## CONTENTS

<table>
<thead>
<tr>
<th>Certificate</th>
<th>ii</th>
</tr>
</thead>
<tbody>
<tr>
<td>Declaration</td>
<td>iii</td>
</tr>
<tr>
<td>Acknowledgements</td>
<td>iv</td>
</tr>
<tr>
<td>List of Tables</td>
<td>v</td>
</tr>
<tr>
<td>List of Figures</td>
<td>vi</td>
</tr>
</tbody>
</table>

### Chapter 1:

**Introduction to Study.**

3-27

1.1. Introduction

1.2. Agricultural Marketing and Supply Chain Perspective

1.3. Rationale of Study

1.4. Significance of Study.

1.5. Statement of the Research Problem

1.6. Scope of the study

1.7. Conceptual Framework of Study

1.8. Objectives of the study

1.9. Research Methodology

1.10 Chapter Scheme

1.11 Expected Contribution of Study

1.12 Conclusion

1.13 References
Chapter 2: Review of Literature

2.1. Introduction
2.2. General academic views on Agricultural Marketing.
2.3. Government and Institutional Reports on Agriculture
2.4. Changes in Agricultural Marketing and Agri-Business developments in the World
2.5. Challenges in Agricultural Marketing in India.
2.6. Supply Chain Analysis.
2.7. New Concepts and Processes in Agricultural Marketing
2.8. Policy matters and Related Concepts
2.9. Some Inferences from Review of Literature.

Chapter 3: Agricultural Marketing Reforms in India.

3.1. Introduction
3.2. Systems of Agricultural Marketing- A historical perspective
3.2.1. Traditional Systems
3.2.2. Regulated Marketing in India: concept and need.
3.3. Modern Systems
3.3.1 Emerging Modes
3.4. Agricultural Marketing in Five Year Plans
3.4.1. Analysis of five year plans
3.5. Central budget provisions for agriculture.
3.6. Limitations in Agricultural Marketing
3.6.2. Gaps in infrastructure

3.7. Constitutional Provisions for Agricultural Marketing

3.7.1. Agricultural Marketing Regulation 1960s-2002

3.8. Agricultural Produce Marketing Committees.

3.8.1. Salient features of Model APMC Act 2003

3.9. Agencies involved in Agricultural Marketing

3.10. Reforms in Agricultural Marketing

3.10.1. Initiatives from 1950-2002

3.10.2. Initiatives post Model APMC Act 2003

3.10.3. Recent ICT based initiatives in Agricultural Marketing in India.

3.11. Conclusion.

Chapter 4: 147-207

Agricultural Marketing in State of Maharashtra.

4.1. Introduction

4.1.1. Land utilization in Maharashtra

4.1.2. Methods of agricultural marketing adopted in Maharashtra

4.1.3. Supply chain of vegetables in Maharashtra

4.1.4. Important vegetable markets in Maharashtra

4.2. State of agricultural markets in Maharashtra and need for reforms.

4.2.1. Limitations of current markets in Maharashtra

4.2.2. Description of the market in Sangli district

4.2.3. Need for aligning with globalized economy

4.3. Agricultural policy changes by Central and State governments
4.3.1. Strategy for Horticulture Development in Maharashtra state

4.3.2. Reforms in Maharashtra since 1960s

4.3.3. Legal reforms: Reform in APMC Act by Maharashtra:

4.3.4. The agricultural marketing sector in Maharashtra

4.4.1. Agricultural Marketing Infrastructure in Maharashtra

4.4.2. Implementation of Agricultural Marketing Reforms in Maharashtra

4.4.3. Institutions involved in development of horticulture and agricultural markets in Maharashtra

4.4.4. Impact on vegetable supply chain

4.4.5. Issues arising out of Reforms

4.5. Changing system of marketing in Pune district

4.5.1. Description of Pune district

4.5.2. Actual changes in vegetable supply chain in Pune district

4.5.3. Direction of future reforms

4.6. Conclusion

Chapter 5: 210-265

Analysis of Stakeholders’ perspectives on Reforms in Agricultural Marketing.

5.1. Introduction

5.2. Vegetable Supply Chain Phases

5.2.1. First phase of the vegetable supply chain

5.2.2. Second phase of the vegetable supply chain

5.2.3. Third phase of the vegetable supply chain

5.2.4. Fourth phase of the vegetable supply chain
5.3. Status of APMC markets in Maharashtra

5.3.1. APMC market in Pune district

5.3.2. Impact of reforms on wholesalers.

5.4. Reforms undertaken by MSAMB

5.4.1. Working of Shetkari Bazaar at Manjri, Pune.

5.4.2. Recent Reforms of MSAMB.

5.5. Origin of organised retailing in Maharashtra

5.5.1. Organised retailing of vegetables in Pune.

5.5.2. Responses of Organised Retailers

5.5.3. Stakeholders’ perspectives on issues involved in Agricultural marketing Reforms in Maharashtra.

5.6 Conclusion.

Chapter 6: 268-313

Analysis of the impact of Agricultural marketing reforms- Farmers’ perspective.

6.1. Introduction.

6.2. Objectives of study.

6.3. Data Analysis.

6.3.1. Objective wise analysis of primary Data.

6.3.1.a Changes in legal framework of agricultural marketing in Maharashtra.

6.3.1.b Identification of changes in the agricultural supply chain of vegetables.

6.3.1.c Evaluation of farmers’ preferences regarding the intermediaries.

6.3.1.d Analysis of the process of price discovery.

6.3.1.e The impact of changes in agricultural supply chain on intermediaries in agricultural markets.

6.4. Conclusions.
Chapter 7: Findings, Discussions, Suggestions and Conclusion.

7.1. Introduction

7.1.1. Restatement of Purpose

7.1.2. Respondents’ Profile

7.2. Conclusions based on Descriptive Analysis

7.2.1-7.2.5 Objective wise conclusions

7.3. Possible explanation of findings/ speculation/ discussion

7.3.1-7.3.5 Objective wise analysis

7.4. Overall observations

7.5. Findings of the study

7.6. Implications of findings

7.7. Limitations of study

7.8. Suggestions and recommendations for policy making

7.9. Recommendations for future research

7.10. Conclusion.

Bibliography

Appendix.