ABSTRACT
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Cooperative Movement in India, which in terms of geographical coverage, probably, is the largest Movement of its kind in the world, established by a statute in the year 1904. During the last ten decades the Cooperative Movement has spread in several sectors and has made significant impact on our economic and social life.

Till the end of the nineteenth century the problem of marketing was not a vexed one in India as our economy was largely a subsistence economy, when majority of the farmers were engaged in subsistence farming and produced crops for self-consumption rather than a view to dispose them off in the market. But with a passage of time a radical change has taken place in the entire economy and due to this revolutionary change, system of modern marketing arises, where the transfer of produce or gods takes place through a chain of middlemen or functionaries, which suffers from defects and malpractices. In order to remove these defects and malpractices, the need of cooperative marketing arises, because it has been observed that cooperative form of organization can play a significant role in improving the system of agricultural marketing. In this regard the system of cooperative marketing was commenced in the year 1935 with the constitution of the Directorate of Marketing and Inspection at the centre and its counterparts in the states on the recommendations of the Royal Commission of Agriculture.

The performance of marketing agricultural commodities through cooperatives in the country is satisfactory but the performance of marketing agricultural produce in the state of Uttar Pradesh is not
satisfactory. This is because; there was previously no marked tendency towards the cooperative marketing of agricultural commodities. As time passed, the zeal of the members began to wave, their membership increased, capital dwindled and the number of registered societies become dormant. The difficulty of getting experienced and competent managers possessing knowledge of cooperative objectives and value is again a contributory cause of the debacle of the marketing society.

In this context, the present study has been done on the agricultural marketing cooperatives of eastern Uttar Pradesh in order to study its working and to identify the shortcomings and bottlenecks and to suggest suitable remedial measures to overcome these problems.

**OBJECTIVES OF THE STUDY:**

The main objectives of the study are as follows:

1. To review the progress of the Cooperative Movement in India.
2. To review the progress of the agricultural marketing cooperatives in India.
3. To examine the role of National Agricultural Cooperative Marketing Federation in marketing of agricultural produce.
4. To evaluate the progress of agricultural marketing cooperatives in Uttar Pradesh.
5. To study the working of primary agricultural marketing cooperative societies in eastern region of Uttar Pradesh.
6. To examine the existing marketing mechanism with emphasis on cooperative system.
Coefficient of Correlation \((r)\), Coefficient of Variation \((CV)\), Standard Deviation \((SD)\), Least Square Technique, Marketing Efficiency, \(t\) test and various financial ratios.

**LIMITATIONS OF THE STUDY:**

No research is complete unless the limitations of the studies are brought forth and accepted. While undertaking this study, shortcomings and limitations were faced which were however by the best possible means overcome in order to give this study its final shape and the best possible result that made this study meaningful.

**SCHEME OF CHAPTERISATION:**

The present study has been classified into nine chapters, which are as listed below: -

The first chapter deals with the literature review on the previous work of agricultural marketing cooperatives in Indian context from the day of its enactment till now. The study of these chapters concludes that the future of Indian farmers, which depends upon the infrastructure of marketing system, unable to improve their conditions to a needed extent.

The second and third chapter explains the progress and performance of the Indian Cooperative Movement as well as cooperative marketing in India from its enactment in the year 1904 till the end of the ninth five year plan. The study of these chapters concludes that, from the laissez-faire policy of the government in the pre-independence era and the advent of the planned economic development during planning period, the cooperative sector emerged as
a distinct sector of the National economy covering almost 100% of the India’s village.

The fourth and fifth chapter explains the progress and performance of the Cooperative Movement as well as cooperative marketing in Uttar Pradesh from its year of enactment to the end of the ninth five year plan. The study of these chapters concludes that the overall membership and turnover of the cooperative society's increases manifold but the situation is in grim condition and the result is undesirable, especially for marketing cooperatives.

The sixth chapter deals with the profile of agricultural marketing cooperatives in eastern Uttar Pradesh while the Financial Management Analysis of selected sale and purchase cooperative societies with reference to working capital management has been given due attention in the seventh chapter. The finding of these chapters concludes that the primary agricultural cooperative marketing societies is in grim condition and signifies lower risk regarding working capital.

The eighth chapter explains the price arrival relationship and net return analysis of selected horticultural produce and concludes that due to absence of proper marketing channel the producer of the region unable to get the fair price of the produce.

The ninth chapter elaborates the problems and suggestions for the agricultural cooperative marketing societies of Eastern Uttar Pradesh and finally concludes the study by giving the conclusion based on the present work on agricultural marketing cooperatives of eastern Uttar Pradesh.
CONCLUSION AND DIRECTION FOR FUTURE RESEARCH:

The present study is the modest beginning in finding out the problems and remedy for the agricultural marketing cooperatives of eastern Uttar Pradesh, which one expect would go a long way in promoting the cooperative marketing in the state. But despite this, there is more need for a keen researcher to work on this field as well as other field of cooperatives, so that with optimal use of limited resources available in the country the cooperatives may carve out a place for themselves.