CHAPTER - VIII

FINDINGS OF THE SURVEY AND RECOMMENDATIONS

Agricultural marketing methods vary from division to division in every state and from region to region in the country. Producers are many but the quantity of marketable surplus is small. Besides, they are ignorant and ill-organised, thus rendering them easy for exploitation, being weak in bargaining power. With a view to rendering a better price and prevent exploitation, uniform enforcement of marketing practices through regulation is essential. Regulation of agricultural marketing, to serve this objective, needs to be based on regional research in agricultural marketing.

Gulbarga division of Karnataka State consists of two different sets of areas - one being a highly irrigated one coming under Tungabhadra Project and the second being traditionally the drought and drought prone area. Marketing problems of agricultural produce in these two areas of the division vary considerably due to different sets of conditions prevailing therein.

The districts of Gulbarga, Raichur and Bidar farming part of earlier Hyderabad State and Bellary of
earlier Andhra Pradesh carved out of Madras State were neglected in development activities by the respective states, regulation of agricultural marketing being no exception. In these two areas as late as till 1968 two separate Acts were in operation for the regulation. These two areas of the division call for a separate treatment in marketing management. So it was felt that a useful purpose will be served by undertaking research in the marketing of agricultural produce in Gulbarga division of Karnataka State.

**Statement of the Problem:**

The present study has confined itself to the marketing of agricultural produce in the revenue division of Gulbarga which comprises of Gulbarga, Bidar, Raichur and Bellary districts. Major parts of Bellary and Raichur districts fall under the command area of Tungabhadra Project producing a large marketable surplus. Two taluks each of Raichur and Bellary districts and three taluks of Gulbarga district come under drought prone area which are exposed to vagaries of nature resulting in uncertainty of marketable surplus. Vast areas of Gulbarga and Bidar districts are economically backward with all the indicators of backwardness giving scope for exploitation of poor
farmers by the money-lender-cum-merchants. These contrast in the division call for different approaches to marketing management. The market committees constituted under the Karnataka Agricultural Produce Marketing (Regulation) Act, 1966 have failed to impress and restore the legitimate rights of the farmers and to prevent their exploitation by the manipulating middlemen. This study has revealed, action oriented, providing necessary material for valuable policy decisions and as such can claim its contribution to the existing literature on the subject.

Marketing Management Defined:

Marketing management means an analysis, planning, implementation and control of programmes designed to bring about desired exchanges with target audiences, for the purpose of personal or mutual gain. It relies heavily on the adaptation and co-ordination of product, price, promotion and place for achieving effective response. In the thesis an attempt is made in pointing out the efforts made by the market committees in effecting a sound marketing management in the marketing of agricultural produce in Gulbarga division.
Major Constraints in Marketing of Agricultural Produce in India:

The major constraints in marketing of agricultural produce in India are: (1) Smallness in marketable surplus, (2) Seasonal production, (3) Scattered and specialised production, (4) Variations in quality and quantity, (5) Bulky and perishable, and (6) Inelastic demand. The supply of agricultural produce is also inelastic. A brief analysis of the defects of agricultural marketing, namely (1) lack of organisation, (2) forced sales, (3) large number of middlemen, (4) High cost of marketing, (5) Market malpractices, and (6) Absence of marketing infrastructure, is made to appreciate better later on the governmental efforts made in this direction.

Regulation of Agricultural Marketing in Karnataka:

In the year 1966 a common agricultural produce marketing Act was passed to replace the five different Acts in force in different integrated parts of the State, under the title Karnataka Agricultural Produce Marketing (Regulation) Act, 1966. The areas and the Acts in force therein before the passing of this Act are as under:

1. Bombay Karnataka (Belgaum division) Bombay Agricultural Produce Markets Act, 1939
2. **Old Mysore State**  
(Mysore and Bangalore divisions except Mangalore and Coorg districts)  

3. **Madras Karnataka**  
(Mangalore and Bellary districts and Kollegal taluk of Mysore district)  

4. **Hyderabad Karnataka**  
(Gulbarga, Raichur and Bidar districts)  

5. **Coorg district**  
(formerly Centrally administered State)  

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<td>Old Mysore State</td>
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<td>Hyderabad Karnataka</td>
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<td>Coorg district</td>
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The new Act came into force with effect from May, 1968. The Act is "a piece of socio-economic legislation promulgated with the twin objects of eliminating fraud and exploitation at the stage where the primary producer converts his crops into cash and of providing amenities in the yards for the users of the markets".

The Act intends to provide many promotional facilitative and functional services to the producers of every market area through the market committees. The Act has made provision for the following:

(1) Weighment by licenced persons, (2) Enforcement of more open systems of sale such as tender and open auction,
(3) licencing market functionaries, (4) recording of arrivals, (5) Enforcing prompt payment to help primary producers and to ensure market stability, (6) prohibiting trade allowances, (7) rationalising market charges, (8) Arranging for market intelligence, (9) Introduction of grading and standardisation, (10) provision of facilities through development of the yards, (11) setting up of the State Marketing Board and the Department of Agricultural Marketing.

The State Department of Agricultural Marketing enforces the following acts in the State:

1. The Karnataka Agricultural Produce Marketing (Regulation) Act, 1966;
2. The Karnataka Warehouses Act, 1961;
3. The Agricultural Produce (Grading and Marketing) Act, 1937.

Karnataka State is one of the foremost states in receiving the World Bank assistance for development of its market yards. The State is divided into four revenue divisions out of which we are concerned in this study with the Gulbarga Division.
Gulbarga division forms the north and north eastern part of the State. It has a hot climate with scanty rainfall. The southern part of the division is under Tungabhadra Project covering major portions of Raichur and Bellary districts. It is a prosperous area producing huge quantities of marketable surplus. Some parts of it come under drought prone area which are very backward with uncertainty about production of agricultural produce and the consequent smallness of marketable surplus. In this drought prone area are grown cereals like jowar, bajra, maize, pulses like redgram, green and blackgram, bengal gram and horse gram and oil seeds like groundnut, sunflower, safflower, til, etc. Commercial crops are quite negligible. But in T.B.P. area commercial crops like sugarcane, cotton, groundnut and paddy are grown. Another major irrigation project under construction in the division is the Upper Krishna Project, on the completion of which the area may become very prosperous.

In all, there are 26 main markets and 50 sub-markets in the division. In the State there are 114 main and 208 sub-markets. There has taken place a substantial development in creating infra-structure facilities in
various yards and regulation has become effective to a greater extent in the division only after 1956, i.e., after the formation of the new Karnataka State.

The major commodities that are dealt with in the regulated markets of this division are jowar, paddy, rice, tur, green gram, black gram, bengal gram, groundnut, sunflower, safflower, til, cotton, jaggery, tamarind, onions and cattle. The total arrivals of all the markets in the division for the year 1980-81 are 44.37 lakh quintals and their valuation was Rs.126.24 crores. Raichur district is the richest district in the division contributing half of the total volume of arrivals and valuation of commodities dealt with in the division. The districts of Gulbarga, Bellary and Bidar follow it in that order.

Market Functionaries: In all, there were 13,126 market functionaries operating in all the markets in the division during the year 1980-81. The highest number of traders, commission agents and other functionaries are in Raichur district, their share in the total division being about 3/3.
Method of Sale:

Tender system and open auction methods of sale are adopted in majority of the markets with an exception of few small markets where due to insufficient number of buyers goods are sold by mutual negotiation. Tender system is introduced mostly in respect of commercial crops like cotton, lint and groundnut whereas in some markets in respect of all commodities open auction is adopted. In respect of cattle and paddy mutual bargaining is the widely used method of sale.

Grading:

It is undertaken by trained graders of A.P.M.Cs in majority of the markets in respect of cotton, lint, groundnut, paddy, jaggery and chillies. Grading here merely means eye sight method of grading only. Scientific grading is not undertaken anywhere in the division. The general impression gained during the survey is that grading made by these graders is not accurate. So far seven grading units are sanctioned to Gulbarga, Raichur, Bidar, Bellary and Kottur markets and equipments supplied to them. But they are not made use of for want of trained personnel and on the ground that it is time consuming. One ghee grading centre under "AGMARK" is set up at Bidar.
Market Intelligence:

In all the markets, daily rates are displayed on notice boards of the A.P.M.Cs. Besides rates of 12 markets of the division, rates are broadcast over All India Radio, Gulbarga every day. Some big markets like Gulbarga, Raichur, Gangavati, and Bellary publish the rates in local newspapers. Mike is also used by some market committees to announce the rates in the yard. Much needs to be done in this respect as the market intelligence given is inadequate, besides being confined only to the yard and some important panchayats. A large number of villages coming under each market area are not covered by it.

Storage:

Central Warehouses, State Warehouses, Market Committee godowns are constructed in different markets to provide storage facilities in the division. Besides these, TBP Authority and UKP Authority have also provided funds for construction of godowns in some main and sub-markets coming under their jurisdiction. World Bank assistance is also used for providing this facility besides the Central fund. The position of TBP area in this respect is better than the rest of the area in the division though much remains to be done in this respect in all the areas of the division.
Development of Markets:

Different agencies such as World Bank, Central Government Market Committees, State Government, State Agricultural Marketing Board, Warehousing Corporations, Small Farmers' Development Agencies, Command Area Development Agencies of Tungabhadra and Upper Krishna Project authorities, etc. have financed development works undertaken in different market yards in the division. The lion's share in them being that of the World Bank. Out of World Bank Assistance two types of works, namely, infra-structural facilities and shop-cum-godowns of commission agents are financed. Total expenditure incurred in the division on these two types of works upto 1980-81 is Rs.162.982 lakhs and Rs.136.853 lakhs respectively. Out of Central Assistance a sum of Rs.38.00 lakhs is spent. Except the markets of Raichur and Bellary districts many of the markets in Gulbarga and Bidar districts do not have their independent market yards rendering the regulation of agricultural marketing ineffective. The minimum that is to be done immediately is to develop full-fledged market yards in all the existing markets in the division, although the desirable one is to develop all the sub-markets and shandies coming under each market area.
Marketing Organization in the Division:

The Joint Chief Marketing Officer, assisted by the four district marketing officers, is the representative of the Department of Marketing in-charge of regulation and administration of the Act in the division. For development works in the division one Executive Engineer assisted by three Assistant Executive Engineers of three sub-divisions of Gulbarga covering Gulbarga and Bidar districts; Raichur and Bellary covering the respective districts is appointed by the Department of Marketing. He will be working under the direction and control of the Superintending Engineer in the office of the Chief Marketing Officer, Bangalore. All development works in the A.P.M.Cs is looked after by the Executive Engineer. Similarly for audit of accounts of the A.P.M.Cs a Special Auditor is appointed with headquarters at Gulbarga, for this division. He is directly controlled by the C.M.O., Bangalore. For Market Intelligence and Publicity work in this division, the Karnataka State Agricultural Marketing Board, Bangalore has set up an office at Gulbarga under the charge of a Marketing Intelligence and Publicity Officer (MIPO). Another institution of the Board functioning in this division is the Agricultural Marketing Training College, Raichur. The (5) five primary grading units set up in the division are also looked after by the District
Marketing Officers of the Department besides the Marketing Officer (Grading) working under the control of the Chief Marketing Officer, Bangalore in his office. The Ghree Grading Centre of Bidar is under the control of AGMARK Wing, Directorate of Marketing and Inspection, Government of India.

Marketing Management of Agricultural Produce in the Division:

Marketing Operations in the markets of this division are analysed to apprise the existing marketing infra-structure to identify the gaps as per the Act of 1966. Out of the 26 main markets in the division, at present 19 are superseded, five (5) are having elected and two (2) nominated bodies. All the five A.P.M.Cs in Bellary district are having elected bodies. Raichur and Sindhanoor A.P.M.Cs are having nominated bodies and the rest are superseded and administrators appointed to look after them. In view of the nature of duties to be performed and responsibilities to be shouldered by the secretaries of A.P.M.Cs, persons of high calibre, qualifications and integrity need be appointed and with adequate training. Out of the 26 secretaries of A.P.M.Cs in the division only 12 are graduates, 3 post-graduates and the remaining
11 matriculates. All the employees of the A.P.M.C.s are made Government servants with effect from February, 1982. They should be transferred to other A.P.M.C.s to break the vested interests for effective regulation of trade in the markets.

**Market Charges:**

Market charges are fixed by A.P.M.C.s through their bye-laws. In all the markets in this division only three charges are deducted from the sale proceeds of producers. They are (1) Commission, (2) Hamali, and (3) Weighment. These charges are quite nominal. Commission is 2% of the sale proceeds. In none of the markets unauthorised charges are levied.

**Marketing facilities to Market Functionaries:**

In majority of the markets in the division services of licenced weighmen, hamals, graders and auctioners are provided to the market functionaries by the A.P.M.C.s. As regards infra-structure facilities and shop-cum-godowns different agencies have financed the A.P.M.C.s to undertake these activities in their yards. Gulbarga, Bidar, Yadgir, Shahapur, Raichur, Gangavati, Koppal, Manvi, Sindhanoor, Kushtagi, Bellary, Hospet, H.B.Halli, Kottur and Sirguppa
have well developed market yards. In other markets the yards are yet to be developed. The division is backward in this respect.

Settlement of disputes:

It is observed during the survey by interviewing the secretaries of A.P.M.Cs that disputes rarely arise between traders and producers. The disputes between traders and commission agents are settled amongst themselves by the merchants' associations and not referred to either the secretary or the disputes committee of the A.P.M.C. Most of the cases are settled by secretaries and rarely any are referred to the disputes committee. The number of cases taken to the courts are hardly found in any A.P.M.C. in the division.

Processing:

Processing of pulses, paddy and cotton and crushing of oil is undertaken by the processors and traders themselves. None of these units in any market undertake processing for others' produce. None of the A.P.M.Cs of the TAPCMSs in the division are undertaking this work for the benefit of the producers. However, producers in TBP
are aware of its advantages whereas their counterparts in Drought Prone Area are not. Steps be taken by A.P.M.Cs to provide this facility to producers and credit facilities provided for this purpose to help them realise a better price for their produce. Much remains to be done in this respect in the division.

Arrivals and Valuation of Commodities:

In Gulbarga division the markets in each district are given ranks on the basis of arrivals and valuation of commodities traded in them. In Gulbarga district the position is as follows:

1. Gulbarga, 2. Yadgir, 3. Sedam,
4. Shorapur, 5. Chitapur, 6. Shahabad,

Gulbarga A.P.M.C's turnover in 1980-81 was Rs.13.63 crores out of the district's turnover of Rs.25.91 crores, which comes to 50%.

In Bidar district Bidar A.P.M.C. accounts for 70% of the business turned out in all the markets of the district. It is followed by Bhalki, Basavakalyan,
Aurad and Humnabad. The district's turnover is Rs.10.55 crores out of which Bidar A.P.M.C's share is Rs.7.83 crores.

In Raichur district, Raichur accounts for 70% of the district's total business. This is followed by Gangavati, Sindhanoor, Koppal, Manvi, Kuknoor and Kushtagi. Total turnover of the district is around Rs.75.23 crores in which the share of A.P.M.C., Raichur is Rs.55.22 crores.

In Bellary district, A.P.M.C., Bellary accounts for 50% of the total business of the district. It is followed by Kottur, H.B.Halli, Hospet and Sirguppa. Total valuation of the district was Rs.14.93 crores out of which A.P.M.C., Bellary accounted for Rs.7.56 crores.

Districtwise ranks in the division are (1) Raichur, (2) Gulbarga, (3) Bellary, and (4) Bidar. Their ratios are 15 : 5 : 3 : 2 respectively.

Budget of A.P.M.Cs:

Licence fee collected from market functionaries and market fee on the turnover collected from buyers are
the two main constituents of the income of A.P.M.Cs. The expenditure and income of these A.P.M.Cs were studied for the period of five years from 1976-77 to 1980-81, and it was found that almost all the A.P.M.Cs had surplus budget. This surplus is used by them for undertaking development works in their yards. Every A.P.M.C. has to pay every month to the State Agricultural Marketing Board 5% of its gross receipts during the previous calendar month, by way of market fees and licence fees. Similarly every A.P.M.C. has to pay to the State Government every month such percentage of its gross receipts during the preceding month by way of market fee and licence fee as has been notified by the Chief Marketing Officer under Sub-section 2.

Marketing Management in the Ayacut Area of Tungabhadra in Gulbarga Division:

As problems of agricultural production, marketable surplus and marketing in the irrigated areas will be different from those in non-irrigated and drought prone areas a separate study of the markets in this area is made as major portions of Raichur and Bellary districts of this division come under the T.S.P. area. The control over production by the T.S.P. authorities as per their prescribed cropping pattern will create its own marketing problems.
Special features of Ayacut areas are:
1. Large quantity of marketable surplus,
2. Existence of well informed buyers,
3. Better storage facilities,
4. Emphasis on commercial crops,
5. Producers are dealers,
6. Processing units,
7. Increased agricultural income.

Tungabhadra Project-Area
Irrigated and crops raised:

The total area irrigated under the T.B. Project in the division is 8,71,879 acres out of which 5,90,000 comes in Raichur district and is 2,91,879 acres in Bellary district. Two crops of paddy are taken every year. After the Kharif crops of hybrid jowar, bajra, groundnut, maize, ragi, etc. rabi crops like wheat, safflower, bengal gram are raised as second crop. Sugarcane is grown only once in a year. The entire canal area is divided into three zones - (1) Perennial, (2) wet, and (3) dry-cum-wet land and crops are planned suitably for these three areas.
Markets in the Ayacut Area:

The following markets and sub-markets come under this area:

Bellary district: Bellary, Hospet and Sirguppa.

Raichur district: Raichur, Gangavati, Deodurg, Koppal, Manvi and Sindhanoor.

All these are main markets except Deodurg which is a sub-market of A.P.M.C., Raichur.

Processing:

The existing facilities of processing are inadequate. This gap needs to be filled up. The A.P.M.Cs and Municipalities should encourage the processing units to be set up by allotting them suitable sites and with finance, if necessary, and make them provide this facility to the producers. In case they fail to attract these units, they (A.P.M.Cs) must start them on their own. The advantages of processing be brought to the knowledge of producers through intelligence and publicity wing of the A.P.M.Cs.
Storage:

The position in respect of storage is similar to that of processing. More godowns are to be constructed in this area to cope up with its need.

Market Functionaries:

The number of market functionaries are quite large as compared to other areas, but still buyers' rings are found in different markets in this area. Government agencies should enter into these markets from time to time to provide competition and bring stability.

Development Works:

This area has received much assistance for development works in its yards. Almost all markets and sub-markets are properly developed. Infra-structure facilities and shop-cum-godowns constructed in this area are far more than what they are in other parts of the division.

Handicaps:

In spite of these advantages it suffers from some handicaps. They are: (1) lack of village and link roads; (2) Lack of godown facilities in villages, (3) Lack of credit facilities, (4) More number of middlemen.
Multipurpose co-operative societies with emphasis on credit and marketing in a co-ordinated manner is the right remedy.

Marketing Management in the Drought and Drought Prone Areas of Gulbarga Division:

The markets coming under this area are Yadgir, Shahapur, Shorapur of Gulbarga district, Lingsugur and Kushtagi of Raichur district and Hadagali and H.B.Halli of Bellary district.

Special features of D.P.A. Markets in Marketing Management are:

1. Small quantity of marketable surplus,
2. Decision of agricultural production,
3. Extensive and traditional way of cultivation,
4. Ignorant, poor and conservative cultivators,
5. Lack of storage facilities,
6. Emphasis on Cereals and Pulses,
7. Absence of Processing Units,
8. Dependence on village merchants and commission agents,
9. Low agricultural income.
Development of Market Yards:

In this area there are four main markets - Yadgir, Shahapur, Shorapur and Kushtagi and three sub-markets - Lingsugur, Hadagali and Harpanhalli. Shorapur has no independent market yard. The sub-markets have only office building and auction platforms. No other infra-structure facilities and shop-cum-godowns are constructed. Shahapur and Kushtagi yards need to be developed. Trade is not yet shifted to Yadgir new market yard. This is the only market yard which has majority of the facilities. They are very backward as far as the development works in the yards are concerned. The work already undertaken is far from adequate. The total development expenditure incurred in these market yards out of Central funds is ₹19.25 lakhs. From the State Marketing Board also a sum of ₹10.42 lakhs was received for this purpose by the A.P.M.Cs of this area. Providing infra-structure of marketing facilities in the yards of these markets and sub-markets is of urgent necessity requiring the first priority to be given among the steps to be proposed for improvement of marketing management in this area.
Recommendations:

In view of the findings of the survey as cited above the following recommendations are made for the improvement of marketing management in the division:

1. In the drought prone area and other backward areas of the division producers be educated thoroughly about the objectives of the regulation; problems of marketing and facilities available to them in the market yards. The A.P.M.Cs and the State Agricultural Marketing Board, through its MIPO in the division and the training college at Raichur should attend to this task seriously. Among all other measures suggested, this measure occupies the prime of place. Through training courses devised for them to give vital information about grading, storage and processing, taking them on tour to visit some developed markets, arranging conferences, meets, seminars, film shows, exhibitions, etc. they can be educated and involved in the process of development of markets and marketing management.

2. More scientific and useful market information has to be provided to producers spread over a large number of villages on a continuous basis. The present method of
notifying the daily rates of the A.P.M.C. is quite inadequate. Local newspapers, Radio and pamphlets have got to be used to disseminate information about rates in different neighbouring and terminal markets, position of demand and supply, government policies and accurate forecasts of the future trends to help farmers take correct decisions. Thus, the information disseminated should be in a position to guide them. This calls for equipping the intelligence cell in each A.P.M.C. and the office of the MIPO at divisional level with qualified and trained personnel to perform the job. The gap existing in this respect is a glaring one and requires to be filled up immediately. It needs is felt all the more in the TBP area as producers are in a position to understand and act upon it although it is equally important for all the markets in the division.

3. Next in importance comes the facility for storage. More godowns need to be constructed in all the market yards and in the villages. LIC assistance besides that of warehousing corporation and other agencies may be tapped for this purpose. The need for creation of storage facilities in D.P. area is more although in TBP area also due to heavy marketable surplus the existing facilities provided are found to be inadequate.
4. Credit facilities for marketing has to be provided to producers by co-operatives and commercial banks through their branches opened in rural areas against warehouse receipts issued either by A.P.M.Cs or TAPCMs or any other godown authority.

Proper co-ordination between the financial agencies established by A.P.M.Cs or any other organisation to be set up for this purpose is necessary as the task is a stupendous one. At the State level an apex financial institution for this purpose may be set up on lines with Land Development Bank.

5. Scientific grading for all commodities in all markets be made compulsory in a phased manner. For the present for all commercial crops it must be introduced compulsorily. The primary grading units be set up in each A.P.M.C. with qualified personnel and sophisticated equipments and graded commodities only be traded. This problem needs to be tackled on priority basis in the T.B.P. area.

6. Village and link roads be constructed on an extensive scale. Every village has to be connected
with the market and transportation facilities provided by the A.P.M.Cs. This is necessary to reduce cost of marketing. In D.P. area transportation facilities and roads are far more inadequate when compared to TBP area. Hence, shandies and sub-markets be developed with infrastructure facilities and the required staff to effect regulation of marketing in this area.

7. Fire Insurance arrangement for cotton and other commercial crops at least in the yards to start with, be made in all those markets in TBP area and in other markets where they are sold, by the A.P.M.Cs.

8. Processing units be set up by A.P.M.Cs and TAPCM Societies in all the markets of T.B.P. area and producers be informed to make use of them. Necessary finance by way of advance be given to producers to help wait for the time required for processing and sale of their produce. Though in case of other areas also its need is felt, this is a pressing problem of the T.B.P. area. In other parts also such units be set up by A.P.M.Cs and the benefit of processing be given to producers. This can be done once the yards are completed in D.P. and other areas of the division.
9. Tender system of sale be made compulsory for all commodities in all markets. Mutual negotiation method of sale be prohibited in the markets where it is being undertaken now.

10. Weighment of goods on arrival and issue of a weighment note to the producer by the commission agents be made compulsory and enforced strictly, with a provision for default in this respect leading to cancellation of licence permanently.

11. Steps be taken by A.P.M.Cs to ensure prompt payment of full consideration of goods sold to producer by the commission agents. Traders be asked to provide bank guarantee for the purchases made by them and forced to make immediate payment of price of the goods brought by them to the commission agent. The present legal provision of commission agents' liability to pay in full the sale proceeds to the producer irrespective of the fact whether he has received the same from buyers or not be strictly enforced.

12. Checking of sales slips and taking other methods to ensure deductions of only authorised and correct market charges from sale proceeds of producers be vigorously
insisted upon as it was observed that in some markets and by some merchants in all markets unauthorised deductions in different guises were made. Inspection by controlling authorities be introduced in this respect.

13. A.P.M.Cs should give more attention for arranging for direct sale of producers goods. For each market some target be fixed for every year and season for different commodities. The propagandist should educate the people about the desirability of this method. Except Kottur, in none of the markets it is done. The reason being the producers are not coming forth to avail themselves of this opportunity. More publicity in this respect is necessary.

14. In drought prone areas many A.P.M.Cs do not have the independent market yards with full infra-structure facilities. This is a very sad state of affairs as for regulation this is the minimum and basic necessity. They must be developed on priority basis. Besides, every district should have a separate market town like the proposed cotton market town at Raichur. The balance of development work in different A.P.M.Cs in the division be completed immediately. Development of a full-fledged
market yard and market townships be entrusted to big and regulated construction companies with a fixed time schedule for speedy and quality work.

15. Different types of malpractices on the part of the unscrupulous market functionaries be detected and they be severely punished with penal provision for imprisonment and cancellation of licences by A.P.M.Cs by creating a vigilance cell or squad in the department with sufficient powers. Government should enter the market for purchase to break the buyer's monopoly.

16. The Act must be made flexible enough to provide scope for adopting different types of marketing management in different areas with special problems in the same division or State.

17. The Department needs to be expanded on the lines suggested below to cope up with the additional responsibilities it has to discharge and to implement the suggestions made by us more effectively:

   (1) An agricultural Marketing Advisor to Government of Karnataka be appointed on the lines of Government of India;
(ii) The Board should appoint its own legal advisor - a legal luminary of national reputation - by paying him adequately to overcome the legal hurdles brought forth by vested interests in the person of market functionaries by employing talented lawyers, in enforcing effective regulation and development;

(iii) The Act be amended to effect reorganisation of the department on the following lines:

(a) The Chief Marketing Officer be designated as Commissioner of Marketing and the Joint Chief Marketing Officers as Deputy Commissioners of Marketing. They should be I.A.S. Officers;

(b) In the office of the Chief Marketing Officer, three additional posts of the ranks of Joint Chief Marketing Officers be created to look after the development of shandies, marketing of vegetables and fruits; and marketing of livestock. Under them there should be in each district besides the present District Marketing
Officer, three separate district marketing officers for these works;

(c) On the lines of the Government of Tamil Nadu it is desirable to set up a District Market Committee for each district to effectively regulate the business in all the markets and sub-markets in the district. The member secretary of this committee should be an officer of the department of the rank of Joint Chief Marketing Officer;

(d) At State level the present Marketing Board should have as members the Chairman of the District market committees instead of an elected member as at present;

(e) The training colleges at Mysore, Hubli and Raichur be expanded and a training college for each district be opened to educate and train continuously the producers and others concerned with marketing by devising different courses of different duration. They should also conduct seminars, symposia, workshops, study tours, special lectures, etc. besides research.

18. Provision be made for appointing extension officers on the staff of A.P.M.C. in respect of allied services like agriculture, animal husbandry, horticulture, banking,
publicity and the like to provide necessary guidance to all the problems of producers under one roof. Besides, co-ordination with the programmes of allied departments like agriculture, horticulture, banking, co-operation, warehousing, veterinary services, etc. be established by the A.P.M.Cs and the Department of Marketing.

19. Fortunately the television facilities in the Gulbarga division are provided though only relay programmes are introduced. It is high time, this media may be used for introducing the effectiveness of the regulation and the advantages accruing as a sale of produce through the A.P.M.C.

20. The present Act needs to be amended to suit the requirements of the irrigated areas. An uniform act for the entire division with pockets of highly developed markets and highly undeveloped markets, fails to render proper service and naturally is found wanting in many respects. As we have separate laws for "depressed" or "backward" regions for its growth and is not treated on par with the 'developed' region, similarly it is necessary to intensify the developmental activities in the drought
prone areas for the development of markets by undertaking infra-structural facilities in an integrated manner.

21. The drought prone area of the division is a potential area for increased marketable surplus in the near future with the completion of the major irrigational projects like Upper Krishna and Karanja and Bhima. The marketing facilities have to be created well in advance before signs of bottlenecks are exhibited.

22. It is time that A.P.M.Cs give concrete shape to the agro-industrial integration by starting industrial units based on agricultural raw material such as cotton, cottonseed, sugarcane, grama, groundnut, and its cakes, etc. besides industrial units manufacturing such of the machinery useful to agriculture like repairs to tractors, manufacturing of light carts and other conveyances, etc. This integration will create a better economic atmosphere for the growth of the region.