

## **Summary of the Finding**

### **Title of the research Project**

**A Study of Problems and Prospects of Agri Marketing in  
Kopargaon Tehsil of Ahmednagar District**

**Date of Sanction of UGC Feb. 2012**

**Duration : 2012- 2014**

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### **Introduction :-**

The Indias agri marketing scenario has undergone a sea changes due to WTO and GATT agriment. Indian economy is recognitioned as agri oriented economy, government has given priority in every five year plan to agriculture sector Maharashtra State are always in leading role in the development of agriculture sector. Ahmednagar District is geographically in first position in case of area acquired in agriculture and agri production in Maharashtra.

Kopargaon tehsil is on the of Godavari river and in the area of Nandur Madhmeshwar and Darana Dam irrigational sector. In this tehsil 51498 hector area are in net sown area in which sugarcane, soyabin, onion, whear, cotton, cron, sunflower etc. are produced due to agri oriented land, favorable environmental condition and sufficient water resources the Kopargaon tehsil is famous for agri production and agri development. There are two sugar mills in this tehsils, onion production in this area is increased in commendable huge figure.

In Ahmednagar District 1359900 hector agri oriented area is observed in which 51498 is in Kopargaon tehsil. 165600 farmers are leaving in Kopargaon tehsil. The population of this tehsil is near about 3 lac and 80% population are depends on agricultural sector directly or indirectly.

India has given priority to agricultural sector hybrid seeds and chemical fertilizers gives higher yield and productivity which result in huge production which creates marketing problems in last 10 years. In last 5 year there is problem of prize in case of onion and cotton and so farmers thrown away there production on the traders, police and officers of market committee also thrown there product on a street because of lower prises. In number of market stone throwing practices are going on regularly in case of agri product markets. There are always tension in onion and cotton market due to marketing (pricing) problem.

There are number of farmers suicide in Maharastra due to bank rufcy of farmer.

In our country there are number of research on seeds fertilizers, productivity of agriculture production but less interest is given to agricultural marketing which is necessary in our country. Marketing facility, marketing procedure and marketing problems are key factors in near future so I have given priority to this research in marketing sector for my study as it is key problem for our nation, state, district, tehsil and society also.

The present study is a sincere attempt to examine the working of agri. markets and assess their role in facilitating an orderly marketing of Agriculture product. The study is expected to reveal the problems and future prospects of Agri. marketing and enable us to suggest appropriate measures for improving marketing system and thereby serve the interest of farmer Trader and consumer society and nation.

Due to huge Agriculture production in the Kopargaon area there is problem of demand, Kopargaon area there is problem of storage, Kopargaon area has the problem of price & return, Kopargaon area has the problem of sale.

With all these problem producer are willing to change the crop pattern and some are changing their business also.

## **Significance of the Study :-**

### **Driving force to this study :-**

- 1) Around 2/3 population of the world depends upon the agricultural sector.
- 2) The agricultural produce is major source of food in the world.
- 3) Indian economy is recognized as agro-oriented economy.
- 4) 52% employment is based on agriculture sector in India
- 5) Economic development of India is depends on agricultural development.
- 6) Agro marketing scenario has undergone an sea changes due to WTO and GATT.

## **Objective of Study :-**

- 1) To Study present scenario of Agricultural production and marketing.
- 2) To study marketing problems in agriculture sector of Kopargaon Tehsil.
- 3) To study the marketing process of Agriculture produce.
- 4) To study the organized marketing of agriculture commodities through regulated markets.
- 5) To examine the working of Agri. produce marketing Committee Kopargaon (Regulated market)
- 6) To study pricing methods used in case of agricultural product.

- 7) To study the system of distribution channel of agricultural produce.
- 8) To study the role and problems of distribution channel and middle man.
- 9) To study the storing system in case of seasonal goods.
- 10) To study the Organization, Administration & management of APMC Kopargaon.
- 11) To study and suggest comprehensive plan for development of marketing of agricultural product.
- 12) To consider and offer suggestion regarding future role of regulated market so as to develop an effective marketing system & future prospect.

## **Hypothesis of study -**

- 1) Huge and seasonal agricultural production creates marketing problems in Kopargaon tehsil-
- 2) Agriculture produce marketing Committee Kopargaon (Regulated market) plays dominant role in marketing of Agriculture product.

## **Chapter Scheme :-**

### **Present Study is devided in to Eight Chapters**

<b>Chapter No.</b>	<b>Name of Chapter</b>
<b>1</b>	<b>Introduction</b>
<b>2</b>	<b>Research Design</b>
<b>3</b>	<b>Profile of Kopargaon Tehsil</b>
<b>4</b>	<b>Organazation and Management of APMC Kopargaon</b>
<b>5</b>	<b>Financial Performance and Business Analysis</b>
<b>6</b>	<b>Market Amenities, Facilities and Functionaries</b>
<b>7</b>	<b>Market Practices</b>
<b>8</b>	<b>Findings, Suggestions and Conclusion</b>

## **Methodology :-**

For the study purpose research has taken 20 village from study area as these villages are Agriculture oriented village i.e. Kolpewadi, Rawanda, Takli, Pohegaon, Dharangaon, Dhotre, Kanhegaon, Sanvatsar, Shirasgaon, Yesgaon, Kokamthan, Dhamori, Padhegaon, Wari, Malegaon Thadi, Kumbhari, Kasli, Dauch, Brahmangaon etc.

Researcher has selected 100 farmers/producers from 20 different villages of study areas 5 respondent from each villages as these are producer of different Agri. commodities, different area land of land holding. Beside this 20 Traders of different Agriculture commodity, 5 commission Agent and 5 committee officials.

**a) Primary data** - for the purpose of accurate and reliable data the selected farmers, Agent, Trader & committee officials were contacted personally and the data pertaining to the various aspects of the study were collected from them with the help of specially designed questionnaire for the year 2011 to 2014. The data were collected by questionnaire method. Besides this the data relating to the land use cropping pattern, rain fall, irrigation structure etc. were collected from secondary sources and other information collected from personal interview of committee & Govt. officials.

The data collected was compiled and analyzed for interpretation of the results. Both tubular & statistical method of analysis was used to accomplish the objectives of the study.

**b) Secondary data** – secondary data is relating to land, cropping pattern, rain fall, and irrigation & other related information & statically information were collected from secondary sources beside this the data relating to committee & Government were collected from personal interview of Govt. department & committee officials & Annual report of APMC committee kopargaon. In addition to that Govt. publication, publication of Directorate of marketing & Inspection, Economic survey of India, RBI Bulletin & other publications on Agri. marketing i.e. Books, Journal, Reports, Newspapers, Research thesis & paper different web on Agri. marketing.

### **Research Methodology Chart**

Type of Research	Descriptive
Research approach	Observations, survey
Contact Method	Personal Contact & Interview
Data sources	Primary & Secondary
Research Instrument	Questionnaire
Type of Universe (Population)	Seller/Producer/Farmer/Trader/Agent/officers
Unit Area	Kopargaon Tehsil
Sample size	100 farmers, 20 traders, 5 comission agents, 5 APMC officers

Type of sampling	Random Sampling
Type of questionnaire	Structured
Data Collection	By Questionnaire, Interview, Observation

## 2.9 Limitation & Period of study:-

The present study is related with regulated market only & period for study is 5 year commencing from 2010 to 2014. Limited respondent are selected as there are same situation there most of study is based on survey & interview.

## Scope of Study :-

For the proposed of the study Kopargaon taluka in Ahmednagar district is selected only

- 1) Assessment & Examination of working and services provided/recited to seller, producer/ farmer & trader relating to marketing.
- 2) Assessment of marketing infrastructure facilities with in the area i.e. Kopargaon Tehsil.
- 3) Stimulation provided by them for development of Agri. sector.

## Observations and Finding:-

1. Cropping patterns are in favor of food grains and there are mostly common agricultural produce in Kopargaon area that is wheat, soyabin, bajara, chana, onion, cotton, sugarcane etc.
2. There is steel room for technological and irrigational development in the kopargaon area.
- 3) In rural area agri produce are selled in village market i.e. in Mundi but Mundi are not developed properly.
- 4) There is lack of strong organization of farmers/sellers as against it there is strong organization of tradars and so traders are in strong position than the farmers/sellers. Which decreases bargaining power of sellers in the market.
- 5) There is competition of co-operative marketing with private traders but most of co-operative marketing societies have not in a position to compete with private traders.
- 6) In case of management committee political interference are there. It is observed political interference in each matter and so farmers and traders interest is not taken in to account at priority level.

- 7) In India there are huge Agricultural production but due to growing population it is not sufficient to India & so we imports some Agri. produce in off season as there is problem of adequate supply. lack of distribution system & store system there are always scarcity of particular Agri. produced like onion, Dal, oil seeds, edible oil etc.
- 8) In Maharashtra there are four agriculture university which gives Information & data about production expenses of 25 different Agri. produce to Maharashtra governments and with the help of these information Maharashtra Govt. recommends the Average price to the central Agri. Price &Exp. Commission of Agri. Produce.
- 9) There are 30 to 40 % differences in between the recommended price of Maharashtra govt. & price declared by central governments fair price i.e. fair price declared by central govt. are lower than the recommended price of Maharashtra state govt.
- 10) In Maharashtra Total 904 APMC'S are there in that 33 % are main market committees & 67% are sub committees means in Maharashtra subcommittee market are double than the main market committee.
- 11) Market regulation are an effective tool to check all sort of defects and malpractices in agri. marketing. From the historical review of regulation, it is found that the government made every attempts from time to time to safeguard the interest of agri. producer-seller through amending regulatory provisions in APMC Act.
- 12) Following provisions of APMC (Reg.) Act.1963 and rules 1967 have created certain limitations in the effective functioning of the regulated markets.
- 1) No provision to control the village sales.
  - 2) lack of independent powers to the chairman and secretary of APMC'S.
- 13) There are inconsistencies and duplication in the working and administration of market committees, Directorate of Marketing, Registrar of co-operative societies and the agricultural Marketing Board.
- 14) Market regulation are meant for rationalizing the regulating the practices of market of sale, method of payment Dispute settlement license issuing.
- 15) The utility of regulated markets can well be appreciated and ensured by producer sellers this improves the commitment towards markets.
- 16) Though there is Uniformity in the activity of the regulated market the actual practice are found to varies from commodity to commodity & market to market.

- 17) There are institutional support for their orderly development. Especially co-operative agricultural societies have made very insignificant contribution towards the development of regulated market.
- 18) In the management of Kopargaon APMC their constituencies and composition are appropriate. Market committee have given appropriate representation to each constituency.
- 19) The regulation of market benefited to farmer/seller/producer in relation to Economic & social aspects. Also to trader & other functionaries.
- 20) It is observed that open auction system of sale is used. This method of sale is most common & popular. Produce & seller prefers this system than other system of sale.
- 21) Kopargaon APMC have issued licensee to the various functionaries as per the provisions of the Act. Which Exercise strict control on this precedence.
- 22) It is found that 28% sale of Agri. Produce are made in rural market.
- 23) Majority/Farmer/Producer gets price of their goods just after sale or on same day in which sale procedure is done & so they get satisfactions.
- 24) Farmer/Seller gets information about price of Agri. Product therefore they can decides in which day they have to sale the goods & in which market.
- 25) Total production expenditure & the amount of sale price. There is little difference between sale proceed & production expenses of agri. produce therefore agri. business is not affordable.
- 26) Majority farmer/producer/seller does not have sufficient & up to date information about model Act.
- 27) Most of farmer does not know about crop Insurance & so they does not get there crop insured.
- 28) Majority of stockholder get satisfied because APMC Kopargaon takes contingence about their & get solved them in time.
- 29) If minimum support price does not get increased and actual price of that agri product is not increase to a particular number which results change in crop planning & so scarcity of that particular agri. product can exist in near future.
- 30) With the comparison with increased production expenses of agri. produce minimum support price are low. Which create dissatisfaction in production of that particular produce.

31) Due to change in climate agri. Production get suffered which affects repayment of crop loan and farmer unable to repayment the loan and so get bankrupt.

32) Most of producer and sellers are attached with regulated market which indicates the degree of attachment of the agriculture & their dependences on regulated markets.

33) Assembling process:

- a) Majority (60%) Producer/ Sellers from market area found that they had been enjoying Pakka Road & adequate convenience from their village to market but Kaccha Road from Agri. Land to nearby village.
- b) It is noticed/revealed that the majority producer & seller (68%) of Kopargaon APMC visited to market 4 times in a year. It means producer & Sellers are habitual in utilizing marketing faulting in regulated market.
- c) Majority (80%) producer sales there agri. Produce in Kopargaon APMC. i.e. Wheel, BajariJavari, Soya bin, Onion, Tomato, Chana (Harabara), Live Stock.
- d) Selling Method = for all type of Agri. Produce open auction sale method is adopted in Kopargaon APMC.
- e) It is observed that Kopargaon APMC has strict control over the traders & adyta in conduction the open auction sale even after not having sufficient size of arrivals although the big farmer are found to have been benefitted more than marginal/small farmers/producer/seller.
- f) In Kopargaon APMC proper procedure (According to Act.) are used for issuing the license to function cries & I having procedure of penalties in case of discipline by any functionaries.
- g) It is observed that sometimes few traders have established a ring in buying some commodities (soya bin & onion) some 20% traders have monopoly of buying 70% of onion in the market. This situation is not allows the farmers to get competitive prices for their Agri. Produce (Especially orison). In such cases farmers some times on demonstration in such situation market committee is found to be very passive role.

34) Grading = It is found that produce seller residing in Kopargaon area are well aware about the grading of their produce from Expert grader which adopts scientific grading method but due to Unavailability Tradition Method is used in Kopargaon APMC.

35) Weighing = It is noticed that most of producer & seller (95%) reported that there are proper weigh men & weighing system in the market weighing charges are also reasonable licensed weigh men are there in Kopargaon APMC.

36) It is noticed that the various dimension of Agricultural marketing in general and regulated marketing and management in particular it is felt further necessary to improve the management efficiency of the market for further development.

37) Management information:

- a) Kopargaon APMC has not adopted new techniques of communication such as Internet Computer Programming.
- b) It is found that 50% produce sellers obtain information through other producer-seller.
- c) Kopargaon APMC publishes all related information on notice board situated of the entrance of market also it published information on local Daily newspaper whenever necessary.

38) Hami price- government determines Hami price for Agri produce but it is seen that the auction price is less than the Hami price.

39) Agri Loan- Banks are not interested to give the loan to farmers although Government declairs because less guaranty for repayment.

40) Package from Government- Government announces packages to the farmers but it cannot reach up to the farmers.

41) Co-Operative Societies- Co-Operative Societies are for the benefit of farmers but it seems that they runs for only politics. There is no co-operation among co-operatives.

42) Fertilizers and Seeds- there are always scarecity of seeds and fertilizers at the time of season. So farmer does not gate proper seeds and fertilizers in time and at proper price.

43) Co-Operative Farming- Co-Operative Farming is a solution but it is not possible yet as lack of faith in co-operation.

44) Processing Industries- it is not yet possible in India due to Government support.

45) Irrigation Facilities- water resources are reserved for Domestic and Industiral purpose and not for Agri sector by the Government.

46) Availability of Electricity – prefferance is not given to Agricultural sector but it is given to industry in case of availability of Electricity.

47) Labour Problem- Due to lowest wages and unfair practices agri labour (Shet Majur) get transfer to other job

- 48) Product Planning – Product Planning it not possible as there are number of problems. For ex. Scarcities of seeds and fertilizers, availability of Electricity, Availability of Water, odd and changing season and changing Government Policy.
- 49) Direct Marketing- Direct Marketing is not possible because of seasonal production, huge production, facilities availability, market and demand etc.
- 50) Farmers Organization – lack of strong farmers organization it is not possible to give justice to the farmers.
- 51) Seasonal Price- in season there is huge agri production and so lowest price is available in season to the farmers.
- 52) Packaging - lack of modern packaging system for agri produce it is very much difficult to gate maximum demand and price.

53) Crop diversification – due to natural climate government policies, availability of seed fertilizer water it is not possible to change cropping pattern in case of agri production.

54) No Assured Market- In agricultural sector there is lack of assured market. So farmer does not get proper justice in case of price and return.

#### **8.4 Suggestions:-**

- 1) State Government should play more effective role in the development of market in legal, Technical, Financial & marketing sector.
- 2) Support price policy: - Government should fix support prices in advance of seasons which give financial support to producers & sellers in advance & also helpful for price Trends in market for that commodity.
- 3) When the actual market price is less than support price the market committee should take the arrangement to pay the price difference to the producer seller by way of subsidy if necessary committee should set up separate fund for that.
- 4) In absence of facilities it is tendency on the part of producer/farmer to sell their produce to retailer so market should provide facilities like storage, Transport, processing, information & finance.
- 5) Now in such a marketing & It age :- New marketing techniques can play vital role therefore market committee should create their own techniques of committee and web site for providing current & advance information to all stakeholders & farmer.

6) State Government should take initiative in to prompting New Information Technology Technique in field of communication & Agri. Marketing-market net work must be create for that.

7) To avoid the sale of Agri. Produce in other & rural & Retail market rural market should be lined up to & integrated with the regulated markets.

8) Kopargaon APMC should undertake the definite program me of research & development in various aspect of marketing field with the help of state Agricultural marketing Board.

9) Grading is important in determination of price of Agri. Produce special grader should be appointed for each commodities also market committee should or genies a training camp for producer/sellers to acquaint with grading procedure.

10) For fetching competitive price the storage facility most is provided by Kopargaon APMC also a cold storage be provided by the committee.

11) A regional marketing research centre should be set up for tackling the regional marketing problems as broadly similar problem are there in region.

12) Kopargaon APMC should increase the number of sub market so that they can spread market regulation activities in each area of Tehsil as the transactions are huge.

13) There is strong need to change the cropping pattern from traditional cropping pattern to advanced cropping pattern which is in favor of cash crop.

14) Farmer ought to adopt new technique, advanced machinery in the changed farming pattern along with good network of irrigation facilities.

15) As village sales is playing key role in marketing system of agri produce it is advised that rural market i.e. Mondi should be developed on priority.

16) Producer / sellers association must be form for their organization which helps them in strengthening the bargaining power of the farmer/seller in the market.

17) Because of mismanagement, weak infrastructure, facilities and lack of finance co-operative marketing does not compete with private treders in the market, so it is suggested that co-operative marketing society should adopt professional management and it should mobilize adequate capital for the development of infrastructural facilities.

18) For avoiding political interference farmers participation must increase, timely and regular election of Board/Committee members to be done. So as to increase involvement of sellers in the management.

## **8.5 Conclusion:-**

### **WHY?**

**The suicide**

**They feel injustice among them as less return in comparison  
With others.**

## **Are any solution?**

**Yes, marketing**

**and only marketing...!**

In short behind todays the plight of agriculture and farmers/seller. Marketing problems are behind this so we have to take advantages of recent technique and technologies of marketing process and get solve the problems of marketing.

If problem of marketing get solved in India it is bright future to India to be a developed country and super power in the field of the agriculture and agricultural development.

In order to above conclusion suggestion are given for the consideration and practical application. The researcher sure that these suggestions will improve the efficiency of Kopargaon APMC and beneficial to producer/seller/ farmer that will be the new era for them.