CHAPTER VI

SUMMARY OF FINDINGS, CONCLUSIONS AND SUGGESTIONS

6.1 Introduction

6.2 Summary of findings of the study

6.3 Concluding remarks

6.4 Policy implications

6.5 Scope for the future research
6.1 INTRODUCTION

The present study was carried out at the different stages. At the first stage, the performance of the regulated markets at the Kanyakumari district were examined with the help of the quantity, value of market arrivals and the income and expenditure of the regulated markets. At the second stage, the profile of the farmers, their marketing practices, motivating variables to choose the regulated market, the level of expectation and perception on services offered by the regulated markets, problem in regulated market and the expected measures to overcome the problems among the farmers were discussed. At the third stage, the profile of employees, their view on problems in regulated markets and the suggestive measures to enrich the performance of regulated markets were examined.

The confined objectives of the study are: i) to examine the trend and growth of performance of various regulated markets at this district; ii) to reveal the profile of the farmers and their marketing practices at regulated markets; iii) to analyse the motivating factors to choose the regulated market and the farmers view on regulated markets; iv) to examine the problems encountered by the farmers in regulated markets and the expected remedial measures; v) to study the profile of employee and their view on regulated markets; vi) to examine the problems faced by the employees at the regulated markets; and vii) to identify the suggestive measures to enrich the performance of the regulated markets.
Since the present study is completely based on the primary data, a special care was taken to prepare the interview schedulers. One is meant for the farmers whereas another schedule is meant for the employee. The first interview schedule was divided into four important parts. The first part covers the profile of farmers and their marketing practices at the regulated market. The second part of the schedule focuses on the motivational factors to choose the regulated markets. The third part of the schedule discusses the level of perception and expectation on services from the regulated markets. The fourth part includes the problems encountered by the farmers and the expected remedial measures to enrich the services offered by regulated markets.

The second interview schedule meant for employee consists of three parts. The first part includes the profile of employee and their view on the functioning of regulated markets whereas the second part focuses on the problems in regulated markets. The third part of schedule consists of the suggestive measures to enrich the performance of regulated markets. A pilot study was conducted among the 50 farmers and 10 employees at Vadasery regulated markets. Based on the feedback, certain modifications, additions and simplifications were carried out. The final schedules were used to collect the primary data.

The sample size of the farmers were determined by the help of \( n = \frac{N}{N_e^2} + 1 \). It came to 342 farmers. These 342 farmers were distributed among
the six regulated market on the basis of the stratified proportionate random sampling. All the employees working at various six regulated markets are included for the present study. Hence the applied sampling procedure to select the employees for the study is census method.

The collected data were processed with the help of appropriate statistical analysis. The results and interpretations were discussed in the previous chapters. The summary of findings, conclusions and policy implications are presented in this chapter.

6.2 SUMMARY OF FINDINGS OF THE STUDY

The quantity of market arrivals of all commodities in Vadasery regulated market is subjected with a consistent increase. In all other regulated market, there is a consistent fall in the quantity of market arrivals of all commodities. The significant annual growth rate in the quantity of market arrivals are seen in Vadasery, Monday market and Kaliakkavilai regulated market. The higher compound growth rate is seen in Eathamozhy regulated market.

The quantity of market arrival of coconut is increasing in all regulated market during the study period. The significant annual growth rate is seen in the case of Vadasery, Monday market and Thoduvatty regulated market. The higher compound growth rate is seen at Vadasery and Monday market. Regarding the quantity of market arrival of cashew nut, it is higher at
Thoduvatty and Kaliakkavilai regulated market whereas it is very lesser at Eathamozhy regulated market. The significant negative annual growth rate is noticed in the case of Monday market and Kaliakkavilai regulated market. The higher compound growth rate in the market arrivals of cashew nut is seen at the Kulasekharam and Thoduvatty regulated market.

There is a consistent fall in the quantity of market arrival of Tapioca at all six regulated market during the study period. In total, the lesser quantity of market arrivals of Tapioca is noticed in Eathamozhy and Kaliakkavilai regulated market. There is no significant annual growth rate are seen in all six regulated market. The higher compound growth rate is noticed in Kaliakkavilai regulated market.

The total value of market arrivals of all commodities are increasing at all six regulated market except Eathamozhy regulated market. The higher value of market arrival is seen in the case of Kulasekharam regulated market. The significant annual growth rate is noticed in Monday market, Thoduvatty and Kaliakkavilai regulated market. The higher compound growth rate is identified in the case of Kaliakkavilai, Monday market and Thoduvatty regulated market.

The higher value of market arrivals of coconut is seen at Vadasery and Eathamozhy regulated market. There is an increasing trend in the value of market arrival of coconut at all six regulated market. The significant annual
The higher value of market arrivals of cashew nut is seen at Kaliakkavilai and Thoduvatty regulated market. There is a consistent increase in the value of market arrivals of cashew nut at all six regulated market. The significant annual growth rate is seen at Eathamozhy, Monday market, Thoduvatty and Kaliakkavilai regulated market. The higher compound growth rate is seen at Thoduvatty and Kaliakkavilai regulated market.

The higher value of total market arrivals of Tapioca is at Vadasery and Kulasekharam regulated market. The total value of market arrivals of Tapioca at six regulated market are subjected with huge fluctuations. The significant annual growth rate is noticed at Kulasekharam regulated market whereas the higher compound growth rate is also identified at this regulated market.

The income of the regulated is having an increasing trend from 2001-02 to 2006-07, after that there is a declining trend in the income of regulated market. The significant negative annual growth rate of income is noticed at Vadasery, Thoduvatty, Kaliakkavilai and Kulasekharam regulated market. The higher negative compound growth rate of income is seen at Kaliakkavilai and Kulasekharam regulated market.
The expenditure in the all six regulated markets is facing an increasing trend. It is higher at Vadasery and Monday market. The significant annual growth rate of expenditure is seen at all six regulated market whereas the high annual growth rate are seen at Thoduvatty and Vadasery regulated markets. The higher compound growth rate is noticed at Kaliakkavilai and Thoduvatty regulated market.

In all six regulated market, there is surplus of income over its expenditure during the study period of the study except in few years at Eathamozhy and Thoduvatty regulated market. There is a declining trend in the surplus at all six regulated market during the study period. The significant negative annual growth rate is seen in the case of Vadasery and Eathamozhy regulated market. The higher negative compound growth rate of surplus is seen at Kulasekharam and Kaliakkavilai regulated market. The higher overall performance is noticed at Kulasekharam regulated market which is followed by Vadasery regulated market.

Only at Vadasery and Kulasekharam regulated market, there was a considerable disbursal of loan to the farmers. At Monday market, it is disbursed only in few years. At Eathamozhy, Thoduvatty and Kaliakkavilai regulated market; there was no disbursement of loans to the farmers.
6.2.1 Profile of the Farmers

The farmers are classified into marginal, small and big farmers. The number of marginal and small farmers is higher than the number of big farmers. The important gender among the farmers is male whereas the important age group among the farmers is 30 to 50 years. The discriminated community among the farmers is backward and most backward. The most important community among the marginal and small farmers is backward and most backward respectively whereas among the big farmers, it is backward class.

The important level of education among the farmers is under and post-graduation. The important marital status of the farmers is ‘married’. The dominant family size among the farmers is 5 to 6 and 7 to 8 members per family whereas the important number of dependent population among the farmers is 2 to 3 and less than 2. The important land ownership among the farmers is both owner and tenant.

6.2.2 Entrepreneurial Behaviour among the Farmers

The important level of innovativeness among the farmers is very low. The most important level of innovativeness among the marginal and small farmers is very low whereas among the big farmers, it is moderate and high. The important level of decision making ability of the farmers is moderate and very poor. The most important level of decision-making ability among the
marginal, small and big farmers are very poor, moderate and moderate respectively. The important level of economic motivation among the farmers is high and moderate. The level of economic motivation among the big farmers is higher than that among the small and marginal farmers.

The important level of risk-taking ability among the farmers is very low and moderate. The level of risk-taking ability among the marginal and small farmers is lesser than that among the big farmers. The important level of information seeking ability among the farmers is moderate and low. The level of information seeking ability among the big farmers is higher than that among the marginal and small farmers. The important level of leadership ability among the farmers is low and moderate. The level of leadership ability among the marginal farmers is lesser than that among the small and big farmers. The level of entrepreneurial behaviour is higher among the big farmers than that among the marginal and small farmers.

6.2.3 Cropping Pattern and Experience among the Farmers

The important level of experience in farming is higher among the big farmers than that among the marginal and small farmers. The most important cropping pattern among the marginal and small farmers is cashewnut whereas among the three group of farmers are seen in their cropping pattern. The important sources of finance for farming is both own and borrowed funds. The important source of borrowed funds among the farmers is commercial banks
and private moneylenders. The most important source among the marginal farmers is private moneylenders whereas among the small and big farmers, it is commercial banks.

The important number of sources of income for the farmers is only one. The important annual farm income among the farmers is Rs.1000 to 3000. The level of annual farm income among the big farmers is higher than that among the small and marginal farmers. The important total annual income among the farmers is Rs.1000 to Rs.1,20,000. The level of total annual income among the big farmers is higher than that among the marginal and small farmers.

6.2.4 Marketing Practices among the Farmers

The most important time of marketing practice among the marginal and small farmers is pre-harvest and at the time of harvest respectively. Whereas among the big farmers, it is at post-harvest period. The important reasons for selling at the pre-harvest period any the marginal, small and big farmers are family commitment, indebtedness and family commitment respectively. The important reason for selling at the time harvest among them is indebtedness, to meet out the expenses for next crop and no processing facility respectively. The important reason for selling through commission agents among the marginal, small and big farmers are availability of advance payment, lack of market information and lack of storage facility respectively.
The important reasons for selling through village traders among the marginal, small and big farmers are not aware of other sources, sales at the field and sales at the field respectively.

6.2.5 Farmers View on Regulated Market

The important level of awareness on regulated market among the farmers are knowing better and knowing. The level of awareness on regulated market among the big farmers is higher than that among the marginal and small farmers. The important source of awareness on regulated market among the marginal, small and big farmers is NGOs, co-farmers and agricultural officials respectively. The important distance of regulated market from the farm among the farmers is less than 5 Kilometers. The level of distance is seen higher among the big farmers than that among the marginal and small farmers. The important level of experience of transaction in regulated market among the farmers is above 10 years. The level of experience among the big farmers is higher than that among the marginal and small farmers.

The important source of awareness on prices offered by different agencies at the regulated market among the marginal, small and big farmers are fellow farmers, market committee and market committee respectively. The important methods of sale among the farmers at the regulated market are open auction. The important reason for preferring the open auction among the marginal, small and big farmers is minimum number of salesmen, transparency
in sales and assurance of minimum price respectively. The important reasons for preferring the closed tender among the marginal and small and big farmers is no chance for secret collaboration.

6.2.6 Motivation Factors to Trade in Regulated Market

The highly viewed motivating variable to trade in regulated market among the marginal, small and big farmers are NGO officers, marketing facilities and long term practice respectively. The narrated motivating factors by the factor analysis are service, facilities, officials and personal factors. The viewed factors by the marginal, small and big farmers are service, personal and personal factors respectively. The significantly associating important profile variables regarding their view on factors are level of education, number of sources of income, and entrepreneurial behaviour index among the farmers.

6.2.7 Services in Regulated Market

The highly expected service from the regulated market among the marginal, small and big farmers is market extension services, officials’ cooperation and lesser storage cost respectively. Regarding the level of expectation on services, the significant differences among the three groups of farmers are noticed in the case of eight out of twenty five variables in it. The important expected services narrated by the factor analysis are facilities, system, service, price and marketing factors. The highly expected factors by the management, small and big farmers are price, facilities and facilities
respectively. The significantly associating important markets are entrepreneurial behaviour index, annual income in farming, level of education and age of the farmers.

The highly perceived important factors in regulated market by the marginal, small and big farmers are service, price, and marketing respectively. The significant difference among the three groups of farmers has been noticed in their perception on service alone. The significantly associating important profile variables regarding their perception on factors are entrepreneurial behaviour index, annual income in farming, and level of education.

The gap between the level of expectation and perception on the factors indicates that the level of perception on factors is lesser than the level of expectation on factors in regulated market. This negative gap is higher among the big farmers compared to the small and marginal farmers. The important overall attitude towards regulated market among the farmers is dissatisfied and highly dissatisfied. The most important overall attitude towards regulated market among the marginal, small and big farmers are dissatisfied, highly dissatisfied and dissatisfied respectively.

The significantly influencing factors on the overall attitude towards regulated market among the marginal farmers are facilities are price whereas among the small farmers, these are facilities, system and price. Among the big farmers, these are system, service, price and marketing. The rate of impact of
factors on the overall attitude towards regulated market is higher among the big farmers compared to small and marginal farmers. The important discriminating factors among the satisfied and dissatisfied farmers are facilities, and service which are highly perceived by the satisfiers than the dissatisfiers.

6.2.8 Farmers’ View on Problems in Regulated Market

The problems in the regulated market among the farmers have been studied with the help of 22 variables. The problems in the regulated markets among the farmers are poor grading system, lack of publicity and delayed payments respectively. The significant difference among the three groups of farmers has been noticed in their view on 13 out of 22 variables in it. The narrated important problems by the factor analysis are mechanism, finance, service quality, office behaviour, personal and quality factors.

The highly viewed important problem by the marginal, small and big farmers is service quality, personal and finance factor. The significant difference among the three groups of farmers has been noticed in their view on service quality and officials behaviour. The significantly associating important profile variables regarding the view on important problems are entrepreneurial behaviour index, annual income in faring, family size and level of education.

The significantly influencing important problems on the overall attitude towards regulated market among the marginal farmers are finance and officials behaviour whereas among the small farmers, these problems are service
quality, officials’ behaviour and quality. Among the big farmers, these are mechanism, service quality, personal and quality factors. The impact of problem on the overall attitude towards regulated markets is higher among the marginal farmers than that among the small and big farmers.

6.2.9 Measures to Improve the Efficiency of Regulated Market

The measures to improve the efficiency of regulated markets among the farmers have been studied with help of 24 variables. The highly viewed measure by the marginal, small and big farmers is Government encouragement, co-coordinating local co-operative societies and effective marketing information system respectively. Regarding the view on variables in it, the significant difference among the three groups of farmers has been noticed in five out of 24 variables in it.

The important suggested factors (ISF) to improve the efficiency of regulated markets narrated by the factor analysis are strategy, information, facilities, system, orientation, knowledge and accessibility. The highly viewed ISF by the marginal, small and big farmers are strategy, strategy and facilities respectively. The significantly associating important profile variables regarding the view on ISFs among the farmers are their entrepreneurial behaviour index, annual income in farming, level of education and age of farmers.
6.2.10 Profile of Employees in Regulated Markets

The employees are classified into clerks (Group I), supervisors (Group II) and officers (Group III). The important years of experience among the employee are 10 to 20 years. The level of experience among the officers is greater than the level of experience among the clerks and supervisors. The important gender among the employee is male whereas the important age group among the employee is 30 to 40 years. The age of the officers is higher than the age of the clerks and supervisors. The important level of education among the employee is under-graduation and post-graduation. The officers are having higher level of education that the level of education of clerks and supervisors.

6.2.11 Employee View on Functioning of Regulated Markets

The highly perceived facility in regulated markets as per the view of clerks, supervisors and official are grading, storage and drying farmers respectively. The significant difference among the three groups of farmers has been noticed in their view on grading, storage and marketing information system facilities. The important frequency of visiting farmers among the employee is once in fortnight and once in a week. The important frequency of organizing the farmers meet is occasional and moderately frequent. The most important view on frequency of meet among the marginal, small and big farmers is occasional, occasional and rare respectively.
The important items discussed in the farmers meet as per the view on marginal, small and big farmers are Government systems, credit facilities and experience of successful farmers respectively. Regarding the view on the discussion of important items, the significant difference among the three group of farmers have been noticed in their view on regulated markets system and credit facilities. The highly viewed resource persons in the farmers meet by the marginal, small and big farmers are bank officials, Government official and Government official respectively. The significant difference among the three groups of farmers has been noticed in their view on bank official, representative of farmers association and NABARD official.

The important frequency of organizing the awareness camps by the employee are once in a month and once in two months. The important media used to create awareness among the farmers as per the new of clerks, supervisors and are officers are pamphlets, newspaper and pamphlets respectively. Regarding the view on media used to create awareness, the significant difference among the three group of employee has been noticed in their view on cable network and radio.

6.2.12 Problems in Regulated Market: Employees View

The employees view on problems in regulated market is discussed by 15 problems. The highly viewed problems by the clerks, supervisors and officers are insufficient room facilities to staffs, non-availability of gunny and
inadequate parking facilities respectively. Regarding the view on problems in regulated market, the significant difference among the three group of employees have been noticed in the case of 11 out of 15 problems. The important problems narrated by the factor analysis are infrastructure, storage and other problems. The highly viewed important problem by the clerks, supervisors and officers are storage, storage and infrastructure problems respectively. The significant difference among the three groups of employees has been noticed in the view on all three important problems.

The important overall attitude towards the regulated market among the employees is moderate and dissatisfied. The significantly influencing important problems on the overall attitude towards regulated market among the clerks are infrastructure, storage and others whereas among the supervisors and officers these two are infrastructure and other problems. The level of impact of problems on the overall attitude towards the regulated market is noticed as higher among the clerks than that among the supervisors and officers.

6.2.13 Assessment of Performance of Regulated Market

The important methods used to evaluate the performance of regulated market as per the view of clerks, supervisors and officers are income and expenditure, market arrivals and reports respectively. Regarding the view on the assessment methods to evaluate regulated market, the significant difference between three group of employees are noticed in their view on regular
inspection, reports, feedback from traders, market arrivals and income and expenditure.

The important frequency training obtained by the employees are once in more than two months. The important aspects discussed in their programme among the clerks, supervisors and officers are administrative procedure, information system and information system respectively. Regarding the view on the important aspects discussed in the training programme, the significant difference among the three group of employees have been noticed in the case of four important aspects out of eight important aspects.

6.2.14 Employees’ View on Measures to Improve the Efficiency of Regulated Market

The employees view on measures to improve the efficiency of regulated market has been measured with the help of 24 variables. The highly viewed variable in it by the clerks, supervisors and officials are motivation camp for farmers, reducing losses in post-harvest handling and consistent training to staffs respectively. The significant difference among the three groups of employees has been noticed in their view on 11 out of 24 variables in it.

The narrated important measures to improve the efficiency of regulated market by the factor analysis are facilities, system, personal, Government and training factors. The highly viewed important measures by the clerks, supervisors and officers are Government, system and training respectively. The
significant difference among the three groups of employees has been noticed in their view on training only.

6.3 CONCLUDING REMARKS

The market arrivals of the regulated market in Kanyakumari district are not an appreciate level. The regulated markets are facing a declining trend in the surplus over expenditure of its transaction. The farmers are dissatisfied over the functioning of regulated market in the district. The level of perception on services from the regulated market is not up to the level of expectation of the farmers. The highly viewed problems encountered by the farmers are the poor service quality and the officer’s behaviour at the regulated market. The problem perception among the farmers has a significant negative influence on the overall attitude towards the regulated market among the farmers. As per the view of the employees in the regulated market, the functioning of regulated market is not up to the expected level. The important problems in the regulated market are infrastructure and storage facilities. Unless the Government takes essential steps to rectify the problems and also provide modern services to the farmers, the concept of regulated market may be served. Otherwise, it is difficult to manage the regulated market on one side and the farmers may forget the regulated market very soon.

6.4 POLICY IMPLICATIONS

Based on the present study, the following suggestions are made.
1. Increase in the Market Arrivals

The Government should take essential steps to increase the market arrivals of commodities at all six regulated market. This may be increased by providing better service, infrastructure facilities and service quality of the employees at the regulated market. The awareness programmes may be conducted to identify the importance of regulated market among the farmers.

2. Training to the Employees at Regulated Market

The service quality of any organisation is having its own importance in the service industry. The employees are properly trained to provide the required services to the farmers in order to reduce the service quality gap among the farmers. The training to the employees should be need based training. It focuses on the customer orientation and customer relationship in order to increase the market arrivals of each regulated market.

3. Financial Assistance

The regulated markets are running to safeguard the welfare of the farmers. The profit is required just to manage the expenses incurred in the regulated market. The financial requirements to meet out the overhead investment are not at all possible by the authorities of regulated market. So that, the Government should provide adequate financial assistance to the regulated market to renovate the existing facilities or to provide additional facilities at the regulated market.
4. Establishment of Information System

The test regulated market is a market which should provide adequate information about the market arrivals to the needy farmers. For that purpose, there is a need for computer-based information system at each regulated market. There should be a link between all regulated markets in order to share their information to other regulated market.

5. Establishment of Advisory Board

The Government has to constitute an advisory board which consists of farmers, traders, Government officials to enrich the quality of services offered by the regulated market. These advisory boards has to meet at least once in a month to represent the problems at all sides and search the solutions to solved the problems to without any delay.

6. Counseling Programmes

There is a higher need for counseling programmes for the farmers, traders and employees working at the regulated market. The counseling programmes may be designed according to the need of the farmers, traders and employees at the regulated market. These counseling programmes may provide some psychological boost to the all stakeholders in the regulated market.

7. Value-Added Services at the Regulated Market

Nowadays, the provisions of value-added services are equally important with the provision of core services at the service industry. The regulated market
is not an exceptional case. The value added services like provision of inputs at nominal prices, financial accommodation services, loading and unloading services may be provided to the farmers and traders in the regulated market in order to enrich the performance of regulated market.

8. Revamping Organisational Set-up

The organisational set up and structure of the regulated market is not properly modernized according to the need of the era. The organisational set up may be changes and improved or restructured with the co-participation of private and public partnership in regulated markets.

9. Accessibility of Regulated Market

The accessibility of the regulated market is one of the important problems to the farmers and traders in the study area. Hence, the accessibility of the regulated market may be promoted by the provision of adequate transport facilities to the farmers and traders. The sub-regulated markets may be opened to avoid the problems of accessibility.

10. Provision of Cold Storage Facilities

Even though the regulated markets are providing storage facilities to their farmers, it is not up to their level of expectation. In order to face the huge fluctuations in the price of agricultural produce, the farmers and traders are willing to store the agricultural produce at a seasonal change. For that the
Government should provide adequate and updated cold storage facilities to preserve the agricultural commodities in order to enrich their services.

**6.5 SCOPE FOR THE FUTURE RESEARCH**

The present study may be a base for so many future research works. The future research may extend its scope to the state level functioning of regulated market. A comparative study on the performance of regulated market at any districts in Tamilnadu may be conducted in future. The future study may focus on the problems faced by the farmers in regulated market. The study on service quality in regulated market may be studied in near future. The quality gap analysis may be conducted at the regulated market in future research studies. The expected measures to enrich the performance of regulated may be alone studied in a separate research work. A generation of new model for regulated market may be done in future research work.