CHAPTER - 1

INTRODUCTION

The evolution of the marketing system of agricultural produce in India is influenced by the socio-economic environment that prevailed during different phases of the 19th and 20th centuries. There has been a rapid change in the pattern of agricultural production from subsistence level to commercial farming. The transformation has led to the emergence of many market centers such as APMCs and mandies. Each market center developed its own trade practices and mode of business ignoring completely the interest of farmers. Different functionaries and intermediaries involved in the transactions exploited the ignorance and the weak bargaining capacity of the agricultural producers while selling their produce. The conditions of marketing at the primary level continued to be chaotic, almost until the end of the 19th century.

The need to regulate market conditions was felt by the British rules during the last century for ensuring reliable supplies of pure cotton at reasonable prices to the textile mills at Manchester. This led to enactment of market regulatory laws in various states during the same period resulting in the emergence of regulated markets in almost every state, before and after independence. The post independence periods has experienced significant socio-economic changes in the country necessitating reforms in the primary level of marketing. Reports of various committees have been responsible for bringing about regulatory measures in the area of agricultural marketing. Important among these were central cotton committee of 1918, the Royal commission on Agriculture of 1928 an planning commission in 1951. The recommendations led to the setting up of Agricultural produce marke
committees in various parts of India. This brought about a modern regulated marketing system for the sale and purchase of agricultural produce in the country.

The emergence of a well-planned marketing system with a network of agricultural produce markets in the country was the direct result of a great surge in the marketable surplus in the agricultural sector during the post independence period.

An efficient agricultural marketing system facilities encourages greater production. The Indian agricultural sector comprises of a multi crop production system. The vast geographical area in the country side naturally involves the marketing of agricultural produce through a large network of intermediaries. These intermediaries provide the facilities/services in the process of marketing of a plethora of agricultural commodities which are seasonal, bulky and perishable. Agricultural marketing has assumed new dimensions in the wake of the adoption of new agricultural technology and specialized agricultural production programmes. The agricultural marketing, therefore, has become more important and complex too.

Producers of agricultural commodities need to be assured of reasonable returns for their produce. This is needed to sustain the pace of production in the agricultural sector. It is, therefore, vital that the agricultural marketing situations is reviewed from time to time and the system reoriented to cope with the new problems.

The emergence of regulated markets in various states have the vowed objectives of providing for better regulation of sale and purchase of agricultural produce. The basic aim is to protect the interests of producer-sellers. The regulated markets aim at improving efficiency of marketing at assembling points which from the base of marketing
machinery, thereby inducing healthy competitive conditions which would ensure a fair deal to producer-sellers.

Enactments have been made by various states in the form of marketing Acts, for providing fair trading practices, prohibition of unwarranted and excessive deduction on account of market charges and also for legitimate services rendered by various functionaries. Licensing system has been introduced by these markets enforcing discipline among trading community and other functionaries. The observations of Dr. Dantwal committee are relevant here. "The best that a marketing legislation can do under normal circumstances and without trespassing on the sphere of production and the fiscal-monetary factors affecting demand, it to equalise the bargaining power and create conditions conducive to more perfect competition. This would necessitate strengthening the organization for market intelligence storage, grading, pooling and adequate credit and finance to maintain a few important items. The co-operative movement can take care of many of these. The Bombay state has legislation for some of these, but the progress under it is uneven. Best results will not be achieved unless measures affecting these auxiliaries of good marketing advance with a uniform pace. Whether the best results could be secured through a single omnibus marketing legislation or through a claim of well co-ordinated pieces, is a different question. The point to be noted is that unless the attack is from all key-points even the best isolated piece of legislation may not yield the desired result."

Marketing of agricultural goods in India assumes greater significance; as, in India, the major portion of the population is engaged in agriculture. The recent developments in the field of agriculture like High Yield Variety Programme (HYVP), etc., besides contributing to green
revolution, have further increased significance of agricultural marketing. Today, agricultural sector is not only supplying of food requirements of the country, but also contributing to the foreign exchange of the country. Like in the case of marketing of other kinds of goods, marketing of agricultural goods too is a business venture, covering all activities in the flow of goods and services form the producer-sellers to the ultimate buyers. Thus, in the process of agricultural marketing, the farmer-sellers are on the supply side, ultimate buyers are on the demand side, and in between these too, the various intermediaries are functioning, thus, agricultural marketing is a process which starts with the decision to produce a farm commodity and it involves all aspects of market structure or system, both functional and institutional, through which goods move from producer to consumer. Agricultural marketing is now being considered as an integral part of production process itself. The development of the country is closely linked with the development of agriculture. The development of agriculture is dependent upon the facilities available for marketing of goods supplied by agriculture. The marketing of agricultural products is a matter of great interest to the farmers, the consumer and the middleman to the farmer, it provides the channel of communication between him and the society and gives him continuous information about demand for his products. The consumer views it as a means of supplying his need since marketing helps in raising the standard of living of the people by satisfying the multitude of needs and desires of consumers. The middleman depends upon it for his livelihood.

1.1 Agricultural marketing- history, development and Regulation

The emergence of a well planned marketing system with a network of agricultural produce markets in the country was the direct result of a
great surge in the marketable surplus in the agricultural sector during the post independence period. An efficient agricultural marketing system facilitates and encourages greater production. The Indian agricultural sector comprises of a multi crop production system. The vast geographical area in the country naturally involves the marketing of agricultural produce through a large network of intermediaries.

These intermediaries provide the services in the process of marketing of agricultural commodities which are seasonal, bulky and perishable in nature. Agricultural marketing has assumed new dimensions in the wake of the adoption of new agricultural production programmes. The agricultural marketing, therefore has become more important and complex too.

History of agriculture marketing is as old as development of agriculture. Marketing process have passed through various sages of development. Historical evidence points out the shift from mobile trade by "peddlers' and then to establishment of periodic markets, "Hatts" or "Shandies" these Hatts or Shandies were a kind of a multi-purpose institutions which served both social and economic needs of the people of the area, in other sense, these types of markets were highly representative features of the Indian social structure in which social need have been traditionally linked with economic needs, besides playing a vital role in the life of the people.

Agricultural produce market in the earlier days was considered as the place run by individual trader or merchant association. But during the last few years the concept of the agricultural produce markets have been totally changed. Now the Government has also taken upon itself, the functions of regulating the marketing practices and providing new "mandies" which are called "market yards."
1.2. Origin of Regulated markets

The anxiety of the British rules to make available supplies of pure cotton at reasonable prices to the textile mills at Manchester, originally motivated the desire for improving and regulating the marketing functionaries at the level of mandies.

In India, first regulated market was introduced in “Karenja” of Hyderabad state (now called as Andhra pradesh) during the year 1886 under the Hyderabad residency order. Subsequently, a special law known as “the cotton and grain markets law” was enacted in Barer, then known as “the Hyderabad Assigned District” in 1897. The institution of regulated market thus came into existence. Having due regards to the socio-economic conditions prevailing in the country this type of reform at the primary level of marketing was first recognized for general adoption in the country by the central cotton committee appointed by Government of India in 1918. Later it received wider reorganization after the establishment of Royal commission on Agriculture in 1928 and the report of planning commission on “First Five year plan” which pointed attention to its importance. Hyderabad was the first state in India to pass Agricultural produce market Act in 1930.

Karnataka state lagged behind in implementing “marketing regulation Act” as compared to other states of in India. In the year 1934 the first regulated market for cotton was started in “Raichur” under Hyderabad provence Agricultural produce marketing Act 1933. Subsequently, the regulated markets at Bailhongal, Tiptur, Bellary and Mangalore were established in each of the then existing provinces during 1936, 1948, 1949 and 1951, respectively.
1.3 Role and scope of Regulated markets:

The main objective of regulated markets as defined in the preambles to various state Acts has been to provide for better regulation of sale and purchase of agricultural produce, with a view to protect the interests of the producer-seller. The regulated markets aim at improving the efficiency of marketing at the assembling points which form the basis of the marketing machinery. This is achieved by creating healthy competition and such other conditions as would ensure a fair deal to producer-sellers. In providing the machinery for regulation and in choosing the method of regulation, certain essential features will have to be taken into account.

Firstly marketing is a complicated business which can only be handled by experts and until the agriculturists are able, (by their own individual efforts or through combination) to handle this delicate business. The effort must be directed towards making the existing market functionaries operate to the greater advantage of the producer rather than driving them out of trade. Even in perfect market controlled by the producers. It may be necessary to retain many of the existing functionaries, unless and until the social order itself changes radically.

Secondly, agricultural marketing covers a variety of stages from the time the commodity leaves the field to the stage when it reaches the final consumer. If the markets were to function smoothly and efficiently. It must have a firm grip over the wide range of the activities covering all these stages. A logical corollary of this is that, the markets must provide facilities for trading regulate them on the equitable basis. Facilitate the settlement of disputes arising from the trading activity without driving the parties to protracted litigation in the courts and place at the disposal
for the buyer and the seller a mechanism with which bargains can be made and completed without causing any loss to one or the other.

Thirdly the market should be in a position to provide ancillary facilities such as storage, communication, transport and credit. Where it has not the means or power to make them available, it must try to secure them from or with the help of the agencies.

1.4 Need for Regulated Market

There are so many different reasons for regulating the marketing activities of agricultural commodities. The producers of agriculture products were suffering a lot before the implementation of marketing regulation. Some important needs are mentioned below:

1. To avoid heavy village sale of agricultural commodities.
2. To avoid immediate post–harvest sale by farmer
3. To avoid institutional marketing infrastructure
4. To avoid the existence of large number of middlemen.
5. To avoid malpractices in Marketing
6. To provide reliable and up to date market information.

In India, sale in the village is the most convenient and least troublesome method of sale for the farmer and nearly 65 p.c. of marketable surplus of all agricultural commodities is disposed of in the village itself. In most of the villages traders not only buy agricultural produce but also supply the day-today consumer articles and agricultural inputs. In this situation the village trader purchases agricultural commodities at low price and charges high price for inputs which he supplied to farmers. Middlemen exploit producers due to their ignorance and weak bargaining capacity. The producer in the absence of
alternative channel sells his produce at whatever price he can get at the village level.

In agricultural marketing system three groups of people are involved i.e. producer-seller, middlemen and consumer. Each of these has his own objectives, which often come in conflict with the other. Usually the middlemen exploit both the producer-seller and consumer. But we are not to blame the marketing system itself. One should blame the ignorance and illiteracy, indebtedness and lack of organization on the part of the farmer, which are the real cause of perpetuating this suffering stronger organization among middlemen has made the farmers face many odds in selling their produce.  

Some characteristics of farm products like perishability, bulkiness, seasonality, uncertain quality quantity and price of produce and malpractices in markets take away a major portion of the share of producer in the price paid by the consumers.

Establishment of regulated markets with necessary facilities can be the answer to the marketing problems of the cultivator. The main objectives of establishment of regulated markets are ensuing fair prices to producer, elimination of malpractices and providing marketing facilities. In this task, the first two objectives are not yet fulfilled, but third one is fulfilled to some extent. In the words of the Royal commission on Agriculture, "well regulated market create in the mind of the cultivator a feeling of confidence and receiving fair play and his mood in which he is most ready to accept new ideas and strive to improve is agricultural practice."
In India the green revolution has increased the market surplus of food grains, pulses and commercial crops. This increased market surplus has led to establishment of agricultural markets. In the words of Sivarama prasad, "The rising success of the green revolution can be fruitful only when producer share in the consumers rupee increases considerably irrespective of the volume of marketable surplus produced by the farmers. 6

From the above discussion it is clear that regulated markets are necessary institutions in the field of agricultural marketing. Buying and selling of notified commodities are regulated by state Government through market committees under APM® Acts.

In brief, "The regulated markets are service establishments designed to serve the poor peasant community in marketing the agricultural surplus. These institutions facilitate orderly marketing. Regulated markets do not directly handle the purchases and sale of agricultural produce. The only render certain services and provide basic facilities and amenities to facilitate an orderly and efficient marketing of agricultural produce. 7
1.5 Statement of Problems

In the present situation in India a good deal of surplus agricultural produce is being sold in the village itself by farmers – sellers for several reasons such as pressing financial needs of farmers, inadequate storage facility, inconvenient or insufficient transport facility, ignorance and illiteracy small holdings, poverty. Therefore the quantity of produce is too small for taking it to urban marketing centers(APMC) for selling at a better prices.

The regulated markets have been set up in various centers for facilitating of marketing of surplus agricultural produce for fair and reasonable prices. However the regulated markets are inadequate in relation to the number of villagers and the vast focus sector. Hence, there is scope for increasing the number of regulated markets in addition to improving the functioning of existing APMCs to ensure better services and adequate infrastructural facilities at the premier of these markets. A majority of these regulated markets suffer from certain deficiencies in their functioning. It is found from various studies that the regulated markets do not have adequate and scientific grading facilities resulting in substantial loss to the farmers. It is also found that absence of post harvest credits and excess charging to of deductions are still prevalent in the regulated markets. The agriculture marketing in India is description oriented rather than analysis oriented this type of lopsidedness policy – markets in the dark about the structural relationship among various variables of marketing system. It is a self need undertake a study of the working of regulated markets in relation to the reactions of producers – sellers. Market functionaries and
committee officials regarding the different aspects of management of regulated markets. The present study is a modest attempt to examine the working of regulated markets and assess their role in facilitating orderly marketing of agricultural produce in the selected area.

1.6 To Specific Objectives of the study

1. To study the socio economic background of the Respondents of the APMC in North Canara district.

2. To study trade practices in the study area regarding the sale and purchase of agricultural commodities in the study area.

3. To examine the composition of market committee and amenities and facilities at the APMC covered by the study and identify inadequacies prevent in APMCs in the study area.

4. To study the extent of benefits to sellers through Co-operative marketing societies.

5. To study the farmers opinions regarding the role of commission agents and the benefits of using the services of commission agents in selling their produce.

6. To Identify the areas of improvement in the efficiency of agricultural marketing and to offer suggestion regarding the future role of regulated markets so as to develop an effective marketing system in the study area.
1.7 Hypothesis

The present study focuses on the following hypothesis formulated on the basis of the working of the APMC in the North Canara district.

1. The APMC's have been successful in providing adequate amenities and facilities in North Canara.

2. Fluctuating arrivals of agricultural commodities due to change in cropping pattern, irrigation facilities leads price fluctuations.

3. There is a gap between number of commodities notified by the APMCs and the actual number of commodities traded at the regulated market.

4. Scientific grading enhances the efficiency of APMCs

5. The prevalence of marketing malpractices with the very objectives of ensuring farmers to sellers of agricultural produce in the regulated market.

1.8 Scope of the study

The purpose of the present study confined to 8 APMC in the North Canara district of Belgaum division in the North Karnataka region. The various marketing of agricultural produce in APMCs of North Canara district have been covered by the study.

1.2 Research Methodology

The present study based on primary as well as secondary data has been collected. The primary data collected from field survey like farmers and commission agents, two types of interview schedules, that one is producer-seller Questionnaires and another one is Commission agent. The secondary data was as collected from the office of the state department of Agricultural Marketing Board Bangalore. District
Statistical Office in North Canara district and University of agricultural science Dharwad and APMC annual reports and Journals.

1.3 Selection of Study Area (District of North Canara)

The North Canara District is selected for the purpose of the present study, in this divisions the Belgaum division comes under the second largest agricultural markets located divisions (main+sub = total) in the state. Comparing to the all districts in the Belgaum division. North Canara district comes under highest covered market, therefore the present study was under taken in North Canara district.

1.4 Selection of the Respondents

The present study was covered of 8 APMCs in the North Canara district but Karwar APMC is not working properly, therefore I have not taken respondents from Karwar APMC. Totally we have selected 300 samples. In this samples we have divided two category like, farmers and commission agents. The 210 samples selected from farmers and 90 samples were collected from commission agents. The respondents including (small, medium and large farmers) the basis on the size of land holdings.

Whereas 1. 1 to 2 Hectares - a Small farmers and

2. 2 to 4 Hectares - as Medium farmers and

3. Above 4 Hectares - as Large farmers

The selected samples were randomly in APMC of north kanara district including all category.
1.5 Selection of Markets and Respondents

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<th>Sl.No.</th>
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<th>No. of Farmers</th>
<th>No. of Commission Agents</th>
<th>Total</th>
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<td>Haliyal</td>
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<td></td>
<td>Total</td>
<td>210</td>
<td>90</td>
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</tbody>
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1.6 Concepts used in the study

1. **Agricultural produce**: includes anything produced in the course of agricultural operations i.e.

   1. live stock products

   2. All produce whether processed or not of agriculture, horticulture, pisciculture, forest produce etc. and

   3. Any other produce declared by the state Government by notification of agricultural commodities.

2. **Producer**: Means any person who grows rears or produces by himself of by hired labour or otherwise dealer of broker in that produce although be may growrear of produce that produce.

3. **Market functionaries**: A market functionary or functionaries include a broker, a commission agent, an exporter, a ginner or any processor of agricultural produce a stockist a trader and or any such person as may be declared under section 6(1) of KAPM® Act.
4. **Market**: Economically interpreted the term market refers not to a place but to a commodity or commodities and buyers and sellers are in free intercourse with one another.

5. **Marketing**: It is the process of sale of produce spread between assembling and distribution activities.

6. **Marketing cost**: Marketing cost are the costs incurred for the marketing services such as handling packing Transport, grading, processing, storage, cess and Taxes paid.

7. **Notified Market area**: Means any area declared to be a market area under 8 APMCs included in the study area.

8. **Sub – Market**: Means a specified place declared to be a sub-market of a main market under the Act.

9. **Commission Agent**: He is a person who operates in the regulated market an behalf of his principal in consideration of a commission at a fixed rate on the amount involved in each transaction and responsible for payment of sale proceeds received from buyer.

10. **Trader**: Trader is a person who buys notified agricultural produce in the market yard either for himself or as an agent of one or more persons for the purpose of selling processing or for manufacturing.

11. **Marketing Channel**: It is the process of intermediaries through whom the various agricultural produce pass from producer to consumers.

12. **Price spread**: The difference between the price paid by consumer and the price received the the producer of a farm produce.

13. **Middlemen**: Middlemen are those individuals or business concerns which specialize in performing the various marketing functions.
1.7 Method of Analysis

The analysis of data and testing of hypothesis is done by using simple statistical tools like average and percentage.

1.8 Period of the study

The data were collected from the concerned APMCs in the north canara of the years 1990-91 to 2001-02. The primary data were collected during the months of October to March, 2002.

1.9 Limitations of the study

1. The study is confined to a time span Twelve year only for secondary data from 1990-91 to 2001-02

2. The study is confined to a time span October to March of 2003 only for primary data.

3. The study is also confined only 8 APMC in North Canara district of Belgaum division in Karnataka State.

4. The respondents have been selected from the area covered by only 8 APMC, at Mundgod, Haliyal, Sirsi, Kumta, Siddapur, Yallapur, Honnavar and Karwar.

As it is a micro level study the conclusions draw cannot be generalized.

1.3 Chapter Scheme

The present research study has been presented in seven chapters.

1. The first chapter, as in the widely accepted convention is an introduction chapter. In this chapter history of agricultural marketing, origin of regulated markets, scope and need for regulated markets have been envisaged. It also contains the statement of the problem, study area chosen, specific objectives
and hypothesis of the study and methodology employed, apart from reviewing earlier studies conducted by various researchers.

II. The evolution of the regulated markets in India and Karnataka and regulation of Agricultural marketing origin, historical development, KAPM® Act, 1966: Its formulation and implementation has been detailed in the second chapter providing intimate knowledge of the researcher with the literature concerned.

III. The third chapter makes an attempt to know extensive picture of the regulated markets and profile of the study area which includes genesis, Jurisdiction, and Composition of market committee have been provided in this chapter.

IV. The detailed study of market amenities, facilities and functionaries have been made in the fourth chapter of the research study.

V. The fifth chapter deals with trade practices followed at regulated markets covered by the study. These trade practice include market charges, method of sale, payment of sale proceeds, disputes and their settlements and supervision over trade practices.

VI. The sixth chapter is confined to an analysis of finance and business transactions of the 8 APMCs over a period of 12 years.

VII. The seventh chapter contains major findings of the research study and some suitable recommendations for improvement.

A detailed and comprehensive bibliography has been appended at the end of the thesis.
1.4 REVIEW OF LITERATURE

Agriculture marketing has attracted the attention of many researchers these days due to its recognized importance to the farm producers in developing countries. This has created all the more interest after the Green Revolution in the country the regulation of agricultural marketing by the central government and the state in the country have formed the subject matter of many research projects.

1) **Madalagi (1956)** conducted a study on marketing costs and margins of village traders dealing in Tobacco in Nippani area. He observed that while transport cost contributed very little to the marketing costs. The highest items of marketing costs were cash discount and commission in cash and kind formed 35 to 50 p.c. of the wholesale price and to that extent the net producers price was depressed. During the period of over production, the price level was more uncertain and village traders maintained higher price margins. This study is of much value since it is the major Tobacco producing region.

2) **Gill (1966)** highlights the importance of transportation costs in his study conducted in Punjab. Transportation charges from a major item of marketing costs and efficient modes of transportation and better roads play an important role in lifting the farm produce to market efficiently in keeping regular flow to the market even in the bad weather. The findings of Gill have relevance for similar studies like the one undertaken by the present researcher. The study has practical policy implications.

3) **Gopal Rao (1974)** has undertaken the study on APMCs and has analysed there working in detail. The author has confined his study to
the four districts of Bombay Karnataka region through a survey of the
marker in the region.

4) **Ravi. P. C. (1975)**: has made a detailed analysis on marketing
problems of coconut and copra in Tipatur and Arasikere regulated
markets of Karnataka. In his study entitled, "An Economic Analysis of
marketing of coconut and copra in Tipatur and Arasikere Regulated
market of Karnataka". He said in the study that majority, 66 per cent of
sale is in primary level (village), 16 per cent through commission agents,
11 percent through small traders and remaining 7 percent straight away
from farmers.

5) **Bhogappa (1982)** has undertaken the study on “marketing of
agricultural produce in Gulbarga division of Karnataka”, which covers
only the APMCs of Gulbarga Revenue Division. He has made a special
study of the effects of draught and draught prone areas. He has analysed
the special problems of the markets in “Ayacut” areas.

6) **Gopal Rao and Maheshwari A. (1983)** analysed the state level trends
in agricultural production and market arrivals in Karnataka, and found
that arrivals of major commodities in regulated markets have lagged
behind the production in both cereals and commercial crops. Though of
course of the total market surpluses, the share of regulated markets
found to be increasing the study also states that markets with well-
developed yards have failed to attract more and more arrivals.

7) **Dr. K. Ramaswamy (1984)** has submitted the thesis on “A critical
study of the working of regulated markets in Tamilnadu with special
reference to coimbatore and periyar districts”. This was the first attempt
to assess the applicability of the Act in Tamilnadu, which has thrown a
light on cropping pattern.
8) George M. V. (1984) in his study "Report on changing marketing structure/marketing policies", showed the need, and importance of systematic marketing system in rising farmers income and also said that efficient marketing system reduces the loss and increases profit of farmers. And he also showed that the suggestions made to improve the agricultural marketing are model and very useful.

9) Satyapriya (1984) studied the institutional factor and marketing behaviour in three major arecanut markets in Karnataka. He opined that the location of regulated market yard in relation to the supply area is as important as the establishment of the market itself. Because increase in the distance from the market centre would give advantage to the bigger farmers only for making use of the regulated markets but nut small farmers.

10) Mundinamani S. M. (1985) : in his study has analysed the market concentration by commission agents in the selected markets of Groundnut in Dharwad district. He has noticed that a few big commission agents controlled about two thirds of the total quantity of groundnut handled in Hubli market and one third in Gadag market, indicating a high degree of concentration in purchases in Hubli market compared to Gadag market.

11) Shivarama Prasad A. (1985) has studied the working of six selected regulated markets in Andhra Pradesh. He had made in depth study of operational efficiency and business of the selected markets, keeping in view the purposes behind the establishment of regulated markets in Andra Pradesh. The chronic problems of the selected markets have been diagnoseal and effective suggestions have been given in his study to make regulated markets play their roles properly.
12) Ghosh M. M. (1988) has estimated the price spread in Naugachia Market of Bihar for rice, wheat and maize, before and after market regulation programme. He concluded that after the introduction of market regulation programme, farmer's share in the consumers rupee had increased (from 81.92 to 88.95 p.c. 77.52 to 83.55 p.c., 81.14 to 83.14 p.c. for rice, wheat and maize respectively) and cost of marketing had decreased (from 6.31 to 3.67 p.c., 6.76 to 5.21 p.c. 5.85 to 4.95 p.c. for rice, wheat and maize respectively). The wholesaler margin has decreased (5.7 p.c. to 3.5 p.c.) and retailer margin has decreased (7.9 p.c. to 4.8 p.c.). The conclusions rightly highlight the importance of market regulation programmes.

13) Nandalal R. S. and Tomer B. S. (1989) in his study “marketing of Gram in Hissar (Hariyana), stressed that structure of marketing is not a unsolvable problem, plenty of chances are there to improve the efficiency of marketing system by providing fundamental facilities to regulated marketing. And lack of statistical direction seems to be problem to government policy makers to consider these suggestions.

14) Bidadar R. D. (1989) in his study “Effectiveness of regulated markets in protecting the interest of cultivator a market place: A case study of Shree Shahu Market Yard, Kolhapur (MH)”, observed that there are no complementary facilities to farmers. Therefore, the regulated market become attractive to farmers by providing complementary facilities such are ideal price to their goods, supply of producing equipments at low cost and imposing tax at low rate government should consider it at their important duty, he suggested.

15) Dalavi (1989) has conducted a study on marketing efficiency of food grain markets in Karnataka by using compound growth rates in order to compare the market arrivals with production area and yield. The
study reported that entire Dharwad district shared a growth rate of 8.99 percent in area of production. Some cases and a negative growth rate of 14.92 percent in some other cases. The impact of decreased production was seen more in the market arrivals of Hubli and Gadag markets.

16) Jain Hemachand (1989) discussed the problems faced by the producers in dal market in the study area. There was insufficient approach road for transpiration. Due to this problem, some producers were forced to sell their produce in the village. Another problem facing these producers was regarding facilities in markets like water plant for guest house, space for bullock, carts, security if return home, etc. These problems have been identified in many of the marketing centers affecting producers of primary goods.

17) B. R. Rao and D. Pandurang Rao (1990) studied "Agricultural Commodity Transportation in India. A bird’s Eye view." The purpose of this paper is to highlight the role of transportation in agriculture in general and to provide a brief account of agricultural commodity transportation in India. He has examined the most usual means of transport used in team to market movement, including carrying head-loads, animal-driven carts and trucks. In this subsequent movement from assembling market both carts and trucks all made use. These observations provide some broad generalisation about transportation of agricultural commodities, but fail to reveal the complete picture of their transportation pattern.

18) Reddy (1991) conducted a study on marketing channels and marketing margins of maize in Andhra Pradesh. The study revealed that the producers share was significantly high (86.64 to 86.87%) in case of producer → retailer→ consumer channels as compared to
corresponding share from producer (63.14 to 70.67 p.c.) in case second channel i.e. Producer – Wholesaler – Retailer – Consumer.

19) Nagraj and Chandrakant (1992) : Conducted a study on market performance of perishables. In this study, they found a marketing channel for vegetables as below:

Producer → Commission agent → Retailer → Consumer

The study could be of much relevance for researches in similar areas of agricultural marketing.

20) Parashuram Samal (1994) observed that enforcement of market regulations was not effective in the study area. Market officials rarely inspected during weighment and payment. Though as per bye-laws the rates to be charged to the farmer were Rs.11.97 per quintal, in practice the minimum charge was Rs.13.30 sometimes the market charges were as high as Rs.16.60 per quintal, wherever the farmers were ignorant about the market charges. The results of the study reveal that there was an urgent need for enforcement of bye-laws, strictly and sincerely.

21) Biswar P. K. and Karpate R. M. (1995) observed the importance of Maharashtra State Tribal development corporation (MSTDC) in marketing of minor forest produce. M.S.T.D.C. is doing a commendable job field of collection and marketing of forest produce. The Tribal of the area were assured of basic minimum price for their produce notified by the collector of the district. The payments are in normal course, made immediately and saved them from exploitation of the middleman.

22) Atibudhi H. N. and Prusty B. K. (1995) in his study “marketing margins of Ginger Crop in Rayagada District (Orissa)”, studied problem of sale of ginger in Rayagada district of Orissa, that producer get more profit from the consumer’s purchasing price as a result of less
middlemen due to existence of co-operative shops. But he stressed that transport and stocking expenditure are more in this system.

23) Rajeshwari M. Shettar (1996) has made appraisal of productivity of marketing function of APMC, Dharwad. She has examined the marketing problems of the selected Dharwad APMC the pricing inefficiencies with regard to the various commodities of APMC, Dharwad have been examined in her study.

24) P.C. Bansil (1997) has studied a title of "Regulated Market System on Meeting Urban Food Needs". This study was undertaken a critical evaluation of the role of regulated markets for urban food distribution system. He has examined the position in a food surplus region of Punjab and Haryana, when the share in the production of food grains in the country increased from 6.5 to 17.5 percent during 1950-51 to 1994-95. The management of unregulated market was in the hands of private trade. The rules to operate the agricultural produce markets were farmed by the traders to their own advantage. Then were no fixed changes the weight and measures were unstandardised and exploitation of the farmer was rampant in the absence of why statutory body to watch their interests. He has also examined that in the situation of around 94 percent of the regulated markets are exclusively for food grains and the whole of the market arrivals are purchased by the public sector agencies.

25) Harabans Lal et. al. (1997) have undertaken a study on determinants of market supply of vegetables from Himachal Pradesh. They have pointed out that vegetable growers were selling 83.97 percent of the total vegetable produced. The share of the large farmers was significantly higher to the total marketed surplus of the principle vegetables in the study area. The marketed surplus can be increased further to a large extent by minimising the post harvest losses.
26) Basavaraj et. al. (1997) were studied that "Investments in Regulated Markets in Karnataka – An Economic Analysis in this study were has analysed the investment made in the regulated markets and their impact on the market structure in the regulated market of Karnataka. He has selected the total 47 regulated markets developed under phase of funds only five regulated markets were selected namely Gadag, Sirsi, Soundatti, Challakeri and Channarayapattana markets from five quartiles, at the rate of one from each quartile offer categorising the markets which are arranged in the decanting order of amount invested for development. While selected the markets at the rate of one from each quartile, markets which were never to the mean level of investment was considered. In this markets they were selected market major commodities namely, cotton and groundnut from Gadag, arecanut from Sirsi, groundnut and cotton from Soundatti, groundnut and paddy from Challakeri and Jaggery and coconut from Channarayapattabna market which represented more than 60 percent of the arrivals in the respective market more considered for detailed study.

27) K. N. Selvaraj and K. R. Sundaravadarajan (1998) were has undertaken study that “Performance and Attitude towards regulated marketing in Tamilnadu. In this study were has identify the factors determining the farmers perception towards functioning of regulated markets.

28) J. Krishnah (1998) has conducted a study to identify the marketing channels of cotton and to analyse the price spread in these channels. Where he has suggested 7 different channels on distribution of cotton. His effort is quite appreciable and it offers for further research work on the topic. However, he found that while marketing of cotton (kapas) majority of the farmers chose the channel in which the role of commission agent was prominent.
29) Ravikumar et. al. (1999) studied the performance of market intermediaries in Adhoni regulated market of Kurnool district (A.P) they have pointed out that regulated market was showing a good performance in providing competitive trade to the farmers for cotton (Kapas) and groundnut, indicated by low values of gini ratio and less market concentration. It also revealed that farmers visiting the market were satisfied with the method of sale and the payments. There was a positive attitude among the farmers towards this market and hence for the competitive trade.

30) Paty (2000) Applied the Techniques of marketing information system to the agricultural marketing. He has explained the concept with flow diagram of the "integrated agricultural marketing information system."

Which is quite useful for its practical applications.

31) Jayalakshmi Srikumar (2002) has conducted a study on "marketable surplus, marketing and income inequalities in rural Tamilnadu". She conducted her study in 3 villages of different districts of Tamilnadu. She has given certain suggestion to get profitable prices for the agricultural produce of the farmers.

32) Malhias Von open and Damain Mulka Gabadambi (2002) in their research paper have observed market access impact on agricultural productivity lessons from thirteen chapters in which they have concluded by stating market access and Infrastructure are powerful tools to commercialize agriculture in developing countries. They increase aggregated productivity initially via specialization and at a later stage via intensification.
REFERENCE:


5. Royal commission on Agriculture in India – Report of commission presented to parliament, June 1928, p. 388


