Chapter 6

Findings, Conclusion and Suggestions

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6.1 Introduction about Questionnaire

The research work is on market structure related to APMC market. The main respondents are Farmers and Traders. The researcher collected primary data by using questionnaire method. Two set of questionnaires; one for farmers (150 for each district, total 450 for three districts) and the other for traders (10 for each district, total 30 for three districts) were prepared. 37 questions were asked in written to farmers and 29 questions to the traders A pilot survey of 480 respondents were done. Among them 450 farmers and 30 traders each trading agriculture produce in the market were chosen randomly by applying the primary and secondary resources.

6.2 Findings on The Basis of Primary Data

Following are the findings based on the primary and secondary data:

6.2.1 Farmers

1. The rate of literacy amongst farmer is found to be rising. 70% farmers in Ahmednagar, 79% in Pune and 18% from Satara are educated.

2. Of the educated farmers, 10% from Ahmednagar 14.67% from Pune and 18% from Satara have sought the education in agriculture technology.

3. 62.67% farmers from Pune and 54% farmers from Satara are convinced that the education of agriculture technology is helpful in farming. However, 69.33%, farmers from Ahmednagar said that the education has no practical utility.

4. Stream method of irrigation is mainly adopted in Ahmednagar where 63.33% farmers follow this method. Drip irrigation method is adopted mainly Satara where 52.67% farmers are found to be using this method. Whereas farmers in Pune (26.67) mainly follow the method of sprinkle irrigation.

5. Allied activities along with agriculture helps to generates income to the farmers 65.33% farmers from Ahmednagar, 42% from Pune and 35.33% from Satara carry out allied activities.
6. 34.22% of the total farmers said that they earn a profit upto 15%; 19.33% farmers manage to earn a profit upto 20% while 24% farmers have been earning a profit margin of more than 50% from agricultural produce.

7. Farmer selling their produce to APMC is 54%, 59.33% and 47.33% from Ahmednagar, Pune, and Satara respectively.

8. Farmers have become more cautious and maintain accounts of their agriculture transaction. Accounts are maintained by 36% farmers from Ahmednagar, 65.33% farmers from Pune and 68% farmers from Satara.

9. All the farmers are convinced that maintenance of accounts is useful to find out cost of operation.

10. Other than eating, farmers have explored multiple uses to which jowar and wheat can be put such as fodder, bedding for animals, straws for newsprints and paperboards, silage, etc. Farmers reaping such benefits are 81.33% from Ahmednagar, 74% from Pune and 69.33% from Satara.

11. More than 60% farmers in all three districts are convinced that there exists a paper market structure in APMC and it is properly managed and administered.

12. Farmers undertake multiple cropping to utilize the capacity of the land to the fullest. The percent of farmers growing cereals along with Wheat and Jowar is highest. Around 92% farmers from Ahmednagar 80.67% farmers from Pune and 74.67% farmers from Satara grow cereals with wheat and Jowar whereas 65.33% farmers from Ahmednagar, 56% from Pune and 44% from Satara grow cash crops with Wheat and Jowar.

13. 100% farmers said that the cultivation of neither wheat nor Jowar is profitable.

14. On an average 85% farmers said that the supply chain should be minimized.

15. 63.33% farmers from Ahmednagar and 52.67% farmers from Pune are not satisfied with the facilities and amenities provided by APMCs. However, 59.33% farmers from Satara have mentioned their satisfaction about the facilities provided at Satara’s APMC.
16. Farmers from Ahmednagar and Pune are not satisfied with the storage facility provided by APMC. However, 55.33% farmers from Satara have mentioned their satisfaction with the storage facilities provided by Satara APMCs.
17. 66.33% farmers said that APMCs offer competitive prices for their produce.
18. On an average, 65% farmers are convinced that the rules and regulations related to buying and selling of the produce.
19. MSP and other information is displayed on blackboard at APMC is said by 65% farmers on an average.
20. 35.33% farmers from Ahmednagar, 40.67% farmers from Pune and 42% farmers from Satara said that they receive the prices of their produce as per MSP.
21. Payments are usually made on prompt basis 76% farmers said that they receive cash payments immediately, 17% farmers said that the payment is received on second day while 7% farmers said that sometimes the payments is delayed for more than two days.
22. 100% farmers said that the APMCs use the weighting machines as per the rule.
23. All farmers said that there exists a Grievance Redressal Cell at APMC. On an average, 62% farmers are satisfied with the mechanism of Grievance Redressal Cell.

6.2.2 Traders

1. Traders holding license in APMC have at least completed their basic education. 50% traders from Ahmednagar, 40% traders from Pune & 60% traders from Satara are HSC parsed. Whereas 50% traders from Ahmednagar, 60% from Pune and 40% from Satara are graduates.
2. Maximum number of traders of APMC belongs to the age group of 41 to 50 years. 30% traders form Ahmednagar and 40% traders from Pune and Satara each fall within the age group of 41 to 50 years.
3. 43.33% traders prefer to buy cash crops as they fetch higher profit. 13.33% traders buy vegetables and fruits, 16.67% traders prefer food grains and 26.67% traders prefer cereals for the purpose for resale.

4. Traders usually resale the purchased produces immediately. Strong facility is used only by 30% trades’ term Ahmednagar and 20% traders from Pune and Satara each.

5. If the purchased produce is stored by the traders, 66.67% traders form Ahmednagar, 50% traders from Pune and 50% traders from Satara prefer the storage space provided by APMC.

6. There are certain rules and regulations laid down by APMC for traders regarding purchase of produce form the farmers. 80% traders from Ahmednagar 70% traders from Pune and 70% traders from Satara strictly follow the rules.

7. Timely payment to farmers is done by 90% traders from Ahmednagar, 80% traders from Pune and 70% trades from Satara. Hence, less hardship is caused to farmers.

8. The payment is done to farmers either in cash or by cheque. Only 50% traders from Ahmednagar, 20% from Pune and 20% from Satara opted to make payment by cheque that too due to demonetization.

9. Traders are of the view that administration and management of APMC are more competent than other markets. 80% traders from Ahmednagar, 70% traders from Pune and 60% traders from Satara said that APMCs are well regulated as compared to other markets.

10. 70% traders from Ahmednagar, 80% traders from Pune and 80% traders from Satara are well aware of rules and regulations of APMC and about the changes that take place in it from time to time.

11. Traders are convinced that the amendments done in APMC Act and laws are helpful not only to farmers but also to the traders. 63.33% trades gave their confirmation regarding this.

12. Some traders give advances against the estimate for agricultural produce to the farmers. However, number of such 1% from Ahmednagar, 2% from Pune and 3% from Satara.
13. All the traders operating in APMC are license holder.
14. 100% levy is collected from the customers. Farmers are not required to pay levy on the produce sold by them.
15. Trades are not satisfied with the administration and management of APMC. 70% traders from Ahmednagar and 60% traders from Pune and Satara each have mentioned their dissatisfaction about the working of APMC.
16. Buying the produce from farmers through APMC is considered advantages by 70% traders from Ahmednagar, 60% traders from Pune and 50% traders from Satara.
17. The amenities and facilities provided by APMCs are not as per ISI’s standard 50%, 30% and 40% traders from Ahmednagar, Pune and Satara mentioned that the facilities and amenities proved by APMC can be further improved.
18. Traders are not convinced about the fact the ICT may prove advantages to them. 20%, 40%, and 30% traders from Ahmednagar, Pune and Satara respectively viewed that farmers may be reluctant to the use of ICT in APMC.
19. Produced is not always bought at MSP. The standard set by FAQ is very strict. If the produce is below standard strict. It the produce is below standard it is bought below MSP.
20. 60% traders from all three districts charge commission to the farmers for purchasing their produce.

6.3 Conclusion

Though after liberalization, India has achieved the success on many strategic fronts, the decade of 90 is considered as non-happening for agricultural sector. The growth of agricultural sector has to be planned with a proper strategy. Agricultural sector has a multiplier effect on Indian economy. But even today the agricultural sector is played with number of problems that needs an urgent solution. There is a need to regulate agricultural activities. In India, the regulation of marketing activities
is done by Agricultural Produce Market committee (APMC). APMCs are regulated by the State APMC Acts. Though regulated strictly, the APMCs still have numerous drawbacks which are tired to be explored by the researcher.

On the basis of findings, researcher concluded that the traders operating in APMC are educated, none of them is illiterate. Maximum traders belong to the age group of 41 to 50 days which denotes that all the traders are matured and experienced. As per their experience, the preference of traders is for the purchase of cash crops rather than fruits, vegetables and cereals. APMCs make available the storage facilities but traders rarely use this facility. While buying the produce the rules and regulations laid down by APMC are strictly followed. The payments of the purchased produce are made promptly excluding in some cases where payment is done in couple of days. Traders believe that the management and administration of APMC is well regulated APMC’s rules and regulations are amended from time to time and farmers believe that these regulations are not only in favor of farmers but also in favor of traders.

Traders, with a view to help farmers, sometimes give advances against the estimate of agricultural produce. This helps the farmers to manage their cash flows easily. All the traders operating in APMC as advantages as they get the better quality produce at competitive produce. Traders sometimes purchase the produce below MSP. The charge commission to the farmers for the service provided. Traders are of the view that the facilities and amenities provided by APMCs are not per ISI standard. Majority traders suggested the use of ICT in APMC should be increased.

Researcher has also studied the viewpoints of farmers. The rates of literacy among the farmers are rising. Farmers now a day also seek technical education that can prove helpful in farming.

Farmers usually prefer drip and sprinkle irrigation method which helps in water conservation. They also conduct allied activities along with agriculture that helps them to generate extra revenue. Majority farmers prefer APMC to sell their produce as compared to other markets. Farmers have no become aware and have started maintaining accounts of their transactions. Account maintenance is found to be
beneficial to them. They are convinced that the management and administration of APMCs

Farmers undertake multiple cropping along with wheat and Jowar as they are of the firm view that neither wheat nor Jowar is profitable. In their discussion about APMCs, farmers said that the supply chain should be minimized, the facilities and amenities should be enhanced in quality, the weighting machines should be used as per regulations, grievance redressed mechanism should be prompt.

In a nutshell, traders as well as farmers are satisfied with the market structure, management and administration of APMCs. However, there are certain areas, where APMCs must improve their services.

6.4 Testing of Hypotheses

For the purpose of research Ahmednagar, Pune and Satara districts are taken into consideration. For the purpose of data analysis two set of questionnaires were drafted for Farmers and Traders. Total 450 farmers and 30 traders are selected. Researcher contacted personally to those customers and selected each respondent on convenient random basis. For the detail analysis of collected data researcher has tested the hypotheses and has also derived certain conclusions Different talukas are selected for the purpose of study. From the details analysis of collected data, researcher has tested the hypotheses and has also derived certain conclusions which are given in chapter. Also some suggestions have been made for farmers, traders and APMC which if implemented can prove to be fruitful. Following are the hypotheses of farmer and trader
H1

1. Agriculturists and traders are satisfied with market and marketing structure of agriculture Produce Market Committee.

Farmers Table
Table: 6.1
Presence of proper Administration, Management and Marketing Structure in Agriculture Produce Market Committee (Farmers Questionnaire)

<table>
<thead>
<tr>
<th>District</th>
<th>Yes</th>
<th>No</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ahmednagar</td>
<td>91</td>
<td>59</td>
<td>150</td>
</tr>
<tr>
<td>Pune</td>
<td>96</td>
<td>54</td>
<td>150</td>
</tr>
<tr>
<td>Satara</td>
<td>102</td>
<td>48</td>
<td>150</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>289</td>
<td>161</td>
<td>450</td>
</tr>
</tbody>
</table>

Source: Questionnaire

Traders Table
Table: 6.2
Satisfaction with the administration and management of Agriculture Produce Market Committee (Traders Questionnaire)

<table>
<thead>
<tr>
<th>District</th>
<th>Yes</th>
<th>No</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ahmednagar</td>
<td>3</td>
<td>7</td>
<td>10</td>
</tr>
<tr>
<td>Pune</td>
<td>4</td>
<td>6</td>
<td>10</td>
</tr>
<tr>
<td>Satara</td>
<td>4</td>
<td>6</td>
<td>10</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>11</td>
<td>19</td>
<td>30</td>
</tr>
</tbody>
</table>

Source: Questionnaire

The rules and regulation regarding the marketing structure, administration and management are laid down in state APMC Act. The APMCs are expected to follow these rules and regulations while conducting their functioning. The responses of the traders and farmers about administration and management of APMC is as follows:

1. 60.67% farmers from Ahmednagar, 64%. Framers from Satara from Pune and 68%. Farmers from Satara are satisfied with the management,
administration and market structure of APMC (Table No= Qes26 of farmer).

2. 80% trader from Ahmednagar, 70% from Pune and 60%.
3. From Satara have given a positive reply about well-functioning of market structure of APMC. (Table No. ques 13 of traders)

From the above data it can be concluded that traders as well as farmers are satisfied with the market structure, management and administration of APMCs. Hence the hypothesis, “Traders and farmers are satisfied with administration management and market structure of APMC” is positively proved.

Table: 6.3
Minimum Support Price (MSP), Demand and Supply, Unethical Practices
(Farmers Questionnaire)

<table>
<thead>
<tr>
<th>District</th>
<th>Yes</th>
<th>No</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ahmednagar</td>
<td>92</td>
<td>58</td>
<td>150</td>
</tr>
<tr>
<td>Pune</td>
<td>98</td>
<td>52</td>
<td>150</td>
</tr>
<tr>
<td>Satara</td>
<td>102</td>
<td>48</td>
<td>150</td>
</tr>
<tr>
<td>Total</td>
<td>292</td>
<td>158</td>
<td>450</td>
</tr>
</tbody>
</table>

Source: Questionnaire

Table: 6.4
Payment as per rules of Agriculture Produce Market Committee
(Traders Questionnaire)

<table>
<thead>
<tr>
<th>District</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ahmednagar</td>
<td>9</td>
<td>1</td>
</tr>
<tr>
<td>Pune</td>
<td>8</td>
<td>2</td>
</tr>
<tr>
<td>Satara</td>
<td>7</td>
<td>3</td>
</tr>
<tr>
<td>Total</td>
<td>24</td>
<td>6</td>
</tr>
</tbody>
</table>

Source: Questionnaire

The produce brought for sale in APMCs has to be purchased by the traders at Minimum Support Price (MSP) determined by the Government. MSP data is collected by universities and is forwarded to State Government. State Government determines MSP and conveys the same to Central Government which declare MSP before the harvesting of Kharif crop. The traders are expected to buy the produce from the
farmers at MSP. However, norms set for quality of produce are very strict. If the produce is found to be below standard, the price paid is below MSP. 90% traders from Ahmednagar, 80% traders from Pune and 70% traders from Satara make payment to the farmers strictly as per the rules of APMC. (Table no. ques 11 traders)

Hence it is clear that the rules and regulations related to Minimum Support Price of the produce are followed by the traders. The hypothesis “the Principal of Minimum Support Price is strictly followed by the Agricultural Produce Market Committee” is positively proved.
3. Adequate Facilities Provided To Farmers And Traders By Agriculture Produce Market Committee And There Quality Is Satisfactory

APMCs provide number of amenities and facilities in order to attract the farmers, traders and officials to the farmer’s traders and officials to the market yards. The facilities and amenities of APMCs include shops and mall godowns, platforms for drying and cleaning, action halls, storage godowns, market office, cattle sheds, rest house, canteen, veterinary hospital, sundry shops, water troughs, drinking water, urinals and others. All these facilities and amenities are proscribed by Indian Standards Institution.

Table: 6.5
Proper Satisfactory Amenities/Facilities Provided by Agriculture Produce Market Committee (Farmers Questionnaire)

<table>
<thead>
<tr>
<th>District</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ahmednagar</td>
<td>55</td>
<td>95</td>
</tr>
<tr>
<td>Pune</td>
<td>71</td>
<td>79</td>
</tr>
<tr>
<td>Satara</td>
<td>89</td>
<td>61</td>
</tr>
<tr>
<td>Total</td>
<td>215</td>
<td>235</td>
</tr>
</tbody>
</table>

Source: Questionnaire

Table: 6.6
Provision of amenities/facilities by APMCs (Traders Questionnaire)

<table>
<thead>
<tr>
<th>District</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ahmednagar</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>Pune</td>
<td>3</td>
<td>7</td>
</tr>
<tr>
<td>Satara</td>
<td>4</td>
<td>6</td>
</tr>
<tr>
<td>Total</td>
<td>12</td>
<td>18</td>
</tr>
</tbody>
</table>

Source: Questionnaire
1. 50% traders from Ahmednagar 30% traders from Pune and 40% traders from Satara have expressed their satisfaction about the quality of facilities amenities of APMCs
2. 63.33% farmers from Ahmednagar 52.67% from Pune are not satisfied.
3. 59.33% farmers from provision of facilities and amenities of APMCs

It is clear that majority traders and farmers are not convinced with the qualities of facilities and amenities provided by APMCs. Hence the hypothesis “Adequate facilities provided to farmers and traders by Agricultural Produce Market Committee and their quality is satisfactory” is negatively proved.

6.5 Suggestions

As per above conclusions, following suggestions have been made:

1. APMCs are found to be dominating agriculture markets. Private Sectors and Corporates must be motivated to set up market for free and competitive trade. State Agricultural Produce Marketing Regulations Act must be amended by State government allowing the private entrants in agriculture markets. This will help to increase distribution channels and farmers can realize better prices of their produce.
2. During the times of excess production, the problem of storage space is faced by farmers in APMCs. State government should take necessary efforts in expanding the storage space. Also State can enter into public private partnerships to create space which can reduce the burden of farmers at the time of crisis.
3. Extension education and training of farmers in post-harvest value addition and quality specification should be provided.
4. APMCs must make available sufficient amenities and appropriate infrastructure. Amenities and facilities such as auction platform, weigh-bridge,
sale hall, godowns, canteen, power and water supply are already provided by APMCs but efforts must be taken to provide them with better quality.

5. APMC display its information on the portal AGMARKNET. However, majority farmers are not computer savvy. Hence, arrangement must be made to communicate the information to the farmers through SMS.

6. Ahmednagar APMC has made it mandatory for traders to use electronic balances. Other market committees should provide electronic balances in their premises.

7. For ensuring transparency, the computerized billing system should be introduced. This will boost the confidence of the farmers about market committees.

8. Guidelines should be laid down for resolution of disputes. Officers must be given responsibility to resolve the disputes in time as per the provision of resolution laid down in Act.

9. Market information and MSP are displayed on blackboard at the gate of market committees. But uneducated farmers find it difficult to read such information. For such farmers the audio visual information must be displayed on LCD display or projection TV continuously.

10. Shevgaon, Rahuri, and Newasa have a grading laboratory at APMC. Such labs must be made available at each APMC. Certified graders must be appointed for grading the produce of the farmers.

11. Due to certain reasons, farmers are paid below Minimum Support Price sometimes. Farmers should obtain training about how prices are fixed and how they can improve the grades of their produce.