7.1 General Findings

1. In India, the number of Regulated Markets, which was 57 in the year 1939, has risen to 7566 in 2009 including both principal and sub-markets.

2. In Tamil Nadu, the number of Regulated Markets, which was 17 in the year 1940, has risen to 277 in the year 2010.

3. Andhra Pradesh is the first state with the largest number of regulated markets of 891 and the next largest is Maharashtra with 880 markets.

4. Hundred and thirty seven markets in Tamil Nadu are working for more than 35-55 years.

5. There are 21 Market Committees in Tamil Nadu.

6. The Tirunelveli Market Committee was established with its Headquarters at Koilpatti in 1952. In the year 1972 it was transferred to Tirunelveli.

7. The Tirunelveli Market Committee has 20 Regulated Markets under its control and out of 20 Regulated Markets, Tirunelveli District has 11 Markets and Tuticorin District has nine markets.

8. Except Thisayanvillai, Thiruvengadam, Sivagiri and Alangulam all the other markets have their own land. Among the markets with own land Puthur and Vallioor possess the largest total area.

9. Cotton, Chillies, Coriander, Black gram, Paddy and Ground nut are the notified commodities dealt with by regulated markets.

10. Kadayanallur, Thisayanvillai, Thiruvengadam, Sivagiri and Alangulam have neither Godowns nor office cum Godowns. There is no transaction shed in these markets including Ettayapuram and Vallioor but excepting Kadayanallur.
11. There is no drying yard, drinking water facility and toilet facility in Thisayanvillai, Thiruvengadam, Sivagiri and Alangulam. In addition, there is no farmer’s rest room in these markets including Tenkasi, Vallioor, Pavoorchatram, Ettayapuram and Sathankulam. Only Sankarankoil, Tenkasi, Ambasamudram, Tirunelveli, Koilpatti and Vilathikulam markets have Internet facilities. Tender hall and Cash disbursement hall are not available in majority of the markets.

12. It is found that drying yard has not been constructed since 2005-2006.

13. Paddy, Blackgram and Maize are the commonly stored commodities in the Godowns.

14. The total number of staff required and the post sanctioned in the Head office and regulated markets amounts to 82 but the actual number of staff recruited is only 45. Among the 45, the staff utilized in the Head office is 15 and so, only 30 staff are available to work in the 20 regulated markets which is identified as one of the foremost problems which affects the efficiency of regulated markets.

15. Except the target of granting pledge loans to traders, the achievement level is satisfactory in case of targets of arrivals, income, utility of godowns and pledge loans to farmers.

7.2 Findings on Farmers’ perception

1. Among 400 sample farmers, 336 (84 per cent) are males and 64 (16 per cent) are females.

2. Majority of the farmers, 168 (42 per cent) belong to the age group of 30-45.

3. Majority of the farmers, 152 (38 per cent) of farmers belong to MBC and least 48 (12 per cent) belong to FC.

4. Only 14 per cent of farmers are illiterates. All others have a minimum of 8th std education ranging upto post graduation.
5. Majority of the samples, 352 (88 per cent) are married and only 48 (12 per cent) are unmarried.

6. Joint family occupies 280 (70 per cent) and nuclear family accounts to only 120 (30 per cent).

7. One hundred and ninety four, (48.5 per cent) of the sample farmers have 3-6 members and 160 (44 per cent) have above six members in their family.

8. Majority of the sample farmers, 178 (44.5 per cent) belong to rural areas.

9. One hundred and ninety two (48 per cent) of the sample farmers carry on agriculture as their main occupation.

10. Majority of the large farmers 52 (61.9 per cent) fall under the category of earning an annual income of more than Rs.2,00,000. There is none among the large and medium farmers earning less than Rs.50,000 and none among the small farmers who are earning above Rs.2,00,000.

11. Two hundred and thirty eight (59.5 per cent) of the total farmers have more than ten years experience in farming.

12. Only 100 (25 per cent) of the sample farmers are using their own funds for agriculture.

13. One hundred and twenty four (31 per cent) of the total farmers earn farm income of Rs.80,000-Rs.1,20,000. There are none in the strata of less than Rs.40,000 among the medium and large farmers but there are 88 (46.8 per cent) the small farmers in this category.

14. Majority of the sample farmers, 245 (61.3 per cent) market their crops at the time of harvest. But this fact does not hold good in case of large farmers. 64 (76.2 per cent), large farmers sell their commodities during post harvest season.

15. Regarding the awareness about regulated market 164 (41 per cent) of the sample farmers are in the category of ‘Knowing’

16. It is found that majority of farmers, 236 (59 per cent) are at a distance of more than eight kms.
17. Two hundred and forty (60 per cent) of the farmers have experience of trading with the regulated market for more than six years.

18. Majority of the large farmers 44 (52.4 per cent) visit the regulated market more than twice.

19. Majority of the sample farmers 328, (82 per cent) opt for closed tender as method of sale.

20. There is no significant relationship between sex, age, marital status, place of residence, main occupation, annual income and level of satisfaction of the sample farmers in the study area.

21. There is significant relationship between community, education, family type, family size of farmers, type of farmers, experience in farming, funds for cultivation, farm annual income and level of satisfaction of the sample farmers in the study area.

22. There is significant relationship between time of marketing, method of sale, visits of farmers and level of satisfaction of the sample farmers in the study area.

23. There is no significant relationship between distance of regulated market, experience of farmers, and level of satisfaction of the sample farmers in the study area.

24. The average quantity of marketed surplus of Paddy available among small, medium and large farmers amounts to 95.06 per cent, 96.52 per cent and 97.40 per cent of the total production respectively.

25. The average marketed surplus of chilly available among small, medium and large farmers amounts to 87.56 per cent, 91.76 per cent and 93.04 per cent respectively.

26. In the case of Cotton, as it is not retained either for domestic consumption or for wages or for seeds, the total production is equal to the marketed surplus.

27. Regarding the sources of disposal of marketed surplus of Paddy, it is inferred that among the small farmers, major part of their produce (37.55 per cent) is taken to mill. Among the medium and large farmers sales
through Regulated Market accounts for quite a large per centage than sales through other points of disposal which is (31.13 per cent) and (34.39 per cent) respectively.

28. It is inferred that Commission Mandi is the most preferred source of disposal of Chilly because more than half of the produce of Chilly of medium and large farmers are sold in Commission Mandi. Though Regulated Market is the second preferred source of disposal of Chilly the quantity sold by the large farmers (28.58 per cent) is lesser than the medium (31.63 per cent) and small (34.30 per cent) farmers.

29. It is inferred that more than half of the of Cotton Produced is disposed through Commission Mandi in case of all the three types of farmers.

30. The marketing cost of Paddy for small, medium and large farmers in the Regulated Markets is Rs.9.44, Rs.9.28 and Rs.9.16 per kg per bag respectively and in the open market is Rs.12.64, Rs.12.59 and Rs.12.55 per bag respectively. Significant difference is identified between the marketing cost of regulated market and open market since the t-value 150.06 is significant at five per cent level of significance.

31. The total marketing cost of Chilly for small, medium and large farmers in the Regulated Markets is Rs.13.35, Rs.13.10 and Rs.12.65 per quintal respectively and in the open market is Rs.15.80, Rs.15.0 and Rs.14.60 per quintal respectively. Significant difference is identified between the marketing cost of regulated market and open market since the t-value 31.1 is significant at one per cent level of significance.

32. The total marketing cost of small, medium and large farmers for Cotton is Rs.11.95, Rs.11.06 and Rs.10.32 per quintal respectively and in the open market it is Rs.14.28, Rs.13.80 and Rs.12.70 per quintal respectively. Highly significant difference is identified between the marketing cost of regulated market and open market since the t-value 32.915 is significant at one per cent level of significance.

33. It is observed that the price of Paddy in regulated market is more than that of open market. Significant difference is identified between the
price of regulated market and open market since the t-value 1657.316 is significant at five per cent level of significance.

34. It is observed from the table that the price of Chilly in regulated market is more than that of open market. Significant difference is identified between the price of regulated market and open market since the t-value 69.81 is significant at five per cent level of significance.

35. It is observed from the table that the price of Cotton in regulated market is more than that of open market. Significant difference is identified between the price of regulated market and open market since the t-value 49.67 is significant at five per cent level of significance.

36. The highly perceived reasons for pre harvest sales among large farmers are instant availability of funds and urgent need of money as their respective mean scores are 3.443 and 3.275. Among the medium farmers the highly perceived reasons are urgent need of money and instant availability of funds as their mean scores are 3.865 and 3.283. Urgent need of money and indebtedness are the highly perceived reasons among the small farmers as the mean scores are 3.443 and 3.200.

37. While considering the reasons for sales during the time of harvest, with regard to large farmers no storage facility, to meet the expenses of next cropping and family expenditure cost are the highly perceived reasons as the mean scores are 3.807, 3.253 and 3.140 respectively. As far as the medium farmers are concerned no storage facility, family expenditure and indebtedness are the highly perceived reasons as their scores are 3.432, 3.395 and 3.280 respectively. Family expenditure, to meet the expenses of next cropping and indebtedness are the highly perceived reasons of small farmers and their mean scores are 3.790, 3.309 and 3.296 respectively.

38. All types of farmers find co-farmers and market committee as the main source of awareness about regulated markets.

39. Regarding the awareness about prices among the large, medium, and small farmers the highest mean score is obtained by the source
newspaper and the second highly perceived source is radio and television.

40. The highly perceived factors among the farmers regarding the reliability of regulated market is accurate market information, nominal commission and fewer market intermediaries.

41. The reliability index shows that (78.3 per cent) of the farmers feel regulated market as 50-75 per cent reliable but only 14.3 per cent find regulated market as 75-100 per cent reliable. 7.5 per cent of the farmers consider regulated markets as only 25-50 per cent reliable.

42. The highly perceived factors among the farmers towards infrastructure facility are transport facilities, better communication facilities and proper cattle shed and water shed for animals.

43. In total a maximum of 57.3 per cent of the farmers have an Attitude Index Towards Infrastructure Facility in Regulated Market of 25 to 50 per cent followed by 30.8 per cent who have an Attitude Index Towards Infrastructure Facility of 50 to 75 per cent. The number of farmers who have an Attitude Index Towards Infrastructure Facility of 75 to 100 per cent constitutes 12 per cent of the total. Among the large, medium and small farmers more than fifty per cent have the least index of 25-50 per cent. It becomes clear that majority of farmers are not very much satisfied about the infrastructure facility available and the markets have infra-structural inadequacies which needs proper attention.

44. Regarding the storage facility available in Regulated Markets it is evident that the highest mean score is obtained by the factor low storage cost. Among the large, medium and small group of farmers, the most perceived factor is adequate storage space and low storage cost.

45. The Attitude Index Towards Storage Facility Index shows that in total a maximum of 57.8 per cent of farmers have storage facility index of 50 to 75 per cent followed by 30.3 per cent having an Attitude Index Towards Storage Facility of 75-100 per cent and 12.0 per cent having Storage Facility Index of 25-50 per cent.
46. Regarding the perception on the variable marketing facilities, the farmers perceived more on proper weighing system, assembling facility and loading and unloading facility.

47. Fifteen per cent of the farmers have the marketing facility index of 50-75 per cent. Majority of farmers, 77.3 per cent of farmers have marketing facility index of 25-50 per cent and only 7.5 per cent have marketing facility index of 75 per cent to 100 per cent.

48. Regarding the perception on the variables towards loan facilities, the highly perceived variables among the farmers are getting loan is simple, low interest rate, adequate loan facilities and easy repayment facilities.

49. In total a maximum of 49.5 per cent of the farmers have Attitude Index Towards Loan Facility of 50 to 75 per cent. The number of farmers who have Loan Facility Index of 75 to 100 per cent constitute 35.0 per cent of the total and only 15.5 per cent of the farmers have Attitude Index Towards Loan Facility of 25 to 50 per cent.

50. Regarding the motivational variables to trade in regulated market low market charges, correct weight and pledge loans constitute the predominant places. Then comes the variables spot payment, nominal commission and information on each aspect. Co-operation of officials and pressure of market committee are the third set of motivational variable. Absence of中间men remunerative price, and faith in system also acts as motivational variables. Storage facilities, drying facilities and road facilities are the final set of motivational variables. 

51. The resulted important factor towards the measures to improve Regulated Market is ‘Facility’ which consists of three important variables in it. The three variables included in ‘Facility’ explain the factor to the extent of 74.2 per cent. The Eigen value and the per cent of variation of this factor are 1.890 and 17.778 respectively. It is an important factor and so to improve the working of regulated market the various facilities should be improved.
The second factor ‘finance account’ for 14.587 per cent variance. The Eigen value of this factor is 1.605. It explains that the efficiency of regulated markets can be improved if the financial needs of the farmers are met whenever needed in some aspects like simplified timely and adequate lending procedures, Advisory and financial services to farmers at all stages of cultivation and Linking credit facility with marketable surplus.

7.3 Findings on Traders’ Perception

Out of 225, traders contacted for our study, majority of the traders, 75 (33.3 per cent) belong to the category of 35 – 45 years of age.

1. Majority of the sample traders 117, (52 per cent) have the experience of above ten years.
2. Regarding the traders' frequency of meeting the farmers, out of 225 traders, 81 (36 per cent) meet once in fortnight and 54 (24 per cent) meet once a month.
3. Out of 225 traders 74 (32.9 per cent) feel regulated market as competitive to open market.
4. Majority of the traders, 143 (63.6 per cent) make full payment while buying.
5. Among the wholesalers, retailers and petty traders, majority of the sample traders 18 (30 per cent), 11 (27.5 per cent) and 35 (28 per cent) find trading in regulated market as remunerative respectively.
6. Seventy four (32.9 per cent) of the total sample traders determine the price with regard to demand and supply.
7. One hundred and eleven (49.3 per cent) of the sample traders are satisfied with the overall performance of regulated market to the extent of 50-75 per cent.
8. Regarding the attitude of the sample traders towards the facilities provided in the Regulated market, the traders perceived more on market information, electronic weighing system and adequate storage.
9. Regarding the problems in trading with the regulated market, low volume of market arrivals is the major problem. The other problems in the order are higher price due to competition, too short period to judge the quality, too short period to make payment, cumbersome procedure, negative mind set of farmers and indifferent attitude of market officials.

10. Regarding the suggestions of the traders to improve the working of regulated markets the resulted important first factor is ‘Arrivals’ which consists of three variables in it. The three variables included in ‘Arrivals’ explain the factor to the extent of 82.5 per cent. The Eigen value and the per cent of variation of this factor are 2.356 and 23.561 respectively. In order to be successful in attracting the traders all measures should be taken to improve the quantity and quality of arrivals in Regulated markets. Continuous and uninterrupted supply and its timely intimation to the traders go a long way to improve their trade in Regulated market.

7.4 Findings on Officials’ Perception

1. Majority of the sample officials 24 (80 per cent) are males and the remaining six (20 per cent) are females.

2. Eleven (36.7 per cent) of the total officials are in the age group of 30 – 40 of which, four (40 per cent) belong to executives and seven (35 per cent) belong to supervisors.

3. Equal number of sample officials nine (30 per cent) belong to either MBC or BC.

4. Among the executives six (60 per cent), three (30 per cent), one (10 per cent) belong to post graduate, graduate and higher secondary education respectively and there is none in the category of SSLC. Out of 20 supervisors from (20 per cent), nine (45 per cent) four (20 per cent) and three (15 per cent) belong to post graduate, graduate, higher secondary, and SSLC respectively. Majority twenty-seven (90 per cent) of the officials both in the executives eight (80 per cent) and supervisors cadre
nineteen (95 per cent) belong to the married group. Only three (10 per cent) are unmarried.

5. Majority of the executives four (40 per cent) and among twenty supervisors six (30 per cent) have 10 – 20 years of experience.

6. Supervisors visit the farmers more frequently than the executives. Six (30 per cent) of the supervisors visit the farmers once a week while only two (20 per cent) of the executives visit once a week.

7. Majority of the executives five (50 per cent) organise the farmers meet occasionally while seven (35 per cent) of the supervisors organise frequently.

8. Bank officials, government officials and representative of farmers are the resource persons in the farmers meet.

9. The highly discussed items in the farmers meet are government schemes, post harvest management, credit facilities offered and motivation of farmers.

10. The highly used media to create awareness among the executives and the supervisors are radio and pamphlets.

11. Regarding the perception of officials towards the services provided in regulated market the executives perceived more on the statement regulated market has enough storage facilities, regulated market provides drying facilities, and regulated market has market information system. Among the supervisors the highly perceived facilities are regulated market has enough storage facilities, regulated market arranges periodic meeting with farmers and regulated market has good connecting roads.

12. Regarding the opinion of officials towards the problems in Regulated market the executives felt inadequate fund, insufficient staff, and political interference. Among the supervisors the problems are inadequate fund, no modern storage facilities and poor market arrivals.

13. Regarding the suggestions of the officials to improve the working of regulated markets the resulted important factor is ‘Facility’ which
consists of three important variables in it. The three variables included in ‘Facility’ explain the factor to the extent of 73.5 per cent. The Eigen value and the per cent of variation of this factor are 2.521 and 19.394 respectively. It is an important factor and so to improve the working of Regulated Market the various facilities should be improved.

7.5 Findings on Market Arrivals of Regulated Markets.

1. Regarding the total arrival of all commodities at selected markets under Tirunelveli Market Committee. Tirunelveli market occupies the first place with 5846.62 tonnes per annum followed by Tuticorin market in second position with 4183.51 tonnes and Sankarankoil third with 3607.50 tonnes. Thisayanvillai with 1157.27 tons of commodities per annum occupies the last position

2. It reveals that the arrival of commodities to the markets in Tenkasi, Vallioor, Tirunelveli, Kadayanallur and Thisayanvillai witnessed a significant growth during the period under study.

3. Regarding the arrivals of selected commodities at Tirunelveli Market Committee, Paddy occupies the first place with 25701.15 tonnes per annum followed by Chilly in second position with 1070.25 tonnes, and Cotton third with 765 tonnes per annum.

4. It reveals that the arrival of Paddy to the Tirunelveli Market Committee witnessed a significant growth during the period under study. It is also observed that Chilly, Cotton and others experienced a negative growth in its arrival.

5. Regarding the total arrival of Paddy in sample markets, Tirunelveli market occupies the first place with 4396.59 tonnes per annum followed by Tenkasi market in second position with 2506.12 tonnes.

6. The arrival of commodities to markets in Sankarankoil, Vallioor, Tirunelveli, Kadayanallur, Koilpatti, Tuticorin and Srivaikkundam witnessed a significant growth during the period under study. It is inferred that Koilpatti market experienced the highest growth rate in its
arrival by 77.54 per cent followed by Tirunelveli market with 68.20 per cent per annum. Least growth is observed in Pavoorchatram with 4.29 per cent per annum during the period under review.

7. Among the markets for chilly, Sankarankoil market occupies the first place with an average of 107.94 tons per annum followed by Tuticorin market in second position with 53.73 tons and Koilpatti with 36.73 tons of Chilly per annum. Vallioor, Thisayanvillai and Srivai kundam does not record any arrival of chilly during the past ten years. Even in other markets it is inferred that the arrival of chilly is very poor as the total average arrivals account for only 236.59 tonnes.

8. Among the markets for cotton, Thisayanvillai occupies the first place with an average of 151.11 tons per annum followed by Srivaikundam market in second position with 40.03 tons and Pavoorchatram with 39.99 tons of Cotton per annum. Kadayanallur and Tuticorin does not record any arrival of Cotton during the past ten years. Even in other markets it is inferred that the arrival of Cotton is very poor as the total average arrivals account for only 339250

7.6 Findings on Financial Performance:

1. Regarding the marketwise total income, Tirunelveli market occupies the first place with Rs. 22.37 lakhs per annum followed by Sankarankoil market in second position with Rs. 20.98 lakhs and Vallioor third with Rs. 13.32 lakhs. Kadayanallur market experienced the highest growth rate in its total income with 16.65 per cent per annum followed by Vallioor markets with 15.60 per cent per annum. Pavoorchatram occupies the last portion with Rs. 2.24 lakhs.

2. The market wise total total income in case of Sankarankoil, Valliyoor, Tirunelveli, Thisayanvilai and Srivaikundam witnessed a significant growth under period under study. Kadayanallur experienced the highest growth rate in its total income with 16.65 per cent per annum. The last position is occupied by Tuticorin by 1.82 per cent.
3. Regarding the marketwise total expenditure, Sankarankoil market spends an average expenditure of Rs. 6.82 lakhs per annum followed by Koilpatti market with Rs.4.62 lakhs and Tirunelveli with 4.31 lakhs and the last position is occupied by Thisayanvilai with RS. 1.42 laksh.

4. Regarding the marketwise total surplus, Tirunelveli market occupies the first place with Rs.18.06 lakhs per annum followed by Sankarankoil market in second position with Rs. 14.16 lakhs and Pavoorchatram occupies the last place with Rs. - 1.25 lakhs.

7.7 Suggestions

1. Civil supplies

   The market committees act as an intermediary between the farmers and traders. Alternatively, it is suggested that market committee itself may buy the produce directly from the farmers. In the event of direct purchase, the committee may dispose the product to organizations like Food Corporation of India and the government agencies, either for internal consumption or for export to other countries through agencies like State Trading Corporation of India. Farmers by and large feel the government undertakings like Cotton Corporation of India, Khadhi and village industries, Tamil Nadu Co-operatives, Marketing Federation, Civils supplies Corporation and Sarvodaya Sangh should buy their requirement of agricultural produce through Regulated Market. This will boost the demand for agricultural produce and the farmer will have a fair deal in matters of price. Hence, these institutional buyers should come forward to buy them Regulated Markets. The Tamil Nadu Government should change the practice of procuring rice for the ration shops from other states and start buying from the Regulated Markets.

2. Loans and credit facilities

   Traders-cum money lenders render credit facilities to the farmers even at the time of ploughing. Advance money is paid to the farmers through brokers which is one of the main reasons for sale outside the regulated market. Though credit facilities
for farmers are provided by the co-operative banks for agricultural purposes, farmers are reluctant to approach the Co-operative banks. So credit linked facilities should be provided in Regulated Markets. To stop the farmers in approaching the traders for their financial needs the Regulated Markets should render loans to the farmers in advance in proportion to the area cultivated and loan to crops should be sanctioned in addition to pledge loans against the produce brought to the markets, so that the farmers are freed from the compulsion of selling their harvest at a lesser price to the traders cum moneylenders. Recovery of such loans can be effected in co-ordination with the Regulated Markets when the crop is raised.

3. Notified crops

The non-notified crops whose quantum of arrivals is impressive may be notified by the concerned Market Committees. The crops Corn, Green gram, Sunflower, Banana, may be declared as notified crops in the market of the study area. Except Paddy, among the notified crops selected for the study, Chilly and Cotton have recorded a very uneven trend of market arrival. The reason for the decline of market arrival is due to lower productivity. The reason for lower productivity was enquired by the researcher. As Cotton and Chilly are multiple picking crops it has to be picked for every five days. In order to escape from the hardship of finding labour force which is very scarce, the farmers have switched over to corn, which is a single picking crop that grows well and at the same time easy to harvest.

4. Food Processing Units

Food processing refers to any activity that transforms the raw foodstuffs or semi-finished food into a convenient form for the benefit of end user. The food processing industries have grown substantially in the last few decades. The increase in the incomes of the working class has lead to rise in the disposable income to be spent on processed food. So one of the suggestions is to establish Food Parks in which the commodities brought by the farmers can be processed and packed in suitable containers and be sold in the super markets, so that the farmers can get attractive prices for the produce raised. Winnower, Processing machines, Decorticator
for breaking grains and packing machines should be installed in the regulated markets by raising proper investment in which the farmer too can become a shareholder. Also as the growth of fruits like bananas and vegetables like onion are quite high, processing units for vegetables and fruits can also be started.

5. Storage facilities

Adequate storage facilities are essential to save farmers from exploitation at the time of harvesting. This will enable the farmers to store their produce safely avoiding damage due to rain, floods, pilferage and spillage. The storage facilities are essential to avoid loss of crops and enable the farmer to postpone sale to a more favorable season.

Moreover, there is an urgent need for developing cold storage facilities. Currently India is world’s largest producer of milk, second largest producer of fruits and vegetables and third largest producer of food grains and fish. However, India wastes 30 – 35 per cent of its perishable produce resulting in an estimated loss of eleven billion dollars. This is the reason for the central Government to encourage the Foreign Direct Investment in retail trade who have assured the building of cold chain infrastructure which is opposed by the domestic traders. Therefore, steps should be taken to improve the cold storage facilities so that the perishable commodities can also be included as notified commodities and the interest of both the traders and the farmers can be protected.

The construction of cold storage infrastructures not only requires huge financial investment but also uninterrupted power supply which can be assured only if the Koodangulam Atomic Power Plant starts its production and also requires the appointment of highly expertise technical staff to safeguard the perishable commodities at all times from spoilage.

6. Transportation Facilities

The problem of transportation of agricultural produce has many aspects like

- transportation of produce from farm to Regulated Markets
- construction and maintenance of rural link roads
• transportation from market yard to place of storage and
• inter market transportation.

The most important one is to provide transport facility to farmers to bring their produce to the regulated markets. Generally farmers have a bullock cart and only few own a tractor, which is not sufficient to transport the produce upto market yard in one trip. As the traders, immediately after harvest approach the farmers even in the fields and buy the produce, the farmers, though paid less are relieved from the strain as well as the cost of transport and package which is one of the main reasons for not bringing their produce to regulated markets. A scheme for providing free transport facility to small and marginal farmers for transportation of their agricultural produce can be launched similar to the open collection centres launched by Krishi Upaj Mandi Samitis in Rajasthan which collects the agricultural produce in the territorial area and transports the same to the market yard. In addition, arrangements can be made for the distribution of packing materials like gunny bags and baskets on a nominal rent to increase the arrivals of the regulated markets.

7. Modernization/ Mechanization in Agricultural Marketing

In order to improve the processing facilities and avoid delay in cleaning, drying, weighing, loading and unloading, modern techniques should be applied. Mechanical driers can easily dry upto twenty quintals of produce in an hour. For cleaning electric or diesel, operated cleaners with air blowers can be used. Overweigh bridge, which can weigh a full cart or truckload and elevators for loading and unloading can be installed. The committees may impose a small levy for the use of such devices.

8. Development of grading facilities

Emphasis should be laid on proper grading and standardization of agricultural produce. Proper grading will be advantageous to farmers and traders as well as to consumers. The farmers will get higher prices for their produce if it is graded and its marketing will be easier and less expensive.
9. Provision of infrastructural facilities and other amenities

Under the Tirunelveli Marketing Committee, the regulated markets in Kadayanallur, Alangulam, Thiruvengadam, Sivagiri, Thisayanvillai and Ettayapuram do not have transaction sheds, drying yard and toilet facilities. Similarly many existing markets do not have proper facilities like auction platform, rest houses, canteens, post office, banks, cattle shed, water trough for animals, drinking water, medical facilities etc or these structures are not in proper condition. All these infrastructural difficulties should be solved at the earliest to attract more market arrivals.

10. Farmers marketing Co-operatives be started

In order to provide strength to farmers who are unorganized, a farmers’ co-operatives should be set up. The advantages of farmers co-operatives are the availability of small loans and advances, education about market prices and consumer preferences, and also trade advantages such as lower transport rates, grading of the produce and above all the prestige of owning the organization. It would be more useful to small and medium farmers.

The farmers in Punjab have gone a step ahead. When the entire country is counterfeiting the decision of the Central Government to encourage Foreign Direct Investment in retail trade the farmers in Punjab have made a notification of their decision to get themselves directly involved in retail trade. Global Nutritious Vegetable Marketing Co-operation is started by ten farmers in Punjab by investing Rs.10 lakhs each. The Regulated market officials can educate the farmers the principles of co-operation and help them to benefit themselves out of it. Moreover as mentioned earlier the regulated markets by joining hands with the farmers can go for retail trade which would certainly be a good attempt to increase the income of the farmers.

11. Market Intelligence and Information System

The present system of market intelligence and information is not adequate and therefore there is a need to develop proper market information system. It is necessary to collect reliable information on a regular basis from time to time. Apart from that, it
is necessary to institute a system of wide dissemination of market news to keep the farmer informed of the changing market conditions and thus assist him in orderly marketing. Although there is a provision of daily broadcast of prices, this information is neither complete nor does it reach the poor illiterate farmers. It is surprising that many farmers are not aware of regulated markets and those who are aware are ignorant of the benefits of regulated markets. There should be a wider publicity of the usefulness of regulated marketing and the officials should dispel the doubts and suspicion of farmers towards regulated markets. The officials should take all possible steps to visit all the farmers within their area who do not approach the regulated markets and give them an orientation programme covering all the benefits of regulated markets.

12. Development plans for individual market

Each regulated market is unique in itself and has its own problems which need proper attention at their own levels. Therefore no solution can be formulated in general. However, directives should be issued to all responsible officials to prepare a development plan keeping in view the present and prospective problems of their locality and the availability of resources. This will at least help the individual market officials to identify and search for existing problem and help them to become more responsible that they come with new strategies to improve their markets and the standard of living of the farmers.

13. Proper vigilance

In every regulated market the supervisory or vigilance staff is very limited and sometimes not efficient. Thirteen out of twenty regulated markets have no supervisors. As a result some malpractices like market fee evasion are adopted by traders. Earlier in Kavalkinaru there was check post and squad which is now not present. So proper steps should be taken to improve the supervisory technique. The field supervisors, as suggested by the officials should be provided with short circuit television camera, wireless network etc. to help them to speed up their operation in case of traders' misbehavior.
14. Incentives

In order to attract more sellers and buyers to regulated market some incentives should be given to them. A few suggested incentives are as follows.

- The mandi committees should provide agricultural inputs such as high yielding variety seeds (HYV), pesticides, fertilizers, etc at subsidized rates to those farmers who market their produce through regulated markets.
- Cess for traders who regularly transact with regulated markets can be reduced but not at the cost of the farmers. In addition to it, incentives like cash awards, insurance coverage and special concessions in export, tax concessions may be extended to traders on the basis of their transaction.
- Regulated markets should attract outside buyers like public sector agencies, Cotton Corporation of India, Food Corporation of India who will bid more prices but not at the cost of local traders.

15. Market research and training

Research cell should be organized and departmental data base should be properly managed. The work of the statistical cell is done manually and often latest data are not available to research workers. The statistical cell should be equipped with computers so that all the information can be properly maintained and made available to the department as well as to private research workers. Efforts should be made to update all the information relating to Tirunelveli Market Committee in the AGMARKNET and daily updates of prices of notified commodities should be attempted. This obviously need trained staff to work in regulated markets. Seminars and workshop can be arranged to equip the staff members with the latest technology.

16. Sufficient Staff

The government is advised to provide sufficient staff. No organization can function efficiently when there is a problem of inadequate staff. As one of the major problems stated by the officials is inadequacy of staff, to increase the efficiency of the working of regulated markets, sufficient number of staff with proper training, qualification and experience should be appointed to all the regulated markets.
wherever necessary under the Tirunelveli Market Committee. Efficient control, regulation and supervision can be made if more staff are appointed in the regulated market with high executive powers.

17. Surplus funds

The market committee is keeping huge surplus funds. The market committee can identify the existing problems of traders and farmers and it is suggested that suitable projects may be planned to meet the requirements and to rectify the problems with the help of surplus funds. In addition, the surplus funds of the market committee should be utilized for providing loans and advances to the farmers and traders by which their participation in the regulated markets can be improved.

18. Policy Measures

- The government should appoint Review Committee to study the marketing problems of regulated markets periodically
- Targets can be fixed for the market arrivals for every official and they should be motivated through proper incentives so that they adopt all possible steps to increase the market arrivals by bringing the entire production of their locality to the regulated markets
- Unemployed educated youth can be appointed by the government as procurement agents whose task is to collect the produce from the farmers and also to supervise and check the unauthorized sales carried on within the notified area
- Compulsory marketing of agricultural crops through regulated markets may be enforced after creating adequate infrastructural facilities in all regulated markets.
- Temporary submarkets may be opened near the farm fields during the peak agricultural seasons.
- The procurement of agricultural produce by the government by fixing the minimum support price (MSP) should be done only through regulated markets
19. Role of Government

“Despite the implementation of the several programmes and spending crores of rupees in the agricultural sector, the income level of farmers has not registered any perceptible improvement,” said Chief Minister Jayalalitha in a press meet. “The G.D.P. contribution of the agricultural sector is low, compared to the percentage of population depending on agriculture. Therefore my Government accords the highest priority to the primary sector” she added. Her focus was not only in increasing the productivity but in strengthening the post harvest infrastructure and agro-based industries. Stating that these initiatives would ensure a second green revolution, her goal is to triple the income of the farmers in the next five years.

Union Home Minister P.Chidambaram asked the farmers to repay farm loans promptly so as to maximize the interest benefits. The agricultural loans have been offered at seven per cent interest, the banks would write off three per cent interest if the farmers repaid the loan within the stipulated time frame.

According to a press release, the state GDP witnessed 8.06 per cent growth during the first four years of the eleventh five year plan. Agriculture and allied sectors registered 0.69 per cent growth and the growth target for agriculture sector for the next five years was four per cent. Shantha Sheela Nair, Vice Chairman of the State Planning Commission said agriculture and animal husbandry supported 45 per cent of the state population. In order to achieve four per cent growth, it was essential to improve productivity in agriculture, increase the remuneration to make farming attractive and promote micro irrigation and agro-based industries.

Chief minister of Odisha, Naveen Patnayak in opposition to the Central Government’s policy of FDI in retail trade has stressed the government to create marketing opportunities to farmers and small scale industrialists. To increase the agricultural productivity, investment in rural infra-structure and research development programme should be made by the Central Government.

As the state strives to achieve its targets of 115 lakh tonnes of food grains production in the year 2011 - 2012 Chief Minister Jayalalitha ordered construction of 50 modern godowns at an investment of Rs 85 crores to help farmers to store their agricultural produce until the grains fetch a good price. The godowns could have
weighing machine, weighing bridge and moisture testing equipments with a combined storage capacity of 17,000 tonnes with parking facilities for lorries.

**The details of the proposed Godowns**

**A.**

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<thead>
<tr>
<th>Total Capacity</th>
<th>10000 tonnes</th>
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<tr>
<td>Total Investment</td>
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<td>2. Madurai</td>
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<td>Thanjavur market committee</td>
<td>3. Boodalur</td>
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<td>Cuddalore market committee</td>
<td>4. Viruthachalam</td>
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<td>Villupuram market committee</td>
<td>5. Vikiravaandi</td>
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**B.**

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<td>7. Vandavasi</td>
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<td>8. Setthupattu</td>
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<td>Thanjavur market committee</td>
<td>9. Oathanadu</td>
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<td>10. Vallam</td>
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<td>Villupuram market committee</td>
<td>11. Sankarapuram</td>
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<tr>
<td>Coimbatore market committee</td>
<td>12. Sulur</td>
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<td>13. Pethampatti</td>
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**C.**

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<td>15. Aval poondurai</td>
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<td>16. Kodumudi</td>
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<td>Thanjavur market committee</td>
<td>17. Kumbakonam</td>
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When all these godowns are constructed and equipped properly, the loss of the perishable agricultural produce can be minimized and the farmers can enjoy maximum price for the produce raised. The day will come in the near future when these dreams are released.

7.8 Conclusion

Everyday in India on an average upto fifty farmers commit suicide. This is not because of losing their dear and near ones or due to the family pressure or prolonged illness. But this is because of the inability to repay the interest for the debts and due to the loss in agriculture. This death toll is alarming for this rate is more than the loss of lives in war. This is a shame to our motherland. Moreover the number of farmers who move to urban areas for their livelihood is increasing. As a result there is the danger of shortage of food production. Moreover, farming is one area which faces the problem of shortage of labour during peak seasons though India is an over populated country.

Agro-based countries should plan for the development of agriculture and thereby make the country rich and fertile by increasing the agricultural production. It would have been better if the former DMK Government had distributed milch cows instead of colour television sets. We do not know when the dragon named ‘Food Scarcity’ sitting at the backyard would enter into the house.

While the government and the private sector employees are given regular monthly salary, dearness allowance and bonus, the farmers who produce all the necessities of humanity are unable to get even the amount spent for cultivation.

The price of one sovereign gold, which was Rs. 15 in the year 1930-35, is now sold for Rs.21000. If calculated in this proportion, Paddy which was Rs. 5 should be now Rs.7000. This situation really pulls our heartstrings. Increase in population has caused the great demand for gold and even more demand for food products. However, the bitter truth is, the price of gold is increasing but not that of paddy. The popular television channels, which displays the price of gold 24 hours a day does not display the prices of paddy or wheat. What does this show? We do not give importance for agriculture, which is more important for the sustenance of our lives than gold and
silver. Why don’t we give importance to agricultural products which we give for gold? It is often said that the farmers are the backbone of any country. However, the farmers of our country are almost in a fracture. Nevertheless, this is not taken care by any of the politicians or by the Government. Why is it that people who are willing to pay Rs 15 per one litre of mineral water sold by MNCs refuse or murmur to pay Rs. 15 for half a litre of milk.

We shout slogans like Jai Javan and Jai Kisan. But it is in the same country more than two lakh farmers have committed suicide in the past 10 years. In this situation where will the farmer go? The regulated market should be the only place of his refuge. The regulated market should come forward for his help and should be farmer friendly. Regulated markets should become an integral part in raising the economic status of the farmers. Regulated markets should act as collecting centres of agricultural produce and relieve the farmers from the task of marketing thus enabling him to put all his focus in increasing the productivity. The regulated market should implement all the suggestions proposed and get all possible support from the state Government at this juncture when the C.M. has expressed her goal to triple the income of the farmers in the next five years. In fact modern regional development requires a high degree of functional, organizational and locational specialization and therefore, in need of a wide spread network of regulated markets. In general, the Agricultural Marketing Board and regulated markets are doing a good job for rural welfare. Still, there is a long way to go because the benefits have not yet reached the proper persons. The efforts are good enough but there is a need to intensify them.

7.9 Scope for further research

The researcher is able to find that the present study has a wide scope for further investigation and exploration of new knowledge in this area by future researchers.

The regulated markets are successful in other states like Andhra Pradesh, Rajasthan and Orissa and even in Tamil Nadu regulated markets are successful in districts like Villupuram. So comparative studies can be contemplated and carried out
by scholars to bring out the highlights of those successful markets and to find out the inadequacies or defects of unsuccessful markets in order to rectify them.

A study on the spatial distribution and locational efficiency of regulated markets in Tamil Nadu can be under taken to justify the spatial pattern and location of regulated markets to know the locational advantage or the inappropriateness of location, so that efforts can be made to shift the location and improve the functioning of regulated markets.

Attempts can be made to study the socio economic status of the farmers and a comparison can be made between the farmers who approach the regulated market and those who do not. In addition, the relative advantage of selling in regulated market can be studied in detail.