INTRODUCTION
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The genesis of Cooperative Movement and its applications in the economic field can be traced after the Industrial Revolution, which took place in England during the second half of the eighteenth and the first half of the nineteenth century. In India, the inspiration for the Cooperative Movement came largely from Germany. So it can say that it was Europe, which spread the light of Cooperative Movement throughout the world.

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.

Towards the end of the nineteenth century, the peasantry was in the grip of moneylender and the rural debt was increasing. The condition of the agriculturists was really deplorable. The joint family system was breaking down. As a result of increase in population and the absence of rapid industrialization, more and more people dependant upon agriculture resulting on too much pressure on land. The land got increasingly divided and subdivided. Farmers who were once prosperous became petty peasants with tiny holdings of as few acres and were finally reduced to the status of landless labourers. They were in the clutches of the moneylenders. Rural debt was increasing and this increased the burden on the farmer. While the economic position of the farmers, were deteriorating and they were finding themselves in the hopeless condition, they did not have the incentive or the ability to
improve his condition. The government felt that the farmer could be helped through some type of cooperative effort. In this regard the government from time to time has taken various steps and finally the Cooperative Movement came into existence.

In the field of agriculture, marketing developed only after man was able to produce more food than he needed for himself which in turns led to the growth of agricultural marketing and includes not only purchase and sale of goods, but also the business activities and processes in bringing goods from producer to the consumer. The history of the growth and development of agricultural marketing is a rich and exciting one. In primitive age one depended on his own efforts for his requirements and there was no need for producing things for exchange and as a result of that there were no regular markets. But it was soon realized that in some form or the other, cooperation of one with another to satisfy the necessities of life was essential, which arose a need for some organization to make provision for the exchange or disposal of the goods to those who needed them.

Until the beginning of the 20th century there was no problem in our country for marketing agricultural commodities as the majority of farmers were engaged in subsistence farming, and there was no surplus production with them to market. But with the passage of time a radical change took place in the economy of the country. The agricultural marketing cooperative societies came into existence as long back as in 1912, after the reform of Cooperative Act in 1912 which were recognized as an important tool for the attainment of prosperity for rural poor farmers by selling their crops at a remunerative price.

The Cooperative Planning Committee in 1945 made various recommendations for organizing cooperative marketing societies in rural
areas and also recommended that 25% of the produce of agricultural commodities should be marketed by the marketing cooperatives and there should be one cooperative marketing society in each regulated market covering at least 200 villages.

The major growth in the cooperative marketing sector has taken place only after Independence. In the year 1950-51, the agricultural marketing cooperatives marketed agricultural produce worth Rs. 500 crore, while in the year 1997-98, the cooperatives marketed agricultural produce worth Rs. 12007.80 crore. Today there are as many as 8,800 agricultural marketing cooperative societies in India and 29 cooperative marketing federations.

The structure of cooperative marketing in India is of three tiers i.e. Primary Marketing Cooperative Societies, Central Marketing Cooperatives and State Level Marketing Cooperatives. At national level there is a National Agricultural Cooperative Marketing Federation which is an apex body of agricultural marketing cooperatives and it plays pivotal role in the marketing of agricultural produce at national and international level.

Since long agricultural cooperative marketing societies are treated as agents of the government for the procurement of food grains. Now it is the right time that the government’s interference in the working of agricultural marketing cooperatives should be called off so that they can take up the job of procurement of food-grains as supplementary or secondary because their main function is to find out ways and means for getting remunerative prices for the produce of the farmers who are the promoters of the marketing cooperatives. Further, these societies having weak infrastructure and poor Marketing Information System the real problem before the agricultural marketing cooperatives is how to
survive and function in the present competitive scenario. Besides, they are lacking professionalized management, which on the other hand is essential for making these societies more competitive in the present changing economic environment. So for their survival they have to restructure and readjust their style of functioning in tune with the changes taking place in the market because if Liberalization and Globalization have exposed cooperative marketing societies to competition, it has also opened up vast opportunities for expansion of their activities.

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 the 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.

7. To study the working capital management in primary agricultural marketing cooperative societies of eastern Uttar Pradesh.
8. To analyse the costs, price-spread and net returns at different channels for horticultural produce.

9. To identify the shortcomings and bottlenecks in the primary marketing cooperatives of state and suggest suitable measures to solve these problems

HYPOTHESIS OF THE STUDY

Cooperatives have made remarkable progress in certain areas while they have earned a bad name in others. Particularly in Uttar Pradesh the progress of Cooperative Movement has not been satisfactory due to its politicization and bureaucratization at all levels. The study is an attempt to evaluate working of the agricultural marketing societies to prove / disprove the notion that agricultural marketing cooperatives has failed to deliver the goods.

RESEARCH METHODOLOGY

To achieve the above noted objectives the study is based on primary and secondary data. The secondary data, has been collected from published materials consisting of newspapers, books, periodicals, reports published by National cooperative Union Of India, National Cooperative Development Corporation, National Agricultural Cooperative Marketing Federation, Reserve Bank Of India, International Cooperative Alliance etc. The primary data has been collected through a well designed questionnaire and personal discussions with officials and members of the societies to find out their problems and solutions. The collected primary data relates to various aspects, like: -

- Sale price and marketing cost;
- Method of sale and agency selected for sale;
Mode of charges i.e. commission, packaging charge and transporting charge.

In order to achieve the desired noted objectives firstly the districts were selected, then blocks, then society and its members, then villages and finally the cultivators.

AREA OF STUDY AND SAMPLE SIZE:

The area of study comprises the eastern districts of Uttar Pradesh which consists of eight divisions having 29 districts viz; Allahabad, Azamgarh, Ambedkarnagar, Basti, Ballia, Bahraich, Balrampur, Barabanki, Chandauli, Deoria, Faizabad, Fatehpur, Ghazipur, Gonda, Gorakhpur, Jaunpur, Kaushambi, Kushinagar, Maunath Bhanjan, Maharajganj, Mirzapur, Pratapgarh, Ravidasnagar, Sonbhadra, Shrawasti, Sultanpur, Siddarthnagar, Sant Kabir Nagar and Varanasi.

For the purpose of primary data, non probability sampling (convenience sampling) method has been used, and around 100 person/member chosen and interviewed with the help of a well designed questionnaire.

ANALYSIS AND INTERPRETATION:

After collecting the data the next step is to analyse and interpret the data. For this purpose various statistical tools have been used like; 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 would make this study meaningful. So in this context it is important to point out certain limitations of the study: -

1. Due to lack of money and time constraints it was not possible to cover each and every village and meet the members/farmers of that area.
2. The findings are based on the expressed opinions of the respondents and there was no way to know whether they were telling the whole truth or not.
3. As a majority of the societies in Uttar Pradesh are in weak condition or dormant, the data for profit and loss of various societies could not be obtained and in tables it is shown as not available.

SCOPE OF THE STUDY:

Keeping in view the above noted facts it was felt necessary to study the working of primary agricultural marketing cooperatives in Uttar Pradesh with special reference to eastern region so as to find out their problems and solutions for making these societies more efficient and viable units.

In this regard an effort has been made to provide some help in order:-

- To strengthen the bargaining capacity of the cultivators;
To secure the members a better price for their produce;
To develop fair trading practices;
To provide educative value to the cultivators;
To eliminate malpractices & superfluous middlemen;
To develop orderly system of marketing;
To exercise effective control over cost;
To help maintain buffer stocks;
To help develop agro-based Industries;
To stabilize agricultural prices;
To render help to regulated markets; and
To strengthen Cooperative Movement.

By doing this one can achieve the triple objectives of ----Better Farming, Better Business and Better Living for people and make the motto of Cooperative Movement a reality.

DESIGN OF STUDY: -

The present study on the working of agricultural marketing cooperatives in eastern Uttar Pradesh comprises of nine chapters. The presentation of each chapter is as below: -

The first chapter deals with the review of literature of agricultural marketing cooperatives in Indian context from the day of its enactment till now.

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 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 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 eighth chapter explains the price arrival relationship and net return analysis of selected horticultural produce of agricultural produce marketing committee of Allahabad district.

The ninth chapter elaborates the problems and gives suggestions for the primary agricultural cooperative marketing societies of eastern Uttar Pradesh and finally the last portion of the study concludes the study by giving the conclusion based on the present work on primary agricultural marketing cooperatives of eastern Uttar Pradesh.