

FARMER'S EXPECTATIONS FROM SHIRUR AGRICULTURAL PRODUCE MARKET COMMITTEE

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ABSTRACT

The study will determine the farmers as well as traders' expectations from shirur agricultural produce market committee (APMC). The results of a research survey conducted on behalf of shirur agricultural produce market committee in pune. we focus on current auction methods, current market price of onion, pomegranate, soybean, wheat, fruits and vegetables, minimum support price (MSP) as per government norms, farmers satisfaction level, rules and regulations of APMC, market yard, sub market yard, animal market and its features in shirur agricultural produce market committee. The study is planned using primary data and other information, and questionnaires are created as a result. According to the findings of this study, farmer is the only person who blindly have faith in APMC, Produce of farmers were not handled with safety and care while transporting in APMC, Farmers expect more facilities and expect fair price for their agricultural produce from shirur APMC. Farmers not receive one time amount of their produce afterwards auctions. Traders and agents took benefit of absence of farmers on auctions. Farmers don't get sufficient facilities from APMC.

According the report's findings, farmers don't have complete knowledge about the system so it is the main drawback for their losses, they should learn all the processes carried out in APMC, farmers expect the prices but they don't follow the norms Maharashtra state Agricultural Marketing Board.40% farmers get the information about government schemes, 80% farmers were knowing about traders and agents, 60 % farmers were satisfied for their worth and remaining 40% farmers were not satisfied with the prices. 24% farmers are educated up to graduation

KEYWORDS: Agricultural Produce, APMC, Farmers, Market yard, Fair Price, Auctions

Article History

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INTRODUCTION

Agricultural Markets in most parts of the country are established and regulated under the State APMC Acts. The whole geographical area in the State is divided and declared as a market area wherein the markets are managed by the Market Committees constituted by the State Governments. Once a particular area is declared a market area and falls under the 4 jurisdiction of a Market Committee, no person or agency is allowed freely to carry on wholesale marketing activities. The monopoly of Government regulated wholesale markets has prevented development of a competitive marketing system in the country. The agricultural produce marketing committee is a marketing board established by the state governments of India. In order to facilitate farmers, the state government to sale their produce and get reasonable price and constituted APMC in many towns. Most of APMC have market yard where traders and other marketing agents are provided godowns

and shops for purchase of agriculture produce from formers. Farmers can sell their produce to agents or traders. Co-ordinate the functioning of the Market Committees in Maharashtra the board was established namely Maharashtra state agricultural marketing board (MSAMB), Pune. As per the provision of Maharashtra Agricultural Produce Marketing (Development & Regulation) Act, 1963 section 39(J), the Board shall perform the following functions.

- To co-ordinate the functioning of the Market Committees including programs undertaken by such Market Committees for the development of markets and market areas.
- To undertake State level planning of the development of the agriculture produce markets.
- To maintain and administer the Agricultural Marketing Development Fund.
- To give advice to Market Committee
- To supervise and guide the Market Committees in the preparation of plans and estimates of construction programme undertaken by them.
- To make necessary arrangements for propaganda and publicity on matters relating to marketing of agricultural produce.
- To grant subventions or loans to Market Committees for the purposes of this Act on such terms and conditions as it may determine.
- To arrange or organize seminars, workshops, exhibitions on subject relating to agricultural marketing & giving training to members and employees of marketing committee.
- To do such other things as may be of general interest relating to marketing of agricultural produce.
- To carry out any other function specifically entrusted to it by this Act.
- To carry out such other functions of like nature as may be entrusted to it by the State Government.

Agricultural Produce Market Committee (APMC)

An Agricultural Produce Market Committee (APMC) is a an autonomous bodies established by state government in India to ensure farmers are safeguarded from exploitation by large retailers, as well as ensuring the farm to retail price spread does not reach excessively high levels. APMCs are regulated by states through their adoption of Agriculture Produce Marketing Regulation.

Prior to independence in 1947, the major concern of Government policy related to agricultural marketing was to keep the prices of food for the consumers and agro-raw materials for the industry in check. However, after independence, there came a need to protect the interest of farmers and to provide them incentive prices to augment the production of agricultural commodities. Common throughout the country were problems of local money lenders extorting high amounts of food grains from the farmer, at throwaway prices, as interest. Recognizing the defects that farmers faced such as losses in terms of undue low prices, higher costs of marketing, and considerable physical losses of the produce in the agricultural marketing system the Indian Government introduced several mandatory regulations in hopes of establishing a mechanism to monitor the market conduct.

Regulation and development of primary agricultural produce markets was taken up as an institutional innovation, and construction of well laid out market yards was considered as an essential requirement for regulating the practices in primary wholesale markets.

APMC Regulations

Agriculture produce means all produce (whether processed or not) of agriculture, horticulture, animal husbandry, pisciculture and forests as specified in the schedule. The APMCs were established by the State Govt. for regulating the marketing of different kinds of agriculture and pisciculture produce for the same market area or any part thereof. The Maharashtra Agricultural Produce Marketing (Development & Regulation) Act was passed in the year 1963, with a view to regulate the marketing of agricultural and pisciculture produce in market areas. After giving due consideration to various committee's recommendations and study groups, some important changes have been made.

APMC Objectives

It shall be the duty of the Market Committee to implement the provisions of the Maharashtra Agricultural Produce Marketing (Regulation) Act 1963, the rules and bye-laws made there under in the market area to provide such facilities for marketing of agricultural produce therein as the Director may from time to time, direct do such other acts as may be required in relation to the superintendence, direction and control of markets or for relating marketing of agricultural produce in any place in the market area and for purpose connected with the matters aforesaid, and for that purpose may exercise such powers and perform such duties and discharge such functions as may be provided by or under this Act. The Act provides for establishment of Market Committees in the State. These Market Committees are engaged in development of market yards for the benefit of agriculturists and the buyers. Various agricultural produce commodities are regulated under the Act. At present there are 306 APMCs with main markets and 623 sub markets.

Division wise break-up of APMCs are as follows

Table 1

Sr. No	Division	Main Market	Sub Market
1	Konkan	20	44
2	Nasik	53	120
3	Pune	23	66
4	Aurangabad	36	73
5	Latur	48	82
6	Amravati	55	99
7	Nagpur	50	80
8	Kolhapur	21	54
	Total	306	618

(Source: official web sites of msamb)

Classification of APMCs

Table 2

Sr. No	APMC Class	No. of APMC	Total Income
1	"A" Class	173	Above Rs. 1Crore
2	"B" Class	62	Above Rs. 50 Lac to Rs. 1Crore
3	"C" Class	32	Above Rs. 25 to Rs. 50Lac
5	"D" Class	39	Less than Rs. 25Lac
	Total	306	-

(Source: official web sites of msamb)

Shirur APMC Profile

- Date of Establishment: 15/09/1956
- Address: Shirur, District Pune, MH.
- Pin Code: 412210
- Name of Chairman: Vasant Namdev Korekar.
- Secretary: Anil Dattatray Dhokale.

Annual Income

Table 1

Financial Year	Income (Rs.)	Expenses (Rs.)	Increase / Deficit (Rs.)
2021-2022	30356465	29091128	1265337
2020-2021	24803526	19661522	5142004
2019-2020	18279321	15539534	2739787

METHODS

Primary data are those which are gathered specially for the project at hand, directly. E.g. through Questionnaires and interviews.

- **The primary data** sources for the survey were questionnaires filled out by farmers during direct face to face discussions.
- **Secondary data:** This is usually a collection of published sources that were originally gathered for another purpose. APMC records, msamb publications and reports, and journals, as well as KPM magazines and business associations are all sources.
- The apmc and msamb websites were used as secondary sources.
- **Sample size:** 500 farmers as a source of information and for interpretation.
- **Sampling Method:** I have selected simple random method of sampling for the research.
- **Sample Design:** In total, nearly 80% of the sample universe, which included 475 Farmers & 25 Traders was examined.

RESULTS AND DISCUSSION

The Results are discussed with the help of Questionnaire and data Interpretations. These Questionnaires based objectives of the research.

Question 1. Are you people aware about the APMC procedure and rules?

Answer: 90% farmers are aware about APMC, 10% Farmers are not completely aware.

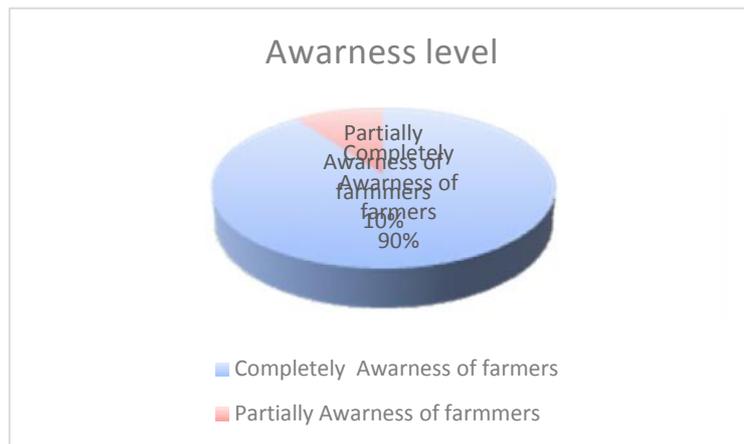


Figure 1

Question 2. Education of Farmers

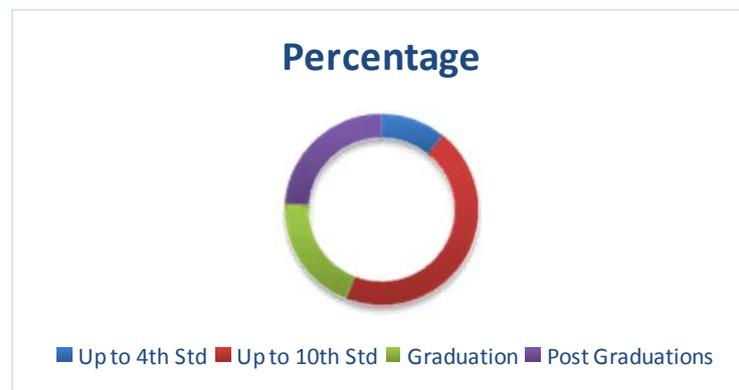


Figure 2.

Answer

- 11% farmers are educated up to 4th std.
- 45% farmers are educated up to 10th std.
- 20% farmers are educated up to 12th std.
- 24% farmers are educated up to graduation and above.

Q3 Does auctions carried out in your presence?

Answer

Some farmers were not present during auction due to timings of auctions. So we asked them when they were in APMC for Payments.

- 50% farmers have said yes
- 20% farmers have said no
- 10% farmers were absent.
- 20% farmers didn't know about it.

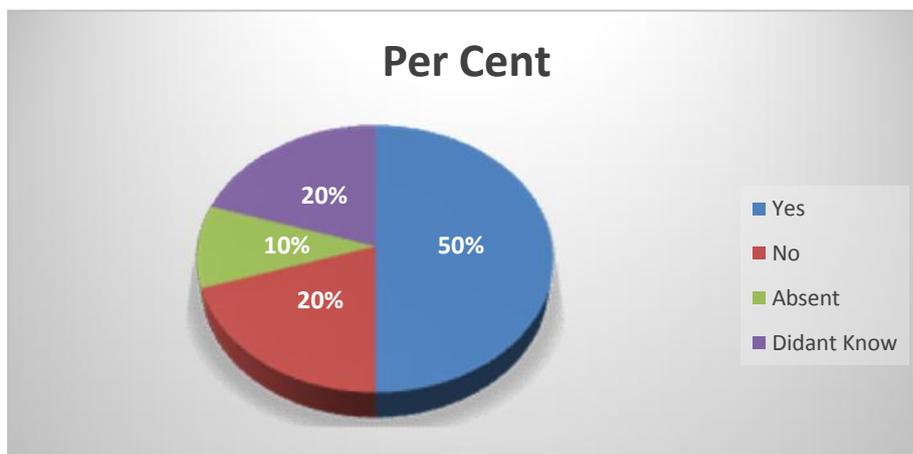


Figure 3

Q4 Do you think your produce is safe here after sending from your place?

Answer

70% farmers said yes and 30% farmers said no about safety of their produce before auction.

They were having doubt about their quantity of material.



Figure 4.

Q5 Do you get worth of your product from the auctions?

Answer

60 % farmers were satisfied for their worth and remaining 40% farmers were not satisfied with the prices.



Figure 5.

Q6 Do you get other facilities as a farmer?

Answer

- 30% farmers said yes they got facilities
- 60% farmers said they don't get any facilities
- 10% farmers were didn't know about facilities

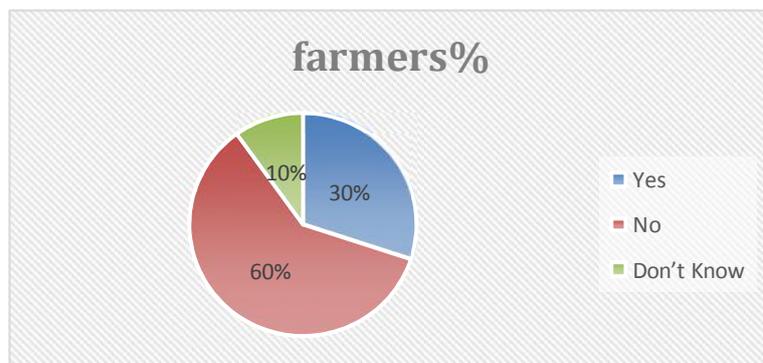


Figure 6.

Q7 Do you have information about traders and agents?

Answer

80% farmers were knowing about traders and agents and 20% were not knowing about that.

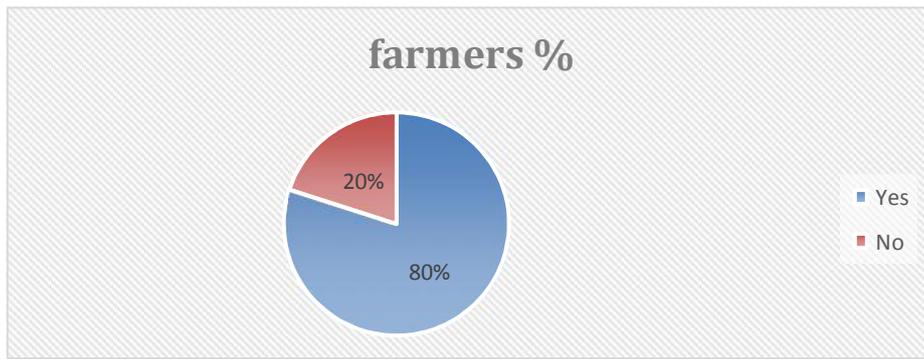


Figure 7.

Q8 DO you get personally involved in election process?

Answer

10 % farmers were involved personally in election process.



Figure 8.

Q9 how do you get information about rates?

Answer

- a) Print Media: 50%
- b) Social Media: 30%
- c) Electronic Media: 15%
- d) Others: 5%

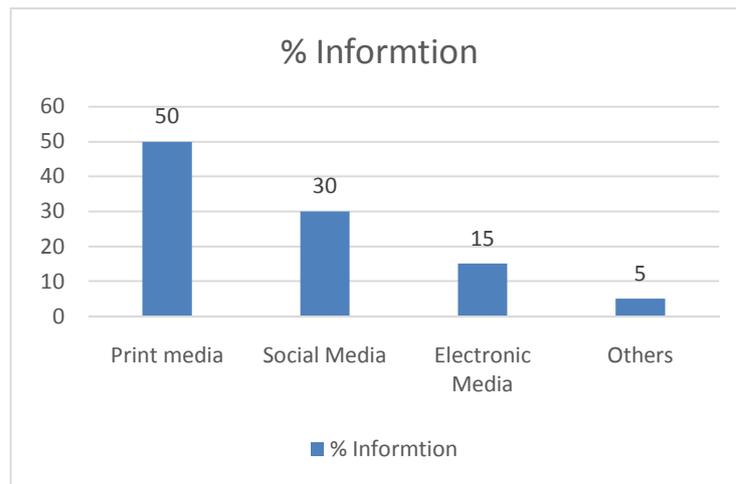


Figure 9.

Q10 Do you get information about the schemes from government through APMC?

Answer

- 40% farmers get the information about government schemes.
- 50 % farmers said that they don't get any information.
- 10% farmers said they don't know that government have schemes for them through APMC.

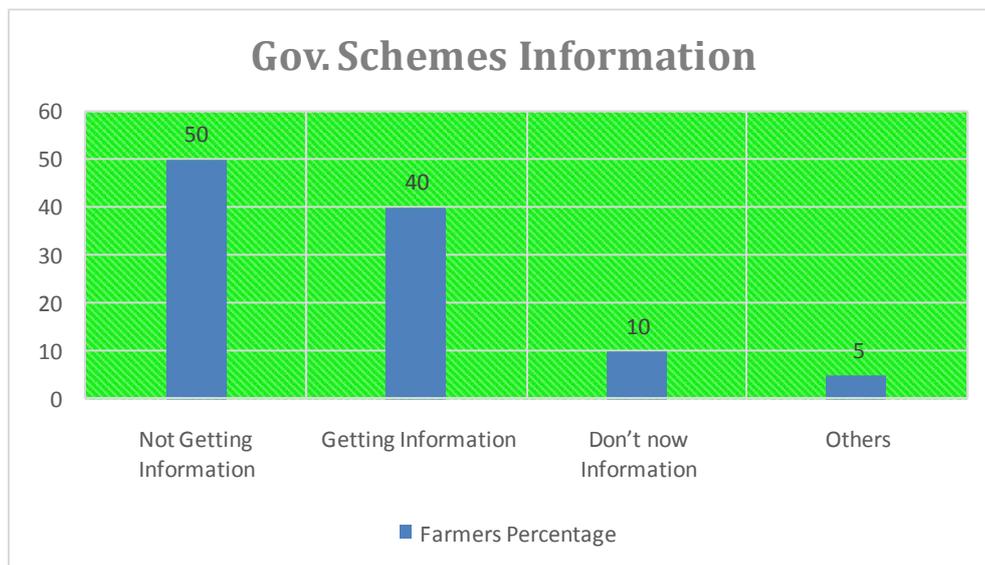


Figure 10.

OBSERVATIONS & FINDINGS

- Farmer is the only person who blindly have faith in APMC system.
- Produce of farmers were not handled with safety and care while transporting in APMC.
- Farmers are getting more knowledge day by day from various methods.
- Farmers expect more facilities and expect fair price of their produce.

- Traders and agents took benefit of absence of farmers on auctions.
- Farmers don't get sufficient facilities from APMC.
- Farmers don't get complete payment afterwards selling their produce to traders.

Suggestions

- APMC Should take farmers payment responsibilities afterwards auctions.
- APMC should convey price rates of agricultural commodities through SMS.
- Fair auctions carried out.
- Weighing system for the goods should be improved.
- To follow rules and regulations of MSAMB.
- Minimum Support price should be given as per government norms.
- Farmers should be included individually in APMC election process.
- To display boards of MSP of all commodities in market areas.

Limitations

- There has been a mixed reaction from farmers and traders, and hamals, mapadi, since a segment of the market outlet was visited. Some were quite cooperative, some were indifferent, and some also provided false info about auctions methods, which may cause issues when calculating the exact farmer's expectations.
- This study is restricted to only inside areas of Shirur APMC.
- The respondents were reluctant to answer some questions, as they took them as personal and consequently increasing the possibility of error.
- Only two months' time is very less to know the each and every aspect of marketing activities.

CONCLUSION

Major conclusions of **Farmer's Expectations from Shirur Agricultural Produce Market Committee** are the farmers are expecting fair price of their produce from Shirur APMC and provide price according to minimum support price which is declared by central government. In addition to that the following are the minor conclusions:

- Farmers are not updated in prices of Agricultural commodities.
- Farmers are not access and read e resources and Government agricultural applications like agro won etc.
- Farmers are immediate required money for planning of next season crop or loan repayment hence farmers have forced to sale their produce.
- As farmers don't have total knowledge about the system so it is the main drawback for their losses. They should learn all the processes carried out in APMC.
- Government has schemes for farmers but the implementation and regulation is slightly poor.

- Farmers don't get personally involved or they don't give mandatory attentions to the auction process.
- Traders and agents take advantage of farmer's illiteracy.
- Farmers should visit information centre and enquiry desk rapidly for the better understanding of schemes and present scenarios.
- Farmers are not well connected to government web sites for regular update of various schemes acts and regulations.

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Profile Highlights

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DETAILED PROFILE

I have over seven years of teaching, and extension experience. I am a management researcher who has papers published in national and international journals. Several FDPs have been completed by me, including "Online Teaching - Learning Pedagogy Education 4.0: Teacher's Training" (Module 201), "The Art of Effective Teaching and Learning," "Virtual Labs: Education 4.0," and "Faculty Effectiveness in Learning Outcome Based Education." In addition, I've presented research papers at a number of national and international conferences. I am currently working as an Assistant Professor at DY Patil University, Pune. Previously, I was an Assistant Professor of MBA Marketing and MBA Agri & Food Business Management at MIT ADT University in Pune, as well as Food Business Management (FBM) Department at K. K. Wagh College of Food Technology, Nashik and Shramshakti College of Food Technology, Maldad Tal- Sangamner. (Affiliated with MPKV, Rahuri). I graduated from the College of Agriculture, Sonai, Tal Newasa, Dist. Ahmednagar and Post Graduate from MAEER's MIT College of Management (MITCOM) Pune, I am currently pursuing my PhD in the field of "Management." I am a specialist in Agri Business Management, Food Business Management, and Marketing Management. My research interests include Consumption Patterns of Processed Foods and Beverages, Consumer Buying Behavior, and Brand Management. I received the Prestigious Research Paper Award from IASET's International Journal of Business and General Management in Chennai, and I have Published 71 Popular articles in various newspapers and magazines, including prestigious Agro own, Agriculture Marketing (KPM) Magazine and others. I have also given one radio talks on SWOT Analysis in Agriculture Production and Processing, and I have published two Agricultural e-books. In addition, I am an active member of the 'All India Agricultural Students Association (AIASA)' in New Delhi.