

Performance Of Regulated Markets In Karnataka: A Case Study Of Chitradurga District

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ABSTRACT: *Agricultural produce marketing committee's Management has become integral part of day today agricultural activities. The ease and fast access to bring fresh information in the agricultural produce marketing environments has brought in information seeking behavior of producer –sellers' merits and demerits of marketing performance. the need and role of agricultural produce marketing committees management system and welfare department of agricultural producers of Chitradurga. APMC is discussed on the basis of practical research. The study period covers from 2008 to 2012*

KEYWORDS: *Agricultural produce, commodity, sale, marketing committee (APMC), Malpractice, infrastructure, produce, purchase, Producer-seller and Produce—buyer, income –expenditure.*

I. INTRODUCTION

The Chitradurga APMC was established on 01-04-1951. The Chitradurga market yard consists of 100.25 acres of land. This was established under the Bombay APMC Act and The Karnataka APMC (Regulation) Act 1966. The principle of market yard situated in a well place new complex over the area of 100.25 acres. Chitradurga bears two sub-market yards located at Bheema-samudra which consist of about 13 acres and another Thruvanur submarket consists of 9.37 acres. Including all the markets totally 40 commodities are usually marketed. Groundnuts lion share of about 72.76 percent of arrivals. In this market other commodities are as follows. Cotton, areca nut, jowar, raagi, green-gram, are important crops. The total numbers of commission agents are 263. And the total numbers of trained graders are now 25, who can grade the agricultural produce. Groundnuts and cotton commodities are compulsorily graded which based on commercial need. But sunflower and some other produce are sold on the basis of tender system (10)

CURRENT TRENDS OF THE STUDY: Agricultural marketing commodities marketing in Chitradurga APMC plays very crucial role in protecting the interest of both producers and consumers. The growth of the agricultural produce marketing committee (APMC) has been tremendous during the year 2008-2012. The sub-markets have grown exponentially in subsequent years. Now the APMC Chitradurga covered around 92 percent of farmers. The relative growth of this APMC is almost twenty times during the year 2011-12 if compared to the date of establishment. Karnataka state agricultural marketing board having main office at Bangalore is empowered to regulate and control the APMC Chitradurga. It controls and manages the co-ordination of activities all agricultural produce markets in the state. The appropriate regulated markets create the feeling, confidence and receiving fair play in the minds of the cultivators and their moods in which they are most ready to accept new ideas and new techniques, new forming methods and strive to improve their agricultural practices. Keeping in view the significance of agricultural regulated market, the present study is examined the performance of agricultural commodities in this regulated market.

OBJECTIVES OF THE STUDY:

The objectives of the study are as follows:

- [1] To study the existing structure of regulated market in Karnataka.
- [2] To study the existing structure of regulated market in Chitradurga district.
- [3] To study the working of regulated markets in Chitradurga district.
- [4] To know the opinion of the farmers with regard to functioning of the regulated markets in Chitradurga district.

- [5] To give suggestions to prevent the exploitation of the farmers by over income the handicaps in the marketing of their products.

II. NEED FOR THE STUDY

The agricultural farmers produce varieties of commercial crops and food grains for selling purpose. They ordinary contact with the agent for this acts of business the farmers mostly get least price for their produce.

- [1] To eliminate the illegal agencies the regulated market takes interest to help the farmers to get reasonable maximum price for their commodity.
- [2] The village farmers generally will be deceived by the middle agency and purchasers of the goods. This has to eliminate by the regulated markets.
- [3] To overcome the basic problems like farmers who will enter the APMC with their carts and bullocks will be facing problems for fodder and drinking water.
- [4] Many types of malpractices made by price agencies.
- [5] To overcome the barriers of the loan system and arrangement of godown for the farmer's commodity.
- [6] The farmer's difficulties are mainly avoided by the APMC who cancel their commodity through the APMC.
- [7] To remove the barriers of formers at any time producer can sell his commodities through the APMC market and can get price immediately.
- [8] APMC can provide the loan on the basis of produce to the farmers.
- [9] Recommended for APMC market legal weigh men and copies of the rewards will be handed over to each and every farmer.

III. ADVANTAGES OF REGULATED MARKETS

Regulated markets are recognized markets by the government. Hence almost all farmers believe this type of marketing. The following are the some of the general advantages:

- [1] Fair price
- [2] Real weigh men
- [3] Proper plat form
- [4] Recognized buyers and sellers in the market
- [5] Prompt payment with legal receipts
- [6] Go down facilities
- [7] Rest room
- [8] Water supply

THE FOLLOWING ARE SOME IMPORTANT ADVANTAGES

- [1] Pledge loan scheme
- [2] Resolving fund scheme
- [3] Suitable market cuss
- [4] Market intervene scheme
- [5] Market information and dissemination system
- [6] Raita Sanjeevini scheme
- [7] Hamali's housing scheme
- [8] Hamali's insurance scheme
- [9] Janashree vima yojana
- [10] Some medical treatments for Hamali's
- [11] Housing scheme under HUDCO plan and Rajiv Gandhi Yojana
- [12] These are advantages for the farmers by the regulated markets. If any disagreements are found, which will decided by the committee according to Law.

DISADVANTAGES OF REGULATED MARKETS:

Disadvantages are as follows

- [1] Some of the farmers have not been satisfied with the composition of marketing committee because of some improper co-operation of APMC staff.
- [2] Farmer's are not advised by the staff of APMC when and why farmers should revise the list of commodities.

- [3] APMC is not publishing timely when to sell the commercial crops like cotton, sunflower, groundnut to get more profit.
- [4] Sometimes farmers are unwilling to sell their produce because of secrete co-operation of APMC staff and middlemen.
- [5] It is experienced that only about 75% of farmers are selling their produce, rest of the farmers are not willing to come to APMC, Weigh men and middlemen are mainly two reasons by the farmers are not satisfied.

IV. METHODOLOGY:

Methodology is the very strong and important foundation for any systematic research or investigation or discovery. Methodology is imperative to give the details of the investigation and method adopted by the researcher or investigator in finding out of exact facts and problems of the work. This paper is a personal practical research one All information and data has been gathered from meeting many kinds of farmers (i.e. interview method) coming to APMC Chitradurga to sell their produce. This researcher went through secondary sources like reports, web search, journals, news magazines articles etc. The data collected from basic on performance of various classes of farmers who visited APMC Chitrsdurga in the analysis of data statistical tools have been used to present the data.

V. FINDINGS AND SUGGESTIONS

- [1] Growth analysis of arrivals shows that there was increased in arrivals of ground nut in two selected market of Hiriyur and Challakere. Because of changing trend of farmers about change in salted utilization of the production of the paddy
- [2] in the analysis of pledge loan scheme it was observed that not many farmers made use of the regulated market scheme computation where is given to those formers who lose their working capacity fully or partially at the time of cultivation work due to some miss happening
- [3] performance analysis of pledge loan scheme in the state as a whole indicated that overall growth rate of beneficiaries increased slightly whole total amount paid to the formers increased rapidly due to an increasing value of community by time to time during 2009-10, 2010-11, 2011-12 it was found to be peal both in number and amount lent under the pledge loan scheme this is due to more production and higher arrivals commodities during these three years. However in the recent years it has been decreased. This is due to that in the recent year production and market arrivals decreased. However the amount lent to the beneficiary as a percentage of total turnovers of the regulated markets in Karnataka was negligible throughout the study period.
- [4] The Govt. of Karnataka through the APMC market committee implemented the pledge loan scheme for the welfare improvement of the list financial life holder of the agricultural sector but the researcher regrets to inform to the public that neither in selected markets nor in state as a whole were not expected level owing to attention given by the implementing authority.
- [5] According to the researchers opinion of the distributed lag mode for market integration before improvement of MIS that found that there was the total arrivals during the year 2012 may was less which in the year it was more during the year 2010-11 because of failure of rainfall and the change of atmosphere in the Hosadurga taluk of Chitradurga district.
- [6] Analysis of operation revolving funds scheme that maximum amount 33% if the total spent during the period of 2006-07. In spite of arrivals of sunflower was decreased during the period of 2007 compared to rest of period the total commodity supply during these periods were different. Because unawareness of the farmers in the connection with Hiriyur.
- [7] The high aggregate cluster reflected the existence of very high degree of rate of interest charged traders. Annoy the market function along with easy availability of credits from the traders and payments of produce immediately after the impact indicates of performance of regulated markets revealed their importance. Time is indicated by the percentage increase which influences the performance of the regulated market to the greatest extent as opined by the farmers responds.
- [8] The second medium aggregate cluster revealed the medium association of market information through television and check post facility topped the cluster with 70 degree of similarity, in indicating its importance with the performance of regulated markets. While Ritha Sanjeevine scheme is available for accident in cultivation and its benefits (69.80 degree of similarity) deceit in weight for moisture problem with price fluctuation are at the top arrivals.
- [9] Similarly at the bottom variables like market information through notice board price of the commodity to produced under revolving fund scheme problems with respect Godowns in the market yards accuracy of the weighment of produce remained after bottom with 60degree of similarity in the medium aggregate clusters. Which are also affected in brief the extent of the influence of the performance of regulated markets. The

performance of the policy reforms in connection with regulated market as different opinions by its traders showed that the high aggregate cluster unlighted the market information through personal visit sales promotion policies with the highest similarity value indicating better exciting policies in the performance of regulated markets in Karnataka.

- [10] This also brought out the frequency of dissemination online facility for trading with others eye sight grading facility, quantity of produce arrived in to the market are showed its soundness in the working of regulated markets. This was reflected by the high aggregate cluster.
- [11] The policy measure market infrastructure awareness of different scheme are introduced by KSAMB and GOK by the cluster opinion of researchers come to know that the area needed greater and well in time attention of the performance of the regulated markets in Karnataka. So this cluster was designated as performance and policy reforms in regulated markets. There are some basic changes in this cluster such as changed fixed for weighing market fee market information through display an notice board and payment of produce over two weeks after the sale.
- [12] The study suggested that the immediate attention should be given improve the variables responsible for better functioning of the regulated markets.

VI. CONCLUSION:

The agricultural produce market committee provides complete control of legal marketing of agricultural produce of farmers. After independence it is a best progressive factor in the field of agriculture. This marketing system is best origination with longer vision which can provide cost savings, increasing fair price and better decision making farmers and the trained staff of APMC should make a thorough study of agricultural environment before deciding the marketing strategies. Then everybody can expect a great work flow in the regulated markets.

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