



An Analytical Study of the Working of Regulated Market of Agricultural Produce (With Specific Reference to Rudrapur)

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Abstract: *Agriculture is the backbone of our Indian economy. It is an important sector in India and offers plenty of employment opportunities. Agriculture in India has an extensive background which goes back to ten thousand years. At present, India holds the second position in the world in agricultural production. It also contributes major share in the GDP of the country. In addition, the sector recruits about 50 % of the manpower. It is the primary source of livelihood of India's population. India is among the 15 leading exporters of agricultural products in the world. As per the statistics (2014) contribution made by agriculture in Indian GDP is 17.9%. India accounts for 7.68% Agricultural sector in Indian economy is much higher than world's average (6.1%). These estimates related to agriculture is quiet pleasing but have we ever noticed the actual condition of farmers. The farmers work in the field all day without caring of the hardships of weather for sustaining the lives of millions of people. In spite of doing too much, they are not getting the actual return on their agricultural produce. The farmers depend on local traders and middlemen to sell their products. Lack of organised market structure, middlemen and traders dominate the market and they also take away a large share from the sale of a farm produce. Regulated markets are formed to eliminate illegal and unhealthy marketing practices, to lessen marketing charges and to ensure fair prices to both producers as well as consumers. The present paper focuses on such aspects as how Regulated Markets of Agricultural Produce have benefitted the Farmers in terms of infrastructural facilities & basic amenities.*

Key Words: Agriculture, Backbone, Indian economy, Important Sector, Employments, Manpower.

Acharya & Agarwal (2016) in a very remarkable book, "Agricultural Marketing in India" observed that Indian agriculture is increasingly becoming commercialized and market orientation of farmers has further gone up. India has embarked on second green revolution that makes the role of an efficient agricultural marketing system even more critical. This book includes various dimensions, especially in terms of the response of government in the form of marketing policies and programmes, and of stakeholders, including farmers, market functionaries and agri business managers. It also includes a variety of subjects such as, market and market structure; agricultural marketing and development, marketing functions, marketing

agencies, institutions and channels; marketing of farm inputs and so on.

Prasad (2001) make a master piece 27 set of voluminous book entitled, "Encyclopaedia of Agricultural Marketing: Marketing Regulation & Development". The author gives a detailed history of the growth of regulated agricultural markets in India and its impact and efficiency of the marketing system. The present volume represents a contribution towards the impact of market regulation on the process of agricultural marketing development. The book also includes the study on the functioning of some of the regulated markets of Uttar Pradesh, Bihar, Himachal Pradesh, Madhya Pradesh and Andhra Pradesh.



Rao and Rao (1997) together conducted reading on, "Agricultural Commodity Transportation in India", Transportation plays a key role for the socio-economic development of a country. The pace of economic growth is largely influenced by the efficiency of transportation system as most economic activities are possible only if transport is available to make them so. In agriculture, transportation being an integral part of the production and marketing chain is an indispensable input in the pre-harvest and post-harvest operations.

OBJECTIVES OF THE STUDY :

1. To acquire information and knowledge about the Regulated Markets of India and State Uttarakhand in general and particularly for the Rudrapur (District:Udham Singh Nagar).
2. To find out various problems occurring during the functioning of RMAP and to suggest curative measures for the same.
3. To study and analyse various infrastructural facilities and basic amenities provided by the regulated markets to the farmers.

SOURCES OF COLLECTION OF DATA : The data used in research is classified as primary and secondary. In this research study for getting data Survey, Questionnaire, Interview Method and Personal Observation is employed. For obtaining Primary Data , two sets of Structured Questionnaires (in Hindi & English language) consisting queries on important issues is drafted separately for the Farmers and Employees of the Mandi Samiti. The researcher has collected Secondary Data from a number of sources like, Books, Journals, Reports, Abstracts on agricultural marketing and RMAP e.t.c.

SAMPLING UNIT & SAMPLE SIZE : For the objective of research study, it is decided to conduct study in the area of Rudrapur for the exploration of marketing factors for the regulated agricultural produce..Random Sample Technique is used for selecting the sample.Sample Size of this research work is 55 respondents, that comprises: Farmers who visits the Krishi Mandi and the officers and employees of the Mandi Samiti.

Sample Size of Different Type of

Respondents

S.No.	TYPE OF RESPONDENTS	NUMBER OF RESPONDENTS
1.	FARMERS	50
2.	OFFICERS/EMPLOYEES OF THE MANDI SAMITI	5
	TOTAL	55

Uttarakhand Agriculture Produce Marketing Board has demarcated three mandis viz. Rudrapur, Haldwani and Dehradun as major markets of the state. As Rudrapur is considered as the major market of the state. So, the researcher has undertaken grain market of Rudrapur for the study.As the researcher has undertaken the study for grain market. Convenience sampling is also used for choosing Rudrapur grain market for the study during the survey process.

PROFILE OF THE MANDIES IN RUDRAPUR

1) Krishi Upaj Mandi Samiti (BAGWADA MANDI) : Rudrapur Mandi Samiti is situated at Naveen Mandal Sthal Bagwada, Kichcha Road , Rudrapur (Udham Singh Nagar).The mandi was established in the year 1965.The total number of villages served by the market are 28.It is working under the market legislation i.e. Agricultural Produce Marketing (Development And Regulation Act 2011).The Secretary is the office incharge of market information. The working hours of the mandi is 9 hours and the time at which sale begins in the mandi is 8:00 a.m. and the sale ends in the market at 6:00p.m.There are 6 and 4 permanent staff in supervisory and administrative block respectively. The notified area of market committee includes Nagar Nigam and 15 Gram Panchayat. The number of commodities notified under regulation includes: rice mill, flour mill, oil mill, plywood industries and green pea processing unit. The names of traditional markets to which produce is sent are: Delhi, Punjab, Haryana, Rajasthan and Gujarat .

In mandi/market, the produce is cleaned / graded before sale. In case if there is any quality dispute then it is settled by Administrative Body. The market adopted auction method for the system of sale .Electronic Weighbridge is used as a system of weighment and the payment system includes both

cash and cheque. The modes of transport generally adopted for the market as well as for dispatches to various stations includes tractor trolley and truck. As far as storage facilities are concerned there is no storage facilities available in the market with trade as well as APMC.

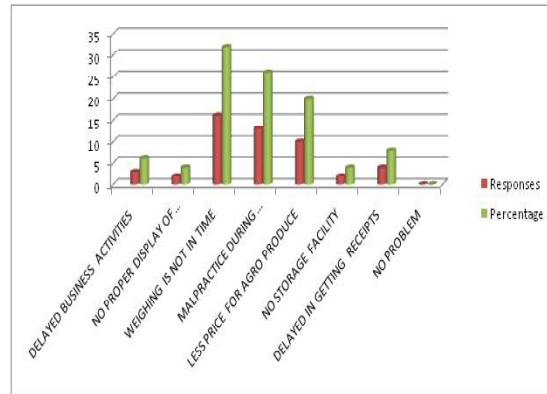
2) ANAJ MANDI / GALLA MANDI :

Due to the non availability of the space at Krishi Upaj Mandi Samiti, Bagwada Mandi, Rudrapur, the regulated market for food grains is situated at another place known as Galla Mandi or Anaj Mandi. It is one of the oldest mandi in Rudrapur which was established more than 50 years back. In this mandi, mainly buying and selling of foodgrains like wheat and paddy takes place. Farmers used to come at this place for the transaction of food grains. Galla Mandi is the part of the Bagwada Mandi, Rudrapur all the transactions, arrangements as well as all the affairs are to be handled and taken care by the management and staff of Bagwada Mandi. In this Mandi, there exists direct purchase that means that the farmers do not empty their vehicles loaded with the agricultural produce and they approach traders or commission agents or vice versa and thereby do negotiations with them. For weighing of the agricultural produce traditional machines are taken into practice. As far as infrastructural facilities are concerned only two heavy tin sheds are provided by Krishi Upaj Mandi Samiti, Rudrapur and other basic amenities are provided by the private traders themselves.

DATA ANALYSIS AND INTERPRETATION : The data that is collected using primary sources and secondary sources is presented with the help of the bar graphs and charts are used for pictorial representation of the data. MS-Excel is used for analysis of data and interpretation.

Difficulties faced by Farmers at RMAP in Selling Agricultural Produce

S.No.	Particulars	No. of respondents	Percentage
1	Delayed Business Activities	3	6
2	No Proper Display Of Information	2	4
3	Weighing Is Not In Time	16	32
4	Malpractices During Measurement	13	26
5	Less Price For Agro Produce	10	20
6	No Storage Facility	2	4
7	Delayed In Getting Receipts	4	8
8	No Problem	0	0
	Total	50	100

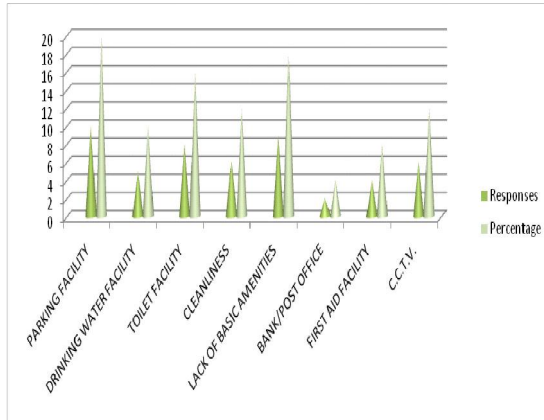


Difficulties faced by the farmers in Mandi with percentage

The above mentioned Table communicates difficulties faced by the farmers in Mandi. From the survey of 50 respondents, 3 respondents are facing problem regarding the unnecessary delay in business activities ;2 respondents said for no proper display of information ;16 respondents i.e. maximum of the sample are facing the problem of weighing not in time results in wastage of time;13 respondents response for malpractice during measurement ; 10 respondents for less price for a produce; 2 respondents for no storage facility ; 4 respondents for delayed in getting receipts.No one is escape from the difficulties as no single respondent said he is facing no problem.The percentage wise details for the sample are 4 %, 4 %, 32% , 26 %,20 %, 4 % and 8% accordingly. The analysis of the data from the sample represent farmers are facing too many problems at regulated markets.

Farmers Response/ Problems Encountered towards the Various Specifics at RMAP

SNo	Particulars	No of respondents	Percentage
1	Parking Facility	10	20
2	Drinking Water Facility	5	10
3	Toilet Facility	8	16
4	Clearliness	6	12
5	Lack Of Basic Amenities	9	18
6	Bank/Post Office	2	4
7	First Aid Facility	4	8
8	CCTV	6	12
	Total	50	100



Farmers Response/ Problems Encountered towards the Various Specifics at Mandi with percentage.

The above mentioned Table and Figure communicates problems faced by the farmers in terms of infrastructural facilities. From the survey of 50 respondents, 10 respondents are facing problem regarding the parking facility ;5 respondents said for drinking water facility ;8 respondents response for toilet facility;6 respondents response for cleanliness; 9 respondents for lack of basic amenities; 2 respondents for bank/post office, ; 4 respondents for first aid facility;6 respondents for C.C.T.V especially during the seasonal time. The analysis of the data from the sample represent farmers are having difficulties regarding infrastructural facilities.

Information gathered from the OFFICERS/EMPLOYEES OF THE MANDI SAMITI: As more or less every officer / employee faces the same problems and difficulties present at regulated market. The main problem is regarding the space. There is no open space as well as no proper sitting arrangements. Further, there are no fire extinguishers in the regulated market. to save it from any kind of fire hazards .There is no cold storage facility available , due to which there is no other option to farmers to keep their agricultural produce and instead of getting it back to their place unfortunately, they have to make them sell.

The officers/employees are required the following in the future: they are in need of space as they want both the regulated markets that is presently operated at different places i.e for fruits

and vegetables the mandi is established at Bagwada and for food grains it is situated at main market i.e Galla Mandi. The officers and employees wants that both the markets should be at one place but more space is required for the same. As far as computerization of work is concerned ,e-Nam is under process and is to be fully established in near future. There is also the requirement of cold storage facility that needs to be implemented in the future.

CONCLUSIONS AND SUGGESTIONS

: A good marketing system is one, where the farmer is assured of a fair price for his produce and this can happen only when the number of intermediaries between the farmer and the consumers should be small; the farmer has proper storing facilities so that he is not compelled to indulge in distress sales, efficient transport facilities are available;the malpractices of middlemen are to be regulated and regular market information is provided to the farmer. Indian agriculture, moving from commoditization to commercialization drives it towards market orientation. The government must examine its policies and regulations with view to strength the marketing network and needs to examine the agenda on creating required infrastructure in the markets to facilitate the trade and enhancing the efficiency in marketing of agricultural commodities. There is no doubt that Regulated Markets have considerable raised the value of agricultural produce and also supported by the various schemes of the Government that resulted in the boost of farmers conditions both economically as well as socially but conversely the success of these Markets depends on as long as the expectations of farmers are up to the mark and they are to be treated as a precious asset. If this is agreeable and motivating then only Regulated Markets survive for long.

SUGGESTIONS: After carefully doing the survey and research work, the research scholar wishes to recommend several valuable recommendations. Some of them are as follows:

1. Proactive approach : The transactions in the markets should be regularised and the farmers should be intimated well in advance regarding the



business to be transacted. To this end, the market should function throughout the harvesting season. The agricultural market committees should dispatch daily price reports to all important villages under their jurisdiction.

2. Proper supervision and vigilance : It is necessary for officials to take a keen interest in transactions. This will encourage farmers to bring their produce to market yards; this will also strengthen their faith and confidence in the functioning of the market. The agricultural market committees should take strict action against those who violate the market transaction rules. If necessary, amendments to the existing rules should be made to plug the loopholes in the constitution of market committees.

3. More number of Cooperative Markets: More and more of cooperative marketing societies should be formed to sell the different farm products. Keeping in view the advantages of cooperative markets, these societies should be strengthened under the patronage of the government.

4. Prevention of unauthorised deductions : There should be prevention of unauthorised deductions ,underhand dealings and wrong practices by traders / arhatiyas .The regulated markets should aims at the elimination of unhealthy and unscrupulous practices and providing facilities to producers and sellers in the market. The farmers should get appropriate or fair return/price on the agricultural produce, they sell in the market without any deductions.

5. Presence of RMAP Personnel is Required : During the study, it is observed that there is lack of staff of Krishi Upaj Mandi Samiti in the regulated market.The presence of sufficient number of employees of Mandi Samiti is required so that to make aware the farmers of any information circulated by the government.

6. Parking facility :Non availability of space, especially during season time, results in traffic jams.To avoid these conditions and for ease and smooth running of traffic, there should be arrangements of parking facility so that there is a good movement of vehicles in Mandi.

7. A technically adequate induction: The digital equipped instruments must be made into practice such as Electronic Display Boards for displaying necessary information of mandi prices ,Closed Circuit television should be there for supervision and for keeping an eye on illegal grain collectors and thefts. Moreover ,as traditional weighing machines are being used in the Anaj Mandi of Rudrapur so it should be replaced by the digital ones so that it eliminates short weights and malpractices which arise out of weighing with a hand balance.

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