficient manner than competing firms. The marketing-social approach - being a managerial orientation which calls for focusing upon the diagnosis of the needs of the target market and their fulfillment; in parallel, public welfare should be upheld in the long term.

The author is well versed with cooperative marketing and discusses about the financial structure of cooperative societies. The financial structure of a marketing cooperative is basically similar to the financial structure of any other cooperative. The basic conception is that the purpose of the marketing cooperative is one only - to offer the members the best service that the cooperative can give. Any other goal set before it, any goal such as profit making, or even the distribution of surplus, is unjustified, and in the long run would lead to failure of the marketing cooperative in its function as a cooperative. What is the best service to the member? - The marketing cooperative is the organ, which sells the member’s produce, and hands him over the highest obtainable return. What is the structure of such a cooperative? - On the one hand, we have the producer/member who passes his produce on to the cooperative. The cooperative serves in fact as an agency, which keeps the produce for some time, and then passes it on to the consumer. The cooperative receives financial income, which the return is paid by the consumers to the cooperative for the agricultural produce marketed.


The authors are worried about the drought problems and tried to provide solution in the form of watershed program. Watershed program is reckoned as the engine of agricultural development in the fragile and marginal rain fed areas. Since the Seventh Five Year Plan, the Government of India has been according high priority to the rain fed areas, after realizing that the impact of green revolution in the irrigated areas was gradually fading away. The serious drought of 1987 further justified investment needs in the rain fed areas. As high as 65 per cent of the total agricultural land in the country, is rain fed. Watershed program was viewed as the only program which could
face the emerging and complex challenges of Rain fed areas — high poverty, huge unemployment and acute degradation of natural resources.


   This write-up is associated with the constraints in marketing of agriculture produce in developing countries. It explains that when the farmer sets about marketing his produce, he faces many constraints. Overcoming them will help us in restoring his self-confidence, and will help him to develop. The first group of constraints is those due to physical conditions. The primary condition is the general infrastructure, which includes insufficient means of transportation, bad roads, and undeveloped markets. A further factor is the absence of agreed standards. There are no agreed standard rates and measures, and in most places the scales used are biased to the detriment of the farmer. The next factor is the means of storage. Insufficient storage space and faulty facilities give rise to losses. The lack of storage facilities prevents the farmer from keeping over his produce until the season when its price rises, resulting in loss of income. Handling does not exist, or is in very bad repair. Transport methods are outdated, and packing and containers unsuitable. The points of unloading, loading and supply are unsuitable. The supply inputs are unsatisfactory to the farmer. These are not provided in the quantities requested, neither when they are needed, nor again are they of the kinds and qualities required. The constraints of agricultural marketing, which hamper the traditional farmer, also include components, which are more specifically related to marketing.

7. Rasheed Sulaiman V. “Restructuring Agricultural Extension in India” Institutional Change in Indian Agriculture, NCAP 2003

   The author is strongly recommending the restructuring of institutions for agriculture extension. There is an increasing recognition all over the world that institutions are fundamental to the economic change. Agricultural development
depends on an efficient flow of information among all the actors in the system, and agricultural extension has been traditionally performing this role with varying levels of success. Its important contributions in promoting agricultural development and increasing food production have resulted in increased interest in extension during the last few years.


The author has divided his book in three parts. He has tried to explain about the rural Market Structure and the different make systems he has also explain about organized marketing institution which all setup in rural areas to provide better price, the infrastructure for development of farmer living in the rural area. He has also studied the higher standard of living of the farmers. How he work with the help of new technology and the medical facilities for his cattle’s. How he maintain other source of income and how his members of his family contribute the income. There is also a tore move exploitation of the farmers by the middlemen and money lenders.

In the second and third part of his book the author has given how marketing was the beginning and end of all economic activities. How and end of all economic activities. How globalization and other opening of the economy were not the immediate answer to the marketing problem of rural farmers to ensure an organized marketing system farmers. He also stated several steps to be taken so that changes very occurred in rural market.


In his Article titled Agricultural Marketing Scenario Today he has made an market survey and analyzed source steps which are taken by the Government in setting up of regulated markets and their utilization to protect farmers. It also provide protection the farmers and their produce brought the Market which is sold in nearby village. He has visited some markets and according to the information which he has collected he analyzed that regulated markets have successfully removed malpractices which are
carried in the market yard and they are followed by brokers and commission agents. The committee managing the affairs of a daily regulated market these complaints related to the farmers and brokers, agents are settled here. But even though if there is any type of dispute arises this are taken to the arbitration which is arranged by the committee. This committee has certain powers given by the government. They can use and apply them. Accordingly they have empowered to punish anyone who is found quality fraudulent and dishonest practice. He also made some conclusions on them.


This paper has been made to analyze the urbanization in Satara district in Maharashtra. The following study was based on secondary data which was collected from various published reports, District statistical offices of the division & Census office Bombay.

He explained about the 21st Century will be urban century with almost 60% of the world population living in urban areas, the highest share of population that ever lived in urban area. This is mainly because of unlike previous centuries, current & future centuries are likely to experience a rapid shift in the nature of human activities from primary to non-primary due to changing resources base & endeavors in science, technology, management & development. This shift enhances human affordability & capabilities to achieve an improved standard of living through better access to infrastructure services.

Further he explained about the Satara district its location & detail explanation about its climate, soil, and its population, crops grown in Satara district, its water supply, and rivers flowing in Satara district & how they provide source of water to the farming area. How the climate suitable for agriculture and fertility of soil to grow different crops, he also explained about the mountains and hills of this district. He used different charts, diagrams, tables, bar diagrams to show the population of rural and urban area.
Further it contains how to balance and integrate development of the district and to control the growth of Satara, Karad and Phaltan are potential cities and towns should be developed to their optimum capacity. In this way jeopardizes the planned growth but also helps other downs to grow in planned way other towns should be characterized by self-contained, self-sufficient. This gives all desired relief from growing congestion. He gave reference of many books which he followed.


In this paper they explained in detail the location of tulasi Dam of Kolhapur district of South Maharashtra extended from 16°27’ to 16°39’ North Latitude and 73°57’ to 74°08’ East Longitude with an area of about 165 km² (Location Map). Dams are vital source to cater basis needs of water in the region. Water is essential for drinking purpose, irrigation for agriculture land, industry and many more. Dams are sole source of water. The present paper attempt to reveal the comparative assessment of the impact of irrigation development that takes place after the construction of dam on river Tulshi on land holding. Investigation in based on intensive fieldwork of three sample villages in which the significant aspects like distribution of agriculture land, cultivated land, irrigated land and waste land are methodically analyzed and classified with the pre and post project proportion of land holding with village and sum of them. The present work was based on primary data generated through field work employing stratified random sampling techniques to choose the representative sample and following the techniques of interviews, discussion and questionnaires and secondary data was received from Gram panchayat official records. He used the table from at to explain pre-project proportion of changes of land status and presented in properly.

This paper has documented various dimensions of present agricultural marketing systems in India and the attempts made so far to make the system work efficiently to the satisfaction of all stakeholders, viz. farmers, trades consumers etc. The paper has argued that the small & marginal farmers who constitute about 85% of total holding. It was found that selling their produce efficiently in the mandi due to low marketable surplus of various cultivate Ragi, Bajra, Jowar, Barley, paddy, wheat etc. have very low marketable surplus ranging between 14 to 45 percent.

The Royal commission on Agriculture probably made the first attempt to recognize the importance of an efficient marketing system as a vital link between the farmers the consumers. The commission noted that the agricultural development in India has done much to improve the quality and to increase the quantity of the cultivators outturn but it cannot be said that they have been able to give the cultivators substantial help in securing the best possible financial return for his improved quality and his increased outturn. The commission observed that cultivators suffers from many handicaps to begin with he is illiterate and in general ignorant of prevailing prices in the markets especially in regard to commercial crops. He further said that an expert marketing officer should be appointed to the staff of the agricultural department in all major provinces.

Further he explained about the problems in the Present agricultural marketing system in India Certain and development of a network of regulated markets across the country has been the not important strategy of the Government of India since independence to ensure remunerative price to farmers and reasonable price for consumers by creating a conducive market environment for fair play demand and supply forces.

They highlight on limited access to agricultural product markets, pattern in marketable surpluses, licensing barriers, lack of market infrastructure in agricultural
markets and high incidence of market charges. Further they explained about the farmers and the problems related to it.


Agricultural marketing has been primarily concerned with government policies towards distribution and processing of farm produce; the theoretical framework on which it rests is that of economics. It is argued here that: the orientation of agricultural marketing studies has been too restricted in that they have given insufficient attention either to marketing as a business subject or to „social marketing”; and that the behavioral sciences are a necessary complement to economics as a theoretical framework for studies in agricultural marketing. The review examines the role of these alternative theoretical approaches and illustrates their value by reference to two selected topics of importance; first-hand marketing institutions and the marketing of meat and livestock.

Agricultural marketing has been primarily concerned with government policies towards distribution and processing of farm produce; the theoretical framework on which it rests is that of economics. It is argued here that: the orientation of agricultural marketing studies has been too restricted in that they have given insufficient attention either to marketing as a business subject or to „social marketing”; and that the behavioral sciences are a necessary complement to economics as a theoretical framework for studies in agricultural marketing. The review examines the role of these alternative theoretical approaches and illustrates their value by reference to two selected topics of importance; first-hand marketing institutions and the marketing of meat and livestock.

From the above given review of literature it can be noted that there are many books and research articles being published in relation to agricultural – problems of India, crops production, regional geography, Indian economy, comprehensive geography. There is no book or a research article especially on the agricultural market structure of western Maharashtra region. This means this is a new area of research and thus considering the new aspects the researcher as conducted research on the topic.
entitled “An Analytical Study of Agriculture Market Structure in Western Maharashtra Region” for study purpose.

From the above given review of literature it can be noted that there are many books and research articles being published in relation to agricultural – problems of India, crops production, regional geography, Indian economy, comprehensive geography. There is no book or a research article especially on the agricultural market structure of western Maharashtra region. This means this is a new area of research and thus considering the new aspects the researcher has conducted research on the topic entitled “An Analytical Study of Agriculture Market Structure in Western Maharashtra Region” for study purpose.

1.13 Chapter of Scheme

At present the Agricultural Produce Committee (APMCs) plays a major role in marketing the agricultural produce of the farmers. Both the agriculturists and the traders come under one fence for transaction or trade purpose. Thus, the APMCs are gaining importance because of its vital role, researcher has selected research subject entitled “An Analytical Study of Agriculture Market Structure in Western Maharashtra Region.” for the purpose of the research. The entire thesis is divided into six chapters and a brief introduction of each chapter is given below.

Chapter 1 Introduction and Research Methodology

This chapter deals with introductory part of the subject and research methodology. The researcher has made an attempt to develop a theoretical structure of the study. It is an introduction to the chapters in the thesis regarding relevance to study, objective, scope, limitation of study, research and literature review, primary and secondary data, and the other related aspects which are concerned with research methodology are considered.

Chapter 2 APMC: An Overview

This chapter relates to the history of emergence of market that is before and after independence, private and regulated market, and general information about Agricultural Produce Market Committee.
Chapter 3 Profile of Western Maharashtra Region

This chapter includes information of the selected districts of western Maharashtra region is studied regarding agriculture, climate, soil, water, population, occupations. The districts selected are Ahmednagar, Pune and Satara.

Chapter 4 Agricultural Market Structure in Western Maharashtra

This chapter covers the structure of agriculture market, Agriculture Produce Marketing Committee (APMC) in western Maharashtra, market structure and the need of APMCs to farmers and traders.

Chapter 5 Data Analysis

In this chapter data is collected from Farmers and Traders from the selected districts of western Maharashtra viz. – Ahmednagar, Pune, and Satara and which is analyzed by the researcher. It is necessary to analyze the collected data for drawing constructive conclusions. Collected information is analyzed by using Convenient Sampling Method.

Chapter 6 Findings, Conclusion and Suggestions

This chapter includes some important findings; conclusions and suggestion are made by the researcher on the analyzed data. Certain findings were drawn up by the researcher based on the primary and secondary data. From the findings and some important and relevant conclusions, suggestions are stated.