Introduction

Marketing is a technique of buying and selling. There are two sets of people involved in marketing - those who produce economic goods and have surplus and those who need these surpluses. Marketing postulates favourable and conducive conditions in which these two sets of people by 'Exchange' fulfil their mutual demand. Marketing includes buying, selling, transport, storage, finance, risk-bearing, standardisation etc.

The study of Agricultural Marketing involves the study of all the agencies and steps through which a commodity passes till it reaches the final consumer. In the process of marketing, assembling, grading, standardisation, storage, transport, wholesaling and retailing play their prescribed roles and there are various agencies performing them. According to the National Commission on Agriculture (XII Report), agricultural marketing is a process which starts with a decision to produce agricultural commodity and it involves all the aspects of market system viz functional and institutional based on economic and technical considerations and includes pre and post harvest operations, assembling, grading, storage, transportation and distribution. All activities involved from the time agricultural product leaves
the farmer and reaches the consumer are considered as agricultural marketing by Kohls.

Agricultural marketing includes all services tangible and intangible rendered between the farmers and the consumers. Pricing, financing, transporting, processing, grading etc. are included in the activities of agricultural marketing.

Agriculture is the backbone of Indian economy and in order that agriculture play a vital role in our economic development its production should increase. The farmer has to increase marketable surplus and here lies the importance of agricultural marketing.

But due to his illiteracy, ignorance, financial weakness, the farmers possess a very weak bargaining power and on the other hand the trader takes the advantage of the farmer's weakness because he is generally well informed, well organised, financially sound and very tactful in his dealings. The result of all this is that the farmer remains at the mercy of the trader through generations. The market also is deprived of healthy and fair competition. The farmer is discontented with the environment in which he has to operate in the market. Some of the unfair deals and undesirable practices viz. short weights,


considerable delay in payment, high market charges, taking away substantial quantity under the name of sample, underhand dealings, the incorrect and false weights are fairly known in agricultural marketing in India. Also one can never forget the customary gesture of secret or cover bids.

The main defects of agricultural marketing in India are the following:

1. Defective preparation for marketing
2. Lack of organisation among cultivators
3. Forced sale in villages
4. Superfluous middlemen
5. Multiplicity of market charges
6. Multiplicity of weights and measures
7. Adulteration
8. Malpractices in the market
9. Absence of market intelligence
10. Absence of grading and standardisation
11. Lack of transport facilities
12. Lack of storage facilities.
We all are well versed with the above mentioned defects of the agricultural marketing system. There is hardly any stage of marketing which is not suffering from one defect or the other. Thus, the trader has the upper hand in the agricultural marketing system and the farmer is always at his mercy.

**Meaning and Definition.** Government interference in the field of agricultural marketing is a must. In fact, if one party exploits the other in the game of agricultural marketing, government intervention becomes inevitable.

The government interference in the process of marketing brings about a conducive environment of trust and confidence between the buyers and the sellers. The governmental intervention postulates fair trade policies and assures both the parties fair and reasonable returns.

As explained by Rhodes, Tomek and Robinson and Dahl and Hammond, organised markets are public markets, which have a set of formal rules or customs to regulate the time and place of trading, the obligations of each party, the mode of

transportation, and similar matters. Their operation is quite public. Prices are publicly arrived at.

A market is said to be regulated when the state government establishes a market under some enactment and lays down certain rules and regulations to carry out the business of marketing.

According to Gupta, a market is said to be regulated when the state government establishes a market under some enactments and frame rules, and regulations to conduct business therein.

As defined by Johnson, market regulation comprises a set of acts deliberately designed by the state as a protective shield to farmers against traders' capacity.

Regulated market is an agency which brings a radical change in the interest of cultivator first and those engaged in trade and commerce next.

The chief objective of Regulated Market is to regulate buying and selling, encourage fair and healthy competition by creating conditions for the same, and hence both the buyer and the seller gets fair return in the deal. The objective


apparently is to create structural conditions necessary for effective and allocatively efficient competition. It is assumed that market regulations can curb monopolistic tendencies in the system, and 'efficiency' and 'equity' can be restored.

Thomson describes the objectives of the agricultural marketing system into three types which the different interests such as farmers, middlemen and consumers desire for better marketing. The consumer desires a marketing system which will help to buy his requirements at the lowest possible cost. The middleman wants the largest possible returns for his products and the farmer wants a marketing system which ensures him the minimum costs and the highest possible prices for the products.

Further, according to Wong, the objective of agricultural marketing is to ensure that sales takes place as quickly as possible and that no time is wasted.

Market regulation is a socio-economic reform, hence cultivators are to be educated about improvements in the...


marketing of their produce. They should also be conscious of their rights in the management and control of the market and should not submit meekly to questionable practices of the commission agents.

In the regulated market the sale of agricultural commodities is done by open auction system or by the close tender method. The sale is done under the supervision of an official of the market committee and the trader has to give his signature as soon as the auction is over. The transaction is done during fixed hours. The farmer has the option to withdraw his produce even at the highest bid, if he so desires.

Weighment is done by the licenced weighmen with standard weights and platform scale. In some markets, a weigh bridge has been installed to avoid short weights and malpractices.

Grading of produce is a must but according to the National Commission on Agriculture, only 13 per cent of the regulated markets have grading facilities.

The loud speakers and notice boards provide information about prices and other related things.

The marketing charges are returns to retailers, wholesalers, processors and assemblers for their services in the marketing of agricultural products. The market charges include commission
charges, brokerage, hamali and weighing charges. The seller has to pay for transportation and hamali only. The rest is borne by the buyer.

The farmer receives his money payment of his produce sold to the trader immediately without any delay.

All the market functionaries from the hamals to the traders have to obtain a licence, after paying the prescribed fees, to carry on their business. The licenced traders keep upto date records and accounts in accordance with the bye-laws. The middlemen are subject to punishment, if they violate the rules and regulations.

The functioning of the regulated markets is supervised by the secretary, auction clerk and other staff members of the market committee.

The market committee consists of farmers, traders, cooperative marketing societies, cooperative or commercial banks, autonomous bodies (Panchayat Samiti and Municipal Board of the area) and government officials.

The market committee is nominated for three years and the members of the committee elect their chairman and deputy chairman.
The chief source of funds of the market committee are:

(i) Market fee on the produce brought for sale in the market yard/market area. The rate of market fee varies from state to state ranging from Rs.0.20 to Rs.0.30 for the commodities worth Rs.100.

(ii) Licence/renewal fee of middlemen

(iii) Subsidy from the government.

The sub-committee of the market committee is expected to solve the disputes among producer-seller and traders.

The regulated markets have eliminated the superfluous middlemen. The sale slips of the produce sold are given to the producer-seller, giving the details of the quantity sold, the price offered and the deductions. A copy of the sale slip is given for checking to the market committee.

The market committee provides various amenities like spacious market yard, rest house, cattle-shed and water troughs, lighting, watchman, drinking water, parking space for carts and other infrastructure facilities like bank, post office, canteen etc. in the yard.

Thus, the farmer enjoys quite a number of benefits in doing business in a Regulated Market. He has his own representation in the management of the market committee. The other advantages are
open bid system of sale, standardised weights and market charges, immediate and full payment. Last but not the least is the protection from the middlemen.

The Regulated Markets have developed a 'Corporate Sense' among the producers. The farmers have become very much informed, alert, and have acquired a lot of trust and confidence in the regulated markets. The farmers are the part of the management and their association with the administration have made them aware of the advantages of different marketing reforms and, above all, they have now, started understanding the exploitative traders.

Agricultural Marketing in Gujarat

The Gujarat State has an area of 195,784 sq. kmc. Its population is 3.39 crores and 69 per cent of which is the rural population. In the state of Gujarat, 41 lakh farmers and farm workers are engaged in the primary sector which forms 38 per cent of the total work force in the state. There are 19 districts which are divided into 104 talukas.

Dajra, wheat, rice, and jowar are the most important food crops; while groundnut, cotton and tobacco are important cash crops. Gujarat ranks fourth after Punjab, Haryana and Maharashtra in terms of per capita state domestic product at current price in 1977-78 and 1978-77. In Gujarat, during 1960-61 to 1980-81, the compound growth rate of State domestic product
(at 1970-71 constant price) was 3.5 per cent per annum. The primary sector contributed 27 per cent to the State domestic product in the bad years and 42 to 44 per cent in really good years. However, the compound growth rate of the primary sector in the State was 2.4 per cent per annum which was lowest as compared to the secondary (4.1 per cent per annum) and tertiary (4.3 per cent per annum) sectors.

In Gujarat between 1960-61 and 1977-78, the gross cropped area increased from 97.68 lakh hectares to 104 lakh hectares, the gross irrigated area increased from 7.34 lakh hectares to 17.36 lakh hectares. During 1960-61 to 1979-80 yield per hectare of wheat, jowar and bajra recorded 4 to 5 per cent compound growth rate per annum and the compound growth rate of groundnut and cotton was 2 per cent per annum and that of tobacco was 4 per cent. The most important feature of Gujarat agriculture is the

rapid growth in the production of both food and nonfood crops. The farm production has increased over the years. For example, in 1960, the foodgrain production was only 26.25 lakh M.T. which has gone up to 46.19 lakh M.T. in 1984-85. Similarly, the production of commercial crops like groundnut, tobacco, condiments has also gone up substantially.

Gujarat has the distinction of having the largest number of farmers' marketing and processing cooperatives which function effectively. At the state level, there are five commodity marketing federations and a general marketing federation. At regional and taluka levels, there are large number of commodity marketing cooperatives. Producers' cooperatives directly serve the interest of farmers. Integrated cooperatives are formed wherever processing of commodities is involved. Cooperative institutions are more active in commercial crops than they are in food crops.

When Gujarat State came into existence, Bombay Agricultural Produce Act of 1939 and Saurashtra Agricultural Produce Market Act 1955 were in force in respective areas. No regulation was in force in Kutch. State Government experienced difficulties in implementing two different Acts and there was no Act for Kutch area. Moreover, some of the provisions of the Act were challenged in the court. Therefore, it was necessary on the part of the state to remove these difficulties and to cover the whole state of Gujarat under one Act. As a result, Gujarat government appointed a committee, under the chairmanship of Jaswantlal Shah to make a comprehensive study of the problem. On the basis of
the recommendations of this committee, present Agricultural Produce Marketing Act came into force from 1st June, 1964. Though the Act was progressive, many loopholes were found in it. Therefore, a new committee was appointed under the chairmanship of Maldevjibhai Odedara with a view to make it more effective in achieving socialist objectives. The committee submitted its report on 22nd December, 1975 to make necessary changes on the basis of the recommendations of Odedara committee. After that, a new committee was appointed on 4th January, 1983 under the chairmanship of Shri Shankarlal Guru.

The market area consists of a taluka and the market proper consists of villages within a radius of 10 to 15 km. of the market yard. Licence fees to the traders, commission agents, brokers, carting agents, weighmen, hamals are fixed by the market committees under the bye-laws. The licence fees are subject to minimum and maximum prescribed by the Gujarat Agricultural Produce Marketing Rules, 1965. The state government fixes the minimum market fee and this can be revised by the market committee. Initially the farmers used to pay the market fee but since 1982-83, the government of Gujarat has made changes in the Act whereby the traders bear the burden of the market fee.

The market committee (a corporate body) has producers, traders, cooperatives, government nominees, local bodies etc. in its management. Moreover, the producers/sellers have more than 50 per cent representation in the market committee and there is a special and specific provision for this in the Act.
The composition of the Market Committee in Gujarat State for each market is as under:

<table>
<thead>
<tr>
<th>Constituency</th>
<th>Number of Members</th>
</tr>
</thead>
<tbody>
<tr>
<td>(1) Growers</td>
<td>8</td>
</tr>
<tr>
<td>(2) Representatives of traders</td>
<td>4</td>
</tr>
<tr>
<td>(3) Local bodies</td>
<td>1</td>
</tr>
<tr>
<td>(4) Nominated from cooperative bodies</td>
<td>2</td>
</tr>
<tr>
<td>(5) Appointed or nominated by government</td>
<td>2</td>
</tr>
<tr>
<td>(6) Total</td>
<td>17</td>
</tr>
</tbody>
</table>

However, 17 members constitute the market committee. Thus, the market committee consists of growers, traders, local institutions, and cooperative bodies. The committee is headed by the Chairman and a Vice Chairman and the term of the committee is of three years. The secretary of the committee executes the market and all the employees are directly responsible to him. The secretary is employed by the market committee and he is confirmed by the department of cooperatives. He plays a crucial role in the functioning of the market and his tenure depends on his performance and conduct. The market committee is responsible to pay the salaries of the Secretary and the other staff members.

1. Regulation of Agricultural Produce Market in Gujarat State, Gujarat State Agricultural Marketing Board, Gandhinagar, 1980, p. 2
The market committee is supposed to maintain and manage market, prevent adulteration, promote grading and standardisation and implement the provisions of the Act, Rules, bye-laws and the conditions of the licences. The market committee is the local authority and has to sanction its budget, appoint its staff except Secretary, issue licences and levy and collect market fees.

The Functions of the Market Committee

1. Maintaining and managing the market (Sec.26).

2. Enforcing in the market area the provisions of the Act, the Rules and the Bye-laws (Sec.26).

3. Enforcing the conditions of licences granted to different market functionaries in connection with the purchase and sale of agricultural produce regulated by it (Sec.26).

4. Granting, renewing, suspending and cancelling a general or a special licence for the purchase and sale of regulated agricultural produce.

5. Maintaining the register containing the names of all licenced traders and general commission agents (Sec.27).

6. Providing all facilities in the market as per the directions of the Director (Sec.26).
7. Preparing budget estimate of its income and expenditure for the next succeeding year and sanctioning it (with or without modification) within the prescribed period (Rule 42).

8. Levying fees on the agricultural produce bought or sold in the market area and collecting them through agents or otherwise (Sec. 28).

9. Managing the income, incurring the expenditure and investing the surplus funds (Sec. 32 & 33).

10. Keeping the account and the other records in such a manner as directed by the Director or any other officer authorised by him on his behalf (Rule 47).

11. Maintaining a register showing the fees collected by it (Rule 50).

12. Paying contribution every year, at prescribed rates to the State Agricultural Produce Fund (Sec. 34).

13. Prescribing the market charges, with the previous sanction of the Director, for the services of different market functionaries rendered in connection with the purchase and sale of agricultural produce regulated (Bye-law 31).

14. Taking all possible steps to prevent adulteration of
agricultural produce in the market area, including the prevention of the mixing of the last picking of cotton or inferior variety of cotton with the superior one, bold linseed with small linseed, ghee with vegetable oil and of earth, dirt, stones or any other extraneous matter with any other agricultural produce (Sec. 16 and Rule 73).

15. Promoting grading and standardisation of agricultural produce by taking such steps as (a) maintaining an up-to-date set of samples of standard grades of agricultural produce sold at the market for use of the sellers and the buyers (b) keeping and exhibiting samples of different grades of agricultural produce with indications of parity prices based on rates ruling in terminal and key markets for the information of the sellers and the buyers, (c) undertaking the grading of agricultural produce, and (d) carrying out or supervising the ginning of pure varieties of cotton brought into the market (Sec. 26 Rule 74).

16. Collecting and maintaining daily list of prices of different types and grades of agricultural produce regulated by it and supplying them to the Government when required (Sec. 26).

17. Placing information on matters like the prices of the commercial crops ruling at the principal marketing centres of the tract and at the ports at the disposal of the users of the market by publishing it (Rule 55).
10. Communicating the full names and addresses of the traders holding general licences in the market area to the authorised officer within the prescribed time when general election or by-election is to be held (Rule 7).

19. Prescribing the units of quotations in respect of the regulated agricultural produce to be bought and sold (Bye-law 33).

24. Appointing the secretary of the committee (with the approval of the Director) and other officers and servants for managing its affairs (Sec. 22).

21. Appointing a Disputes Committee for the purpose of settlement of disputes that may arise between the buyers and the sellers (Rule 40).

22. Appointing one or more sub-committees for carrying out any work or to resort to it on any matter and delegating such of its powers and duties to it or them or to any of its members as may be deemed necessary (Sec. 25), and

23. Issuing all directions necessary for the guidance of the persons using the market by publishing them on the notice board (Bye-law 54).
In Gujarat, there are 350 mandi bazars where the farmers bring their agricultural produce for sale. Table 1.1 gives district wise number of market committees, market yards and sub-yards in Gujarat state during 1980-81.

In Gujarat there are 149 market committees and total number of main market yards are 321 out of which 131 are main market yards and 190 sub-market yards.

The district of Mehsana has the maximum number of main market yards and sub-market yards, i.e. 12 and 21 respectively, followed by Kheda district (11 and 11 respectively). Mehsana and Kheda have the maximum number of market committees also, i.e. 12 and 11 respectively.

Junagadh district has the minimum number (6) of Agricultural Produce Market Committees and it has only 3 main yards. Kutch district also has 6 market committees but it has 5 main yards. In Dang district, there is not a single market yard. In Gandhinagar district of Gujarat state, there is only one market committee and one main market yard. This is because it is a single taluka district and has a small area of 649 sq.kms.
<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Name of the District</th>
<th>No. of APMC</th>
<th>No. of Main Yard</th>
<th>No. of Sub-Yard</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Ahmedabad</td>
<td>7</td>
<td>7</td>
<td>13</td>
</tr>
<tr>
<td>2.</td>
<td>Gandhinagar</td>
<td>1</td>
<td>1</td>
<td>-</td>
</tr>
<tr>
<td>3.</td>
<td>Sabarkantha</td>
<td>9</td>
<td>9</td>
<td>17</td>
</tr>
<tr>
<td>4.</td>
<td>Mehsana</td>
<td>12</td>
<td>12</td>
<td>21</td>
</tr>
<tr>
<td>5.</td>
<td>Banaskantha</td>
<td>9</td>
<td>9</td>
<td>9</td>
</tr>
<tr>
<td>6.</td>
<td>Kheda</td>
<td>11</td>
<td>11</td>
<td>22</td>
</tr>
<tr>
<td>7.</td>
<td>Panchmahal</td>
<td>10</td>
<td>10</td>
<td>23</td>
</tr>
<tr>
<td>8.</td>
<td>Vadodara</td>
<td>8</td>
<td>8</td>
<td>22</td>
</tr>
<tr>
<td>9.</td>
<td>Bharuch</td>
<td>8</td>
<td>8</td>
<td>17</td>
</tr>
<tr>
<td>10.</td>
<td>Sural</td>
<td>10</td>
<td>10</td>
<td>23</td>
</tr>
<tr>
<td>11.</td>
<td>Dang</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>12.</td>
<td>Valsad</td>
<td>8</td>
<td>6</td>
<td>15</td>
</tr>
<tr>
<td>13.</td>
<td>Rajkot</td>
<td>8</td>
<td>8</td>
<td>5</td>
</tr>
<tr>
<td>14.</td>
<td>Jamnagar</td>
<td>7</td>
<td>4</td>
<td>-</td>
</tr>
<tr>
<td>15.</td>
<td>Kutch</td>
<td>6</td>
<td>5</td>
<td>-</td>
</tr>
<tr>
<td>16.</td>
<td>Junagadh</td>
<td>6</td>
<td>.3</td>
<td>-</td>
</tr>
<tr>
<td>17.</td>
<td>Amreli</td>
<td>9</td>
<td>7</td>
<td>1</td>
</tr>
<tr>
<td>18.</td>
<td>Surendranagar</td>
<td>9</td>
<td>5</td>
<td>-</td>
</tr>
<tr>
<td>19.</td>
<td>Bharuch</td>
<td>10</td>
<td>7</td>
<td>2</td>
</tr>
<tr>
<td>20.</td>
<td>Gujarat State Tobacco Committee</td>
<td>1</td>
<td>1</td>
<td>-</td>
</tr>
<tr>
<td>21.</td>
<td>Total</td>
<td>149</td>
<td>131</td>
<td>190</td>
</tr>
</tbody>
</table>

Source: Gujarat State Agricultural Marketing Board, Gandhinagar.

The market committees are rapidly growing in number and are becoming financially strong. The table 1.2 shows the income and expenditure of the market committees and the table 1.3 shows the number of licenced traders.
The market arrivals of important agricultural crops of four years are given below in Table 1.4.
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Cotton</td>
<td>52.45</td>
<td>40.74</td>
<td>48.82</td>
<td>52.64</td>
</tr>
<tr>
<td>2</td>
<td>Groundnut</td>
<td>16.21</td>
<td>23.88</td>
<td>41.21</td>
<td>10.75</td>
</tr>
<tr>
<td>3</td>
<td>Paddy</td>
<td>36.62</td>
<td>51.25</td>
<td>46.60</td>
<td>64.66</td>
</tr>
<tr>
<td>4</td>
<td>Wheat</td>
<td>49.60</td>
<td>45.06</td>
<td>55.85</td>
<td>52.03</td>
</tr>
<tr>
<td>5</td>
<td>Rajra</td>
<td>27.48</td>
<td>21.72</td>
<td>17.29</td>
<td>16.85</td>
</tr>
<tr>
<td>6</td>
<td>Jowar</td>
<td>21.72</td>
<td>7.76</td>
<td>11.40</td>
<td>33.74</td>
</tr>
<tr>
<td>7</td>
<td>Grains (other than groundnut)</td>
<td>54.34</td>
<td>54.46</td>
<td>82.09</td>
<td>57.00</td>
</tr>
<tr>
<td>8</td>
<td>Pulses</td>
<td>33.55</td>
<td>20.27</td>
<td>37.79</td>
<td>26.40</td>
</tr>
<tr>
<td>9</td>
<td>Jowar</td>
<td>3.00</td>
<td>6.68</td>
<td>6.69</td>
<td>5.44</td>
</tr>
<tr>
<td>10</td>
<td>Chillies (Dry)</td>
<td>0.05</td>
<td>0.91</td>
<td>0.76</td>
<td>0.31</td>
</tr>
<tr>
<td>11</td>
<td>Fruits and Veg. &amp; coconut</td>
<td>99.27</td>
<td>101.96</td>
<td>78.26</td>
<td>119.07</td>
</tr>
<tr>
<td>12</td>
<td>Tobacco</td>
<td>2.11</td>
<td>1.84</td>
<td>1.54</td>
<td>0.46</td>
</tr>
<tr>
<td>13</td>
<td>Grass</td>
<td>1.89</td>
<td>1.64</td>
<td>2.19</td>
<td>1.60</td>
</tr>
<tr>
<td>14</td>
<td>Rest</td>
<td>35.58</td>
<td>48.49</td>
<td>35.12</td>
<td>20.67</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>431.75</td>
<td>460.55</td>
<td>465.61</td>
<td>462.52</td>
</tr>
</tbody>
</table>

The grading at the producer's level is done at Dahod, Dodeli, Unjha, Patan, Mahuva, Bilimora, Sami, Talod and Gondal market. The agricultural commodities that are graded in these markets are...
For the benefit of the market functionaries, a fortnightly bulletin of market arrivals and prices is published in the local language viz. Gujarati. The All India Radio Stations at Vadodara, Ahmedabad, Rajkot and Bhuj daily broadcast the prices of important agricultural commodities in the evening. The blackboards at the yard display the daily prices. A few selected market committees also supply daily and weekly prices of specified commodities to the Directorate of Economics and Statistics, Government of India. The wholesale prices are published in the local newspapers daily.

The statutory powers of the Director of Agricultural Marketing are vested in the Director of Cooperative Department. The Registrar of cooperative societies, Gujarat state is the head of the department. At the head office level, the Director, Dy. Director, and other subordinate staff of the branch of the regulated market in the registrar's office of cooperative department, Gujarat State, Gandhinagar is responsible for the implementation, execution and superintendence of the regulation of markets. At the district level, the respective district registrars and assistant registrars act as deputy or assistant directors.

The high powered committee in August, 1983 recommended to
The government of Gujarat established the Gujarat State Agricultural Marketing Board whose present Chairman is Shri Shankorilal Guru. The Board has 18 members. The chief objective of the Gujarat State Agricultural Marketing Board is to ensure planning and development of agricultural produce markets and to provide technical, financial and legal help to the market committees.

The Board helps the committees to get loans from commercial or cooperative banks under NABARD refinance scheme.

Prior to the existence of the Board, there were 24 talukas where Market Act was not applicable. After the establishment of the Board, the whole state of Gujarat is brought under regulation.

**Conclusion:** In this chapter, meaning, definitions and objectives of agricultural marketing in general and regulated marketing in particular have been discussed. Further, the historical development of regulated markets in Gujarat has also been given along with the provisions of the Act.