PREFACE

Agriculture is the main source of livelihood to a majority of the Indian population. Due to scientific and technological upgradation and advances in cultivation practices and the various programs launched by the Central and the State governments, there was an explosion in agricultural production. Today we can boast of being one of the leading nations in the world achieving the highest agricultural yields.

Welfare and well being of nearly 120 billion Indians depend either directly or indirectly on fortunes of Indian agriculture. More than five decades of planned economic development in India has seen establishment of matured and efficient Industrial and Service sectors in the nation. However, this has in no way diminished the importance of agricultural sector in the economy. While efforts of government in providing support to the production efficiency of the farmers have been very fruitful, it may be stated that marketing of agricultural products continues to be a hurdle to the Indian farmers. The benefits of Government intervention in marketing of agricultural products have been cornered by a very few large farmers and traders. In this situation, efficient marketing of farm produce gains substantial importance.

India is a land of small and marginal farmers operating in farmlands of 1-5 acres. Krishnamurthy, Assistant General Manager, NABARD, the National Bank for Agriculture and Rural Development states, 'About 80% of the landholdings of individual farmers is below 1.5 acres which is far from viable equation'.\(^1\) At the best of the times, the marketable surplus of such farmers is of a very small quantity and does not justify
serious marketing efforts by the farmers. The marketing of produce raised by small and
marginal farmer continues to be an insurmountable problem and he is often robbed.
Ultimately, the fruits of his hard work round the year are not enjoyed by him.

To better the status of a farmer, measures like minimizing the losses and
introduction of quality control are felt very much needed. It is also necessary and
essential to strengthen the infrastructure of marketing resulting in remunerative prices to
the growers.

At this, stretch the Agricultural Marketing System in India has to raise up to the
challenge of providing food security which is defined as the ‘physical, economic, social
and ecological access to balanced diets so as to enable every individual to lead a
productive and healthy life in perpetuity’, ² to nearly 120 billion citizens and in addition to
that it must provide an opportunity for the millions of farmers to sell their produce at a
fair and reasonable price in order to provide them with the incentive to continue their
known activity—Agriculture.

Turmeric is an important commercial crop grown in India and our country is the
largest producer, consumer and exporter of turmeric in the world. It accounts for 80% of
the world output. Indian turmeric industry’s size accounts nearly for 3,000 crores.
Turmeric is a part of Indian culture it is the primary pigment and is generally used as a
spice and in various food industries as a food colour. It is an important ingredient in
curry dishes; added at higher levels to sausages, pickles, relishes, sauces, dry mixes, and
fish because of its original usage as a spice; it is also used in many religious observances,

as a cosmetic, a dye, and it enters in the composition of many traditional remedies. The increasing demand for natural products as food additives makes turmeric an ideal produce as a food colourant. Additionally, recent medical research demonstrating the anti-cancer and anti-viral activities of turmeric may also increase its demand.

Andhra Pradesh is the leading producer of turmeric crop in the country occupying 40 per cent of the total turmeric area. In case of production, Andhra Pradesh accounted 60 per cent of the total production in India. Andhra Pradesh out beats the rest of India in area of cultivation and production of turmeric.

There are about 7,139 regulated markets in India out of which there are about 894 regulated markets in Andhra Pradesh. At present marketing of turmeric is made through regulated market committees.

The researcher made an endeavour to study in depth the functions of the Regulated Market Committee at Duggirala which specifically deals with Turmeric.

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