

**“AN ANALYTICAL STUDY OF THE WORKING OF
REGULATED MARKETS
OF AGRICULTURAL PRODUCE”
(WITH SPECIAL REFERENCE TO
THE HADOTI REGION)**

A Thesis

Submitted

in Partial Fulfillment for the Award of the Degree of

DOCTOR OF PHILOSOPHY

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SUPERVISOR'S CERTIFICATE

I feel great pleasure in certifying that the Thesis entitled: *“An Analytical Study of the Working of Regulated Markets of Agricultural Produce” (With Special Reference to the Hadoti Region)* embodies a record of the results of investigations and original work carried out and submitted by **Mr. Shailesh Kaushik** to The University of Kota for the partial fulfillment of the requirements for the award of the Degree of Doctor of Philosophy in Commerce and Management under my supervision and guidance. He has completed the residential requirement as per the Rules.

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CANDIDATE'S DECLARATION

I hereby declare that the work that is being presented in the Thesis entitled: *“An Analytical Study of the Working of Regulated Markets of Agricultural Produce” (With Special Reference to the Hadoti Region)* is my own work and that to the best of my knowledge and belief it contains no material previously published or written by another person nor material that has been accepted for the award of any other Degree or Diploma of the University or other institute of higher learning except where due acknowledgement has been made in the text.

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PREFACE

Indian farmers are the backbone of our national economy. As according to latest statistics on Indian economy (2014), contribution made by agriculture in Indian GDP is 18 % and labour force by occupation in agriculture is 54.5%. We rank 2nd in the World in terms of farm output and at same time we stand 2nd in the World in production of crops such as Rice and Wheat. These eye opening data seems so gratifying, but have we ever notice on the actual conditions of farmers which are the only people for sustaining lives of millions of Indians. The typical Indian farmer is always at disadvantage in rightly marketing his agri-produce, appropriately fetching a handsome price and above that facing all hardships of life such as, working in utmost adversities, inadequate transport facilities, minimum sources of financial resources, force to sell his labor drew output to voracious traders (so as to fulfill borrowed money transactions) and not timely proper support from the Government. It was that under the present system of marketing of agricultural produce the benefits of better farming and hard labour of peasants was reaped by middlemen functioning between them and end users. And still above the poor peasants suffers due to numerous mal practices like, unauthorized deductions, incorrect weighing, delay in business transactions, etc. Thus only due to a number of Legislations and Bye Laws that finally gave defense mechanism to farmers; the State Government of Rajasthan finally enacted a Law with enforcement in 1964 as, '*The Rajasthan Agriculture Produce Market Act*' that led to the establishments of Regulated Markets in the state with the main aim to overcome hurdles in marketing agro-produce, to regulate sale and purchase of agri-commodities and create conditions for a fair and healthy competition and thus to ensure a reasonable deal to Farmers-Producers. These markets in Rajasthan is more popularly known as *Krishi Mandi*, KUMS: *Krishi Upaj Mandi Samiti* or RMAP: *Regulated Markets of Agricultural Produce* that have infrastructural facilities for inducing purchasing and selling of agricultural commodities, besides providing a place for genuine business. A Regulated Agricultural Produce Markets is one that aspires in eliminating unwell and unscrupulous practices, reduces market charges and provides at least basic amenities. Further such markets for easy management are governed by the *Market or Mandi Committees* that have representatives of Producers, Traders, Local Bodies and State

Government. Regulatory frameworks defend farmers from non obligatory chain of market intermediaries and also protect farmers from undue marketing charges such as *Karda* (for impurities), *Dhalta* (for moisture), *Muddat* (for cash payment) and so on. These RMAP or Krishi Mandi in implementing regulatory measures creates institutional and physical infrastructure; provide price support to the farmers; create awareness among farmers-producers about their Rights, Laws and Regulations; establishments of several organizations to endow services to farmers; promotion of Farmers Co-operative Societies for agri-marketing and agro processing industries and above that farmers are able to learn what kinds of agri-produce fetches highest prices through these RMAP. Consequently, production program will be better adopted to demand and agro-production will increase both qualitatively and quantitatively. One visible advantage of these Regulated Markets is that they work on democratic principles, Government intervention, reduction in unnecessary marketing charges, and increase in Producer-Seller savings. But with time passage some discrepancies have ventured into agro-marketing of produce. They may be non-fulfillment of assurances by Government, negligence in maintenance of infrastructural facilities, good competitive forces by private institutions, traditionally age old practicing of handling business, poor relationship retention, etc. No doubt socio-economic condition of farmers is improved as they are able to produce more as per dynamic requirements. The marketing of agri-commodities have carved new paths both domestic as well as international. But with time passage new impediments have move stealthily into the system facing a strong challenge for RMAP. It is the time now; we must find a proper balance and a rightful solution to the RMAP. The present study by the research scholar focuses on such aspects as how, when and why Regulated Markets of Agricultural Produce have benefitted Farmers and Producers, Traders and other Market Intermediaries. As well as also how these Mandis or Regulated Markets could find a viable place in the mindsets of farmers and society at large.

LIST OF CONTENTS

Chapter No.	Title	Page No.
1.	Introduction	1-90
2.	Research Methodology	91-119
3.	Organizational Set-up for the Regulated Markets of Agricultural Produce	120-144
4.	Role and Functions of the Government and Other Institutions	145-171
5.	Analysis and Interpretation of Data	172-209
6.	Findings and Problems	210-227
7.	Conclusion and Suggestions	228-240
	❖ Bibliography	241-255
	❖ Appendix	256-269

LIST OF ABBREVIATIONS/ ACRONYMS

Abbreviation	Meaning
AMB	Agriculture Marketing Board
APC	Agriculture Price Commission
APMA	Agriculture Produce Market Act
APMC	Agriculture Produce Market Committee
Co.	Company
DMI	Directorate of Marketing & Inspection
Ed.	Edition/ Editor(s)
F & V	Fruit(s) and Vegetable(s)
FCI/ IFC	Food Corporation of India/ Indian Food Corporation
FPS	Fair Price Shops
FYPSI	Five Year Plan/ Planning Scheme(s) of India
Inc.	Incorporation
ISBN	International Standard Book Number
KCC	Kisan Credit Card
KUMS	Krishi Upaj Mandi Samiti
Ltd.	Limited
MSP	Minimum Support Price (Nuantam Samarthan Mulya)
PCI	Planning Commission of India
PDS	Public Distribution Scheme
PHI	Prentice Hall of India
Pub.	Publisher(s)/ Publishing
Pvt.	Private
RCA	Royal Commission on Agriculture
RCC	Reinforced Concrete Cement
Rep.	Reprint
RM	Regulated Market(s)
RMAP	Regulated Market(s) of Agricultural Produce
RSAMB	Rajasthan State Agriculture Marketing Board
SMY	Sub Market Yards
UT	Union Territory (Territories)

LIST OF TABLE

Table No.	Title	Page No.
1.1	Difference in Traditional and Modern Agricultural Marketing	13
1.2	Progressive Growth of Regulated Markets in India	36-37
1.3	Rajasthan Regulated Market Mandi Classification	65
1.4	Details of the Division, District, KUMS & Sub Market Yards	65-68
1.5	Total Number of Regulated Markets in India and Rajasthan	70
1.6	Total Number of Regulated Markets in Hadoti Region	71
1.7	Details for Regulated Markets – Hadoti Region	71-73
1.8	RMAP District wise Detail: Hadoti region (Major Crops)	73-74
1.9	Infra-facilities/ Basic Amenities available at Atru RMAP	75
1.10	Infra-facilities/ Basic Amenities present at Baran RMAP	76-77
1.11	Infra-facilities/ Basic Amenities available at Chhabra RMAP	78
1.12	Infra-facilities/ Amenities present at Keshoraipatan RMAP	79
1.13	Infra-facilities available at Sumerganj Mandi RMAP	80
1.14	Infrastructural Facilities/ Amenities at Aklera RMAP	81
1.15	Infra-facilities/ Amenities at use in Bhawani Mandi RMAP	82-83
1.16	General Facilities and Amenities existing at Khanpur RMAP	84
1.17 A	Basic Amenities available at Kota RMAP	86
1.17 B	General Infrastructural Facilities available at Kota RMAP	86
1.18	Infra-facilities/ Basic Amenities at Ramganj Mandi RMAP	87
2.1	A List for Types and Number of Respondents	115
3.1	AGMARK Regional Offices throughout India	127
3.2	Administrative Set up of RMAP for Hadoti Region	138
3.3	Election Set-up and Constitution of Market Committee	141
4.1	Warehousing Capacity and Number of Godowns in Rajasthan	169
5.1	Categories and Number of Respondents at RMAP	173
5.2 A	Farmers' Other Occupation besides Farming	174
5.2 B	Time Period to Visit Mandi by Farmers for Selling Produce	175
5.3 A	Auctioning Process	176

5.3 B	Time involved in Auction Process	177-78
5.4	Time involved in Procurement of Token from Mandi	179
5.5	Farmer's Preference to Sell their Agricultural Produce	180
5.6	Finance Arrangement for Agricultural Activities by Farmers	181
5.7	Farmers Selling their Produce in Neighbouring States	182
5.8 A	Time involved in Selling of Grains	183
5.8 B	Time involved in Weighing of Grains	183
5.9	Shortage of Gunny bags faced by Farmers	184
5.10 A	Dissemination of Information by RMAP	185
5.10 B	Retain of Market Information by Farmers about RMAP	185
5.11	Preference of Farmers to Sell Agricultural Produce at RMAP	187
5.12 A	Farmers Response towards Purchase Centers	188
5.12 B	Malpractices exists during Weighment/ Grading	188
5.13	Difficulties faced by Farmers at RMAP in Selling Produce	190
5.14	Farmers Response towards the Various Specifics at RMAP	192
5.15	A List of Prime Actions occurring at RMAP	194
5.16	Statistics for KCC	194
5.17	Mode of Transport used to sell the Produce at RMAP	196
5.18	Conditions of Roads Inside & Approach towards RMAP	197
5.19 A	Awareness about MSP	197
5.19 B	Receiving Bonus Price fixed by the State Government	198
5.20	Satisfaction Level with Overall Benefits Available at RMAP	199
5.21	Nature of Functionary doing Business at RMAP	200
5.22	Difficulties faced by Functionaries at RMAP	201
5.23	Methods used for the Weighment of Agricultural Produce	202
5.24	Traders Response towards Various Particulars	204
5.25	Associations Operating at RMAP	206
5.26	Problems/ Infrastructural Facilities Lacking at RMAP	207
5.27	Expansion to be implemented in near Future at RMAP	208
5.28	Problems faced by Porters at RMAP	209

LIST OF FIGURE

Figure No.	Figure Title	Page No.
1.1	Traditional Vs New Agricultural Marketing	15
1.2	A Chain of Functions Conducted at Regulated Markets	47
1.3	A List of Activities Operated at RMAP	49
1.4	Functionaries Operating at Regulated Markets	50
1.5	Traditional Agriculture Supply Chain Model	51
1.6	Direct Farmer to Consumer Channel	52
1.7	Farmer to Consumer Channel via Third Party Purchase	52
1.8	Marketing Channel involving more than 3 Channel Members	52
1.9	Chain for Agro-products between Farmers and Consumers	53
1.10	A Figure for Methods of Sale Occurring at RMAP	54
3.1	Three Tier Regulatory Framework of RMAP	122
3.2	Agriculture Ministry and Union Government Marketing Department	122
3.3	Organization Chart for Department of Agriculture and Co-operation (Agricultural Marketing)	123
3.4	Inter Departmental Structure at Ministry of Agriculture	124
3.5	Organization Chart for DMI (Agricultural Marketing Department)	127-28
3.6	Organization Set up of Department of RSAMB, Jaipur	132-33
3.7	Organization Set up for Agriculture Marketing Department	136
3.8	Organization Structure existing at Kota or any other RMAP	142
4.1	Different Organizations Roles and Functions at RMAP	147
4.2	Central and State Govt. Organizations Operating at RMAP	147
4.3	Marketing Organizations of Central & State Govt. at RMAP	154
4.4	A Figure of Financial Institutions Operational at RMAP	160
4.5	Market Intermediaries and Private Institutions at RMAP	161
4.6	Private Institutions in Development of Agricultural Markets	163

LIST OF CHART

Chart No.	Chart Particulars	Page No.
5.1	Chart Wise Distribution of Respondents at RMAP	174
5.2 A	Percentage of Farmer's Other Occupation besides Farming	175
5.2 B	Percentage of Time Period for Visiting Mandi by Farmers	176
5.3 A	Percentage Wise Share of Farmers for Auctioning Process	177
5.3 B	Percentage Wise Time involved in Auction Process	178
5.4	Percentage Wise Time involved in Procuring a Token	179
5.5	Fraction Wise Preference of Farmers Selling their Produce	180
5.6	Percentage Share of Financial Arrangement by Farmers	181
5.7	% of Farmers Selling their Produce outside Hadoti Region	182
5.8	% of Time Involved in Selling and Weighing of Grains	183
5.9	% of Farmers who faced Crisis of Gunny Bags at Mandi	184
5.10 A	Percentage of Dissemination of Information by RMAP	185
5.10 B	% of Farmers to Retain Market Information for RMAP	186
5.11	Percentage of Liking by Farmers to Sell Produce at RMAP	187
5.12	% Representation of Purchase Centers, Weights & Measures	189
5.13	Percentage Depiction of Difficulties occurring at RMAP	191
5.14	% Image of Deficit Infrastructural Facilities at RMAP	193
5.16	Diverse Response Representation of KCC in % Format	195
5.17	Proportion Diagram of Mode of Transportation Usage	196
5.18	Fraction View of Conditions of Roads inside RMAP	197
5.19	% Representation on information on MSP & Bonus Price	198
5.20	Percentage Image of Satisfaction Status at RMAP	199
5.21	Percentage Proportion of Functionaries at RMAP	200
5.22	% Format for Difficulties Faced by Functionaries at RMAP	201
5.23	Type of Appliance used for Weighing Produce at RMAP	203
5.24	Traders Response towards Various Particulars at RMAP	204

Chapter – 1

INTRODUCTION

Chapter – 1

INTRODUCTION

1.1 INTRODUCTION AND CONCEPTUAL FRAMEWORK TO AGRICULTURAL MARKETING

‘As when there is fertility of agriculture, till then all the business flourish, but when the soil is left barren, then consequently all the business virtually dies’ – Sukrat/ Socrates.

Agriculture in India, since ages was practiced formerly on a survival basis as the village men were self sufficient, people exchanged their goods and services with the fellow village men on a barter basis. Slowly and slowly with the development of means of communication, transport and storage facilities, agriculture has assumed its position as money and profit oriented business. Farmer grows those crops that fetch them a superior value this was much facilitated by the good markets and marketing. Markets and marketing of produce is considered as an integral part of agriculture, as individuals, organizations and agricultural based research institutes are encouraged to make more investment in the technology to increase agricultural production.

The agricultural marketing comprises of two words Agriculture and Marketing. Agriculture means activities aimed at the use of natural resources for the self consumption and human welfare. Marketing connotes a series of activities involved in moving the goods (here agricultural produce) from production (here farmlands) to the consumption. Thus, marketing acts as a bridge joining the producers to the consumers.

Consequently the expression *‘Agricultural Marketing’* comes together. Agricultural marketing includes marketing functions in association with the agriculture, agencies and its efficiency, cost and price spread and market integration, producer’s surplus, etc. The agricultural marketing system is a link between the farm and the non-farm sectors.

The NCA: *National Commission on Agriculture* defines ‘*Agricultural Marketing as a process which starts with a decision to produce a saleable farm commodity and involves all the aspects of market structure of system, both the functional and the institutional, based on the technical and economic considerations and includes the pre and post-harvest operations, assembling, grading, storage, transportation and the distribution*’.

ICAR: *Indian Council of Agricultural Research* defines ‘*Agricultural Marketing is involvement of 3 important functions, namely (a) Assembling (Concentration) (b) Preparation for consumption (Processing) and (c) Distribution*’.

However, agricultural marketing in India that deals with the output management of agricultural activities is still at relatively in its nascent stage and look like unscientific and disorganized network of marketing of agricultural produce. The agricultural produce arriving in the market is the outcome of marketable surplus generated by the farmers. The prime goal of the agricultural marketing is to create healthy and competitive market environment and to provide smooth channels for the produce transfer, physical infrastructure, easy cash support to the producers and also create legitimate market orientation among the farmers. It for through suitable augmentation of the marketable surplus supported by the vigorous market atmosphere that the solutions of rural poverty among the small and marginal farmers can be explored at large.

Agricultural marketing is a multi dimensional activity involving into a variety of pre and post harvest functions providing a smooth channel commencing agricultural produce to traverse from the farm level to the consumers via a line of intermediaries. This aspect can be achieved by making producers aware of the market mechanism and they imbibe a torch of professionalism in their activities. Besides, agricultural marketing has also to consider the aspect of infrastructural requirements and logistics dimensions at the various levels.

The increasing production of agricultural commodities has also paved new vistas for the investment opportunities, numerous researches and a series of employment openings in the agricultural marketing activities such as assembling, bifurcating, storage, packaging, transportation of agricultural produce, above and beyond for the settling and promoting agro-processing industries with the Indian or foreign

technology or collaboration and so on. The present scenario forces that the future level of investment in agricultural projects and programmes would increase and it depends on the success achieved in promoting agricultural marketing projects and endeavor to finance projects designed to expand the agricultural production output, when inter alia, balances the flow of reserves between production, generating measures and marketing activities. Like for e.g. specific and new laws to be made for the agricultural produce, precise centers for marketing of the significant agricultural produce-spices, dry fruits, fruits and vegetables, etc.

The commodity agricultural marketing is a new area where a lot of opportunities at the global level are unfolding. Some commodities of the Indian origin have made a distinct mark in the world market. Like from the Hadoti region (south east of Rajasthan); outstanding variety of Wheat and Soybean from the Kota province, world class quality of Coriander from the Ramganj Mandi belt, superior quality Rice and Mustard from the Baran and Bundi regions and dazzling Oranges from region in and around Bhawani Mandi. As a consequence these massive and premium agricultural productions from Rajasthan or any part of the nation laid importance to concentrate on the domestic as well as overseas trade for all such agricultural commodities.

Ever since the planned development era in our nation has taken place, direct or indirect intervention in the agricultural marketing in the larger interests of the masses has been conceived by the Government, both the Union as well as the State. The rural development programs have direct bearing on the development activities of agriculture. The Government has realized from time to time specific investment in the earmarked function and in the process of agricultural marketing several institutions, private or public or cooperative has been brought in this field. This could be possible by making and implementing the various Laws, Bye-laws and the enforcement in the sector of agricultural marketing.¹

Therefore in a concise mode it is said that the agricultural marketing covers the entire interconnected services involved in the moving an agricultural product from the farms to the consumers. Agricultural marketing still further includes, support system, development, advisory services, market infrastructure and information, marketing training, enabling or supporting environments and the recent developments in the field of agricultural marketing.

1.2 FEATURES OF AGRICULTURAL MARKETING

Agricultural marketing has varied characters and vivacious feature that fluctuates with the growing agricultural production and the marketing surplus. It supports our economy and unites our nation into a single chain benefitting the society and the nation at large, in a way like:

1. Agricultural Marketing – A Social Pervasive Function

Agricultural marketing has the same functions of marketing but only difference is that the functions are applicable to the agriculture sector like procuring, purchasing, selling, storing, transporting and disseminating of the agricultural commodities that unites all the channel members with the consumers in this way agricultural marketing is benefitting societies.

2. An Increased Source of Employment

Agricultural marketing acts as an employment source to the people employed in wholesaling, retailing, warehousing, communication, transport and other agricultural marketing activities of agricultural produce plus also building entrepreneurship of agricultural marketing.

3. Making Farmers More Conscious

Agricultural marketing has disseminated education, awareness and information among the farmers for the significance of adopting innovative techniques of agricultural production and is continuously making efforts for more income and higher standards of living. Consequently, the cropping pattern also changed simultaneously as a farmer is no longer dictated and deceived by what he needs for his own personal consumption but what is responsive to the market in terms of the worth received by him.

4. Multiple Benefits to Consumers

Marketing intermediaries between the farmers and the consumers have led to a fast movement of produce that result in multiple benefits to the producers as to get best possible returns, reduce price differences between the producers and the ultimate consumers and to make available all the products of farm origin to the consumers at reasonable price without impairing on the quality of the produce.

5. Alleviated Market Surplus

Marketed surplus is the amount of agricultural produce that is brought to the market for sale after what is retained by the producers for their own consumption. With the adoption of hybrid seeds, good means of irrigation and superior harvest techniques plus practicing agriculture as per crop, place, season and the economic condition, it is somewhat comfortable to give a correct estimation of the marketed surplus to the farmers.

6. Accurate Treatment of Agricultural Produce

Agricultural marketing perception laid emphasis for a proper storage and handling facilities with the use of appropriate mechanism and the usages of cleaning agent both on-farm and off-farm locations. This made enhanced alertness among the producers to use and avail benefits of suitably stockpiling and managing their produce and thus this procedure increased the life and the quality of the agricultural produce.

7. Increased Consumption of Farm Products

Virtuous agricultural marketing network emphasis on the use of the best seeds, correct harvesting methods, store graded product by saving it from the infestation and avoiding adulteration and misrepresentation result in the good quality of produce that fetch better price and confidence to the farmers. This finally results in amplified consumption of the farm products among the countrymen.

8. A Conducive Atmosphere for Agriculture Produce Market Committee

The very implications of agricultural marketing have compelled Governments in far more familiarizing and amending the APMC: *Agriculture Produce Market Committee* Acts and the legislations according to the necessity of the time and the need. They now more adhere to reasonable and substantial amounts of profits to the farmers with upgrading basic infrastructural amenities at agricultural markets.

9. Easy Availability of Marketing Credit and Finance

A numerous Banks and Agricultural Credit Financial Institutions also hold the agricultural marketing notion by making simple accessibility of the bank credit and finance like the financial products, services, project proposals and business ventures to the famers for promoting agricultural marketing.

10. Encouraging Government Bodies

Government supports organized marketing of the agricultural products through a system of RMs: *Regulated Markets* in India. These physical markets are meant to make sure that the farmers get reasonable profits by creating an atmosphere of fair play. This fairness is with regard to the forces of supply and demand, regulation of the market practices and transparency in the transactions.

11. Other Futuristic Approval for Agricultural Marketing

Agricultural marketing set up is fast applying the latest methods, such as, promotion of the PPP Model: *Public Private Partnerships* in the management and the development of agricultural markets in the country, endorsement of marketing intermediary free structure like, *direct farm-to-fork supply chain*, economic, environmental and the social implications over Indian agricultural marketing.

12. Agricultural Marketing Advisory Services

Well-functioning agricultural marketing systems necessitate an effective Government support services endorse by an appropriate policy, legislative frameworks and a strong private sector backup.

Agricultural marketing alone cannot create wonders in a day, it needs to be conducted within a supportive policy, legal, institutional, micro and macro-economic, infrastructural and bureaucratic environment and a burly determination to survive in an adverse circumstances.

1.3 HISTORICAL PERSPECTIVE CONCERNING AGRICULTURAL MARKETING

Some 4000 years ago in *Mesopotamia* (modern *Iraq*) valley human beings came into contact with the agriculture. Initially it was by chance when people threw seeds of grasses (primarily unknowingly it was Wheat) into the field and after some time the harvest was ready to eat. Though due to unawareness they ate in a very raw form, but regularly practicing and experimenting they learned new varieties of agriculture produce and also how to process and cook them before eating. And sooner or later we notice an ample quantity and quality of produce that we see today. Now question arises a family cannot eat all the produce that they have, neither do they do not have substantial produce to feed their families

and at same time they were in need of something new range of agricultural commodities, so they started exchanging their agricultural produce along with the animals. This led to the birth of a '*Barter System*' of agricultural produce. '*A Barter system is a reciprocal of gift giving and/ or exchanging or redistribution of goods or animals*' i.e. exchanges of commodities and or animals among family members, neighborhoods or with the fellow village men. As in the beginning there was no sort of money to be exchanged with the commodity. But growing dynasties very soon started printing their own currencies. Now currency in any form is used to purchase the agricultural commodity. With increasing population and a large family to support thus there required a space or a place where such transactions of agricultural produce could take place. This led to the birth of a '*Bazaar*' or a '*Market*'. As a consequence these places at some time in future with transformations became ideal locations for the marketing of vivid agri-produces.

1.3.1 AGRICULTURAL MARKETING IN INDIA

In India too, agriculture, markets and its machinery are age old traditions that is being practiced from generations to generations. This could be easily seen in our '*Harappa or Indus Valley Civilization*' that were also agriculture based and they too had agricultural markets in its initial forms. Late coming civilizations and dynasties also very soon incepted agricultural markets in a very pastoral form. In most of the Indian villages agricultural market was in its simplest form. Here buying and selling of the produce took place. There were periodical markets called as '*Haat*' or '*Bazaar*' or '*Fairs*' (Mela). These markets ('*Haat*') assemble once in a week or a month at a specific point in a village or town, where transfer of small agricultural surplus from fruits and vegetables to grains and some domestic animals takes place between the producers and the consumers.

*These Fairs are inevitable part of the religious or social life in the rural areas of the district. Initially, the Fairs seemed to be more traditional, but due to the rapid pace of globalization conventional and traditional commodities in the 'Fairs' have been replaced by automobiles, electronic gadgets and the China items.*² As they commence celebrating some heroic deeds of the Gods, victory over evil, religious ceremonial celebration or just an animal exchange fair. Their initial growth in the form of social gatherings at the time of religious festivals or at holy

place, later on exchange of local commodities and the trade in smaller quantity have been started in order to fulfill the needs of people of limited area.

On the other hand agriculture occupies an important position in India's economy. Agricultural commodity also fetches an important monetary value both to the individuals involved and the nation. For all these transitions a sound place and environment is pre requisite that facilitate a static marketing platform to support the farmer's production. Although in the former times due to those present conditions, it was highly unimaginable and even not at all possible to think or to provide a safe and a secure place for the peasants for produce marketing. At the same time during those past periods the Indian agricultural marketing was in its least juvenile stage, it was only selling between the farmers and the consumers and no middle men and no marketing.

In the light of aforementioned critique, then *Princely States of India* made various Acts for protecting, providing a suitable location and regularizing these agricultural produce markets, like the very first one, *The Berar (then Nizam State) Cotton & Grain Markets Law (1897)*. While this action considered as a very meager initiative. A little more was also done with advent of the British in India, they made RCA: *Royal Commission on Agriculture (1928)*. RCA then recommended some mega movement for safeguarding the rights of the Indian peasants, advocated elimination of multiple layers of intermediaries so thus higher prices of agricultural commodities could be received by the farmers.

The earlier agricultural marketing system was just to meet requirements of then subsistence farming. Farmers produced those crops that were just needed to meet family needs. Production for home consumption was the main consideration and hence there was a small harvest yet good agricultural land. Farmers used to exchange surplus after meeting their family needs.

The marketing performance adopted by farmers during those earlier times was:

1. Quantities and qualities of agricultural farm products marketed by the farmers were very low.
2. Sale of surplus produce by the farmers was limited to the villages or at the most in the nearby villages or to itinerant traders. Even some produces was

sold to the moving merchant traveler who move from place to place selling goods along with the agricultural produce near and there.

3. During those days due to the traditional practicing of agriculture and its marketing, there was low marketed surplus per farm and lack of roads, transport and other communication facilities further deteriorate the agricultural marketing structure.
4. Farmers sold their 80-90% of their surplus produce immediately after the harvest due to cash needs, to repay the debts and the lack of on-farm storage facilities.
5. The most common mode by the farmers for transport was either bullock or camel carts. As a consequence, they had to spend considerable amount of time in marketing their small surpluses that resulted in considerable wastage of produce due to spoilage and spillage.
6. Farmers usually carried their surpluses to the markets in loose form or packing materials that were either too not available or were unaffordable. As a consequence, the farmers suffered heavy losses during loading, transportation and unloading of agricultural commodities.
7. In the markets the farmers had to pay a multiplicity of charges such as, *Chhani, Dharmaday, Dalali, Karda and Tolai* and other types of taxes that were subjectivity determined by the traders or by the buyers and that too alter frequently as per their wish.
8. Owing to the ignorance and illiteracy of the peasants, faulty weighment due to use of non standardized weights and measures was under great practice, manipulation of the accounts by the traders was usual and additionally more misleading guidance by the commission agents.
9. Moreover the farmers did not have their organizations or co-operatives for safe guarding their interests while selling their produce and influencing practices adopted by them.

As it is noticed from the past events and also much from the upcoming movements in the markets, it eventually and simultaneously pressurized our agricultural marketing structure and its ideologies. We see that, prior to the independence; agricultural marketing which tends to be one of the biggest components of rural economy remained unorganized. They need protection and fortification from any sort of unseen and unknown hazards. The initiative was

done through various Laws made by the *Princely States of India* and the *RCA*. The actual transformation of agricultural market and agricultural marketing in India took place only towards the end of sixties and early seventies. Thus State Government of various Indian States including Rajasthan they started a joint effort to regulate the unorganized rural markets and to put an end to the malpractices. It was sought to be achieved under the *APMA: Agriculture Produce Market Act* (1937). Thus keeping in view of the present and the future marketable surplus, marketing of agricultural produce has gone a great churn, now it is the study of all the activities, agencies and policies involved right from the procurement of the farm inputs like seeds, fertilizers and agricultural equipments used by the farmers and also by curbing the activities of the middlemen till the agricultural commodities moved to the consumers, i.e. the present agricultural marketing is a greater indulgence of the pre and post harvest operations.

1.3.2 PRESENT SCENARIO OF AGRICULTURAL MARKETING IN INDIA

The drawbacks of the earlier agricultural marketing concept led to the massive improvements in current agricultural marketing conserving the rights of Indian peasants. This was supported by the Governments, marketing professional institutions and alert and attentive citizens of the nation.

The current mechanisms existing in Indian agricultural marketing structure are:

1. The present agricultural marketing structure in the country revolves around the enactment and the enforcement of various Legislations to protect the interests of the producers and regulate market functionaries in the agricultural marketing channel.
2. Farm production and marketed surplus increased manifold adopting new technologies of production. This increased marketed surplus inspired farmer to become price conscious.
3. Regulation of agricultural marketing structure and the establishments of RMs brought a radical change in the farmer marketing practices in terms of sale of their produce in RMs to sell around 70% of the marketed surplus, instead of village sale or loose sale.

4. Regulation of markets helped in reducing charges and they have now become standardized. Sale slips with actual weight, grade of produce, time and date of sale-purchase and the actual price mentioned were also issued.
5. Unwarranted charges, non-standardized weights and measures and baseless means for the produce quality verification were strictly curbed.
6. RMs attracted farmers due to the provisions of storage facilities, staying facilities in the rest house, quicker means of transportation and communication and the latest information about the prices of agricultural commodities.
7. Farmers were able to reduce their price risks by availing the facility of the MSP: *Minimum Support Price* or the BPS: *Bonus Price Scheme*.
8. Farmer's co-operatives and organization unite farmers under one umbrella.
9. Regardless of so many changes prevalent in the present agricultural marketing structure, there still exists some adherence under progress by the farmers. They are as:
 - a. Sell produce immediately after the harvest.
 - b. Inter locking of credit and commodity market continues which to some extent reduces farmer's flexibility of selling produce in the alternative marketing channels.
 - c. Farmers bring their agricultural produce to the RMs without cleaning, grading and proper packaging resulting in the excessive handling losses.
 - d. Still farmers do not insist to issue sale slips from the traders or the buyers.

In the support of our agriculture based structure, the Government both at the Central and the State plays a very pivotal role in initiating and supporting the Agricultural Development Programs with its prime objective. This has institutionalized the RMAP: *Regulated Markets of Agricultural Produce* or the *Krishi Mandi* to replace the traditional selling of agricultural commodities with the marketing of agricultural produce. Thus the Government gives a major priority to the entrepreneurs in setting and progressing agro-sector industries. This could be easily seen in our 6, 38,000 Villages, 5,100 Towns or Cities and 640 Districts of India.

Table No. 1.1
Difference between the Traditional and the Modern Agricultural Marketing System

S. No.	Traditional Agricultural Marketing	Modern Agricultural Marketing
1	Production-Oriented	Consumer - Oriented
2	Fragmented Production Units	Physical, Information & Control Units
3	Multi-Layered Channel	Integrated Structure Channel
4	Undifferentiated Product	Differentiated Product
5	Focus on Distributive Function	Focus on Processes
6	Minimal Grading	Grading and Private Labeling
7	Minimal Value-Added	Value Creation
8	Predominance of Wholesaler	Predominance of Retailer
9	Producer-Push Market	Consumer-Pull Market
→ Specific Features		Food Safety
		Traceability
		Logistics as Backbone
		ICT as Enabler
		Global Outsourcing

Source: Transformation of Traditional Agricultural Marketing to New Supply Chain Management; Dr Larry C.Y. Wong Development of Agricultural Supply Chains in CLMV (Cambodia, Laos, Myanmar, Vietnam) Project Mekong Institute, Khon Kaen, Thailand, February 2012.

The Union Government of India applied a pro-approach for preserving our peasants and agriculture in the implementation of FYPSI: *Five Years of Planning Schemes in India*. FYPSI, starting from 1951 first lay emphasis on the agriculture, agro based industries, development of Krishi Mandi, standardization of agriculture produce, warehousing, packaging and the transportation aspects. As well as due to

these nationwide oriented policies we were able to suppressed the famines and droughts, severe food shortages, reliance on the food imports and search a breakthrough in the agricultural production, conservation, storage, distribution and the consumption.

Concurrently a variety of other policy initiatives have also been taken in the recent years to promote the markets and the marketing of agricultural sector. This has been done by the establishment of primarily 2 institutions, viz. the CACP: *Commission for Agriculture Costs and Prices* (earlier it was APC: *Agriculture Price Commission*) and the FCI/ IFC: *Food Corporation of India or the Indian Food Corporation*. The prime objective of these institutions is to make policy intended to help in rejuvenating the farm sector, bringing lasting improvement in the socio-economic conditions of the farmers, to incentivize the States to invest in the agriculture and achieve a desirable growth rate with a view to enhancing production of the agricultural commodities.

A few techniques use to familiarize agricultural marketing policies intended by the Indian Union Government under the aegis of the PCI: *Planning Commission of India* is:

- 1) Food Security and Food Policy
- 2) FCI – *Food Corporation of India Policies*
- 3) PDS – *Public Distribution System (FPS: Fair Price Shops)*
- 4) MSP – *Minimum Support Price*

The Indian agriculture policy aimed to improve the food self sufficiency and alleviate hunger through food distribution done through the PDS or FPS. Aside from investing in infrastructure, the Government supports agriculture through the MSP for the major agricultural crops, farm input subsidies and preferential credit schemes. Under the price support policy, the MSP is set annually for the basic staples to protect the producers from the sharp price falls, to stabilize the prices and ensure an adequate food stocks for the public distribution. Generally the MSP have been below the prevailing market prices.³

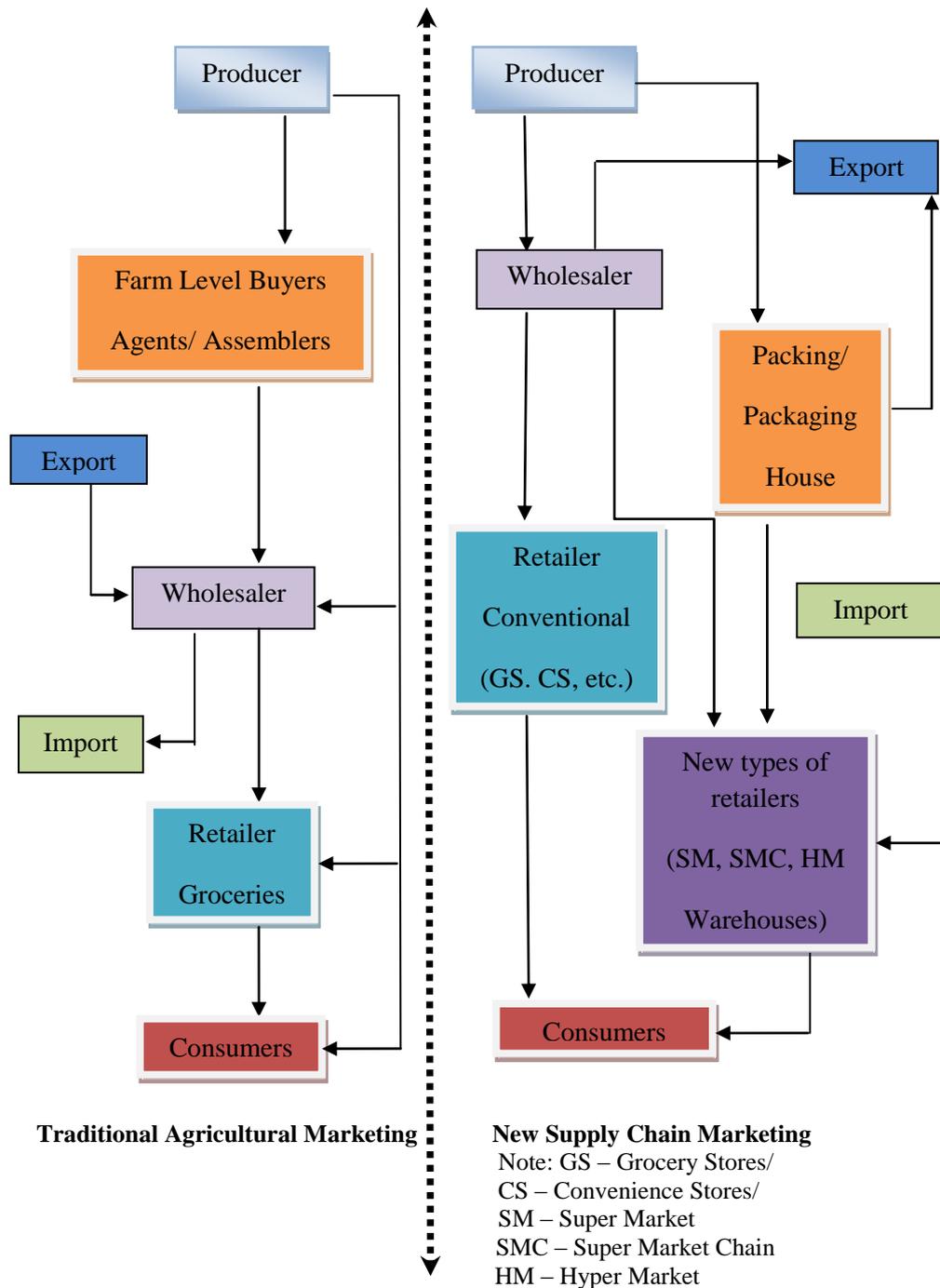


Figure No. 1.1
Transformation of Traditional Agricultural Marketing to New Supply Chain Management

Source: Transformation of Traditional Agricultural Marketing to New Supply Chain Management; Dr Larry C.Y. Wong Development of Agricultural Supply Chains in CLMV (Cambodia, Laos, Myanmar, Vietnam) Project Mekong Institute, Khon Kaen, Thailand, February 2012. <http://www.adbi.org/files/2013.02.18.cpp.day1.ses2.2.wong.dev.agri.supply.chains.clmv.pdf>

1.4 SIGNIFICANCE OF AGRICULTURAL MARKETING

Agricultural marketing plays a significant role in stimulating the agricultural production and its consumption due to the technological breakthrough in the inputs of the agriculture and thereby increased in consuming agricultural produce. Alternatively the growth and progress of non agricultural sector also too sustains on resources extracted from the agricultural sector, like the physical resources to guarantee supplies of food and the raw materials for the agriculture based economy and the financial resources for the investment in non agricultural economy and the agriculture economy. The significance arising out from the usages of agricultural marketing are us under:

1. Best use of Input Resources and Output Management

A well-organized agricultural marketing system leads to the optimization of the resource used and the output management. However, competent marketing can also contribute to an increase in the marketable surplus by scaling down losses arising out of the inefficient processing, storage, transportation and the distribution. A well-designed agricultural marketing system can effectively distribute available stock of the modern inputs and thereby sustain a faster rate of growth in the agricultural sector.⁴

2. Sustenance of Socio-economic Livelihood

Agricultural marketing is a source of the direct and the indirect employment to the millions of people in India. People like the Traders, Commission Agents, Wholesalers, Retailers, Weighmen, Packagers, Transporters and the staff of the agricultural marketing induced institutions are solely employed due to the presence of this agricultural marketing structure running right from the farm lands to the end users.

3. Increase in Farm Income

A resourceful agricultural marketing network guarantees the farmers better prices for the farm products and induces them to invest their surpluses in the purchase of the modern inputs so that the productivity and the production may increase. This again results in an increase in the marketed surplus and the income of the farmers.

4. Improved Production Competence

Agricultural marketing brings new advancements to the peasant's doorsteps by the useful inputs such as adopting new, scientific and technical knowledge in the tools and the equipments, better means of irrigation techniques, enhanced fertilizers and also convey benefits of free after sales services and the cheap availability of the paraphernalia or maintenance workshops ultimately fetches an improved production efficiency.

5. Growth of Agro-based Industries

An improved and efficient agricultural marketing system helps in the growth and the development of the agro-based industries and stimulates overall economic development. Many industries like the Rice, Wheat, Sugar, Jute, Cotton, Edible oils and the food processing depends on the agriculture for the supply of the raw materials. Primarily such types of industries are in the outskirts of the cities or the country side that helps in the rural and the socio-economic developments of those particular areas besides providing the employment opportunities and revenue to the nation.

6. Amplification of Markets

An efficient and well-knot agricultural marketing system widens the market for the agricultural products by taking them to the remote corners both within and outside the nation, i.e., to the areas that are situated very far away from the production points. This spreading of agricultural markets and the sub-agricultural markets helps in increasing demand of the agricultural produce on a continuous basis and thereby guarantees a higher income to the producers.

7. Enhanced Standards

The more and more people utilize the improved and the processed agricultural commodities, it relates to their luxury and comfort of the life style. Dynamic agricultural marketing is causing lavishness and extravagance living standards. When the people more enjoy the fruits of the agricultural marketing they in turn are paying more money to the organizations engaged in the agro-marketing of the produce, thus on the contrary the nation's economic growth is also boosted concurrently.

8. Formation of Multiple Values

Increased agricultural marketing of goods adds to the rise in the agri-production that forces the agricultural marketing activities to encourage the consumption by creation of changing formation, time, place and ownership utilities to the consumers that finally in turn leads to the effective utilization of the raw materials, mobilizations of resources and skillful utilizations of the human proficiencies.

9. Conglomeration of Societies

Agricultural marketing together carries all the operations and functions from the farms to the ultimate consumers, but simultaneously it unites all the functionaries, agencies and the markets into one union. In this manner agricultural marketing inculcate the feeling of brotherhood and the unity among the citizens of India.

10. Make the Peasants Alert and Attentive

Agricultural marketing has now changed the socialistic behavior of our farmers by constantly diverting their attitude, mental status and attention towards the fair trading and responsibilities of the traders and the commission agents. Farmers to some extent are now knowledgeable, brave and arguable for any injustice committed against them. On the other hand due to increased awareness the farmers planned their production well advance in accordance with the economic needs that is carried out though transmitting the various price signals for the forthcoming agricultural production.

11. Revenue Generation

When the various group works under the agricultural marketing, then there is a circular flow of economy between them for some it may be salary and for the others it may be revenues and taxes. Eventually the Government by receiving all these duties and excises via agricultural marketing utilizes for the nation building and its development.

12. Agricultural Marketing Information Network System

The use of the survey, research and internet in the agricultural marketing mechanism has made it more pronounce. Plentiful marketing organizations along with the Government institutions are constantly searching and developing new era for the agricultural marketing adaptable for the Indian environment.

1.5 CHALLENGES FOR INDIAN AGRICULTURAL MARKETING

Agricultural marketing is very wide and varied and so does it have many predicaments in its path. The following are the kinds of defects while practicing agricultural marketing in the nation:

1. Manifold Characteristics of Agricultural Produce

Due to the vastness, varied climatic, geographical conditions and proliferation of the urbanization in the country there survive multiple characteristics of the agricultural production, notably like the technological development problems at farming, scattered and small scale agricultural productions and seasonability of the produce and its demand. This is supported by the baffling fluctuations in the prices of the commodities that are either too low when the farmers suffers heavy losses (as in case of potatoes in the year 2011-12) or too high when the consumers are unable to buy the produce (as in case of vegetables and other agricultural produce in the year 2013 and early year of 2014).

2. Nature of Agricultural Commodities

Owing to the adulteration and perishability of the agricultural produce, stock room depot is immediate requirement, but post harvest practice constraint like, storage facilities and warehouses are either not easy to procure, not properly constructed at specific location or they do not have ample space to store the agri-commodities.

3. Fluctuating Price of Production

Rising cost of production and transportation, hike in the fuel cost, power tariff and toll tax, increasing prices of fertilizers, seeds, agricultural inputs and equipments and the communication predicament is yet again creating undue pressure over the agricultural markets in the nation.

4. Polite Nature of Indian Peasants

Illiteracy, ignorance and unawareness of the peasants and lack of the organized farmer's organization cause them to be suffered more by the presence and the domination of many middlemen. This is further deteriorated when we see that the Government funding for the farmers is still at nascent stage and most of the small farmers still depend on the local moneylenders who charge high interest. Poor

farmer and his generation remain in the exploitative clutches of these so called *Mahajans* or *Sahukars*.

5. Misconduct Occurring during Agricultural Marketing

Malpractices at the unregulated markets like, inadequacy of the weights and measures used coupled with no proper place for selling and purchasing agricultural commodities, unwarranted commission charges, improper grading, standardization, packaging and processing yields poor quality and quantity of the agricultural output that is not able to deserve a competitive cost for the farmers.

6. Weakness of Support Institutions

Poor institutional support service, reduced market support extension service and the lack of appropriate policy support mechanism like insufficient credit facilities by the Government and supporting institutions causes disinterest by the farmers towards the Government schemes.

7. Rebuff Attitude of Government

The role and functions of the APMC are still working on a customary basis. They are encroached by the lethargic Government officials, sluggish politicians attention, local leaders and trader's engagement and least or no contribution from the farmer's group. The State Government show least concern towards the plight of these farmers. The feedback is not at all taken timely and even if it is taken than also the suggestions obtained from the feedback is also put into a '*cold basket*'.

8. Conservative System of Agricultural Marketing

The most important problematic condition of the Indian agricultural marketing is that the existing market structure conduct and performance is not adapting according to the changing needs, there is least market information available, very few organizations involved for the AMR: *Agricultural Marketing Research* and the MIS: *Market Information System* is not updated accordingly.

9. Other Features of Lethargic Agricultural Marketing

Normally the Indian peasants are poor and deprived of the basic amenities of support life coupled with large families to support. Thus forced the sales of the agricultural commodities by the farmers due to some unexpected happening or immediate need of the cash and plus pitiable buying and selling decisions made by the famers increases their misery.

1.6 FUTURE TRENDS AND STRATEGIES FOR THE AGRICULTURAL MARKETING REFORMS IN INDIA

To cope with the future coming challenges of the Indian agricultural marketing structure, the Ministry of Agriculture of Indian Union and the State Governments, the *SAMB: State Agriculture Marketing Board(s)* and the APMC respectively have already started making their recommendations and Draft Model Legislations to be incorporated in the prospective era of agricultural marketing organization. Some of the formulations to be implemented in near coming time are as:

1. Re-engineering Existing Laws

Existing regulations and legal structure of the agricultural marketing made by the Government requires overhauling. New Laws must be added. Empowerment of farmers in the pre and post-harvest management is must. Tax and levy mechanism is to be made ease with uniform applicability.

2. Mandatory Utilization of Market Committee or Development Fund for Marketing Development

There is no specific provision in the APMC Act that prohibits spending of Fund for the Market Committee or Development on purposes other than market development. Consequently, considerable part of the funds built out of the market fee is transferred to the State Government general accounts. To check such practices, the Model Act 2003 provides use of the fund for creation and promotion on its own or through PPP Model, infrastructure of post-harvest handling, cold storage, pre-cooling facilities, etc. for modernizing marketing system.

3. Market Fee Relaxation

Rationalization of the market fee and reduced or totally abolished high incidence of the commission charges and levy of single point market fee is needed to facilitate free movement of produce inside a State, price stabilization and reduce price differences between the producer and the consumer markets.

4. Lack of Competition in Regulated Markets

Licensing of the commission agents and the traders in the RMs has led to a monopoly situation. For new licensing of the traders and the commission agents and shops within market yards has been made compulsory. This acts as a major entry barrier for new entrepreneur and thus prevents competition.

5. Notified Agricultural Produce Sale outside the Market Yard by Farmers

Once a particular area is declared as a market area, no person or agency is allowed to carry on the wholesale marketing activities in that area without obtaining license for the same. This restriction has led to a large intermediation and effectively resulted in the limiting market access to the farmers and prevented development of a competitive marketing system in the country.

6. Abridged Distribution Channel

Direct selling and purchase centers need to be encouraged that reduces multiple distribution channel with simplifying licensing system with adequate protection for the farmers and a provision of market fee waiver on it (as done in Andhra Pradesh State). This will connect farmers directly with the consumers, saves time, money and also it will minimize delay in the product delivery, deterioration in the produce quality and upraise in prices.

7. Professionalism of Indian Agricultural Marketing Structure

In order to have fair and genuine competitive marketing infrastructure, professionalism of the existing marketing system is to be created with laying down of the modern uniform code of conducts and ethics for the entire nation to be made by the eminent agricultural marketing professionals and the expertise agricultural marketing associations.

8. Encouraging Government Intervention

More government intervention with newer setup of fair price shops, efficient public distribution system and great varieties of agricultural commodities, fruits and vegetables to be sold at these places. '*Mobile Retail Fair Price Shops*' to places known for inaccessible areas and regions with poor transport communication network can be a good plan. Plus money advances and credit facilities by the Government operated organizations is to be enhanced. For making such arrangements superior involvement of the Government (both Union and State) and private organization's participation can suffice easier reformulation of the present Indian agricultural marketing structure.

9. Strict Vigilant Eye and Supervision

Protecting hoarding, illicit collecting and black marketing of the produce in radiance of the purchasing at cheaper price and then selling at high prices has to be severely under surveillance and culprits are to be rigorously reprimanded. For

this every deal, purchase and sell is to be recorded, quota is to be fixed, misusing of the license to be crumbled, sudden and rapid raid is to be encountered as and when indispensable, this will create a all time fear among the illegitimate agricultural produce collectors.

10. Declaration of some Markets as Specific Commodity Markets

Some agricultural commodities with immense economic significance and export power orientation must have distinctive comprehensive policies. Already there are special fruits & vegetables market. The Model Act 2003 provides for the declaration of any market as a special market with proper market infrastructure. Nine Indian States have only made this provision in their amended Act.

11. Enhanced Agriculture Marketing Network System

There is an urgent need for a better and more developed AMNS: *Agricultural Marketing Network System*. The AMNS along with the information technology must also connect together with the agriculturists, researchers in the field of Indian and foreign agricultural marketing and learned academicians who will timely predict changes to be implemented in the Indian agricultural marketing system. For futuristic farmer's prerequisite, there is to be establishment of the agricultural marketing information system network with the national, State wise and regional requirements.

12. Discover New Avenues of Agricultural Marketing

The new role of agricultural marketing must be always in working mode right from the pre harvest to the post harvest period. By this way, exact situation faced by the growers and timely solutions could be put into practice. Like, twelve Indian States have serious initiative efforts for contract farming like exemption on market fee, predetermined agricultural production and enhanced varieties of agricultural produce and minimizes the risk involved in the Agro production. For market promotion '*Barrier Free Agricultural Market*' could be adopted.

13. Participation from Private Association

As compared with the Government organizations, private institutions have ample amount of resources in terms of finance, infrastructures, technology know how, foreign expertise, enhanced agro based activities and are ready to take and implement dare challenges.

14. Establishment of Farmers Markets or Direct Sale by Farmers

*Several Indian States have promoted farmers Markets. These include Punjab & Haryana (Apni Mandi), Rajasthan (Kisan Mandi), Andhra Pradesh (Rythu Bazaar), Tamil Nadu (Uzahaver Shandies), Maharashtra (Shetkari Bazaar), Karnataka (Raithara Santhegalu) and Orissa (Krushak Bazar). These markets have benefited both the farmers and the consumers.*⁵

Although such direct farmer's markets are much adhere to the selling and purchasing of fruits & vegetables. And furthermore, these direct sales by the farmers are supplementary in the forms of co-operative societies, excluding the long chains of middlemen and thus a direct contact is made between the farmers and the consumers, by providing good money value to the former and a fresh, hygienic and quick availability of the agro-produce to the latter. Besides, some more markets exist like, the *Hatwari, Painth, Hadaspar Vegetable Markets in Pune, Mahagrapes or Mahabananas or Mahamangoes in Maharashtra, HOPCOMS: The Horticultural Producers' Co-operative Marketing and Processing Society Limited in Bangalore, etc.*

1.7 INDIAN AGRICULTURAL MARKETING AND GLOBALIZATION

India is the largest agricultural economy of the world. Today, India ranks second in the worldwide in farm output. In India agriculture and allied sectors like forestry and fisheries accounted for 16.6% of the GDP: *Gross Domestic Product*, about 50% of the total workforce. As today India supports 16.8% of the world's population on 4.2% of the world's water resources and 2.3% of the global land. Around 51% of India's geographical area is already under cultivation as compared to 11% of the world average. Further rain fed dry lands constitute 65% of the total net sown area. According to the global study made in the year 2011, India stands second in the world in terms of output in billion in US \$ 303.382, Composition of India's GDP from agriculture (18.1 in %) and the total percentage of global agricultural output is (7.1%). According to *The Economic Survey of India 2013*, our country ranks tenth in the global agricultural exporter. It said that as per WTO: *World Trade Organization* data, global exports and imports of agricultural and food products in 2011 stood at United States Dollar 1.66 trillion and United

States Dollar 1.82 trillion respectively. India's share in this is 2.07 per cent and 1.24 per cent respectively. Thus looking to the above statistics and as per the reports generated by the *World Economic Forum*, India is a chief agricultural economy and targets for marketing of agricultural commodities globally cannot be accomplished without linking India as major contributor.

*'In Indian economy, agriculture and agricultural marketing plays an important role. In the present scenario, agriculture in developing nation like India, is not only an aid for the livelihood or a source of occupation, but it is regarded as a backbone for supporting the economy.....in present dynamic society the contribution of the agricultural produce markets in safeguarding the interest of the Indian peasants and endowing them with a reasonable price for their produce.....'*⁶

These data definitely escalates our position in the agriculture sector. In India agriculture and agricultural marketing gain a grand impetus by the successful launch of *New Industrial Policy of 1991* that opens the gate for LPG: *Liberalization, Privatization and Globalization*. In addition India is also one of the founder members of *WTO* since 1995 (earlier it was *GATT: General Agreement on Tariff and Trade*).

This globalization has brought massive development in all sectors of the Indian economy, to be more prudent in the agriculture market and agricultural marketing sector. It conveys challenges in the form of anxieties, threats, uncertainties and greater complexities of competition. But at the same time it also fetches internationally open markets, excellent export opportunities and boom in the sectors of infrastructure and investment thus making it easier for the Indian agricultural products to the outside world.

Globalization in context to the Indian agriculture markets was must, as it was necessitate of the time. By globalization, agri-production efficiency was generated that enhanced value added activities in agriculture, agro based and agro processing industries, which in turn sucked more investment and result in the increased income and employment and finally our traditional subsistence agriculture changed to a commercialized agriculture and improved standards of living conditions. Thus this also simultaneously changed our agricultural marketing concepts.

Thus when India entered into the new era of globalization and economic liberalization there exist new possibilities of increased volume of trade in the international agricultural markets. To achieve this, agricultural production and marketing should become efficient, competitive, innovative and according to the global standards. The present Indian agricultural marketing systems and procedures need to be restructured, reoriented and re-fabricated to meet the needs arising from the globalization agricultural marketing process. It eventually led to the new initiatives and measures required to be identified and attended to the international agricultural marketing mechanism.⁷

Though the non favourable impacts of globalization over Indian agriculture markets are like, because of the resistance from the traders, politicians and socialites, many farmers are not getting benefits of globalization; Indian Laws for the land acquisition are highly complicated; cropping pattern may change and higher scales of production will displace the agricultural labour; most benefits are going to be reaped by the farmers with huge land holdings or by the industrialists and big companies.

Despite the fact favourable impacts of globalization over Indian agriculture markets are likewise, use of latest advance technologies and R & D knowhow that result in increased agricultural production and efficiency; increase in employments and hence national income; increase in the exports of Indian agricultural products thus increase in share of the world trade; novel agricultural markets and innovative approach for better marketing of agricultural produce locally as well as globally.

To conclude, it can be said that WTO provisions pose no real threat to the Indian agriculture market and agricultural marketing sectors, though aspects related to the Intellectual Patent Rights, removal of the tariff and the non-tariff barriers and the market access need to be dealt with constant vigilance and suitable expertise. Relevant institutional and legal changes (like in Patenting) need to be brought about equally import is the need to restructure, modify and revamp our agricultural marketing sector so that it can rise up to the challenges thrown by growing integration with the rest of the world. The need of the time is to make our Indian agricultural marketing organization more efficient, modernly diversified and competitive in harmony with the global principles.

1.8 REGULATED MARKETS OF AGRICULTURAL PRODUCE DEFINED

‘A Regulated market is a wholesale market where buying and selling of the agricultural commodities is regulated, managed and controlled by the State Government through the Market or Mandi Committee’. A Regulated Market is also called as KUMS: *Krishi Upaj Mandi Samiti*.

An APM: *Agricultural Produce Market* is a place in order to facilitate the farmers, producers and growers to sell their agricultural produce and get a reasonable price. This type of market is created by APMC in many towns. All most all of the APMC have a well defined and constructed market where traders and other marketing agents are provided stalls and shops for purchase and selling of the agriculture produce from farmers. Farmers can sell their produce to the agents or traders under supervision of APMC. An APM is normally channelized through, rural primary markets, assembly markets, wholesale markets, retail markets, etc.

In India RMAP is controlled either by the Union government or by the respective State governments. Consequently for both of the Government, there are distinctive and distinguish boards, generally known as AMB: *Agricultural Marketing Board*. The members of this Board are either nominated representative of the said Governments or they are elected by plebiscite. This body enforces the rules and regulations laid by the APMA and DMI: *Directorate of Marketing & Inspection*.

For the Central Government, the RMAP are either governed or controlled by the Central Agricultural Marketing Board (known as *AGMARKNET- Agricultural Marketing Information Network*) which is under the direct administration by the DMI, an attached office under the Department of Agriculture & Cooperation, Ministry of Agriculture, Govt. of India. The State Government like in Rajasthan it controls and regulates the RMAP through State AMB. RMAP are situated within the various Divisions Headquarters, District Head Office, Cities and Villages.

Subbarao *‘pointed out that the features and actual working of RMs in India has not been entirely satisfactory. It is observed there is a lack of infrastructural facilities in development and maintenance; they are not in a proper manner to be used and this condition in much worse in rural regions of the state’.*⁸

1.9 FEATURES OF REGULATED MARKETS

Regulated Markets of Agri-produce have certain characteristics of their own which necessitate a completely different system of marketing for them:

1. A Defined Organization with Government Hold

A regulated market is established by the State Government under some enactment to govern and administer the business therein. A well defined RMAP has an exact location, list of agricultural commodities to deal, definition of market intermediaries and respective functions to be engaged. It serves as a universal proposal for the farmers, traders, commission agents, porters, Government officials, consumers, etc.

2. Primary Market Yard and Sub Yard Market with Area of Operation

A primary market yard is a major market. Sub yard is a subordinate part of that primary market. The size of the market yard correlates with the volume of arrivals and specific standards. Future expansion may also be taken into consideration. Operation area is laid down either as a Municipal limit or a District that may be restricted on one Division/ District or Tehsil.

3. Wide Range of Infrastructural Facilities

Such markets provides basic amenities and ancillary facilities such as, Godowns, communication facilities, transportation, Animal Sheds, Parking Area, Canteens, Rest rooms, provision of safe drinking water, timely access to the market bulletin published by the State Government, quality check of produce, clean urinal and sanitation facilities, etc.

4. Composition and Constitution of Market Secretary and Committee

A special cadre of Market Secretaries and other technical staff may be created by the State Marketing Department and they may be treated as Government servants. A Market or Mandi Committee consists of substantial number of members that is dynamic depending on the market size and other considerations with a proper election system.

5. Licensing of Market Functionaries

All market functionaries operating have to obtain a license from the Market Committee after paying a prescribed fee. The licensed traders have to keep proper record and maintain accounts in accordance with the bye-laws.

6. Fair and Genuine Practices at Regulated Market

It has open bid system of sale or close tender method, appropriate grading system, standardized market practices, pre-determined and reasonable market charges, up-to-date market intelligence, correct weighment, immediate delivery, prompt and full payment, protection from exploitation, etc.

7. Augmentation of Resources of Market Committee

A suitable mechanism of collecting market fee is adopted by the States on the basis of the value of volume of a commodity bought and sold in the markets. The license fee and other sort of levies for different types of trading and transaction may be suitably revised and reasonable fee prescribed to meet its administrative expenditure and in order to create infrastructure facilities.

8. Dissemination of Market News and Information

The RMAP should display on their notice board or by loud speakers, the current prices, arrivals, agricultural commodities transacted, waiting queues, next information, etc. The markets should also maintain correct records of daily arrivals, stocks, sales, prices, competitive bids, etc.

9. Gracious Argument Settling Mechanism

RMAP facilitate dispute settlement arising from the trading activities without driving parties to the prolonged litigation and unnecessary expenditure of courts and place at disposal of the buyer-seller that facilitate bargains and completed without causing any loss to one party or the other.

1.10 HISTORY OF THE AGRICULTURAL PRODUCE MARKETS IN INDIA

The origin of fixed location of agricultural produce markets in India has passed through an evolutionary process, i.e. from village level barter of goods & services to the mobile trade mechanism of the peddlers and caravans and thereafter to the periodic markets like, fairs organized annually at the various religious and sacred centers. However, some form of Mandi system has begun taking place and shape in the north western parts of India as early as the 12th Century. In the course of time periodic markets began assembling more frequently, mostly weekly or in particular days of a Hindu Calendar Month and they came to be better known as

*'Haat, or Shandi'. The Indian National Council of Agriculture in the year 1976 concludes, 'Marketing in India starts traditionally either nearby a religious or traditional joint or in the village or in the nearest Haats or Shandies'. At each stage the then local merchant associations developed techniques or infrastructural facilities to deal effectively with the prevailing situation. As the new formation for marketing facilities grow with the increasing population and agricultural production, the traders and producers of agricultural produce set up new market places near and there. This was may be either due to heavy agricultural production within the vicinity of these markets or a market was located at a juncture of some significant place or at the last it was not possible for the farmers to carry their huge bulk of the agricultural produce along with their families, so a market place was set nearby the farmlands. At the each stage the trading communities developed various agricultural marketing systems and institutions according to the socio-economic and cultural conditions that prevailed in the various regions at the different times. To some extent, therefore, the pattern of marketing differed in varying degrees from state to state and also varied differences within the state and from place to place. Sometimes in the 19th Century, requirement for the regulation of agricultural markets in the country arose due to the British with a view for continuous supplies to export fine qualities of Cotton at a very reasonable prices from the various Cotton producing parts of India to the textile mills at Manchester, U. K., started regulation of the markets and marketing of Cotton. Thus this led to the very establishment of India's first regulated market at Karanja or Karanija (now in the state of Maharashtra) in 1886 under the then Hyderabad Residency order.'*⁹ This led to the founding of the various Acts and Legislations, for the above mentioned purpose. However the first Legislation in India was the *Berar Cotton Market Law* of 1897. The origin of the RMs in India dates back as early as 1897, at the time of British India, when the famous *Berar Act* was passed. This Act was regarded as a model and the very first attempt at regulation of markets that was adopted in the various provinces of then British India. Since then a number of Acts, Rules, Laws and By-laws have been appointed, facilitating and promoting the growth of RMs all over the country.

To better comprehend on the history and progress of RMs in India, it is chronologically classified into two distinctive periods. This chronological sequence is categorically arranged in fundamentals of the establishment,

enforcement and implementation of RMAP in India and hence forth their salient features are also stated as below:

- I. Pre Independence Era
- II. Post Independence Era

I. PRE-INDEPENDENCE ERA

It was the period during British regime in India, where numerous landmarks of market regulations have been incorporated by then British India and the various Princely Indian States. Some of the significant Laws for reformation of the agricultural markets produce have been discussed below.

A. BERAR¹⁰ (THE THEN NIZAM STATE) COTTON AND GRAIN MARKETS LAW, 1897

Berar Cotton and Grain Markets Law 1897 will be continued to remembered as the first Law on the regulated agricultural markets that later onwards provided basis for the regulation of markets all over the country. It was constituted by the orders of the Governor General in Council on May 6th 1897 as '*In exercise of the powers conferred by Section 4 & 5 of the Foreign Jurisdiction and Extradition Act, 1879*'. As this Law is regarded for being the very first statute for regulation of the agricultural markets in entire India and thereafter whatsoever subsequent Acts in any India State, wherever passed have virtually been based on the principles embodied in it.

The main salient features of the Berar Cotton and Grain Markets Act were:

1. All the markets as existed on date of the enforcement of the Law came under its fold and resident could declare any additional markets or bazaars for the sale of agricultural produce.
2. Commissioner was to appoint from among the list of the eligible persons, a Committee ordinarily of 5 members, 2 representing Municipal Authority and the remaining 3 from amongst the Cotton Traders for enforcing the Law.
3. Trade allowances or customs in usage were abolished and unauthorized markets were banned within 5 miles (8 kms.) of the notified market.

4. Market functionaries were required to take licenses and Rules were framed for levy, fees collection, licensing of brokers and weighment and also for checking the weights and measures.
5. The Act was applicable not only to the grain markets but also to the Cotton markets and penalties for the breach of certain provisions of the Law were laid down.

B. THE INDIAN COTTON COMMITTEE¹¹, 1917

The Indian Cotton Committee was appointed by the Governor General in Council in 1917. In the view of the fact that the farmers was badly helpless in securing a adequate price for their produce and most of the Cotton sold to the Trader-Cum-Money Lender at a price much below the ruling market rate due to forced sale, a large chain of middlemen and its marketing process. Thus it was recommended that *'Marketing for Cotton on Berar system should be established in other Provinces having compact Cotton tracts. This could be done by introduction of suitable provisions in Municipal Acts or under a special Legislation as in Berar'*.

C. THE BOMBAY COTTON MARKETS ACT, 1927

In pursuance of this recommendation, the Government of Bombay passed Indian Cotton Markets Act, 1927. The Act, *inter alia*, provide for following measures:

1. The establishment of markets for both ginned and un-ginned Cotton and Cotton market notification by the Local Government either after consulting Local Authorities or upon a representation made by the District Local Board that no other Cotton market could be established with prescribed distances of RMs.
2. Constitution of a Market Committee and obligatory appointment of a Dispute Subcommittee.
3. Ban on any trade allowance not recognized under Rules of Bye-laws framed under the Act, levy of market fees and use of only authorized weights & measures and discouragements of damping of Cotton and admixture of sand.

But the progress under the Act was very slow mainly because the process of obtaining necessary resolutions from the District Local Boards, Municipalities and other bodies was quite lengthy. With the due course of time later wards The

Bombay Cotton Markets Acts, 1927 was replaced by the Bombay Agricultural Produce Markets Act 1939.

D. THE ROYAL COMMISSION¹², 1926-28

RCA investigated some solutions to the questions, like slow progress of RMs and its presence only in the Central Provinces of India, RMs ought not to be considered as a source of revenue to the Municipal Board and argued to spend all the revenue in developing facilities and services to the producers. Thus RCA made some recommendations as to the functioning and constitution of RMs as:

1. RMs should be established in all the Indian provinces to facilitate marketing of all types of agricultural produce and establishment of Market Committees with the provincial Legislation.
2. The initial Act was known as *Grain Markets Law*, the markets established under it dealt exclusively with Cotton. Later Commission removes such a restriction and recommended other products within purview of RMs.
3. The grant of loans by the provincial Governments to the Market Committees for meeting initial expenses on land and buildings and provision of machinery was set in the form of buyers and sellers in the markets for this adequate storage facility in market yards were made.
4. Municipalities and the District Boards should be kept out from the management of these markets because actual location of the market might not be best and economic, all powers might not be authorize, every possibility that market be regarded as only a source of revenue and interest of the growers were not likely to be safeguard adequately. Moreover the markets controlled by the Local Boards should automatically cease to function as soon as the RMs came into existence.
5. The initial expenditure on the land and building incurred for starting such markets should be met from a loan out of the provincial revenues.
6. In the Market Committees half of its members should be among the cultivators and the Committee should include Agriculture Department Officer to protect the grower's interest as the Licensed Brokers should be prohibited to stand for the election from the Grower's Constituency. A Committee is empowered to elect its own Chairman and Vice-Chairman

and the provision be made for the representation of the Co-operative Societies.

7. Provision should be made for a machinery to settle disputes in the form of Panchayats or the Board of Arbitrators.
8. Members of a Market Committee should be well informed about the market conditions daily.
9. Action should be taken to prevent the Brokers in RMs from acting for both as the Buyers and the Sellers and if found contravening strong reprimand should be practice.
10. RMs should have standardized weights & measures and strong accommodation provision.

Thus it is quite clear that RCA was alive to the agricultural marketing problems in India and made many valuable suggestions for facilitating the proper growth of the RMAP. The Government accepting the recommendations of the Commission set individual reforms and institutions to look after the problems and prospects of marketing of the agricultural produce particularly faced by the peasants and other intermediaries.

Later on wards numerous recommendations for improving and organizing agricultural marketing in India by some organizations, like *The Bombay Provincial Banking Enquiry Committee, 1929-30*, *The Indian Central Banking Enquiry Committee, 1929-31*, etc. Thereafter it leads into an upsurge of RMAP in the various provincial and princely states of India and free India. Notably among them are various Acts, Bye-Laws and Legislations for the RMs:

1. The Hyderabad Agriculture Market Act 1930
2. Central Provinces Agriculture Market Act (Cotton Market Act) 1932
3. The Madras Commercial Crops Marketing Act 1933
4. The Baroda Agriculture Produce Markets Act 1934
5. The Bombay Agriculture Produce Markets Act 1939
6. The Punjab Agriculture Produce Market Act 1939
7. The Mysore Agriculture Produce Market Act 1939
8. The Patiala Agriculture Produce Marketing Act 1947 (Amended in 1955)
9. Madhya Bharat Agriculture Produce Market Act 1952
10. The Saurashtra Agriculture Produce Marketing Act 1955

11. Kerala Agriculture Produce Market Act 1957
12. Orissa Agriculture Produce Market Act 1957
13. **Rajasthan Agriculture Produce Market Act 1961**
14. Andhra Pradesh Agriculture Produce Markets Act 1961
15. Uttar Pradesh Agriculture Produce Markets Act 1963
16. Delhi Agriculture Produce Marketing Act 1998

II. POST-INDEPENDENCE ERA

After 1947 when India became free a new era was articulated through the process of Democratic Planning and a Planning Commission that looked significantly towards the problems and prospects of RMAP.

A. PLAN STAGE EXPANSION

The Planning Commission underneath its FYPS: *Five Year Planning Scheme* made several proposals covering various aspects of agricultural marketing. In the very First Phase of the inception of FYPS during 1951, an individual fund was incorporated for the every FYPS and every year a fixed expenditure was to be made for providing the significant progress in the direction of setting up of RMs.

In the Second FYPS, emphasis laid on the development of agricultural marketing with a view to organizing and improving the agricultural marketing system. A total outlay of Rupees 38 Crores for the development of agriculture under the scheme to be directly run by the Ministry of Food & Agriculture, about Rupees 6 Crores was provided for the various marketing schemes. In addition, an adequate provision was made in the several State Plans too.

It was during agriculturally oriented Third FYP that drawbacks of the existing agricultural markets-shortage of space, poor lay-out, unfair practices, inadequacy of marketing facilities, etc. came to the surface. It was recognized that RMs could perform valuable functions in marketing process as nerve centers of commerce in the agricultural produce. It was with a view to improving efficiency of these markets and eliminating malpractices that regulation of the markets was conceived and legislation for this purpose – The Rajasthan Agricultural Produce Market Act was passed in the year 1961. Though, actual implementation of this Act came into force in the year 1964.

During the Fourth FYP utmost priority was given to the construction of the market yards, SMY: *Sub Market Yards* and the other major infrastructural developments of these RMs.

And thereafter subsequently other FYP also made major contribution for building, maintenance and delimitation of the major agricultural market yards and SMYs.

B. FORMATION OF AGRICULTURAL MARKETING BOARD(s) (AMB)

In the 60s and early 70s many Indian States and U.T.: *Union Territories* laid for the formation of the AMB: *Agricultural Marketing Board* in order to meet their regional agriculture and agriculture markets requirements. The Union Government at New Delhi positioned various remarkable magnificent edifices such as DMI, NAFED, COSAMB, etc. in a way to face challenges and opportunities of agricultural marketing nationwide and abroad. The same accomplishment was constituted in many Indian State's Capital by the Union Government intervention.

Thus in respect of aforementioned approach, in Rajasthan, The RSAMB: *Rajasthan State Agricultural Marketing Board* an apex unit was formed in the year 1974 at Jaipur for providing leadership and guidance to the RMs and also for coordinating their work activities. Thereafter with the pace of time to meet the growing prospects, sub units of RSAMB were also set at the various divisional headquarters of the State.

Table No. 1.2
Progressive Growth of Regulated Markets of Agricultural Produce in India

S. No.	Periods	Number of RMs
1	Prior to 1939	57
2	End of 1940	73
3	Between 1950-52	236
4	End of 1956	286
5	March 1961	715
6	March 1974	1777
7	March 1985	5695

8	March 1990	6217
9	March 2000	7077
10	March 2010	7157
11	March 31 st 2013	7596

Source: DMI, Faridabad January 2014/ Some represents only principal markets.

1.10.1 HISTORICAL BACKGROUND OF THE REGULATED MARKETS IN RAJASTHAN

The present marketing structure of agricultural products in Rajasthan is an outcome of the historic, geographical as well as socio-economic and cultural conditions prevalent during different periods of the history. Although the history of the growth of marketing in Rajasthan is very much similar to that of north India yet it has its own distinguishing characteristics feature that is divided into the following phase:

- I. Pre Independence Era (including the Ancient & Medieval period) and
- II. Post Independence Era (the Modern period)

I. PRE INDEPENDENCE ERA

In earlier days the market place exchange system in Rajasthan was no doubt, ‘*a Barter System*’. This method is still prevalent in a limited form in the tribal regions of southern Rajasthan as well as in the rural areas of the other parts of the state. Though, still present the information and conditions of marketing practices in ancient Rajasthan is not very clear. But there exists periodic marketing on the trade performed through a groups of people (traders) known as ‘*Caravans or Migrant Merchants*’. The non existence of the permanent markets during ancient periods in the State was due to a number of reasons:

1. Limited demand & supply of the commodities.
2. Harsh environment conditions like, deserts, mountains, forests, etc.
3. Non availability or very much scarcity of water.
4. Lack of proper road connectivity & transport facilities.
5. Danger of dacoity, thefts & robbery.
6. Economic backwardness in comparison to the other north Indian States.

During the medieval period from 17th to 18th century till the independence, the entire state was divided into several Princely States, each having their own administrative system. During this period permanent market centers had been developed at the State Capitals of Princely States and towns situated along main routes/ rivers have flourished as business centers or 'Mandies' or 'Mandis, primarily such as Pali, Nagaur, Phalodi, Jodhpur, Bikaner, Bhinmal, Merta, Jaisalmer, Rajgarh, Pugal, Chittorgarh, Udaipur, Bhilwara, Ajmer, Jaipur, Pushkar, Sirohi, Bundi, Kota, Bharatpur, Alwar, Dholpur, etc. The State's intervention in marketing had also begun in this period to a limited extent. The State Chiefs of Marwar, Mewar, Ambar (Amer), Kota, etc. had framed Rules governing agricultural marketing. In certain cases prices of market sales had been fixed, some charges or taxes were also imposed on the traders to control the malpractices in the trade and the King used to receive royalty from the merchants or the itinerant traders. Unlike the Mughal Rulers, the Rajput Rulers encouraged trade by providing many facilities and privileges to the traders in their States. But they neither monopolized nor engaged themselves in any trade. Their policy was free trade policy i.e. open for all. In fact, this was the period in which several commercial marts has been established and all these markets are now the flourishing trade centers of the State.¹³

This period may be considered as the beginning of the State intervention in marketing. That was not a regulated marketing, but some checks and control had been imposed by the State Authorities in the formation of taxes and supervisory staff had also been appointed. Some of the taxes prevalent during that era were as:

1. *Mapa*: it was charged on the goods which were sold in the market, its rates varied from one *Dhela* to one *Paisa* per *Rupee*.
2. *Amad*: the tax on goods which were imported for sale in the market.
3. *Nikasu/ Nikasi*: it was a tax on goods passing out of a town or a market.
4. *Inch*: it was charged on the vegetables, fruits and the other edibles brought for sale in the market.
5. *Tulai*: this tax was levied on the goods that were weighted in the market for the sale or purchase.

British at that time had control over all the than States of Rajasthan, but they too had not taken any positive and daring step towards the development of marketing

in these regions. This was more because the than States of Rajputana were not very much productive in sense of agricultural production, especially from the British point of observation. Therefore, they had not intervened in the marketing activities of this region as they had in Cotton producing regions of the other parts of India. In concise, prior to the independence no much effort was made to regulate the markets, although the centers of agricultural marketing or Mandis had been developed in all parts of the region under study. This may be because to the reason, that the agricultural markets during that time were more based on trust, loyalty and mutual relationships among each other.

II. POST INDEPENDENCE ERA

After independence, the need for RMs was felt because the agricultural marketing mechanism was not orderly and moreover various types of malpractices were prevalent in the form of unauthorized deductions, such as-*Dalali, Dharmada, Dani, Dhalta, Muddat, Kard, Kabutar, Chitthi*, etc. that amounted to be 5 to 10 percent of small proceeds in many cases.

As a consequence, the very first step towards the establishment of RMs in Rajasthan was undertaken in the year 1956, when the State Government created an Agricultural Marketing Board Organization in the Department of Agriculture, mainly for the market survey and research for the establishment of RMs. But it was successfully only in the year 1961, when the '*Rajasthan Agricultural Produce Market Act*' had been created with the objective of the following features:

1. Providing producer-seller a remunerative price for his agricultural produce.
2. Creating an orderly and systematized condition in the market.
3. Providing consumers and producers of desired standard of quality & grade.

The growth pattern of RMs during this era can be studied in two phases:

- A. Temporal growth (growth according to the time phases)
- B. Spatial growth (growth in space or the various parts of that State)

A. TEMPORAL GROWTH

The year 1964 was a landmark in the history of the growth of RMs in Rajasthan, when 15 Primary Markets and 2 SMY were established. The 1st RMAP in the State were: Kota, Baran, Sumerganj Mandi, Ramganj Mandi (Kota district); Sojat Roat, Pali, Rani, Sumerpur (Pali district); Shivganj (Sirohi district); Sriganganagar, Raisinghnagar, Gajsinghnagar, Srikaranpur, Hanumangarh and Kesrisinghnagar (Sriganganagar district). While the 2 SMY were Indragarh (Kota district) and Sojat City (Pali district). This Regulation was so much successful that in next year i.e. in 1965, 31 new RMAP and 9 SMYs were established. And thus the growth of RMs in Rajasthan fast boost up and at present the State has 132 Primary Markets and 311 SMYs as on February 28th 2014.

B. SPATIAL GROWTH

The growth of RMs in the various administrative units is not uniform in all the districts, but highly diverse too. The pattern of growth is an indicator of the favourable geographical condition, resulting into agricultural production, marketable surplus and ultimately growth of agricultural markets. The divisions that have the highest number of Primary Krishi Mandis is Jodhpur and Kota, both have 18 KUMS respectively. The division that that has the lowest number of Primary Krishi Mandi is Hanumangarh with 9 major markets. The division that has the highest number of SMY is undoubted Kota with a staggering high figure of 52 numbers. And at the last the division that has the lowest SMY is Sriganganagar.

1.11 PRIME OBJECTIVES FOR ESTABLISHMENT OF REGULATED MARKETS

The main intention for the establishment of RMAP is to protect the farmers from deceitful and treacherous behavior of the traders (Adhatiya) and the commission agents.....these committees for improving the marketing system induces on grading and standardization of crops, foster the open auction practices, discourages the conceal rates of agricultural produce below the cloth.....etc.¹⁴

The primary objective of the RMAP is to work as per the Laws and Rule pertaining to the RAPMA: *Rajasthan Agricultural Produce Market Act, 1961*. This Act says, *'To consolidate and amend the Law relating to better regulation of the purchase, sale, storage and processing of agricultural produce and the establishment of the markets for agricultural produces in Rajasthan State'*.

The RAPMA of 1961 states that the establishment of the RMAP or Mandis is to provide a free, clean and genuine environment, where: - the producer can get maximum price for his produce; and the buyer can get exactly the same goods as desired by him at the minimum price:

- *with maximum of ease; in minimum of time; with maximum comfort; at an affordable cost; and providing sufficient return to the market functionaries to gainfully remain in business; do not charge unnecessary unauthorized deductions from the farmers and the producers; use of correct weighing measurement; providing touts free environment; rules and regulations should be followed strictly; to increase the area of business of Mandis; and establishment of main Mandis and sub-yards in every developing division and villages.*

Further objectives for establishment of aforementioned purpose are as follows:

1. Rajasthan State Agriculture Marketing Board – A Statutory Body

Rajasthan State Agriculture Marketing Board a body corporate as well as a Local Authority by the name of the State Agricultural Marketing Board, having perpetual succession and a common seal, with power, subject to provisions of this Act, to acquire and hold property and shall by the said name sue and be sued. Its roles and functions are to establish modern markets, to enforce provisions of the Act, Rules Bye-laws and to regulate and administer various Market Committees all across the State as per RAPMA, 1961.

2. An Organized Place for Common Crop Exchange Facility Centre

RMAP acts as a reform centre for rationalizing trade practices and strives to create mutual trust and confidence among the farmers, traders, commission agents, government, etc. for pricing, purchasing, selling, procurement, storage, processing, grading, packaging, marketing, transportation and distribution of the agricultural produce to the end users.

3. Specialized Vigilance during Trading Maneuver

To undertake utmost attention and security, especially during the purchase season when these institutions handles various duties, similarly, flocking of farmers from all sides with their agricultural produce on vehicles, issuing of tokens, collection of market fee, taxes and other levies from the purchasers on the various transactions taking place at the Mandis.

4. Sustaining and Preservation of Infrastructural Amenities

RMAP helps in creation, maintenance and expansion of the State wide agricultural produce marketing infrastructure, comprising of various Market Yards (Sub-market Yards), Purchase Centers, link roads, other basic amenities, like, adequate storage facilities, availability of credit, etc.

5. Protectionist and Guidance towards Peasants

The very prime purpose of establishing the RMAP is to give protection for the farmers against evil practices, like exploitation by the traders, security against any sort of misdirection, a common place for selling of huge bulk of agricultural produce and educating farmers on the latest agricultural inputs and agricultural marketing. Thus helps in developing, '*a corporate sense*' among the farmers.

6. Manifold Benefits to Consumers

It also provides multiple benefits to the consumers: Assurance of wide range of agricultural commodities, quality and price, easy payment modes, convenience of the sales, good means of transportation, parking, etc.

7. Bonding Numerous Establishments

To facilitate procurement, purchasing, storing and distribution activities of organization such as FCI: *Food Corporation of India*, RAJFED: *Rajasthan State Co-operative Marketing Federation Limited*, NAFED: *National Agriculture Co-operative Marketing Federation of India Limited*, WC: *Warehousing Corporation*, etc. at various Mandis. It is also a safe place for the Government to launch numerous '*farmer's welfare schemes*' or propaganda.

8. Training and Development Orientation

To arrange or organize Seminars, Workshops, Camps, Conference and Exhibitions related with the agricultural marketing and giving training to the members and the employees of the Marketing Committee.

9. Aid to Marketing Research and Survey

To assist, undertake collection, compilation and publication of the market intelligence and statistics as also to promote the market survey and conducting research in the field of agricultural marketing.

1.12 PRESENT TRENDS RELATED WITH TRADING AND WORKING OF REGULATED MARKETS

An Indian peasant adopts a numerous ways for selling their agricultural produce. Most universally adopted practice of trading agri-commodities in India markets is:

1. Mandi Selling

The most common form of selling and purchasing agricultural commodities is via Mandi selling or by Secondary Wholesale Markets, where commission agents or the '*Dalal*' help the farmers to sell their produce to the traders or '*Arhatiyas*'. Later on this sold agricultural produce is dispose to the retailers and the consumers and some even to the Food Processing Manufacturers for further progression into a variety of food products. Farmers also sell their agricultural produce to Village Money Lender-Cum-Trader who may buy it either for self-consumption or as an agent of bigger merchant of neighbouring Mandi towns.

2. Selling Through Haat or Shandi

These markets are held periodically either once or twice a week. Normally every Indian city or a village or a locality has Haat. Agricultural produce comes from the neighbouring villages to these Haats. Growers and farmers sell their surplus in the 'Haat' or Weekly Village Markets.

3. Co-operative Marketing and Selling

Cooperative Marketing Societies help in purchasing, selling and storing of the farmer's agricultural produce besides providing credit facilities to the farmers. These Co-operative Organizations work with the concept of '*no profit and no loss*' by eliminating the middlemen and their profit margins thus benefitting for the common social cause.

4. Government Regulated Selling

Government organized RMs helps in mitigating the market handicaps of the producers-sellers, besides providing a platform and a basic infrastructural requirement to attract the farmers and the buyers by creating competitive trade.

5. Selling through Private Institutions

Large Indian private companies or Agro Processing Food Industries also purchase agricultural produce directly from the farmers and then sell it to elsewhere, thus making it more complicated for the Indian consumers in terms of monetary value, quality and storage consumption.

6. New Forms of Selling

Some institutions and farmers (may or may not with an intermediary) have a future contact in trading of agro-produce. By doing so farmer's risks are minimized and the private companies inculcate huge amounts of revenues. Also due to globalization, there exists a recent emergence of large food companies often headquartered in other countries directly purchase from farmers as well as make investment in modern processing and logistics. However, these participants still play a minor role in the overall agricultural marketing supply chain, as the Indian Government limits and regulate the foreign direct investment in India.

1.13 PLANNING AND DESIGNING LAYOUT FOR REGULATED MARKETS

RMAP like any other utility or facility are established and operated with the object of fulfilling certain needs and performing certain functions like service of orderly display and close connectivity. This is followed by the careful planning of the market lay-out and designing of individual structure and facility which together should create right environment for the market to perform its functions.

Certain basic elements are considered while manufacturing of RMAP as follows:

- 1) No standard lay out plan could be considered for each and every type of RMAP. As each type of regions have their own criteria and choices, like wise – commodities traded, volume of throughout periodicity of market operations, number and type of active sellers, buyers or agents in market and other functions such as, Wholesale, Transit or Retail Distribution.*
- 2) During planning major elements studied are, classification of markets and its interrelated activities according to the functions, market user, distance from the city hubs or major agricultural producing villages, etc. So each individual markets whether Major or Sub Market Yard must be surveyed and designed as a separate entity.*

3) *Then comes the Market Yard. Market Yard planning activities can be grouped under:*

- a) Pre Planning*
- b) Physical Planning*
- c) Functional Planning and*
- d) Financial Planning*

4) *For market yard, various considerations in market yard design include:*

a) Location of Market Yard

All location factors influencing the cost of distribution must be taken into account:

- i. Access to the highway and the railway for incoming and outgoing traffic. Like RMAP of Ramganj Mandi, Chhabra and Sumerganj Mandi are either located nearby or opposite side of the railway station; RMAP of Itawa, Khanpur, Aklera and Jhalrapatan are located on the State highway.*
- ii. Wholesale Assembling and Transit Markets are the best located away from population centers, while Retail Distribution are near located in the populated areas.*
- iii. Where several sites are available, a special comparative cost analysis will guide the final choice.*
- iv. Where only one choice is available, there is still a strong case for preparing a comparative cost of operating in old and new market.*

b) Layout of Market Yard

It should optimize the dynamics of the trade operations in the market through improved accessibility for the market users:

- i. Special attention to streamlining of internal flow pattern from the pre-sale operations to the storage or final dispatch.*
- ii. Storage location of the Trader's Shop-cum-Godowns, display and sales areas and facilities and services required by market users.*
- iii. Priority in the space allocation should go to the structures and services directly connected with the trade operation.*

- iv. *Choice of market space may be given to the supporting and complementary services (Banks, Post Office, Shops, etc).*
- v. *Choice may be kept for the administration, communication, supervision and the non-trade related functions.*
- vi. *Several layout proposals may be prepared featuring the different spatial arrangements and commodity flow lines.*
- vii. *The best spatial arrangement is the layout that minimized the cost of handling land and maximized convenience for the market users.*
- viii. *Finally layout plan must be discussed with the various market users (especially farmers) before final adoption.*

c) Components and Designs of Market Yard

- i. *It aims at satisfying to the extent possible the reasonable needs, expectations and forecast of all main users of the market.*
- ii. *Instructors and designers must have a thorough knowledge of the functions of market with immediate possibility of short & long term calculations and predictions due to fluctuations in market demand or market pattern, trends, dynamic nature of marketing systems and procedures, changes in production patterns, consumers preferences, policy changes, etc. need to be cater the most.*
- iii. *Appropriate plan designs a market for a life span of 20-25 years.*
- iv. *Market yard design should aim at providing most comprehensive, functional and adoptable yard at the lowest possible cost.*

d) Other considerations in market yard design are as:

- i. *Access to the railway/ rail side directly to the market if possible and necessary.*
- ii. *Planning for the drainage, sewerage and waste disposal.*
- iii. *Need based facilities and amenities.*
- iv. *Use of the local construction material wherever possible.*
- v. *Flexibility in the design (ample amount of space for future development, alteration, etc.).¹⁵*

A market does not function in isolation. It influences other markets and in turn gets influenced by them. All markets need to be considered as links in the flow of agricultural commodities. Thus therefore a State Level Master Plan for development of RMAP, fixing priority for development of Market Yards and Sub Yards on basis of objective criteria is very essential and immediate requirement. State Government than works with Planning Commission, DMI and MPDC: *Market Planning & Design Centre* for establishment and development of RMAP. Normally there exists a single major RMAP in a city, but a district may have multiple major RMAP and numerous sub market yards besides various separate agricultural commodity market, like, Fruit Mandi, Vegetable Mandi and so on.

The requirement of land for the construction of market yards is quite substantial. Finding such a large areas of land is often difficult, thus to solve this problem is to formulate a feasible plan of a Multi Level Market Yard or Multi Storey Building RMAP. Especially in the areas like, marsh lands, deserts or hilly regions and where it is difficult to get sufficient land.

1.14 FUNCTIONS AND ACTIVITIES OCCURING AT REGULATED MARKET

At the RMs, agricultural marketing process involves a wide variety of functions that are interconnected with one another, they are stated below:



Figure No. 1.2
A Chain of Functions Conducted at Regulated Markets

The process of agricultural marketing begins with the farmer and end up with the consumer. In between these two extreme ends there are many intermediaries like Assemblers, Processors, Warehouse Owners, Commission Agents, Wholesalers, Retailers and Transporters, etc. performing their duties to enable the agricultural marketing process to reach its completion:

1. Assembling

Agriculture produce is collected in small lots and then assembled into large ones. This function becomes essential because of the small size of the farms and small quantity of production.

2. Grading and Standardization

Agricultural produce assembled is classified in different lots according to the buyer's tastes and needs difference. Classification is effected by certain specific characters and inherent qualities such as, colour, size, taste and utility codified into grades and then become standard by which assembled lots are judged.

3. Processing and Storage

Processing means transforming raw materials into a new form so as to increase their shelf life and to make them more acceptable to consumer than in their original form, for e.g. Wheat may be turned into flour. The manufactured goods may not however be immediately disposed of and may require space for storage. The needs of storage brings into the existence of warehouses and Godowns.

4. Transportation

For final consumption agricultural produce has to be moved from storage point to the point of actual demand. This may require transportation over long distances and across many lands. It may be necessary to store them again for a while on arrival before they could be sold to wholesalers and through them to the retailers.

5. Wholesaling and retailing

The final link and vital role in agricultural marketing is played by the wholesalers and the retailers that make the agricultural produce available to the consumers for the final consumption.

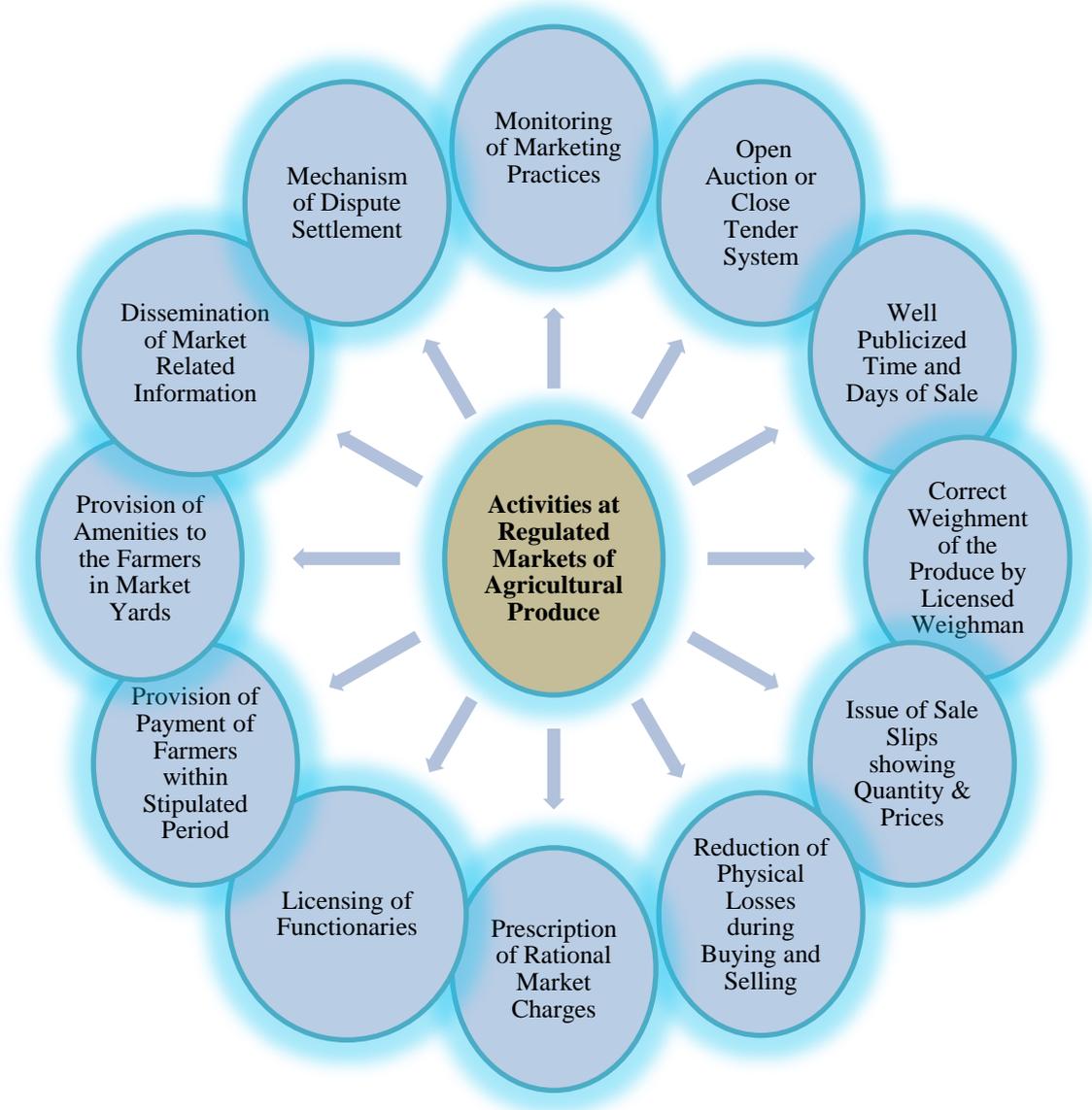


Figure No. 1.3
A List of Activities Operated at Regulated Markets of Agricultural Produce

These functions are performed by a group of people called as the functionaries who are responsible for carrying the agri business activities at the RMAP:

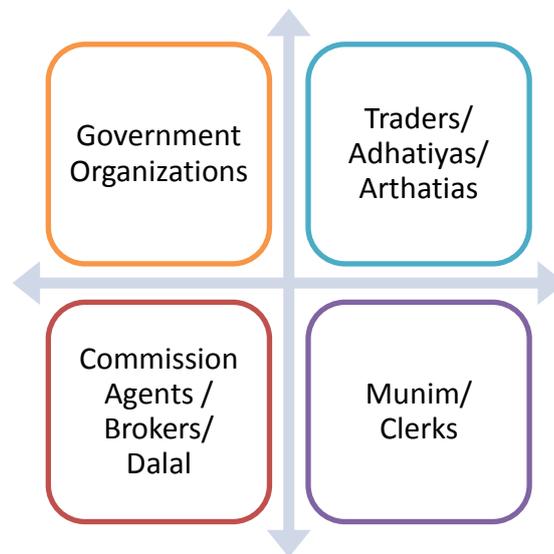


Figure No. 1.4
Functionaries Operating at Regulated Markets

1. Government Organizations

Important Government organizations acting as purchasing agents are FCI, RAJFED, NAFED, Tilam Sangh, Marketing Co-operatives, etc. The main function is to undertake the outright purchases, provide storage facilities for grading, save cultivators from the exploitation and help the farmers in securing a fair price for their produce.

2. Traders or Adhatiyas/ Arhatias

Arhatias are both the buyers on commission and outright buyers. Arhatias can be grouped under two heads, viz., Kuchha Arhatias and Pucca Arhatias.

a. Kuchha Arhatias

They are small commission agents who seldom buy for his own. Their sphere of activity is purely local and acts mainly as a middlemen or an intermediary between the primary producer or seller and buyer in large wholesale or assembly market. He also advances money to the cultivators and village Baniyas on a condition that the produce will be disposed through him alone and hence charges a nominal interest rate on the money advanced.

b. Pucca Arhatias

These generally big firms mostly deal in large quantities of agricultural products either as agents or for their own account and also help in the assembling of the products by financing operations of the *Kuchha-Arhatias* and the small traders.

3. Commission Agents/ Dalal (Brokers)

Their main function is to bring the buyers and sellers together. They differ from Arhatias as they have no fixed business of their own. They charge commission from the buyers and sellers which are normally fixed at 2% - 3%.

4. Munim or Clerks

Munim or the 'Record Bearers' made bid, conduct auctions and record all sorts of transactions taking place in the Mandi premises. Munim may be private or Government employees.

The normal view of trading agricultural produce in Indian context is analyzed in the following figure:

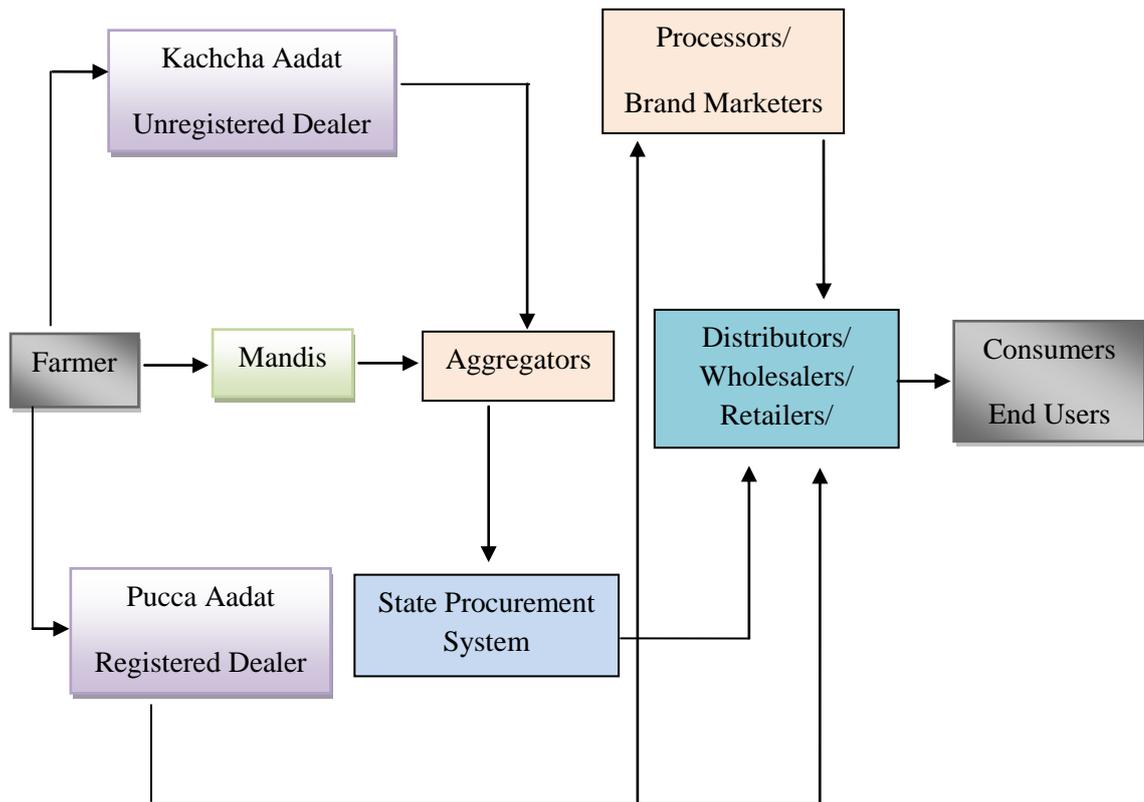


Figure No. 1.5
Traditional Agriculture Supply Chain Model
Source: <http://www.flickr.com/photos/analectic/4963265928/>

1.15 MARKETING CHANNELS FOR REGUALED MARKETS

The marketing channels for the agricultural commodities can be seen from the following figures shown in the imminent page. The simplest form of channel for transporting the food grains is a direct purchase and selling between the farmers and the consumers with no channel member between them. Here the consumer purchases agricultural produce directly from the producers and in return the producer gets a ready hand in price of the agricultural commodity sold.



Figure No. 1.6
Direct Farmer to Consumer Channel

When the purchasing agencies are traders, organizations or Co-Operatives Societies, such type of image appear. In this case the consumers need to purchase from the selling agency.



Here the purchasers can be Traders (Adhatiyas), Commission Agents (Dalal) or Organizations either Private or Public (Government).

Figure No. 1.7
Farmer to Consumer Channel via Third Party Purchase

Agri-marketing channels for food grains with more than 3 channel members:

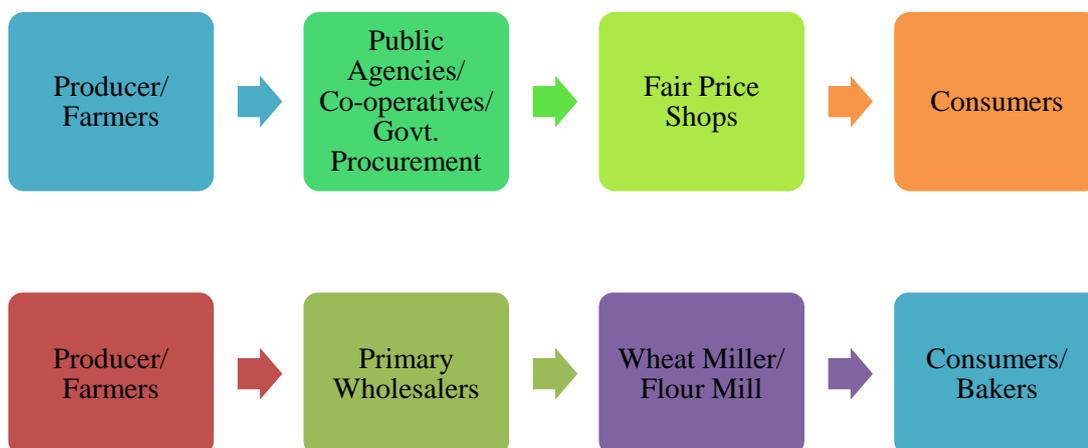


Figure No. 1.8
Marketing Channel when involving more than 3 Channel Members

The chain existing in the marketing of agricultural produce regulated by the State control under the APMC Act is normally as:

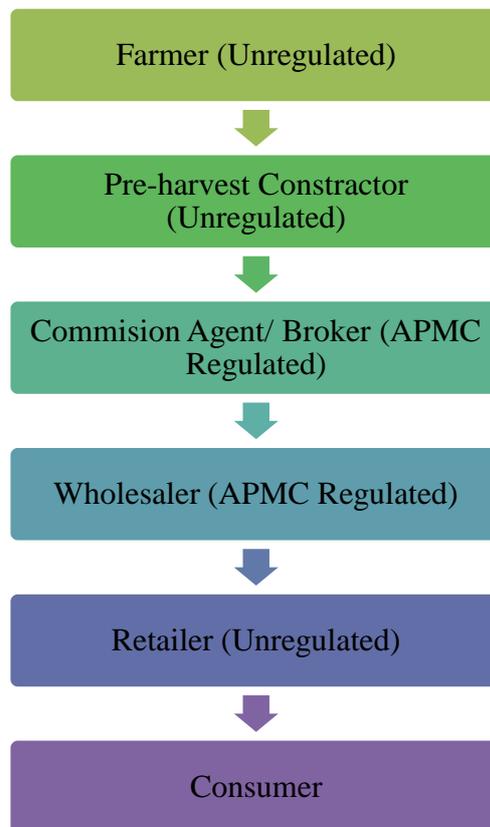


Figure No. 1.9
Chain for Agro-products between Farmers and Consumers existing at Regulated Market of Agricultural Produce

1.16 METHODS OF SALE IN THE REGULATED MARKETS

One of the most important aspects of marketing of agricultural produce is concerned with the different methods of trading employed in these RMs. Though many methods of sale are vogue and are not practiced any more. The marketing of agricultural produce is generally transacted in one of the following ways:



Figure No. 1.10
A Figure for Methods of Sale Occurring at Regulated Market

1. Under Cover or the Hatta/ Hatha System

In this method, the buyer or his broker and the commission agents join hands under the cover of cloth usually a Towel, Handkerchief or a Dhoti or front portion of Kurta or a Shirt. The price is settled by pressing, twisting or claspings the fingers. The negotiations go on in this secret manner till they are called off due to failure in arriving at an agreed price. The commission agent then informs the seller and asks for his consent to sell. He is, however not told anything about the price offered by other buyers. However there is no guarantee that the benefit of this higher price always goes to the producer.

2. Open Auction System

Under this method, the prospective buyers gather around separate heaps of grains and announce their bids loudly. When the bids have reached the highest, the auctioneer who is generally a commission agent, in consultation with the seller, sells the produce to the highest bidder. The auction system increases competition for a strong demand for the product with minimal chances of malpractice. The seller may refuse the bid. The farmer while viewing open auction gets psychological satisfaction. This process is very time consuming and requires presence of a large number of traders.

3. Dara System

In this system, the heaps of grain of different quantities are sold at a flat price without indulging in weightment etc. The advantage claimed by the system is that within a short time a large number of sales can be affected.

4. Moghum Sale or Unbhav Sale

Under this system, a sale is based on the verbal understanding between the buyers and sellers and without mentioning the rate as it is understood that the buyers will pay the prevailing rate. It is adopted in the interior areas of a State where price fluctuations get communicated within a conventional time lag. It is usually beneficial to the farmer as he dictates the price and the buyer should pay on a future date of his choice. This method is followed when the cultivators borrow from the traders or where their residence is situated far away from the market.

5. Private Agreement or Negotiation

This is the most common method of sale in which, an individual buyer or their brokers visit the shops of a commission agent, inspect the quality of grains and offer rates as they think appropriate. Both the parties then negotiate on the rates (normally the highest rates are preferred) and if both agree on a prescribed rates, the deal is struck.

6. Forward Sale

In this system, producer-seller sells his anticipated future produce in advance to the trader directly at a price fixed at the time of striking the deal by an oral contract only and is not enforceable by court or law. Trader usually enters into a contract with a speculative motive and when the price declines subsequently he may force the seller to reduce the price by refusing to lift the produce.

7. Jalap Sale

Under this method the trader purchase the standing crop of the producer well in advance for the harvest at a price fixed on the date of the bargain. The price is usually lump sum for the entire crop and the seller may receive 50% of the value of sale transacted in advance. Price is fixed and determined by the buyer on basis of urgency to sell and not on basis of prevailing market rates. Such price quotations are in most cases abnormally low, further if crop fails to give the expected return the buyer may force the producer to reduce the price further.

8. Sale by Sample

In this method the producer or a commission agent shows the sample to the trader and finalizes the price. This method based on honest dealing is convenient, saves cost of transportation and inspection. After the establishment of warehousing facilities full notified agricultural produce is stored. In RMs open auctions can also be conducted on the basis of such representative samples. Disputes may arise when the samples prove to be unrepresentative.

9. Sale by Tender System

Under this system graded produce is arranged lot wise and is open for the inspection by the intending buyers. The time is stipulated for submission of the tenders. The intending buyer after examining the lot records the bids in their tender slip that are based more on the individual calculations of the profit margins and also sign priority register as in case of a tie-bid, the slip deposited first, is deemed as the highest. These tender slips are then deposited in a sealed box that is opened and the Market Superintendent or the Secretary compares the slips. The highest quotation for the lot is recorded in the bid-declaration slip. The maximum price quoted is publicly announced. If the seller is not willing to sell he has to inform the Market Secretary. It is time saving method.

10. Government Purchase

The government agencies lay down fixed prices for different qualities of the agriculture commodities. The sale is affected after a gradual processing for the gradation and proper weightment. This practice is mostly followed in RMAP and Co-operative Marketing Societies.

11. Marketing Agencies

Agencies engaged in the marketing of agricultural produce can be classified into two categories, viz., (i) Government and quasi private agencies like Co-operative Societies and (ii) private agencies. A chain of middlemen is operating for both the categories. The other things are: Merchant who is purchaser of the produce, itinerant village Beoparis collect the produce and take to the nearest market, Tola or Weigh men who charges a commission for Tulai and agents who are the assemblers and distributors of the produce.

1.17 SIGNIFICANCE OF REGULATED MARKETS

There has been considerable importance of these RMAP in marketing of agricultural produce. For this Government provides a common platform and basic universal amenities. Role of RMAP could be analyzed in the following manner:

1. Single Window Services

RMAP have huge infrastructural facilities at one single roof catering to the needs of the society. The edifice is said to have the minimum basic amenities essential to carry the trade of agricultural produce.

2. Elimination of Malpractices by Direct Link of Farmers with Consumers

A RM with the open auction system is conveniently enforced to eliminate the undesirable practices. By eradicating these misconduct farmers have a direct link with the consumers and are able to procure a desirable prices and the consumers too need not to pay excess amount for the agricultural commodities purchased.

3. Approved Weights and Measures

Only correct and stamped beam scales & weighs are allowed to be used in the market with the periodical inspections and verifications. Weighment is done only by the licensed weigh man. In this manner erroneous weighing measures and scales are also curbed.

4. Preservation of Written Records

To remove any kind of inconsistencies during the trading on paper documentation slip with the quantity and grade of agricultural produce is maintained in the farmer's presence. Payment is tried to be made on the same day.

5. Employment Provider

These Mandis are able to offer employment to the individuals or groups either directly or indirectly, thus helps the Government in eradicating or minimizing unemployment and crime to some extent.

6. Special Agricultural Commodity Marketing

The State Government has also set up few specialized modern market yards for the special commodities for a particular crop grown in the region, like wise – Wheat Mandi in Kota, Paddy Mandi in Bundi, Coriander Mandi in Ramganj Mandi, Orange Mandi in Bhawani Mandi, etc.

7. Source of Extra Revenue

During non-season time where the RMs is idle especially like Keshoraipatan and Indragarh could be used for the other useful societal purpose that might further generate an extra income.

8. Joint Venture Formation

Government now invites private companies, co-operatives and other legal entity to establish and operate infrastructure and support services for the RMs. Such establishments with the competitive standard run on the strict measures laid by the RAPMA. Thus due to no monopoly with free and healthy competition now the farmers have many choices to sell their agricultural produce.

9. Marketing Extension Cell

The Mandis now must take serious pace for the market driven extension service to the farmers to adopt improved practices of marketing. This can be done by forming the Farmers Association and provide the farmers with enhanced technologies to produce hygienic and improved qualities for export.

10. A New Future Looking Function of Business Transaction

In the present era of Liberalization, Privatization and Globalization, there survive new business frontiers; the PPP Model for the establishment and management of the markets for agricultural produce to encourage private investment and professionalism in agricultural marketing including process and post harvest handling of agricultural produce. Future contacts with the producers and creation of market stabilization fund so as to safeguard the farmer's interests in the wake of a sudden and anticipated fall in the prices of the agricultural produce.

11. Handling of Grievance

Machinery for the settlement of disputes regarding trading of agricultural produce between the farmers and the traders is set up. This tries to prevent litigation, safeguard the interest of the farmers and maintain smooth running of the business by creating good relations between the sellers and the buyers.

12. Speedy Information Network with Innovative Technology

E-trading has not only provided foreign knowledge but also shortened distance locally as well as globally. By use of e-marketing reliable and up-to-date market news are available through notice boards, display electronic boards, loud speakers, TV channels, mobile SMS, news papers, bulletins, report records, pamphlets, etc.

1.18 CHALLENGES FOR REGULATED MARKETS

RMs system suffers from a number of defects. Like RMAP are not uniformly distributed in the country and the State, a very little awareness is present among the farmers. Farmers are just merely treated as a product for the Government, they are least generated any information and poor peasants have no choice available for selling their produce. Thus as a consequence, the Indian farmer is deprived of his legitimate rights and also a fair price for his produce. However, still the main imperfections of the RMAP are as follows:

1. Lack of Basic Amalgamation and Essential Facility

The existing markets is distantly situated, lacks spatial and temporal integration for effective price discovery and risk transfer mechanisms and processing channels to unlock their value, packaging and retailing capabilities. These markets encounters deficient logistics, transportation (palletization) and parking facilities, no mechanized warehousing, assorting, sorting, grading, standardization, labeling facilities and deficit quality certification authentication.

2. Power Rules the Trade

At the RMs the covered auction platforms are either occupied by the powerful traders, commission agents or by the relatives of the Mandi officials and the remaining by the Government agencies such as FCI or RAJFED, etc., so thus the farmers have little or no choice and has to place their produce in the open, which

is susceptible towards spoilage. First of all they do not complain, even if they complain their grievances are not treated with due significance and the political means are ready to solve the conflict.

3. Deceive Roles Played by Market Intermediaries

Trader and commission agent is more becoming lenders, instead of trading. Traders provide a loan to the farmers and then deduct the principal, interest and the other costs while settling the dues to the farmer and there is no check on this by the APMA of the State and other regulatory bodies. There is an immediate need to intervene to ensure that lending and trading are separated. The trader should not be a lender.

4. An Extended Superfluous Supply Chain

Due to the lack of transparency, spatial fragmentation and long non value supply chain of agricultural commodity, trading procurement from the producer at the lowest possible price and delivery to the consumer at the highest possible price is a very common practice.

5. A Cluster of Evils Faced by Peasants

The current regulatory framework of the RMs has lack of infrastructure and competition that end with low net price of the produce. High level of indebtedness indicates distress sales by the cultivators. Farmers received low price when sold their produce through the moneylenders or by the village shopkeepers but received high price when sold their produce to the RMs or the consumers.

6. Emotional Exploitation and Ignorance of Farmer's Voice

Small farmers store their produce in the Godowns of other large farmers and intermediaries due to the trust based relationship. These Godown owners provide credit assistance and transportation to the farmers and help them in many intangible ways. Thus due to a complex relationship it makes difficult for the farmer to demand a receipt. As a matter of fact, majority of the Godown owners, (over 98%) under *Rural Gramin Bhandar Yojana* do not offer the facility of the warehouse receipts and pledge loans. Moreover the RMs does not give bargaining rights thus farmer has to accept or reject the bid made by the Mandi officials, traders or by the commission agents.

7. Rudimentary Character of Regulated Market of Agri-produce

The role of RMs is gradually reducing and may become supplementary as the income of the consumers are increasing with the changes in the food consumption habits, consumers are willing to pay more for the processed and value added produce that is graded, well packaged, easy to use and attractively presented.

8. Dictatorial Role by Agriculture Produce Market Committee

Monopolistic and oligopolistic behavior of the RMs has inadvertently supported the trader-moneylender dual role which adversely impacts the profitability of the farming business. The licensing practices have resulted in low levels of private sector investment in infrastructure hence restricting value addition to the supply chain. Thus despite of collecting large sums of money as market fees and cess, the infrastructure creation, operation and maintenance of the RMs is woeful in most of the Indian States.

9. Stiff Competition from All Sides

RMs are facing tough challenges from the Co-operative Marketing Stores, Terminal Markets and private entrepreneurs who offer much attractive schemes like from ‘*e-choupal*’ by ITC: Indian Tobacco Company, ‘*Reliance Fresh*’ from Reliance Company, ‘*Shubh Labh*’ by Mahindra & Mahindra, ‘*Tata Kisan Sansar*’ by Tata, ‘*Haryali*’ by DSCL: DCM Shriram Consolidated Limited and agriculture produce based portals like agriwatch.com and i-kisan, etc.

10. Swift Pace of Galloping Economy

The fast changing developing economies result vertical and horizontal integration in the marketing chain to such an extent that all of the agricultural produce need not necessarily have to pass through these RMAP.

11. Embryonic Research and Innovative Practices

There seems shortage of linkage and orientation of RMs with R & D based institutions and thus they fail to have a pro-active role in attracting agri-produce, in a manner like:

- 1) *Least developmental, entrepreneurial and marketing programmes initiated by these RMAP for encouragement of the farmers and the producers.*¹⁶
- 2) *Other impediments are, delay in acquiring land or other important materials due to financial and other technical problems; area notified for the development of market is generally encroached by the illegal persons,*

*causing delay in vacating them for the development of markets and the trade is always found reluctant to shift to a newly constructed complexes.*¹⁷

12. No Encouraging Laws for Agricultural Marketing

Indian agriculture scenario remains riddled with a plethora of outdated Laws and continue to provide incentives to promote a system that has clearly failed. As we move into globalization shift from the local markets to the national and international markets is bound to happen. Government has to recognize this and pave way for the emergence of these markets through an appropriate legal, regulatory and institutional framework, ending mandatory marketing through the RMAP and fostering emergence of the professional agricultural marketing support service providers who enable them to access the new opportunities.

1.19 LATEST DEVELOPMENTAL REFORMS MADE BY GOVERNMENT FOR REGULATED MARKETS

Both the Central and the State Government have made many agricultural marketing reforms for the smooth functioning of RMAP. The reforms have been endorsed by the APMC Act as under:

1. Constitution of Edifice

The APMC is responsible for the construction of infrastructure (old & new) and providing infrastructural facilities with the close consultation with the local bodies and the farmers. In case of superior agricultural commodities that have high economic value, there is also a provision for the creation of special commodity market. These hubs may either be present in the existing RMAP or it is constructed at a place where there lays the possibilities of export promotion.

2. Strictness and Transparency in Law Implementation

*The State Government has now become very stringent in the applicability and implementing newly amended APMA in all of its RMAP. Due care has now also been taken by strictly enforcement of the Laws at all of the RMs for necessarily implementing the Negotiable Warehouse Receipts System passed by the Indian Parliament.*¹⁸

3. Value Added Extension Services

The Government for balancing the regional and the rural agricultural mass development has originated expansion of the scientific storage facilities in the rural areas or areas that are devoid of such services, building and facilitation of the common facilities for aggregation and value additions of the produce in the production areas and the development of the cold chains, refrigerated transportation by road or rail, perishable cargo centers at the dry terminal container cities or hubs, air ports and sea ports.

4. Mentoring and Enhancing Skill Development Activities

For imparting extension education, APMC planned to set up an extension cells for professionalism and maneuvering staff by making them adaptable for the future events. For enhancing quality and grading of the agri-produce the respective States are free to develop *State Agricultural Produce Standards Bureaus*.

5. No Hassle for Fees

APMC suggested single point of market fee collection and deposit centre with the single point registration of the functionaries. APMC also grants more freedom and power of the State to exempt market fee as per their prevailing conditions.

6. Futuristic Orientation with Development of Substitute Agricultural Marketing System

By incorporating the value additions, APMC adopt ultra modern practices like, Reform Linked Central Assistance, initiating the provision for Contract Farming, establishment of private or Co-operative Markets, Farmer's Consumers Markets, and inviting the PPP: *Public Private Participation* mechanism in the infrastructure development and agricultural marketing of the produce and Integrated Supply Chain Management activities carried for progress of RMAP.

7. e-trading

APMC is fast promoting e-trading, like always online availability of the best price option and risk management of agro-produce for its business ventures. This is done by obtaining updated information on all sorts of agricultural commodities via satellite throughout India. For this all the APMCs have to be positively linked with the NCDEX: *National Commodity & Derivates Exchange Limited*, the MCX: *Multi Commodity Exchange Limited* and the NESE: *National Electronic Spot Exchange Ltd*.

8. Integrated Info Network Mechanism

Government hold agricultural marketing institutions likewise NAFED, RAJFED, AGMARKNET etc, developed Agricultural Marketing Information System Network to facilitate marketing intelligence services and market led extension to encourage demand-driven quality production.

9. Engendering other Sources of Income

APMC sketches for the construction of Mega Food Parks to function as sourcing hubs for retail or for Food Processing Industries. These Food Courts with enactment of an Integrated Food Law to promote quality and single window regulatory system are either directly links with the RMAP or farmlands, so thus fresh produce is available at all the times. The benefit is that farmers processor linkages with increase farmer's income and ensure availability of the raw materials at affordable prices to the processors.

1.20 PRESENT POSITION OF THE REGULATED MARKETS IN RAJASTHAN

Thus in the radiance of above mentioned facts Rajasthan Government regulated the unorganized rural markets and to put an end to malpractices that was achieved under Agriculture Produce Market Act (1937). In Rajasthan regulation of agricultural commodity markets is through the RAPMA: *Rajasthan State Agricultural Produce Market Act*, 1961. RMAP were constituted in 1964 in urban, semi-urban and rural areas by the enforcement of RAPMA. This RMAP in Rajasthan is also known as KUMS: *Krishi Upaj Mandi Samiti* in short *Krishi Mandi* or just simply *Mandi*. The constituent and monitoring body for the regulations of agricultural produce market is, RSAMB in form of RAPMC: *Rajasthan State Agriculture Produce Market Committee* in short *Market or Mandi Committee*. RAPMA covers 117 agricultural commodities, 132 major RMs and 311 SMYs. Out of the 132 RMs, 15 markets viz. Kota (Grain), Jaipur (Grain), Jaipur (F & V), Baran, Hanumangarh, Jodhpur (Grain), Sriganganagar (Grain), Alwar, Bikaner (Grain), Bundi, Bhawanimandi, Chomu, Ramganjmandi, Bharatpur and Khairthal are under the 'Super Class' category and 28 markets are under the 'A Class' category, 17 markets are in the 'B Class', 44 are in the 'C

Class' and the remaining have been classified as the 'D Class' markets according to their income from market fee as under:

Table No. 1.3
Rajasthan Regulated Markets of Agriculture Produce Mandi Classification

S. No.	Market Class	Annual Income from Mandi Fee	Number of Mandis
1	Super	Rs. 350 Lacs and above	15
2	"A"	More than Rs. 200 Lacs but less than 350 Lacs	28
3	"B"	More than Rs. 125 Lacs but less than 200 Lacs	17
4	"C"	More than Rs. 50 Lacs less than 125 Lacs	43
5	"D"	Less than Rs. 50 Lacs	26
Total			129

Source: <http://www.rsamb.rajasthan.gov.in/Introduction.htm>

April 2013

Efforts are being made to provide the market facilities to the farmers at short distances preferably within a radius of 15-20 Km. A few big cities like; Ajmer, Bikaner, Jaipur, Jodhpur, Kota and Udaipur have multiple KUMS to meet the growing demands.

The following Table No.:1.4 depicted below gives the complete information along with the figure on the total number of Mandi classifications, KUMS and SMYs existing at the relevant District localized in a particular division of a State.

Table No. 1.4
Details of the Division, District, KUMS and Sub Market Yards*
Government of Rajasthan, Directorate of Agriculture Marketing

S. No.	Division	District**	Mandi Class					Total No. of KUMS	Total No. of Sub Yards
			SA	A	B	C	D		
1	Ajmer	Ajmer			2	4		6	14
		Bhilwara		1		2	1	4	14
		Tonk		1	1	2	1	5	12
Total				2	3	8	2	15	40

S. No.	Division	District**	Mandi Class					Total No. of KUMS	Total No. of Sub Yards
			SA	A	B	C	D		
2	Alwar	Alwar	2	1		1		4	16
		Bharatpur	1		2	3		6	9
		Dholpur			1			1	5
Total			3	1	3	4		11	30

3	Bikaner	Bikaner	1	1	1	2		5	11
		Churu				3	3	6	8
Total			1	1	1	5	3	11	19

4	Hanumangarh	Hanumangarh	1	3	1	1	1	7	9
		Sriganganagar			1	1		2	
Total			1	4	2	1	1	9	9

5	Jaipur	Dausa			2	2	1	5	7
		Jaipur	3			3		6	28
Total			3		2	5	1	11	35

6	Jodhpur	Barmer		1			1	2	6
		Jaisalmer				1		1	4
		Jalore				1	4	5	8
		Jodhpur	1	1			3	5	8
		Pali		2		2	1	5	16
Total			1	4		4	9	18	42

S. No.	Division	District**	Mandi Class					Total No. of KUMS	Total No. of Sub Yards
			SA	A	B	C	D		
7	Kota	Baran	1	1		2		4	9
		Bundi	1			1	1	3	9
		Jhalawar	1	1		2		4	11
		Karauli			1			1	5
		Kota	2	2				4	7
		Sawai Madhopur		2				2	11
Total			5	6	1	5	1	18	52

8	Sikar	Jhunjhunu				2	2	4	8
		Nagaur		2		3		5	16
		Sikar		2		1	1	4	7
Total				4		6	3	13	31

9	Sriganganagar	Sriganganagar	1	4	4	3	1	13	7
Total			1	4	4	3	1	13	7

10	Udaipur	Banswara				1		1	5	
		Chittorgarh			1	1	3	5	15	
		Pratapgarh		1				1	4	
		Dungarpur					1	1	3	
		Rajsamand				1		1	4	
		Sirohi						1	1	5
		Udaipur		1		2			3	10
Total				2	1	5	5	13	46	

S. No.	Divisions & Districts	Mandi Class					Total	Total
		SA	A	B	C	D	KUMS	SUB YARDS
11	Grand Total of:	15	28	17	46	26	132	311

*The above mentioned KUMS & Sub-yards includes the entire total Mandis i.e. Grains, Fruits & Vegetables.

**Some district does not fully incorporate in that particular division, only a part or a Tehsil comes under it.

The area served per market yard for RMAP in Rajasthan is 823 sq. km.

1.21 OUTLINE OF HADOTI REGION

This region is known by the various names, viz. Hadoti, Hadauti, Hadaoli or Hadavati. It is situated on the south east corner of Rajasthan, sharing its border with the Malwa region from fellow the State of Madhya Pradesh on the east and the south sides. The regions of Hadoti comprises of four districts namely, Baran, Bundi, Jhalawar and Kota. Kota is the divisional headquarter. In the north and north east side of Hadoti are districts of Sawai Madhopur and Tonk and in the west and south west sides of Hadoti are districts of Bhilwara and Chittorgarh. The mighty `Charmanyavati` or the *Chambal* river with a number of tributaries flows here and later onwards forms a dividing boundary line between the State of Rajasthan and Madhya Pradesh. This region has abundance of rainfall and rich in a variety of Flora and Fauna. Hadoti has also a number of attractions like wise, wild life protected areas (Darah Tiger Sanctuary, National Chambal Ghariyal Sanctuary, etc.), pre historic sites; well build forts and palaces; places of pilgrimage and renowned fairs and festivals (National Dusshera Fair of Kota, Kajli Teej Fair of Bundi, Dol Fair of Baran, etc.). This region is newly becoming popular for adventure sports and bird watching at wetlands for resident and migratory birds. In this zone 77 to 80% of the population is engaged in the primary sector but in the Kota District only 40.6% of the population is engaged in the primary sector. Male literacy ranges from 58 to 81% and the female from about 32.5 to 50%. Scheduled castes form 15 to 19% of the population. Access to the toilets is about 15% in this region, but it is 44% in the Kota District.

This region comes under the Humid Southern Eastern Plains of Rajasthan belt and includes Districts of Baran, Bundi, Jhalawar and Kota and two Tehsils of Sawai Madhopur (Khandar and Sawai Madhopur). This region has low hills of Gwalior series, interspersed with broad plateaus of Vindhayan rocks. A large number of rivers drain this area. Chambal is the main river along with its main tributaries like Banas and Mez in Rajasthan side and towards Madhya Pradesh lays rivers, Kali Sindh, Parbati, Parwan and Shipra. The development of the canal irrigation system with a series of dams and barrages on the Chambal has made this area rich in the agricultural production. Gandhi Sagar, Rana Pratap Sagar and Jawahar Sagar dams together with Kota Barrage has generated enough resources of electricity and canal water for irrigation. The region has warm summers but mild winters. Summer temperatures touch 45 ° C. The relative humidity is generally high in this zone. The annual rainfall varies from 60 to 85 cm (or 650-1000 mm.). Natural vegetation exists in form of woodlands, parklands and open forests that have however now degraded. Hadoti region is agrarian based with majority of people practicing agriculture to meet the demands of their day-to-day living. Average land holdings are 2.2 to 2.6 hectare. Major soil type is black of alluvial origin and clay loam. Black soil region of this plateau is fertile and is used for the cultivation of Sugarcane, Cotton and Opium. Paddy (Rice), Sorghum and Soya bean is chief food crops grown in the Kharif season (summer). Wheat, Barley, Grain and Mustard are grown in the Rabi season (winter). Pulses, Coriander, Garlic, etc. are the other major crops that are grown here. Hadoti region is speedily becoming '*the bread basket of Rajasthan*' as it is strongly giving a close fight to the Sri Ganganagar region in the production of Wheat. Though, a major agricultural produce of Hadoti like Coriander, Garlic, Mustard and Rice have achieved a significant position for India's export in the international sector. The region too is enriched with resources of Oil seeds and minerals as well.

1.22 PRESENT SCENARIO FOR THE REGULATED MARKETS OF AGRICULTURAL PRODUCE IN HADOTI REGION

Kota and Bundi princely states were flourishing business centers of their time. Rulers of these areas have accordingly fabricated the various Regulations governing the then agricultural markets and marketing of the agri-commodities.

They have fixed certain amount of taxes or ‘*Kar* or *Lagaan*’ imposed on the permanent traders or the traveling merchants. Farmers were encouraged by providing many amenities and liberties. After the independence and reformulation from the ‘*Rajputana State*’ to the ‘*Rajasthan State*’, the State Governments made convincible arrangement for the infrastructure building of RMAP: *Regulated Markets of Agricultural Produce*, safeguarding privileges of the farmers and protecting them from the unprofessional conduct under agricultural marketing. The year 1964 was a landmark in the agricultural marketing history of Hadoti region when the the 1st major RMAP were set up at Kota, Baran, Sumerganj Mandi, Ramganj Mandi (all for the Kota district) and also were Indragarh in the Kota district as a Sub-Market Yard with few other cities in Rajasthan to come under the Regulation regime of the RMAP Act.

The RMAP for the Kota Division have 6 Districts, specifically Baran, Bundi, Jhalawar, Karauli, Kota and Sawai Madhopur. The Kota Division has 17 Major RMAP (Grain), 1 Major RM: *Regulated Market* (Fruit & Vegetable) and 52 Sub Market Yards (including Grains, Fruits & Vegetables). Further segregating Hadoti Region from the Kota Division; it has 4 Districts that has 13 Major RMAP (Grains), 1 Major RM (Fruit & Vegetable) and 35 Sub Market Yards (including Grains, Fruits & Vegetables) as on March 2014.

The following table gives the details for the regulated markets of agricultural produce in India and Rajasthan:

Table No. 1.5
Details of Total Number of Regulated Markets in India and Rajasthan
Including Grains, Fruits and Vegetables Yards

S. No.	Particulars	Total Number of Presence	
1	Total Number of Regulated Markets of Agricultural Produce in India	7596	
2	Total Number of Regulated Markets of Agricultural Produce in Rajasthan	443	
a)	Main Market Yard		Sub Market Yard
	131		312

As on March, 2014

A separate table is made for showing the present scenario of the RMs in the Hadoti region:

Table No. 1.6
Details of Total Number of Regulated Markets in Hadoti Region Including Grains, Fruits and Vegetables Yards

S. No.	Particulars					Total Number of Presence
HADOTI REGION						
1	Total Number of Districts					4
2	Total Number of Mandi Classification of RMAP					15
a)	Class SA	Class A	Class B	Class C	Class D	
	5	4	-	5	1	
3	Total Number of Regulated Markets of Agri-produce					46
a)	Main Market Yard		Sub Market Yard			
	13		33			
4	Total Number of Fruit & Vegetable Yards					2
b)	Main Market Yard		Sub Market Yard*			
	1		1			

*Also Garlic Mandi

As on March, 2014

Table No. 1.7
Details for Regulated Markets of Agricultural Produce – Hadoti Region (Baran, Bundi, Jhalawar and Kota Districts along with Yards & Sub Yards Details)

S. No.	Division	District	KUMS Name	Class	Sub Yard Name	Total No. of Sub Yards
1	Kota	Baran	Anta	C	Kelwada Mangrol Nahargarh Samraniya	
			Atru	C		
			Baran	SA		

			Chhabara	A	Siswali Chhipa Barod (Grains) Chhipa Barod (F & V, Garlic) Harnavada Shahji Kawai (Salpura)	5 4
2	Kota	Bundi	Bundi	SA	Bade Naya Gaon (Matar Mandi) Dei Hindoli Karvar Nainwa Talera	6
				C	Kapren Lakheri	2
			Keshoraipatan Sumerganj Mandi	D	Indergarh	1

3	Kota	Jhalawar	Bhawani Mandi	A	Choumahala Dug Pidiwa Raipur Sunel	5
				C	Manohar Thana	1
			Jhalarapatan	B	Asnawar Bakani Jhalawar Ratlai	4
				C	Sarola	1
			Khanpur			

4	Kota	Kota	Itawa	A	Khatauli Peepalda	2
			Kota	SA	Kaithoon Mandana Sangod Baparwakalan	4
			Ramganj Mandi	SA	Chechat	1
			Kota (F & V)	A		

As on February 28th 2014/ (F & V = Fruits & Vegetables)

The following Table No. 1.8 provides information on the districts, their RMAP or KUMS Name along with its Class classification of Mandi and the arrival of the major crops in a year at these respective KUMS of Hadoti region.

Table No. 1.8
District wise Detail of Regulated Markets of Hadoti region (Major Crops Arrival)

S. No.	District	RMAP Name	Class	Arrival of Major Crops
1	Baran	Atru	C	Mustard, Soya bean, Wheat & Coriander
		Baran	SA	Mustard, Soya bean, Wheat & Coriander
		Chhabra	A	Mustard, Wheat, Maize, Coriander, Soya bean & Garlic
2	Bundi	Bundi	SA	Mustard, Wheat, Paddy, Maize, Soya bean & Coriander
		Keshoraipatan	C	Mustard, Wheat & Coriander
		Sumer Ganj Mandi	D	Mustard & Wheat

3	Jhalawar	Bhawani Mandi	A	Mustard, Wheat, Soya bean, Orange, Maize & Coriander
		Aklera	C	Mustard & Wheat
		Jhalarapatan	B	Soya bean & Coriander
		Khanpur	C	Soya bean & Coriander
4	Kota	Itawa	B	Wheat, Mustard, Soya bean & Coriander
		Kota	SA	Wheat, Mustard, Soya bean, Coriander & Paddy
		Ramganj Mandi	SA	Wheat, Mustard, Soya bean & Coriander

1.23 REGULATED MARKET PROFILE OF HADOTI

This following segment supply succinct information on the RMAP of the Hadoti region. The RMAP under the each specific district are depicted below:

- A. Regulated Markets of Agriculture Produce of Baran District
- B. Regulated Markets of Agriculture Produce of Bundi District
- C. Regulated Markets of Agriculture Produce of Jhalawar District
- D. Regulated Markets of Agriculture Produce of Kota District

1.23.1 REGULATED MARKETS – BARAN DISTRICT:

1. ATRU – REGULATED MARKET

Profile:

KUMS: *Krishi Upaj Mandi Samiti* of Atru classified as ‘C Class’ RMAP was established on June 6th, 1985 and located about 2.5 KM from the Atru railway station, nearby railway track towards Chhabra Gugor. The nearest national and the state highway is NH: *National Highway* 90 and NH.76. The geographical area served by the market (number of villages, etc.) is round about 160. Here direct purchase is practiced between the sellers (farmers or traders) and the buyers (private traders or government) in the presence of the Mandi officials during auctioning of the agricultural produce. There subsists a system of open sale in which a single individual lot is auctioned one at a time. The sale in the market begins at 11.00 A. M. and last till 5.00 P. M. The important commodities traded in

this market are Mustard, Soya bean, Coriander seeds and Wheat. For each commodity there is a standard filling of the pack size, likewise for Mustard it is 85 Kg., for Soya bean it is 90 Kg., for Coriander seeds it is 40 Kg. and for Wheat it is 99 Kg. The Average daily dispatches to the outside markets during the season is about 400-450 M.T. (Metric Tonnes). And the average daily dispatches to the outside markets during the peak period are round about 500–500 M.T. Commission and the other market Cess are applied as per the prevailing rates. There are about 122 registered traders in the Mandi. The income received for the year 2012-2013 (till January 13th 2013) is Rupees 116.02 Lakhs. Coriander seeds are transported to Virudh Nagar (Andhra Pradesh) and Mustard seeds and Soya bean for the local plants of Rajasthan.

Table No. 1.9
Infra-facilities and Basic Amenities available at Atru Regulated Market

S. No.	Particulars	Total Numbers
1	Fortified Wall with Main Decorative Entrance Gate	1
2	Check Post	1
3	Display Board	1
4	Notice Board for Agricultural Produce Rates	1
5	Covered Auction Platform	2
6	Open Auction Platform/ Constructed Roads	8
7	Drinking Water Huts/ Water Coolers	2
8	Toilets	2
9	Krishak Visharam Grah/ Farmers Rest House	1
10	Kiosk	1
11	Total Constructed Shops	31
12	Water Turf/ Water Tank for Animals	2

2. BARAN – REGULATED MARKET

Profile:

KUMS Baran was established in the tribal belt of Rajasthan and classified as ‘Special Class, SA’ Mandi on January 9th, 1964 on the objectives laid down by the Rajasthan Agricultural Produce Marketing Act 1961, ‘Farmers must get an

appropriate price for their produce, to free farmers from any sort of exploitation and to reduce the gap between the producers-consumers'. It is situated on the extreme south east corner of Rajasthan, sharing its border from three sides with the neighboring State of Madhya Pradesh. Distance of Baran railway station from the Mandi is about 1.5 KM and situated on the western central railway of Kota-Bina Division and also on the NH-76 (four lanes). It is about 72 KM from Kota. The open system of auction sale in the market begins at 10.00 A. M. and last till 6.00 P. M. Modes of transport generally adopted for the market is through Camel Carts and Trucks. The total Mandi area is 4.475 square KM. It covers 4 Panchayat Samitiyan, 103 Village Panchayats and 625 Villages. Baran Mandi has 40 hectares of area. During the peak season the Mandi entertains 40-50 thousand of gunny bags, which is brought in about 2,000 tractors trolley daily. Average daily dispatches to the outside markets during the season is about 4,000-5,000 M.T. (Metric Tonnes) and the average daily dispatches to the outside markets during the peak period is about 5,500-6,500 M.T. The commodities are mainly imported to Virudh Nagar (Andhra Pradesh) and Kolkata (West Bengal).

Baran Mandi is divided into the following sub agricultural market yards:

1. Kelwada
2. Mangrol
3. Nahargarh
4. Siswali

Table No. 1.10
Infra-facilities and Basic Amenities existing at Baran Regulated Market

S. No.	Particulars	Presence of Amenity
1	Auction Platform (Open)	550*600 Sq. Ft.
2	Auction Platform (Closed)	550*100 Sq. Ft.
3	Farmers Rest House	3 Storey Massive Kisan Bhawan (Year 2011)
4	Labor Shed Room	Mazdoor Vishram Grah (Year 2012)
5	Shops	162
6	Canteen (Subsidized Rates)	Apni Rasoi Yojna (Year 2010)
7	Computerization	3 Computers (Linked with DMI)

8	Water Facility	High Water Reservoir (1), Boring (4), Hand Pumps (5) & Water Huts (15 Permanent & 5 Temporary), Syntax Tanks (6) & Cold Water Coolers (4)
9	Light Facility	6 High Quality Tower Lights (at 8 places), Sodium Lights Electricity Poles in entire Mandi & Electricity producing Generator Set (1)
10	Farmers Support Scheme	Rajiv Gandhi Krishak Sathi Yojna
11	Farmers Support Events	Krishi Aadan Shivir (Marketing of Produce)
12	Cleanliness Facility	12 Permanent Employees
13	Security Facility	43 Security Guards (Tender Agreement)
14	Aforestation Program	Harit Rajasthan Abhiyaan
15	Other Benefits	Bank, Post-office, Sulabh Shochalaya (Lavatory),
16	Future Plans	Saline Water Treatment Plant (Desalination)

3. CHHABRA – REGULATED MARKET

Profile:

KUMS Chhabra classified as ‘A Class’ RMAP was established in the year 1975. It is just located opposite Chhabra-Gugor railway station. But employees working at the present are according to the earlier ‘C’ Mandi classification, thus due to the scarcity of the employees, the Mandi is facing problems in planning and administrative management and the personnel are recruited on the contractual basis. So thus requires the immediate appointment of the staff pattern as per the ‘A’ classification. Area of KUMS Chhabra incorporates Nagar Palika, Chhabra, Panchayat Samiti, Chhabra and Chhibabarod, Tehsil Chhabra and Chhipabarod Village Panchayat Kawai (Salpura) of Atru Tehsil. The geographical area served by the market (number of villages etc.) is about 180. The total area of Chhabra Mandi complex is 55.12 Bigha. The main agricultural commodities transacted in this Mandi are Wheat, Gram, Mustard, Maize, Soya bean and Coriander. System of sale is open auction of each lot. Bidding begins in the morning at 10.00 A. M. till evening 6.00 P. M. The general modes for the transportation generally adopted for the market is tractor trolley.

Sub-market yards of Chhabra Mandi are situated in the following regions:

1. Chhipabarod
2. Harnavadashahji
3. Kawai (Salpura)
 - a. Sub-yard- Sarthal
4. Special jenses Garlic Mandi (Chhipabarod)

Table No. 1.11
Infra-facilities and Basic Amenities present at Chhabra Regulated Market

S. No.	Particulars	Total Numbers
1	Fortified Wall Cum Main Gate Cum Check Post	1
2	Gate Check Post	2
3	Main Office Building	1
4	Auction Platforms	4
5	Canteen	1
6	Krishak Vishram Grah	1
7	Labour Shed	1
8	Shops Cum Godowns Cum Platform	17
9	Small Retail Shops	8
10	Kiosks	7
11	Godowns	18
12	Village Godown 250 M.T.	1
13	Bank Building	1
14	Staff Quarters (Grade 4 th =2, Grade 5 th =2)	4
15	Total Construction of Approach Roads	60 KM
16	Lavatory	2
17	Overhead Water Tank	1
18	Tube Well with Electric Motor Connection	2
19	Water Hut	1
20	Water Tank	1
21	Water Tank (Turfs) for Animals	2
22	Veterinary Hospital	1

1.23.2 REGULATED MARKETS – BUNDI DISTRICT:

1. BUNDI – REGULATED MARKET

Profile:

KUMS Bundi classified as ‘Special Class, SA’ RMAP was established on 10th April 1965. The present Mandi located at the busy market hub is oversaturated and a new KUMS is under construction at Dolara-Kuwarti, 5 KM from Ramganj Balaji, that will start operating business of agri-produce from 2015-16 onwards.

Sub-market yards of Bundi Mandi are situated in the following regions:

- a) Dei
- b) Hindoli
- c) Talera

2. KESHORAIPATAN – REGULATED MARKET

Profile:

KUMS of Keshoraipatan is classified as ‘C Class’ RMAP was established in the year 4th July 1976.

Sub-market yards of Keshoraipatan Mandi are situated in the following regions:

- a) Kapren
- b) Lakheri

**Table No. 1.12
Infra-facilities and Amenities available at Keshoraipatan Regulated Market**

S. No.	Particulars	Total Numbers
1	Fortified Wall Cum Decorative Main Entrance Gate	1
2	Check Post at Every Gate	1
3	Rates Display Board/ Electronic Display Board	1
4	Covered Auction Platform	1
5	Kiosk	1
6	Clean Drinking Water	1
7	Parking	1
8	Security Cum Cleanliness System	1
9	Courier Facility	1
10	Water Turf/ Tanks for Animals	1

3. SUMERGANJ MANDI – REGULATED MARKET

Profile:

KUMS Sumerganj Mandi classified as ‘D Class’ RMAP was established on March 3rd, 1964. It covers an area of about 67 Bigha. It is located on the main road towards Indragarh, about 1 km from the railway station (Indragarh Sumerganj Mandi). Area coverage under Sumerganj Mandi involves 8 Village Panchayats and 1 Municipal Palika Indaragarh. Direct purchase is practiced in the Mandi. There are 31 traders along with the Kiosk who trade here. Sumerganj Mandi operates just twice in a year, one during the Rabi season and the other during the Kharif season. Normally the farmers reach the KUMS during day time about 1 PM and the auction takes place about 3 PM. The overall income incurred by the Mandi from March 2012 – March 2013 is Rupees 33 Lakhs. Major agricultural produce dealt in this Mandi are Sarson (Mustard), Wheat, Urad (Black gram), Bajra (Millet), Chana (Chick peas/ Gram) and Til (Sesame seed). For maintaining the security, cleanliness and sanitation at the Mandi premise, a tender system has been taken into account through the Gains and Seeds Mandi Association.

Sumerganj Mandi has only one sub market yard situated at Indragarh.

Table No. 1.13
Infrastructural Facilities present at Sumerganj Mandi Regulated Market

S. No.	Particulars	Total Numbers
1	Concrete Cement Covered Shed (40*120 feet)	1
2	Canteen	1
3	Drinking Water Huts/ Cooler	1
4	Kiosks	31
5	Krishak Vishram Grah (Farmers Rest House)	1

Future Plans

KUMS, Sumerganj Mandi from May-June 2013 has circulated notices to the traders for the compulsory use of the Electronic Weighing Machines at the time of purchase of agricultural commodities. A proposal has been send to the Government for the construction of Covered Sheds and Godowns.

1.23.3 REGULATED MARKETS – JHALAWAR DISTRICT:

1. AKLERA – REGULATED MARKET

Profile:

KUMS, Aklera is classified as ‘C Class’ RMAP was established on 12th December, 1982. The total Mandi area is 23.9 Bigha and includes, 60 Village Panchayats (including Manohar Thana), Nagar Palika of Aklera and the entire Village Panchayats of Aklera and Manohar Thana. In this Mandi there exists direct purchase that means that the farmers do not empty their vehicles loaded with the agricultural produce, instead the Mandi employees come to the vehicles and thereby make auctions. For weighing of the agricultural produce traditional as well as the electronic weighing machines are taken into practice. The total income received by the Mandi (including Manohar Thana) is Rupees 1 Crore 91 Lakhs and 73 Thousands (till February 2013). Mandi deals in the following agricultural commodities for the Rabi season crops produced are Mustard, Wheat, Coriander and for the Kharif season crops produced are Soya bean and Corn.

Aklera Mandi has only one sub-market yard situated at Manohar Thana.

**Table No. 1.14
Infrastructural Facilities and Basic Amenities at Aklera Regulated Market**

S. No.	Particulars	Total Numbers
1	Covered Shed (20*80 Feet)	1
2	Canteen	1
3	Traders	40
4	Godowns	6
5	Kiosk	1
6	Retail Shops	7
7	Big Shops	6
8	Water Cooler	2

Future Plans

Mandi wish to construct covered Cement Auction Platform of 200*80 Square Feet, Kirshak Avas Grah (Farmers Rest House) and Secretary residential quarter.

2. BHAWANI MANDI – REGULATED MARKET

Profile:

KUMS, Bhawani Mandi is classified as ‘Very Special Class, SA’ (Special Orange Mandi) was established in the year 1965. The Mandi covers the following areas – Panchayat Samiti of Pidawa, entire village Panchayat of Dug, 19 Panchayats of Panchayat Samiti of Jhalrapatan and the entire area of Nagar Palika of Bhawani Mandi and Pidawa. This Mandi covers an area of 12.69 Hectares. It transacts both the grain as well as the Orange production. There exists an immediate requirement for the establishment of separate Orange Mandi for storing, processing and special consideration so thus this valuable agricultural produce could yield an extra income to the Government both domestic and international. Total income received by the Mandi for the year 2012-2013 (up till January 2013) is Rupees 735.47 Lakhs. There has been an increase of 40 % income as compared to the year 2011-2012. Main agricultural produce entertain by the Mandi is as follows; Crops produce during the Rabi season are Coriander, Chana, Mustard, Wheat, Fenugreek Seeds (Methi), Lentil Pulse (Masur). The agricultural produce during the Kharif season is Soya bean, Black gram (Urad), Maize and Sorghum (Jwar). Special Produce of this region is Orange.

Bhawani Mandi covers following sub-market yards that are situated in these areas:

1. Chaumahla
2. Dug
3. Pirawa
4. Raipur
5. Sunel

Table No. 1.15
Infra-facilities and Amenities at use in Bhawani Mandi Regulated Market

S. No.	Particulars	Presence of Amenity
1	Check Post	2
2	Covered Tin Sheds with Platform	✓
3	Cement Concrete Road	✓
4	Canteen/ Kiosk	✓
5	Drinking Water Facility	5 Water Huts & 2 Water Tanks

6	Ware House & Gramin Godown	Capacity of 1000 Metric Ton
7	Krishak Vishram Grah (Farmers Rest House)	✓
8	Bank	✓
9	Light Facility	50 Cement Poles & 1 Tower Light
10	Safety & Security Management	✓
11	Cleanliness Management	✓
12	Aforestation	✓
13	Veterinary Hospital	✓

At Bhawani Mandi district, present construction work that is under progress is:

1. Construction of Concrete Cement Internal Road and the CC Auction Area at the main Mandi yard. Construction of Check Post and beautification of the main entrance gate. Erection of Solar Plant. Establishment of Dormitory at Krishak Visharm Grah and building of Labour Sheds.
2. Raising and repairing of Compound Wall at sub-market yard, Chaumahla.
3. Construction of the Compound Wall with the Check Post at the sub-market yard, Dug.
4. Construction of RCC Auction Platform and CC Internal Road at the sub-market yard, Pirawa.
5. Beautification of the main entrance gate and construction of Drainage Surface Drain and Earth Filling behind shops at sub-market yard, Raipur.
6. Extension of Covered Auction Platform at the sub-market yard, Sunel.

3. JHALRARPATAN – REGULATED MARKET

Profile:

KUMS, Jhalarpatan is also known as '*Maharaja Harish Chandra Kirshi Upaj Mandi Samiti*' is classified as 'A Class' Mandi was established on 4th December, 1976. This Mandi is situated on the main road towards the Jhalarpatan bus stand.

Sub market yards for this Mandi are as:

- a) Asnavar
- b) Bakani
- c) Jhalawar
- d) Ratlai

4. KHANPUR – REGULATED MARKET

Profile:

KUMS, Khanpur classified as ‘C Class’ RMAP was established in the year 1975. It is situated on the main road opposite bus stand. It is. The main agricultural produce dealt by this Mandi is, Mustard, Coriander, Wheat, Maize, etc. This Mandi comprises 38 village Panchayats. The total area of KUMS, Khanpur is 52 Bigha. Direct purchase transaction of agricultural produce is held by the Mandi employees to make the auction bid that normally starts from 11 A.M. The income obtained from the Mandi fee (tax) is Rupees 2.2 Crores (up till February 2013). There are about 50 traders in the Mandi. Weighment of the agricultural produce is done through the use of Traditional Weighing Machines.

Khanpur Mandi has only one sub-market yard located at Sarola Kalan.

Table No. 1.16
General Facilities and Amenities existing at Khanpur Regulated Market

S. No.	Particulars	Presence
1	CC Road	100*40 Sq. Ft.
2	Sheds	✓
3	Drinking Water Cooler	2
4	Godown (Big)	12
5	Godown (Small)	6
6	Light Arrangement	✓
7	Parking Facility	1

Future Planning

To increase the infrastructural facilities, Khanpur Mandi is planning for the construction of Covered Tin Sheds, Auction Platform, CC Road, Check Post, Kisan Bhawan (Farmers Rest House), Porters (Hammals) Sheds and Drinking Water Huts and the Staff Quarters. At the main entrance decorative gate is completed.

1.23.4 REGULATED MARKETS – KOTA DISTRICT

1. ITAWA – REGULATED MARKET

Profile:

KUMS Itawa of the Kota district is categorized as ‘A Class’ Mandi was established on 30th October 1975. It is situated on the main Kota road nearby the bus station.

The following are the sub market yards of Itawa:

- a) Khatoli
- b) Pipalda

2. KOTA – REGULATED MARKET

Profile:

KUMS, Kota (is also the biggest Krishi Mandi in Asia) categorized as ‘Special Class SA’ Mandi for the grains was established on January 30th 1964 while aiming, ‘*Famers should get a precise weighment of their produce, a fixed price and cash payment*’. Kota occupies a prominent place in the agricultural production in Rajasthan. With growing population and increase number of agricultural produce a new RMAP is set up as Bhamashah RMAP located at the Anantpura region of Kota that was opened on September 23rd, 1998 and the business came into effect from October 22nd, 1998. Thus Mandi is also commonly known as ‘*Bhamashah Krishi Upaj Mandi Samiti*’ located nearby the suburban railway station of Kota, Dakniya Talav and close to the national highway NH.76 and NH.12. The area comprises about 118 Acres, with 342 shops in total and still some under construction. Average daily dispatches to the outside markets during the season are 12,000-16,000 Q. T. (Quintal Tonnes) and the average daily dispatches to the outside markets during the peak period crosses 50,000 Q. T.

Kota has the subsequent sub-market yards in these regions:

1. Bapawar Kalan
2. Kaithun
3. Mandana
4. Sangod
5. Sultanpur

For the effective transportation and better auctioning of the agricultural produce, cemented road of 1, 40,000 Square Meters is constructed. Security at KUMS is stretched that has various check post safeguarded by the retired military guards and 11 feet of fenced walls with an additional 3 feet of barbed wires. In order to provide enhanced facilities to the farmers, porters, commission agents, traders, etc. at the time of auction, KUMS has the following particulars:

Table No. 1.17
Basic Amenities and Infrastructural Facilities available at Kota Regulated Market

Table No. A

S. No.	Particulars	Total Numbers
1	Banks	5
2	Canteen	6
3	Drinking Water Huts	22
4	Kiosks	12
5	Retail Shops	30
6	STD/ PCO	7
7	Sulab Shochalaya (Lavatory)	3

Table No. B

S. No.	Particulars	Presence of Amenity
1	Auction Area	2 Platforms = 500*650 meters 8 Platforms = 250*30 meters 1 Platform = 250*200 meters
2	Covered Tin Sheds	RCC Sheds = 190*40 meters (4) Tubular Sheds = 100*25 (1) Regular Ordinary Sheds = 7
3	Light Facility	High Tower Mast Light = 72 meters Main Street Lights with Mild Steel Tubular Poles Side Street Lights with Plain Cement Concrete Poles Sodium Light with energy of 400*250 watts Electricity producing Generator Set (1)
4	Water Facility	Tube Wells = 8 Ground Level Reservoir = 2 (capacity 1.5 Lakhs Gallon) Service Water Reservoir = 1 (capacity 3 Lakhs Gallon)
5	Aforestation Program	Green Rajasthan Project (Harit Rajasthan Abhiyaan)

3. RAMGANJ MANDI – REGULATED MARKET

Profile:

KUMS of Ramganj Mandi classified as ‘Very Special, SA Class’ were established in the year 1964. This is situated on the Delhi-Mumbai western railway track. The Mandi is located just opposite the railway station. Due to the ever increase of amount and trade of Coriander, the State Government of Rajasthan in the year 2005 has declared this aforesaid Mandi as, a ‘Special Coriander Mandi’. The Mandi area is 17.01 Hectare.

Ramganj Mandi has one sub-market yard placed at Chechat.

Table No. 1.18
General Infrastructural Facilities and Basic Amenities at Ramganj Mandi
Regulated market

S. No.	Particulars	Total Numbers
1	Auction Platforms	8
2	Office Complex	1
3	Bank Building	1
4	Canteen/ Kiosk	4
5	Apni Rasoi Yojna	1
6	Internal Roads	Entire Mandi Yard
7	Krishak Vishram Grah	1
8	Mazdoor Vishram Grah (Labor Rest House)	1
9	Shops/ Godown	177
10	Staff Quarters	10
11	Hand Pumps	8
12	Water Huts	4
13	Sulabh Complex (Lavatory)	1
14	Light Arrangement	4 Tower Lights, 4 Mini Tower Lights and Generator
15	Coriander Cleaning Unit	3
16	Water Tanks (Turfs) for Animals	1
17	Veterinary Hospital	1

This is the only Mandi in the Hadoti Region that is using 100 % Electronic Weighing Machines for weighing of the agricultural produce for the past 2 years. The Grain and Seeds Merchant Association is regularly verifying the machines and if found any kind of deviation in the electronic machines these are corrected on the very spot, besides all the porters (Hammals/ Palledars) are also insured, so thus they could be benefited from any kind of misfortune. In the near future solar lights are going to be set up in the Mandi premise. In order to reduce the scarcity of water, Mandi is also successfully utilizing the water harvest system. The income obtained from the Mandi fee (tax) was Rupees 553.43 (up till November 2012).

An endeavor by the RMAP Ramgamj Mandi for the marketing, pricing, quality-processing and export promotion of Coriander it is engaged in the following manner:

1. An ample amount of attractive opportunities on the website www.rajamb.com of RAMB: *Rajasthan Agricultural Marketing Board* is used to make aware about the quality, exportable nature and purchase of Coriander. Thus due to the various export promotion schemes, like, Spice Export Promotion Scheme by the RAMB numerous traders from this Mandi are now directly exporting high quality of Coriander worldwide.
2. Top most companies of India are purchasing Coriander from Ramganj Mandi. For this from time to time the Mandi is trying to better determine on every aspects of Coriander, like wise in World Spice Congress and Agriculture Department of USA.
3. Mandi is trying every attempt to better market the product in form of – Coriander base agriculture practicing, procurement of new land specially for Coriander based business, building huge warehouses, processing, cold storage development, new improved auction platform, cleaning and grading unit establishment, etc. Moreover a working help line is benefitting the farmers, traders, exporters and spice based companies.

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Chapter – 2

RESEARCH METHODOLOGY

Chapter – 2

RESEARCH METHODOLOGY

2.1 RESEARCH DEFINED

The word research comes from the French language ‘*recherché*’, from ‘*recerchier*’ (*re + recerchier*) i.e. to investigate thoroughly or just simply meaning to search.

Research is an ongoing process based on many accumulated understandings and explanations that when taken together lead to the generalizations about problems and development of theories. A research is defined as to re-examine or re-explore something new or to re-discover or re-define that has been already given. It is the creation of new knowledge and or the use of the existing knowledge in a new and creative way so as to generate new concepts methodologies and understandings this could synthesize and analysis of the previous research to the extent that it leads to a new and creative outcomes.

The very significance of research is that it should be systematic, arranged, summarized and recorded properly. At the same time research can be creative, exploring or just reassuring in nature. Whenever a research is conducted it can affect a subject both positively and negatively and can be constructive or destructive in nature. However a research greatly affects our life in any of the affair likewise, research provides necessary information and to know truth underneath, it helps in exploring history and understanding our culture, heritage and sociology, research makes changes in our life and improves our standard of living and lastly research leads to a safer and secured existence for the mankind.

2.2 STATEMENT OF THE RESEARCH PROBLEM

A fair, genuine and open marketing system is must to ensure realistic benefits to the farmers, market intermediaries and end users. For this very reason RMAP: *Regulated Markets of Agricultural Produce* have been established with the objectives of consolidating gains in the field of agricultural production by minimizing the cost of distribution and transportation, giving maximum benefits,

reducing seasonal price differences (by granting Agricultural Produce Support Price & Bonus Price) and by handling efficiently increased marketable surplus.

These types of markets by and large assure producers an organized and non-exploitative marketing system, well-built Government intervention, fair business transaction and try to equalize bargaining power of the farmers and traders at a common platform. It is known that farmers, traders and other market intermediaries over here adhere to certain problems; to be more specific immediate and high sufferers are the poor peasants. At the same time it was noticed that over the years new threats and weaknesses have creep into the functioning of RMAP but at same time there also exist future unharnessed opportunities and immense amount of present strengths of these RMAP could be channelized in a significant mode.

Though some study in the past in Rajasthan has been done. But for a very prime grain market of Hadoti region has been ignored. Thus due to the above mentioned clause research scholar tried to analyze the situation in taking a audacious step and also the very first one to try attempt a worthwhile project to study working of these markets, market structure and marketing efficiency, in depth in order to investigate problems and suggest possible measures useful for the successful functioning of the Agricultural Market Yard.

The present research study have been undertaken to know, learn and analyze the drawbacks existing at these RMAP. Side by side also to trace the solution for the following inquiries:

1. What is RMAP?
2. To what extent this Government holds institutions, massive infrastructures and the agricultural marketing tactics is able to suffice the basic needs of all the benefactors of RMAP?
3. What are the problems and the sources of the problems frequently occurring at these Mandis faced by the agricultural market functionaries, predominantly by the farmers?
4. To judge is there any more improvemental measures could be implemented to eradicate the present problems faced by the farmers at RM: *Regulated Markets*?

2.3 PRESENT RESEARCH STUDY SIGNIFICANCE

As India being a major agriculture producing nation of the world our agricultural produce needs to be timely marketed, sell and placed. For attaining this objective specific build institutions are the support mechanism. RMAP is the one best way to this achievable goal.

RMAP predominately a major socio-economic support not simply to the farmers and traders but it also fetches a key source of revenue generation to the institutions, Government and ultimately to the nation. This is possible when all the factors of RMAP work with unanimity and stay with harmony. Persistence and extension of RMAP largely depends on the hale and hearty relations among all the market functionaries operating. For this not merely the Central and the State Government are responsible but society is also bound to initiate the various measures to strengthen the present constitution of RMAP in our Rajasthan State.

A precise attempt is made by the researcher to mainly make the farmers aware and conscious of their defined problems existing at the various Krishi Mandis of Hadoti region. The numerous existing problems met by the farmers at RMAP basically comprise dissatisfaction from the present status, unfavorable conditions, inattentive nature of the personnel and overlooking and knowingly ignoring. Further study was chosen to provide a suitable solution to the problems and support to the machinery at the Regulated Agricultural Market Yards and Sub-Market Yards in enabling a suitable Agricultural Marketing Policy Measures for the peaceful trade by briefing of the existing situation through an analysis of the survey data that was obtained from the questionnaire filled by the farmers, traders and the other categories of the respondents.

Farmers realized the importance of Agricultural Marketing Research as they are interested to get better revenue for their agricultural produce.....to purchase the best quality of agro-input for their farms.¹

This present agricultural marketing research study will help the planners, marketers and also the producers and farmers in finding new opportunity for marketing, properly managing and advertising of farm's produce so thus the end users as well as the growers could be fine benefitted.

2.4 OBJECTIVES OF THE RESEARCH WORK

A common old proverb utters that '*A Happy and a Progressive Farmer is the Index of a Happy and a Progressive Nation*'. Nevertheless this phrase seems to get diffuse when actual condition of RMAP is noticed. Farmers work hard in their fields in sake of harvesting superior produce and further this agricultural produce should also be able to sell in such a manner to get its true value. For getting a true value a place is required for sell out. And here comes the position, responsibility and infrastructural benefits of RMAP. With this afore mentioned paragraph the study aims to explore the core objectives of research work. They are as:

1. To know RMs, obtain information and knowledge about RMAP (only grain Mandi) in general for India and Rajasthan State and to be specifically for the Hadoti region.
2. To know about the various agri-products being processed at these RMAP.
3. To find out the major and minor problems pertaining to the purpose and functioning of RMAP and to suggest remedial measures for these problems henceforth.
4. To analyze and demarcate the distinction between the major and minor RMAP, their general profile, infrastructural facilities and potential available at Krishi Mandis.
5. To know and analyze the expectations and preferences of the Government, middlemen, farmers, porters and end users about the various schemes, program and services rendered by RM.
6. To gain knowledge about the organizational set up of RMs of Rajasthan in general and Hadoti region in particular by analyzing the knowledge on various Agricultural Marketing Departments and Boards operating under the Ministry of Agriculture, Government of Indian Union and Rajasthan State and set up of regulated markets of Hadoti region in particular.
7. To observe and judge the actual performance conditions of RMs. This is done by the guidance of questionnaire filling from the incumbents, individually interviewing method, personal observation, studying of the secondary documentation that is made available through the vivid sources and to probe deeply into the respective theses matter concerned.

8. To find the future potential developmental aspects, agri-marketing progressive efforts and best possible utilization of the present available infrastructure for the abovementioned issue so thus the benefactors are compensated accordingly.

2.5 EXPECTED SCOPE AND THE CONTRIBUTION FROM THE RESEARCH STUDY

The predictable contribution from this research project may possibly be manifold. The conception behind is that the RMAP must find a dignified place for all of its operations and functions. While recommending one must not feel any hesitation to remove the procrastinated and dead practices of agricultural marketing and at the same time one must be opportunist also to adopt any profitable and futuristic practice may be from any part of the globe. The present study is based on both the Primary and Secondary Data. Primary Data is collected through the Structured Questionnaires and Interview. Secondary Data serves as a source of indication for the future research. Here scope for the agri-marketing research is very diverse with possibility of many dimensions:

1. Research designed primarily for the Agricultural Inputs and Development of the agricultural production in the nation.
2. Research based on the numerous Types of Agricultural Markets and its Infrastructural Development, Maintenance and Expansion.
3. Research planned for the Agricultural Products (for both general and specific in nature), Agricultural Marketing Salesmanship and its services (pre, during and after).
4. Research supporting the Buying, Purchasing and Selling Methods, Merchandising, Pricing Strategies, Marketing Costs, Margins and Policies projected for the agro products.
5. Research intended for the Standardization, Grading and Quality Control of the agricultural produce in requisites of Packaging, Labeling and Branding.
6. Research aimed at the Physical Distribution, Storage, Warehousing and Transportation of the vivid agricultural products throughout the nation.

7. Research drawn on the use of the Channels of Allocation (Middlemen, Wholesaling and Retailing), Marketing, Advertising and Promoting of the agricultural commodities.
8. Research used for the Financial Requirements for agricultural marketing like Agro Credit Finance, Insurance, Marketing Risks, Hedging, Future Trading and Exchanges of the agricultural produces.
9. Research employing the various Role and Functions contributed by the Government Organizations and Private Institutions for Marketing of the agricultural products.

Conclusions given on the basis of data analysis give an in-depth understanding of the Agri-produce Trade situation at this RMAP of Hadoti region that enables the administrative machinery of Agricultural Market Yards and Sub-Market Yards to build the ideologies that enrich Agri-Marketing Trade ambiance at the RMs. Suggestions offered ease policy making which can be useful for the coming years.

The other anticipated contributions from this research study are narrated below:

1. To advice some of the precious proposals for the improvement of RMAP.
2. RMs does not work uniformly throughout the year, so when the markets are idle these markets could be utilized in some way or another.
3. No doubt the position of Indian farmers is very grim due to the failure of numerous Agricultural Marketing Schemes intended towards them. This research will try to help and find a suitable solution for any of the existing problems like: Year round employment for farmers (for some who are not tilling fields all the seasons), diminishing in exploitation of the farmers, finding new sources of employment for the farmer's families, initiating and developing a sense of entrepreneurship in the mindset of the farmers, finding rock bottom solutions to the problems faced by the Traders and Porters, unearth explanation for the failures of Agricultural Marketing Schemes faced by the Agricultural Marketing Committee, etc.
4. Contributing in the Safety, Security and Well Being of the Socio-Economic, Environmental, Individual, Societal and National Fortification.
5. To study successful set up of RMs in India and other parts of the globe and to suggest a Role Model to be incorporated for the RMAP of the Hadoti region.

2.6 RESEARCH DESIGN

Primary research requires a research design. A Research design is a detailed blueprint used to guide conduct of marketing research so that research questions are answered and research objectives are realized. A research design encompasses Methodology and procedures employed to conduct research. It is a detailed outline of how an investigation (or survey) will take place. It typically includes how data is to be collected, what instruments (or tools) will be employed for the data collection, how instruments will be used during the survey and intended means for analyzing and interpreting the data collected by the researcher.

2.6.1 TYPES OF RESEARCH

In this particular research both Explorative and Descriptive types of research is undertaken. Explorative Research or Formulative Research is that type of research that investigates into a problem or situation which provides insights to the researcher. This type of research is meant to provide details where a small amount of information exists and where the study is characterized by flexibility and informality.

Descriptive Research or Statistical Research provides data about the population or universe being studied. It describes the characteristics or phenomenon of the universe being studied. *In this said type of research the researcher has no control over the variables, they can only report what has happened or what is happening as frequency of data occurrences are recorded by the researcher.*²

2.7 HYPOTHESIS

Regulated Markets of Agricultural Produce of Hadoti Region have significantly contributed in the upliftment of economic well being of farmers of Hadoti Region.

To get a detailed understanding of Hypothesis it has been divided into the following Sub Hypothesis:

- That the current Agricultural Marketing Strategies being presently practiced at RMAP or Krishi Mandis plus the organizational arrangement continued to exhibit a traditional features like exploitation of the farmers,

forced sales at Mandi premises, non attractive prices, lack of storage, transportation and other basic amenities.

- That facilitation mechanism provided by the RMAP or Krishi Mandis to market benefactors especially the farmers are suffering with a number of restrictions in operative business in marketing their agricultural produce and is providing diminutive help to the farmers.

2.8 SOURCES OF COLLECTION OF DATA

They are the means through which the researcher has collected data for his study. Both the methods of Data Collection (Primary & Secondary) are deployed:

2.8.1 PRIMARY DATA

It is raw data type of information that is obtained directly from first-hand sources by means of Surveys (Questionnaire or Schedule), Personal Observation, by Interview Method or by means of Experimentation. It is data that has not been previously published and is derived from a new or original research study. In this research study for getting data for the Survey, Questionnaire, Interview Method and Personal Observation is employed.

For obtaining Primary Data four sets of Structured Questionnaires consisting queries on important issues is drafted separately for the Farmers, Traders, Members of Management and Porters. Questionnaire is drafted by research scholar from the actual conditions existing at RMAP, Reports and Analysis. Researcher himself collected Primary Data on the opinion given by respondents by Personal Enquiry and Discussion Method.

2.8.2 SECONDARY DATA

Secondary Data analysis involves the use of data that is collected by someone else for some other purpose and it is used in the study to gain initial insight into the research problem. For this particular research study researcher has collected Secondary Data from a number of sources like, Books, Magazines, Journals, Reports, Abstracts & Periodicals on agricultural marketing and RMAP; Theses; Published Matter from News Papers and Websites Articles.

2.9 REVIEW OF THE LITERATURE

'A Comprehensive and Critical Review of the Past Research Studies Provides a Strong Base for any Investigation'.

A Literature Review is a summarized work of what the research scholar has scanned for his research. It focuses on specific topics of our interest related with the work and includes a set of Summaries and Critical Analysis of relationships among different works and then relating this research to his work. This work written by someone may be in any format like Separate Assignment, Introductory Sections of a Report, Dissertation, Thesis or even Online Sources that may be in a form of Arguments, Approaches, Theoretical or Methodological Constitution.

2.10 PURPOSE AND IMPORTANCE OF LITERATURE REVIEW

Significance of the text appraisal is very vast as it is a synthesized and analysis of the relevant published work linked at all the times to our own purpose and rationale. The reasons behind the Literature Review are diverse:

1. To define the limit and problem under work by comparing and contrasting the different authors' views on a related issue or group authors who draw similar conclusions.
2. To place the study in historical viewpoint by showing how the study relates to the past studies or in a general manner.
3. To avoid unnecessary boring and duplication of the work. This can be done by highlighting exemplary studies and gaps in the research.
4. To relate our findings to previous knowledge and suggest further research.
5. Genuinely evaluating and assessing some other's meticulous and hardworking past work.
6. Concludes by summarizing what the literature says.

Thus while undertaking Literature Review things that have a great significance is the selection of valid reliable sources, truly critical evaluation of the text, interpretation drawn by researcher and submission of endnote. Therefore a good Literature Review as a result is critical and at the same time significant too of

what has been written, identifies areas of controversies, raises questions and discover areas which need further research in our present work.

Research scholar has appraised Books, Magazines, Text Materials & Internet based resources while scanning the Thesis objective–*Regulated Markets, Agricultural Marketing* and *Marketing of Agricultural Produce*. Due consideration is given to the past work in relation with aim of the present study from over going through the Secondary Data in the form of following materials:

Sources of Secondary Data collection:

1. Books related with Agricultural Marketing, Regulated Markets of Agricultural Produce and Research Methodology.
2. Dissertations, Theses and Project Reports
3. Journals, Magazines and Periodicals
4. Online Book Stores
5. Online Information from the Websites of Concerned Organizations.
6. Scholarly Written Articles through Websites.

The approach used by the research scholar for reviewing the literature is as:

1. Bibliographic Databases
2. Digital Library or Electronic Library
3. Individual Full Text Journal Database
4. Library Catalogue
5. Official Websites
6. Online Access Facility and Repositories

BOOK REVIEW

*Acharya & Agarwal (2010)*³ in a very remarkable book, '*Agricultural Marketing in India*', observed that the agricultural marketing plays a very important role in improving food and nutrition security, reducing poverty and in accelerating economic growth. They laid the importance of understanding functioning of agro-marketing system and role of Government marketing institutions and private sector in improving its efficiency. This book includes a variety of subjects such as, market structure; demand & supply of agricultural commodities and farm inputs;

marketing functions; marketing infrastructure, agencies, institutions and channels; contract farming; Government intervention and role in agricultural marketing; buffer stocking and public distribution of food grains; Legislative measures affecting agricultural marketing, cooperation and cooperative marketing; market integration, marketing efficiency and costs, margins and price spread; training, research, extension education, agricultural marketing statistics and trade policy and external trade in agricultural products. Overall this book is pioneer in agriculture marketing and is very useful to the research scholar in his research work.

*Prasad (2001)*⁴ make a master piece 27 set of voluminous book entitled, '*Encyclopedia of Agricultural Marketing: Marketing Regulation & Development*'. The author gives a detailed history, growth and development of the regulated agricultural markets in India. The book mentions the role and investment required to sustain such types of markets and highlights some emerging issues affecting, like new products arrivals, price fluctuations and impact of investments on the overall performance of the regulated agricultural produce markets. The author crams a micro study on the functioning of some of the markets of Andhra Pradesh, Bihar, Himachal Pradesh, Madhya Pradesh and Uttar Pradesh. In the last chapters, the author describes the impact of the regulation on the food grain marketing, planning and development of agriculture and integration of the market function and functionaries for attainment of the objectives of regulated agricultural markets. It is true that the farmers are the major concern, so in regulated markets farmers must be either given the decision making power or their suggestions must be over welcomed in order to easily handle the markets. The author also stresses on the major agri-markets projects and assignments for the smooth functioning of the regulated agricultural produce markets.

*Srivastava (2006)*⁵ in his study, '*Agricultural Markets and Transport Network*', emphasized on the relation between transportation network and markets of agricultural produce. He opined that regulated agricultural produce markets have a special role in the development of the agro-economy of a country. But, without a good transport network, regulated markets have no meaning because only transportation can provide access to and from the markets for marketable goods. Furthermore, there are many facets of marketing and transportation. In present study an effort has been made to make an analysis of the various relevant factors

and aspects in integrated manner and find out the ameliorative measures in order to increase the efficiency of the various regulated markets mainly by planning and improving of transport network. The book tries to analyze spatio-temporal features of the regulated markets and transport network in the canal irrigated region of north-western Rajasthan. It also attempts to have a view on the functioning of the regulated markets on the basis of an empirical study to evaluate marketing efficiency and its performance. An effort has also been made to identify the trade areas of various regulated markets of the region and to determine hierarchy of those markets. And finally it proposes certain methods on the basis of which future projections can be made by setting up of the yardsticks to achieve realistic targets of agricultural marketing transport networks.

*Rao & Rao (1997)*⁶ together conducted reading on, '*Agricultural Commodity Transportation in India*', they said that in agriculture, transportation being an integral part of the production and marketing chain is an indispensable input in the pre and post-harvest operations. It involves a complex chain function of carrying various inputs (seeds, farms, equipments, laborers, fertilizers, pesticides, etc.) to farm yards; assembling final produce at centre locations of the farm; moving goods to the local markets, stores, village or wholesale agricultural assembling markets to Godowns and finally to the ultimate consumption places. their work also highlights the review of research and literature including studies conducted abroad and in India in this field, rural transportation scene in India, trends in production and marketing, infrastructural profile of the selected sample villages, inter-market transportation, etc. the study concludes with a summary of discussion and suggestions on the various aspects of agriculture commodity transportation.

*Singh & Garg (1992)*⁷ edited, '*Agricultural Marketing: Perspectives & Issues*', this book is a repository representation of numerous cases and case studies presented by the various authors in relation to agricultural marketing. Likewise, the authors Singh & Garg for their topic '*Regulated Markets: Constraints & Cures*' Part II, Chapter 2 (pp. 14-29)', proposes on the challenges and limitations of the regulated markets and also highlights possible remedies for the same. As regulated markets are badly affected by, undue emphasis on fee collection, faulty composition of Market Committee, deterioration of autonomy, accountability and administration of Marketing Board, not holding of timely and fairly elections for

regulated markets and ineffective implementation of regulatory reforms; like – no proper grading of different agri-commodities, lack of marketing intelligence, awareness and information from farmer's side, varied and different sales methods and variance in sales payment, etc. The remedial measures proposed by the authors are like, set up of a meaningful autonomy, regular timely elections, composition and organization structure of Marketing Board should comprise all regulated markets elements, proper standardization, grading of agri-commodities, effective supervision, etc.

Further *J. S. Yadav* in *Chapter 15 (pp. 163-79)*, emphasizes on the various methods of market evaluation, likewise, measures the impact of the program in both quantitative and qualitative terms, identification of the factors responsible to accelerate or retard the process or affect output and proper timely feedback. The author incorporates the Case Study Method and various other methods to study the said objective.

Rajiv Mehta in *Chapter no. 19 (pp. 207-16)* laid the importance of the information system for the agricultural produces markets.

*Singh et al. (1987)*⁸ conducted their study as, '*Agricultural Marketing in India: Analysis, Planning and Development*', that defines agricultural marketing in terms of primary, secondary and terminal markets, prevailing system of agricultural marketing in India with sales methods of food grain commodities, roles and functions of middlemen and how agricultural marketing supports nation's economy. Supplementary it also highlights problems of agri-marketing in India delineating about defects and limitations of agricultural marketing in terms of competition, poor organizational set up, transportation problems, inadequate storage facilities, meager infrastructure, malpractices and weak financial services. Lastly it gives suggestions made by the Government to improve agricultural marketing system. Marketing Services is also an important feature that characterizes purpose of marketing services, viz. assembling, grading, standardization, processing, transportation, storing, distribution, financing, risk bearing, market information and research. Authors describes regulated market's history, growth, development merits and demerits and functions with a state wise report with recommendations and suggestions made by the National Commission on Agriculture. Finally the book demarcates on study of standardization and

grading of agro-commodities with Legislative measures and Acts; storage and warehousing of food grain articles; financial, credit and capital requirement for agricultural marketing in India; marketing, education, research and administration of agricultural marketing; causes and impact of fluctuation in agricultural prices and policies, means and measures to stabilize them; and at last marketing intermediaries role for crops marketing.

*Moore, Johl & Khusro (1973)*⁹ describe and analyze physical and economic aspects of 'Indian Food Grain Marketing' system. It describes importance of food grain marketing in India in terms of number of people involved at various levels in production, marketing and consumption along with factors affecting demand and supply of food grains. The book deals with ideal food grain marketing system, reasons from its deviations (like imperfect knowledge, lack of motivation, external and internal economies, unemployment, Government programmes, etc), physical handling, storage, transport and food grains processing. The author conversed about concept and size of India's marketed food grain surplus, major marketing channels and margins and costs involved in entire system, market exchange, transfer of ownership, market pricing and market facilitating activities (like market places, market regulation, market news, grain grading, etc.). It further focuses on transactions at Primary Wholesale Markets (Mandis), markets structure in terms of number, types, size of traders, barriers to entry, price and non price competition. The data of the work deals with food grain prices on a national level, various Government policies and programmes designed to improve them, their objectives and beneficiaries for pricing food grain as a whole; discusses benefits of food grain transportation to producers, consumers and economy as a whole. This is followed by relative importance of various modes of transport and their costs for free flow of food grains within and outside the nation; describes major food grain stores (farmers, traders, processors, government and consumers), their relative importance, storage losses, methods of food grains storage and government policy in relation with the same and illustrates food grain processing, various types of technologies used and ways of its commercial exploitation. This book also contains views by the authors *G. J. Hiranandani* and *S. Balakrishna* on 'Regulated Markets: Monetary Benefits to the Producer-Seller', p.14.

Kohls & Uhl (1985)¹⁰ wrote a book for food marketing system. The book is titled as, '*Marketing of Agricultural Products*', It deals with functions, institutions, market lives, commodities, problems, processes, descriptive, analytical and normative approaches of food marketing system. The objective of this book is to understand structure and working of food marketing system to examine how this system affects farmers, consumers and middlemen; to illustrate how this dynamic economic system has responded to technological, social, economic and political changes over time. The main feature of this book are – charts and tables, examine the evolving food marketing system; theory carefully blended with practical examples and applications; results of recent food marketing research integrated throughout the book; contemporary issues and problems in food industry highlighted; chapters on commodity illustrate application of marketing and economic tools to different agriculture sectors.

*Saxena*¹¹ conducted a detailed survey on Regulated Agricultural Produce Markets of Rajasthan, in his book, '*Regulated Agricultural Markets: A Case Study on Rajasthan*', covers the position, problems and prospects of Regulated Agricultural Produce Markets (Krishi Upaj Mandis) of the State of Rajasthan. The process and pattern of Regulated Markets have been analyzed in terms of growth, organizational spatial pattern and location analysis, structural pattern of market yards, commodity structure, trade areas and hierarchy. Performance and planning have been discussed in terms of market efficiency; behavioral pattern; performance evaluation; role of market regulation in changing social structure and development. And finally at the last problems and suggestions for planning have been discussed in detail. The entire study is based on intensive field work and collection of data in the various parts of the State of Rajasthan.

*Acharya*¹² made a classic contribution to Indian agriculture in a study comprising 27 sets of book entitled, '*State of the Indian Farmer – A Millennium Study*'. This volume is an outcome of study on agricultural marketing undertaken as a part of the 'Millennium Study' on Indian farmers, sponsored by the Ministry of Agriculture, Govt. of India. The book especially Volume No. 17 on '*Agricultural Marketing*' reviews changes and developments in the field of agricultural marketing in India during the last five decades, keeping Indian farmers as the focal point. The book content is organized in nine chapters covers: general

features of agricultural marketing practices; analysis of regulatory framework of agricultural produce markets; changes and current status of agricultural marketing infrastructure and schemes for encouraging private investment in this sector; role and functions of important marketing institutions and organizations; Government policies and programmes related to prices, market intervention and credit policy relating to agricultural marketing; efficiency of the marketing system and of agricultural produce markets; analysis of facilities for marketing research and extension and statistical database; and finally some lessons for a long-term policy on agricultural marketing development have been identified.

Jenson, Matheson & Lacey (2011)¹³ in their scholarly opinion, '*Doing your Literature Review: Traditional and Systematic Technique*', gave a brilliant view on writing, scripting and editing of the literature review. The book has both traditional and as well as systematic technique of reviewing the literature. All the chapters in this book magnificently mention the way of literature reviewing, way of encoding and the presentation. This book is the latest publication by Sage Publishers, New Delhi and it is a very useful tool to the research scholars, supervisor and teachers.

Kogan (2005)¹⁴ undertook a most astounding work in designing of questionnaires during the survey, he compiled the work as, '*Questionnaire Design – How to Plan, Structure and Write Survey Material for Effective Market Research*'. He stated that questionnaires are vital for market researcher: they draw accurate information from respondent, give structures to interview; provide a standard form on which facts, comments and attitudes can be recorded; and facilitates data processing. Questionnaire design explains role of questionnaire in market research, different types of questionnaires, when and how they should be used. It explains how to plan, structure and compare right questionnaire for the research you are running. Contents include: - objectives in writing questionnaires; differences between data collection media; planning your questionnaires; writing question; types of questions; using prompt material layout; piloting; ethical issues; social desirability bias and how to avoid it; issues in multi-national surveys.

JOURNALS AND PUBLICATIONS REVIEW

*Rao et al. (2011)*¹⁵ the authors in their paper, “*Linking Farmers to Market in India – A Study of Andhra Pradesh*”, stated that Central and State Governments efforts and spread of marketing network has led to build up of market infrastructure strengthening of marketing system. Effort has been towards a more organized structure so that linking farmers to market activities benefit farmers at large. A combined effort in agricultural produce marketing and network by Andhra Pradesh is highly successful initiative of agricultural market information that provides guidance to farmers and other stock holders. The article highlights on need for regulated agricultural produce markets that protects farmers from exploitation of the middlemen and traders and also to ensure better prices and timely payment for the produce. In doing so several agricultural research institutes are reforming marketing and developing an effective marketing system through the use of the latest technology that is helping the overall basic need of a farmer.

*Govindrajan et al. (2006)*¹⁶ in a scholarly research article, ‘*Probability and Intensity of Farmers using Regulated Markets: A Tobit Approach*’, draws attention towards the condition of Indian farmers who fall victim of unfair trade practices by the hands of traders, commission agents and village merchants. In order to safeguard farmer’s interest in agri-markets the Government set up regulated markets for ensuring fair and steady trade practices. Hence an attempt is made by the authors with objective of studying probability and intensity of the farmer’s participation in the regulated markets. For studying the farmer’s participation in regulated markets for disposal of their farm output, Tobit Model was applied. In this dependent variable is share for output disposed off in regulated markets and independent variable is farm distance to the regulated market, farm size, marketed surplus, educational status, number of times canvassed by the regulated market functionaries and price ratio between regulated markets and farm gate. The study is based on the cross sectional data collected from the farmers of Erode district. A questionnaire is administered to 160 farmers randomly selected from the regulated markets notified area. The results had suggested that perking up the educational levels of farmers was important for the participation. Another conclusion drawn was that there may be more number of

regulated markets in the District over and above the existing ones, so that more human resource may be available to strengthen the extension activities.

Singh & Dhaka (2006)¹⁷ commenced a study, entitled '*Role of Rural Marketing in Rajasthan with Special Reference to Agricultural Produce Marketing*', to estimate the quantum and arrival shares of the agricultural produce in the rural markets of Rajasthan. The study pertains to the year 2005-06. For study 4 major crop groups viz, Cereals, Pulses, Oilseeds and Spices were selected for the analysis. The results of the study revealed that out of the total marketed surplus of Cereals of 43.07% was brought and sold in the rural markets of the State and the remaining was sold in the urban markets. For Pulses, 62.32% were sold in rural markets; for Oilseeds 58.16% were sold in the rural markets; and for Spices 36.38% were sold in the rural markets. The study also shows cities names with the maximum and minimum % of commodities share of arrivals.

Selvaraj & Sundaravaradarajan (2006)¹⁸ in their paper, '*Challenges in Marketing of Agricultural Produce under Free Trade Regime*', addresses issues relating to the marketing infrastructure like storage, grading, processing, packaging and other infrastructural developments that are being deliberated after liberalization. Since agricultural marketing infrastructure has not kept pace with the accelerated growth in production, there are significant post harvest losses. Thus to overcome this, feasible private sectors are to be encouraged to make their occurrence in rural markets; effective marketing and promotional strategies have to be adopted by market functionaries; introduction to latest market and product marketing exposure; availability and online access to international data bases and scientific literature; whole sale markets modernization; establishment of cold chains (pre-cooling facilities); and low cost technology promotion for marketing arrangements.

Garg, Kumar & Sharma (2004)¹⁹ reviewed their study to estimate marketing efficiency for Wheat crop in regulated market of Bikaner District of Rajasthan. They assemble their research as, '*Efficiency of the Regulated Markets of Wheat in Bikaner District of Rajasthan*'. The study is based on time series data for last ten years drawn from 4 regulated markets, which covers more than 95% to total

arrivals of the whole District. The results obtained from primary and secondary data indicated that annual prices of Wheat increased significantly with increase trend in monthly prices, implying the growth of markets. The price trends have a definite implication that guides consumers about right time to make annual purchase. November and December month is perfect time for sale of Wheat for farmers as observed in the results of the study. The cyclical movements in prices of Wheat also guided the policy makers to maintain the correct equation of demand and supply gap. Price behavior guide the policy makers to make a policy which give consumers the desired level of satisfaction, farmers get maximum profit for their produce and market middlemen should get the optimum margins.

*Jairath (2004)*²⁰ in his study, '*Agricultural Marketing Infrastructural Facilities in India*', suggests that there is a strong need for creation of necessary infrastructural facilities in all regulated markets for the country and develop periodic or rural markets with minimum necessary infrastructure. For this a great amount of reformation has to be done likewise, construction of scientific storage structures; modernized processing units to be maintained; cleaning and grading of agri-produce commodities to be done in systematic manner; maintenance of sanitary and phyto-sanitary standards; for popularizing risk management and e-trading a separate resource centre should be established; construction of all weather roads; modernized rail transportation by introduction of integrated system of bulk handling, transportation, storage and refrigeration; adequate air transportation facilities to be developed for most perishable goods like flowers, fruits, vegetables and other herbal plants; MIS should be extended to cover all important agricultural markets, regulated markets and important commodities produced by farmers; NIC-NET and communication facilities should be expanded and promoted so thus farmers can choose markets for produce sale based on current prices prevailing in different markets rather than taking decision on past prices; other facilities important for promotion of regulated agricultural produce markets are- covering market risks, offering incentives and rebates to farmers, making pavements for globalize competition, increasing private sector participation, etc.

*Pant, Burark & Bajrolia (2004)*²¹ provided a framework to examine the utilization of infrastructural and other facilities by traders and farmers created in Primary

Regulated Market Yard in Kuchaman City of Nagaur District. The study '*Utilization of Infrastructural Facilities of a Primary Regulated Market in Nagaur District of Rajasthan*', revised 15% of market functionaries and 15 farmers, who came to the market for sale of their produce, were randomly selected to obtain desired information. The study showed that utilization of physical facilities such as shops, auction platforms, bank, post office, etc. was poor in some cases and moderate in others. The existing Godowns facility was not fully utilized; rural warehouse was also not utilized that shows poor management of Market Committee. There was no proper canteen facility, and non-cleanliness of toilets and urinals, besides lack of awareness, knowledge and utilization about the basic amenities among the producers and sellers was found. This is probably due to illiteracy of the farmers and poor functioning of the market extension wing of the Market Committee.

*Pant & Bajrolia (2002)*²² had drawn an attention towards, "*Constraints in the Development of Primary Regulated Markets in Rajasthan*", scrutinized constraints in utilization of infrastructural facilities and problems faced by the market functionaries and farmers in Primary Regulated Market of Kuchanamcity of Nagaur District in Rajasthan. The results revealed following shortcomings, like shops and Godowns were in adequate; farmers were unaware about existence of the Regulated Market, about practices and amenities in the yard; traders faced problems of canteen, poor communication with other markets, lack of grading laboratory, procedural difficulties in obtaining licenses, no frequent and regular public transport service, etc; public convenience were either not in proper working condition or available during office hours only; farmers faced problems of lack of animal sheds, parking place for bullock carts, platforms not dry and clean, lack of veterinary store and dispensary, lack of credit institutions, poor retail facility for inputs, irregularity in dissemination in the information through Board, etc; and the other problems reported by the Hammals were, lack of rest shed facility, first aid facility, refreshment facility, internal unsmooth and cracked road, etc.

REVIEW FROM WEBSITE ARTICLES

Lashgarara et al. (2011)²³ while studying on use of IT for marketing of agri-produce in Iran, in their research, “*Identifying Appropriate Information and Communication Technology (ICT) in Improving Marketing of Agricultural Products in Garmsar City, Iran*”, believed that one of the most important factors for agricultural development is marketing of agricultural products. Information as most important facilitator and the main core of marketing system has an effective role in increasing the marketing system efficiency. Today, farmers need access to the updated and exact information in order to improve the quality and quantity of the agricultural products marketing. Information and communication technology by accelerating information delivery have a key role in agri-products marketing. This study for this reason is aimed to identify the ICT capabilities in marketing agricultural products of Garmsar city. This is an applied study and the research methodology is correlation.

Kerur, Gaddi & Kulkarni (2009)²⁴ notified their investigation in their script named as, “*Respondents' Attitude towards Policy Reforms in Regulated Markets of Karnataka - A Cluster Analysis Approach*”. According to their approach the regulated markets are considered responsible institutions in discharging all the functions connected with the sale of outputs, keeping in view the overall interest of the farming community and the ultimate consumers. The study was undertaken in selected regulated markets of Karnataka for the purpose of to elicit opinions from the farmers and traders respondents about the performance and policy reforms of regulated markets. The performance of the regulated markets as opined by the traders that, charges fixed for weighing, market fee, and market information through display on the Notice Board and payment of produce over 15 days after the sale are affecting the performance of the markets. Therefore an immediate attention should be given to improve these variables, which are responsible for the better functioning of the regulated markets. Spot payment is necessary otherwise farmers look for the alternative selling arrangements, which lead to the loss of income to the Market Committee. In this context, introduction of clearing house scheme with the help of the Merchant Association may help in this direction. (*Karnataka J. Agric. Sci.*, 24 (2): (177-183) 2011).

*Chadha & Elumalai, (2008)*²⁵ the authors describe regulatory framework of Indian agricultural produce market in context with the data available from various Indian States in their work, “*Competition and Regulatory Reform in Indian Agricultural Markets*”. As per their paper outcome it laid emphasis the Role played by the FCI and State Agricultural Marketing Board in procurement, distribution in reforming the domestic market regulation. A progress report on the production of various agricultural commodities and reforms of agricultural produce markets is also presented. A tabular formation on the Government surplus and its procurement of Wheat, Rice and other produce is presented. This is a comparative study within Indian States and that of India with the other nations of the world.

*Venkatachalam (2004)*²⁶ document on the, “*Agricultural Produce Marketing*”, focuses on the nature and functions of the markets that are regulated by the Government and often referred as Regulated Agricultural Marketing Committees. The study is restricted to the Erode District of Tamil Nadu and concentrates on the regulated market of Avalpoondi, which comes under the Erode Agricultural Produce Marketing Committee. The research scholar study was concentrated on the farmers, small and large scale traders, and Government officials in the Regulated Markets Committee, mills owners and its workers. The researcher gives a brief description on the power and functions of the Marketing Committee in the State of Tamil Nadu along with the establishment of regulated markets and its functions. By the help of a Case Study of Avalpoondi regulated markets, the researcher find out the problems and prospects of that region, benefits accrued to the farmers and traders, the markets intermediaries and its characteristics. Finally, the researcher deduces that the regulated agricultural produce markets are an effective tool to raise the socio-economic status of the farmers.

2.11 SAMPLING DESIGN

A Sample Design is a systematic scheme or a plan for measuring a small portion of something and then makes a general statement of the whole thing. This means that by studying a small group (Sample) selected at random information is obtain on the variables of interest to a larger group (Universe) thus permitting inferences

as to the behaviour of these variables within Universe. Sample Design is done before Data Collection. Sample Design includes Universe, Sampling Unit, Sample Size and Sampling Method.

2.11.1 UNIVERSE

The complete RMAP (grain Mandi) of Hadoti region is selected. They comprise:

1. Regulated Markets of Agricultural Produce for Baran District: Atru, Baran and Chhabra.
2. Regulated Markets of Agricultural Produce for Bundi District: Bundi, Indergarh and Keshoraipatan.
3. Regulated Markets of Agricultural Produce for Jhalawar District: Aklera, Bhawani Mandi, Jhalrapatan and Khanpur.
4. Regulated Markets of Agricultural Produce for Kota District: Itawa, Kota and Ramganj Mandi.

2.11.2 SAMPLING UNIT

Keeping in view for the the objective of research study it is decided to conduct study in the entire thirteen RMAP of Hadoti region i.e. Districts of Baran, Bundi, Jhalawar and Kota for the exploration of marketing factors for the regulated agricultural produce that affect Farmers, Traders, Commission Agents, Porters and Members of Management. To ensure a clean and genuine Sample Collection a Random Technique is selected that represents appropriate respondents from the above given different groups.

2.11.3 SAMPLE SIZE

Sample Size of this research work is 400 respondents, i. e. from each location of the RMAP that comprises: Farmers who visits the Krishi Mandi and their products is being transacted at the RMs, Traders who is dealing with the regulated business of agricultural commodity, the Members and Executives of the Management and at the last the Porters who carries the bulk at regulated markets.

Table No. 2.1
A List for Types and Number of Respondents

S. No.	Types of Respondents	Number of Respondents
1	Farmers	250
2	Traders	75
3	Members of Management	30
4	Porters	45
Grand Total		400

2.11.4 SAMPLING METHOD

Researcher due to the nature of work at these Krishi Mandis has chosen Convenience Probability Sampling Method during the survey process. Researcher visited the RMAP and made contacts with the respondents at their respective place of work, like the Farmers sitting nearby pile of their agricultural produce, Traders at their shops, Porters at the site of loading and unloading and the Members of the Management at their relevant office premise. To obtain a fair and genuine data the scholar visited every ends and corners of these Mandis. And thus for achieving the aforesaid purpose almost entire day was invested in filling of the questionnaire, talking with the respondents and observing the RMAP as the agricultural produce is being processed.

2.12 DATA ANALYSIS AND INTERPRETATION

The researcher visited various RMAP of Hadoti region and elicited information from respective respondents in order to test present study hypothesis, achieve the objective conclusion and finally to interpret the results obtained. This was done with the help of four sets of questionnaire. In this way information for the analysis and data tabulation has been collected from the respondent sample. Primary data collected is edited and classified and thereafter placed under the suitable headings.

The finding of the study is based on the data collected using four sets of Questionnaires administered separately. For Data Analysis, Data Tabular Analysis, Percentage Analysis, Graphical Representation with help of Bar Diagrams, Pie Chart Diagrams and even at suitable place Line Charts is also used

to bring clarity for interpretations drawn. MS Excel Worksheets is used for analysis purpose and drawing the charts.

Conclusions and Suggestions from the Primary Information, Personal Observations of the researcher and Interview Discussion Approach with the respondents, Literature Review on the topic and opinion of the experts is also taken into consideration in order to make relevant and suitable recommendations.

2.13 LIMITATIONS OF THE RESEARCH STUDY

This research study too has limitations like the other research studies:

1. It is restricted to a particular location of Rajasthan, i.e. Hadoti region. Thus results may vary according to individuals as well as time outside Hadoti.
2. Since the survey is conducted for the whole Hadoti region comprising 13 RMAP or Krishi Mandis, so the time and cost involved was the major constraint of this research.
3. A few officers and employees of RMAP was not all interested to give any kind of information and some provided very little data.
4. Some RMAP have only 1-2 personnel and very few respondents to answer the queries (like RMAP of Keshoraipatan, Sumerganj Mandi, etc.) that would not much affect on the result obtained by the present research study.
5. Every legitimate effort have been made by the research scholar while making records obtained from the respondents but this too has certain limitations like the data collected is based on the memory and experience of the respondents and accuracy of the data depends largely on the correctness of the information provided by the respondents.
6. The findings is also based on the verbal expressions, respondent's responses, researcher's observations and for eliciting correct information, cross examination and asking questions in a different manner is also done but the probability of few descend here and there could not be ignored.
7. The analysis done and interference drawn by the researcher are based on the responses given by the respondents.
8. The study is conducted in a small part of Rajasthan and hence the results obtained from that does not represent the whole industry of RMAP and thus it leads towards the inductive generalizations.

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Chapter – 3

ORGANIZATIONAL SET-UP OF THE REGULATED MARKETS OF AGRICULTURAL PRODUCE

Chapter – 3

ORGANIZATIONAL SET-UP OF REGULATED MARKETS OF AGRICULTURAL PRODUCE

3.1 REGULATED MARKETS

In India, the organized marketing of agricultural commodities has been promoted through a network of RM: *Regulated Markets* spread in the entire nation. As most of the State Governments and the UT: *Union Territory* administrations have enacted distinctive Legislations to provide for the regulation of Agricultural Produce Markets in their regions. While by the end of 1950, there were 286 RMs in the country and their number as on 31st March 2006 stood at 7,566. 7596 RMs existed by the end of March 31st, 2013. In addition, India has 21,780 Rural Periodical Markets, about 15% of which function under the domain of regulation. The advent of RMs has helped in mitigating market handicaps of producers-sellers at wholesale assembling level. However Rural Periodic Markets in general and Tribal Markets in particular are not part of the agricultural market regulation.

The purpose of State Regulation of the agricultural markets is to protect the farmers from the exploitation of intermediaries and traders and also to ensure better prices and timely payment for their produce. It is seen that the marketing of agricultural commodities in India operates primarily by the supply and demand forces of the private sector. This force directly affects the producer's and consumer's interests as they need to be well protected. This protection and promotion of the organized marketing efforts for the agricultural commodities are done at the three tier level, by the Central Government, the State Government and by the Local Authorities.

The composition of the Organizational Set-up of regulated markets of agricultural produce occurs at a three stage level; the Union, the State and at the Local Authority level:

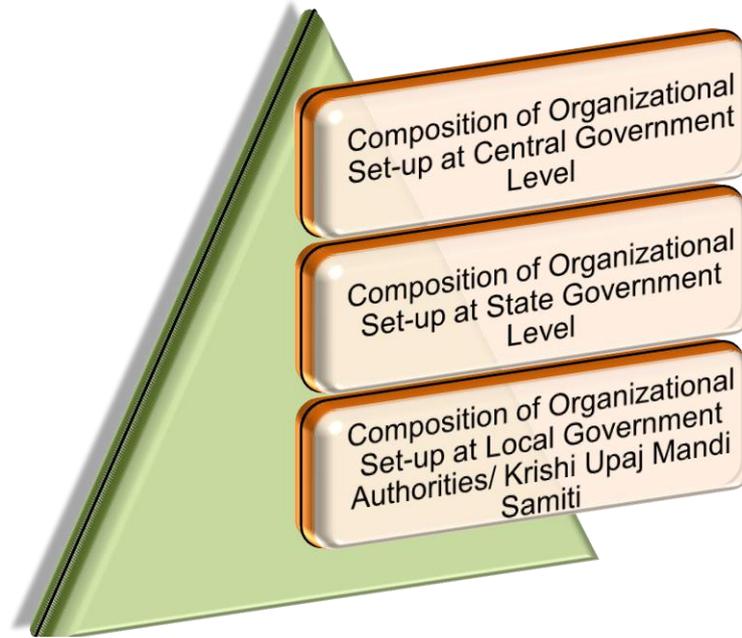


Figure No. 3.1
Three Tier Regulatory Framework of Regulated Markets

3.2 ORGANIZATIONAL SET-UP AT THE CENTRAL GOVERNMENT

In India there is a separate Agriculture Marketing Department under the Ministry of Agriculture headed at the nation’s capital New Delhi. The Ministry of Agriculture, a branch of the Government of India, is the apex body for the formulation and administration of the Rules and Regulations and Laws relating to agriculture in India. The 3 broad areas of scope for the Ministry are Agriculture, Food Processing and Co-operation:



Figure No 3.2
Ministry of Agriculture Marketing Department at Union Government

UNION MINISTRY OF AGRICULTURE

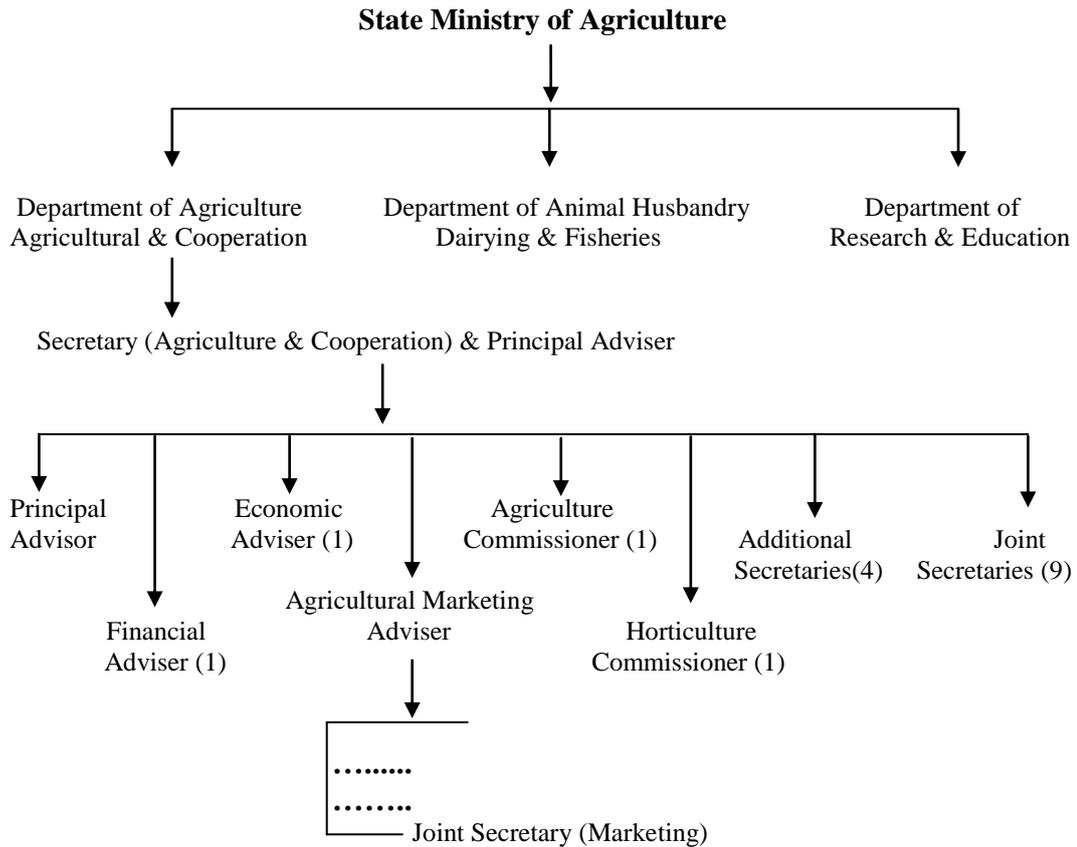


Figure No. 3.3
Organization Chart for Department of Agriculture & Co-operation
(Agricultural Marketing)

The Organization Structure for the Ministry of Agriculture of Union Government is a four stage level. The Secretary, Agriculture and Co-operation is the Administrative Head of the department and is responsible for the formulation and implementation of the policies of Agriculture and Co-operation. The Secretary is assisted by the Principal Adviser, Special Secretaries, Additional Secretaries, Agriculture Commissioner, Economic and Statistical Adviser, Joint Secretaries and the Horticulture Commissioner.

The Ministry has 5 Attached Offices, 22 Subordinate Offices, 2 Public Sector Undertakings, 9 Autonomous Bodies, 10 National Level Co-operative Organizations and 1 Authority.

Above and beyond functioning at the Agriculture Ministry, the Ministry of Agriculture of Union Government publishes its unique *Reports and Statistics Journal*. This is an annual report titled '*Agricultural Statistics at a Glance*'. It

gives a detailed picture on state of India's agriculture including demographics of agrarian sector, crop production (including State-wise and crop-wise break-ups), rural economic indicators such as credit, etc.

3.2.1 STRUCTURE AND DEPARTMENTS

The Ministry of Agriculture consists of the following three Departments that are correlated with one another and works with proper synchronization. These departments are under the Ministry of Agriculture, Government of India and headquartered at New Delhi:

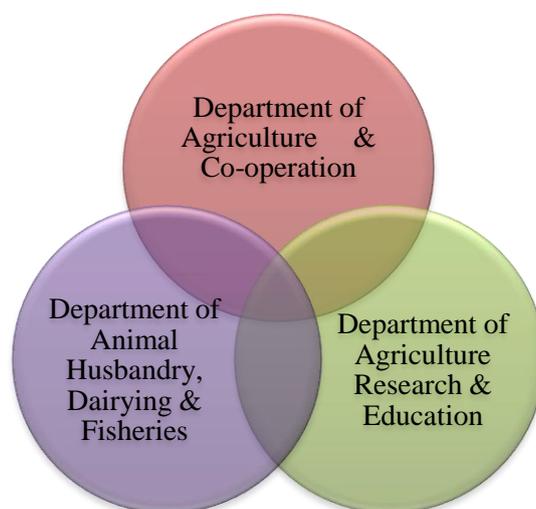


Figure No 3.4
Inter Departmental Structure at Ministry of Agriculture

3.2.1.1 DEPARTMENT OF AGRICULTURE RESEARCH AND EDUCATION (DARE)

This department was established in December 1973. DARE responsibilities are basic and operation research, technology development, improving linkages between various organizations and the State Governments across the country. In addition, it coordinates and promotes agricultural research and education in the country. DARE provides necessary Government linkages for the ICAR: *Indian Council of Agricultural Research*, the premier research organization for co-ordinating, guiding, managing research and education in agriculture including Horticulture, Fisheries and Animal Sciences in the entire country. With 99 ICAR institutes and 65 Agricultural Universities spread across the country this is one of the largest national agricultural research systems in the world.

3.2.1.2 DEPARTMENT OF ANIMAL HUSBANDRY, DAIRYING AND FISHERIES (DAHD and F)

This department came into existence in the year 1991. The department is responsible for matters relating to Livestock production, preservation, protection and improvement of stocks, Dairy development and also for matters relating to the Delhi Milk Scheme and the National Dairy Development Board. It also looks after all matters pertaining to Fishing and Fisheries Development Board. The department advises the State Governments and the Union Territories in the formulation policies and programmes in the field of Animal Husbandry, Livestock, Dairy Development, Fisheries and Aquaculture.

3.2.1.3 DEPARTMENT OF AGRICULTURE AND CO-OPERATION (DAC)

This department was set up in the year 2004. DAC responsibilities are assigned to it in the Government of India (Allocation of Business) Rules, 1961 as amended time to time. Co-operation in this context refers largely to promote Farmer Co-operative movements. DAC is now organized into 26 Divisions and has 4 Attached Offices, 21 Subordinate Offices which are spread across the country for coordination with the State level agencies and implementation of the Central sector schemes in their respective fields. Further, 2 Public Sector Undertaking, 8 Autonomous Bodies, 10 National Levels Co-operative Organizations and 1 Authority are functioning under the administrative control of the department.

3.3 AGRICULTURAL MARKETING ORGANIZATIONS

The Department of Agriculture and Cooperation has three organizations dealing with agriculture marketing under its administrative control, namely, DMI: *The Directorate of Marketing and Inspection*, Faridabad; CCSNIAM: *Chaudhary Charan Singh National Institute of Agricultural Marketing*, Jaipur; and SFAC: *Small Farmers Agri-Business Consortium*, New Delhi. On the other hand NAFED is a top organization of Marketing Cooperatives underneath the Ministry of Agriculture, Union Govt. of India, New Delhi.

3.3.1 NATIONAL AGRICULTURAL COOPERATIVE MARKETING FEDERATION OF INDIA LIMITED (NAFED)

Is an apex organization of Marketing Cooperatives for agricultural produce in India, under the Ministry of Agriculture, Government of India. It was founded in October 1958 to promote trade Co-operative Marketing of agricultural produce and Forest Resources across the nation to benefit farmers. NAFED is now one of the largest procurement as well as marketing agencies for agricultural products in India. With its headquarters situated in New Delhi, NAFED has four Regional Offices at Delhi, Mumbai, Chennai and Kolkata, apart from 28 Zonal Offices in the State Capitals and important cities.

Agricultural farmers are the main members of NAFED, who have the authority to say in the form of members of the General Body in the working of NAFED.

3.3.2 DIRECTORATE OF MARKETING AND INSPECTION (DMI)

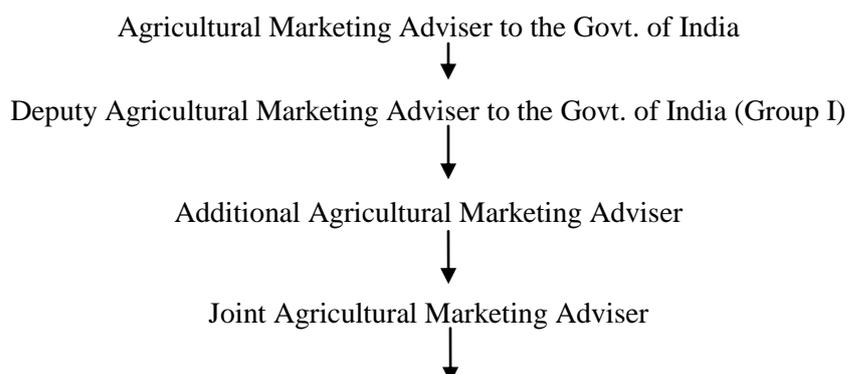
The DMI, an attached office of the Department of Agriculture and Cooperation under the Ministry of Agriculture, was set up in the year 1935 to implement agricultural marketing policies and programmes for integrated development of marketing of agricultural and other allied produce in the country with a view to safeguard the interests of the farmers and the consumers. It maintains a close liaison between the Central and the State Governments. DMI is responsible for making sure that the federal policy concerning marketing of agricultural products is strictly followed by the producers in India. These centralized marketing efforts make it easier for consumers to obtain these commodities. Researchers seem to believe that there is a significant gap between the producer price and the consumer price due to a large number of intermediaries within the produce markets in India. The Directorate is headed by the Agriculture Marketing Adviser to the Government of India and has its Head Office at Faridabad (Haryana), Branch Head Office at Nagpur (Maharashtra) and 11 Regional Offices/ Sub-Offices headed by Dy. AMAs.: *Deputy Agricultural Marketing Advisers* and Central AGMARK Laboratory at Nagpur. Besides, there are 26 Sub-Offices and 11 RALs: *Regional AGMARK Laboratories* spread all over the country as per the details given below:

Table No. 3.1
AGMARK Regional offices throughout India

S. No.	Regional Office	Sub-Office under Regional Office	AGMARK Laboratories under Regional Office
1	Delhi	Dehradun	Okhla
2	Kolkata	1. Patna 2. Bhubaneswar 3. Ranchi	Kolkata
3	Mumbai	1.Nasik 2.Ahmedabad 3.Rajkot 4.Surat 5.Margaon 6.Pune 7.Sangli	1.Mumbai 2.Rajkot
4	Bhopal	Raipur	Bhopal
5	Chennai	1.Bangalore 2.Madurai 3.Hubli	Chennai
6	Kochi	1.Calicut 2.Trivandrum	Kochi
7	Hyderabad	1.Guntur 2.Vishakhapattanam	Guntur
8	Guwahati	Shillong	
9	Lucknow	1.Kanpur 2.Varanasi	Kanpur
10	Jaipur	Nil	Jaipur
11	Chandigarh	1.Jammu 2.Amritsar 3.Abohar 4.Shimla	Amritsar

The organizational set up at DMI has the following structure:

DIRECTORATE OF AGRICULTURE & INSPECTION



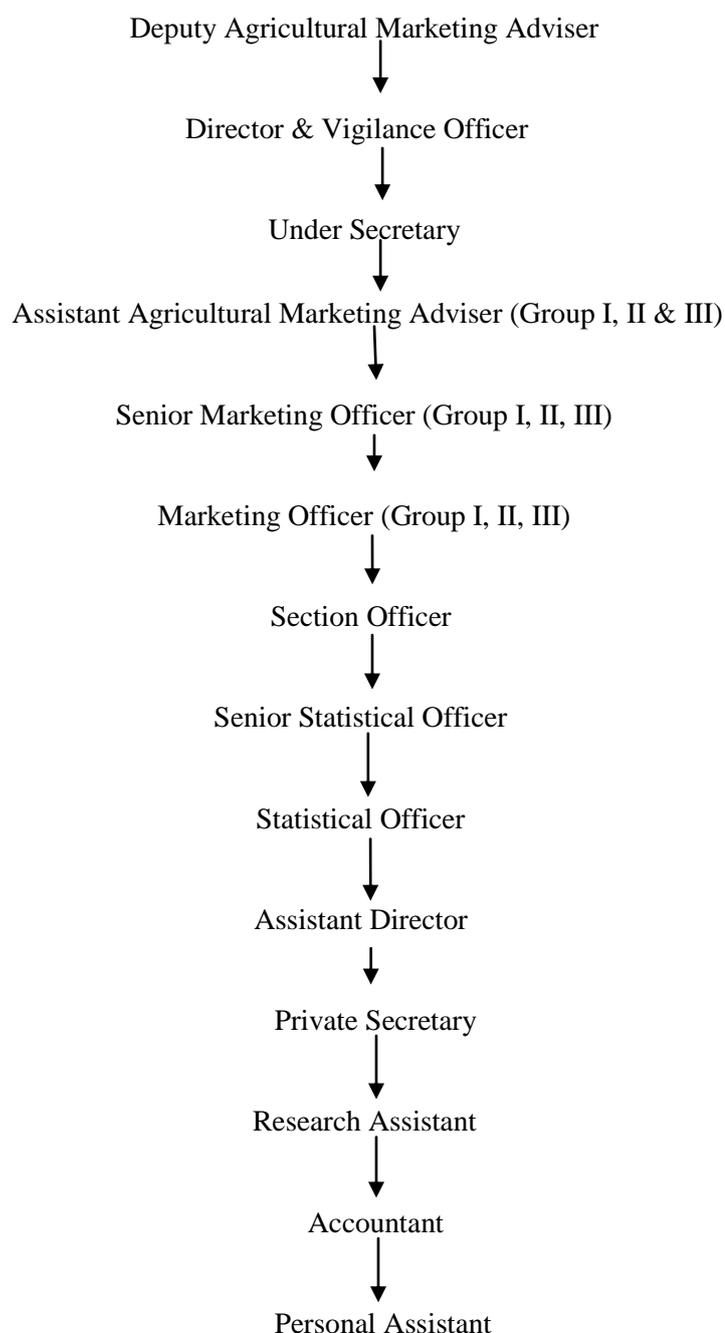


Figure No. 3.5
Organization Chart for DMI (Agricultural Marketing Department),
Faridabad

3.3.3 NATIONAL INSTITUTE OF AGRICULTURE MARKETING (NIAM)

This CCS National Institute of Agriculture Marketing is a premier national level institute set up by the Indian Government in August 1988 to offer specialized training, research, consultancy and education in agricultural marketing. NIAM is an autonomous body under aegis of the Ministry of Agriculture, Government of

India. It was set up as a registered society to cater to the needs of the agricultural marketing personnel in India as well as from South East Asian countries. The Union Agriculture Minister is the President of the General Body of NIAM and also the Secretary; Department of Agriculture and Co-operation is the Chairman of the Executive Committee. NIAM has been imparting training to the senior and middle-level executives of Agricultural and Horticultural Departments, Agro Industries, Corporations, State Marketing Boards, Agricultural Produce Market Committees and Apex Level Cooperatives, Commodity Boards, Export Houses recognized by APEDA: *Agricultural & Processed Food Products Export Development Agency*, CBs: *Commercial Banks* and NGOs: *Non Government Organizations*. NIAM also imparts training to farmers on marketing management.

3.3.4 SMALL FARMERS AGRI BUSINESS CONSORTIUM (SFAC)

SFAC was set up in the year 1994 for bringing about and facilitating a farm-focus growth through new ventures in agro-based industries. SFAC has emerged as a Developmental Institution with its core aims and objectives focused on increased production and productivity, value addition, provision of efficient linkages between the producers and the consumers. SFAC deals with agriculture in its wider connotation, including Fisheries and Horticulture. SFAC is registered by the Department of Agriculture and Cooperation as a Society under Societies Registration Act. It is managed by a Board of Management consisting of 20 members and chaired by the Union Agriculture Minister as its Ex-officio President and the Secretary to the Government of India in Department of Agriculture and Cooperation as its Ex-officio Vice President. The Managing Director is the Chief Executive of SFAC. It has established 18 State-level SFACs by contributing a corpus fund. The mission of the society is to support innovative ideas for generating income and employment in the rural areas by promoting private investments in agri-business projects. All of these regulatory bodies all affect marketing, storing, distributing and selling of agricultural commodities in India. Agricultural commodities are centralized and under constant surveillance by the Public Distribution System. Each independent State of India has its own policies that restrict both movements and storage of agricultural commodities in order to restrict licensing, storage, procurement, processing, marketing, control, regulation and movement of most agricultural commodities within India.

3.4 ORGANIZATIONAL SET-UP AT THE RAJASTHAN STATE GOVERNMENT

In Rajasthan the Ministry of Agriculture with its Secretaries are located at the Secretariat Office, Jaipur. However, Agriculture Marketing Board and its Department are located at the Head Quarter situated at Pandit Govind Ballabh Pant Krishi Bhawan, Jaipur.

3.4.1 RAJASTHAN AGRICULTURE DEPARTMENT

Due to the merging of Princely States of Rajasthan, the consolidated Agriculture Department was established in the year 1949 that further extended in the year 1952. The Agriculture Department segregated Animal Husbandry Department and now it just comprises, production and assembling of agriculture crops. The Agriculture Department was once again amended in the year 1955 and finally present Agriculture Department formation could be ascertained. Extension work of agriculture is handled by the Agricultural Research Associates who are deployed in the various Panchayat Samities regions. For the development of technology, various specialist units are made in the field of Botanical Plant Science, Plant Disease Science, Insect Science, Surgical Science, Chemical Science, Agricultural Statistics, etc. Further supporting numerous research and laboratory departments were established in the various regions of Rajasthan.

Agricultural marketing activities in Rajasthan are performed by the RSAMB: The *Rajasthan State Agriculture Marketing Board* headed by the Administrator.

3.4.2 RAJASTHAN STATE AGRICULTURAL MARKETING BOARD

BOARD PROFILE

The Rajasthan Agriculture Produce Market Act 1961, was established with intention that *'farmers must get exact price for their produce so thus they become joyful and finally they are motivated enough to produce more'*. Earlier regularization of Mandi work was done by the Agricultural Marketing Unit that was part of the Agricultural Department. With the establishment of RSAMB in 1974, the entire work was not transferred to this body. The State Government in 1980 established an individual department headed as, *'Directorate of Agriculture*

Marketing at Jaipur (Pant Krishi Bhawan) for administrative and financial control of RMAP: *Regulated Markets of Agricultural Produce*. The works related with the construction in agricultural activities, marketing extension, exports consultation, etc. were given to the Agricultural Marketing Board. The State Government is extensively engaged in the development of agricultural marketing and infrastructural facilities like construction of link roads, Rural Primary Markets, rural Godowns, KUMS: *Krishi Upaj Mandi Samities*, grower, producer, Marketing Cooperatives Societies and post harvest management required for efficient marketing system and optimum utilization of surplus agricultural produce so that farmers shall get remunerative prices for their produce and get protection from exploitations of middle-men. The consumers should also be able to obtain quality and processed produce at a reasonable price. Other important works are training to marketing personnel, publicity, propaganda, monitoring and market research to initiate other program. RSAMB has devoted itself whole heartily to the development of agricultural marketing since its inception in 1974. The activities of Marketing Board cover entire post harvest management and agricultural marketing developmental activities in the wake of liberalization of economic policy of the country. RSAMB has taken up the task to export main commodities to other countries with an object to boost up production, productivity and quality of agro produce in the State.

3.4.2.1 CONSTITUTION AND COMPOSITION OF RSAMB

According to Section 22 b of the Act, the Board shall consist following members:

- 1) Ten members elected by the Chairman of the Market Committee in the State from amongst themselves.
- 2) Two Traders elected by the trader members of the Market Committee in the State of Rajasthan.
- 3) Secretary of Department of Agriculture and Animal Husbandry Government of Rajasthan.
- 4) Director of Agriculture.
- 5) Director of Animal Husbandry.
- 6) Registrar of Co-operative Societies.
- 7) Director of Sheep and Wool.
- 8) One Economist from any University of Rajasthan (Govt. nominated).

- 9) Officer of rank of Joint Director of the Agriculture Marketing Department nominated by the Government as the Ex-officio Member Secretary.
- 10) Two Non-official members of the public nominated by the Government.
- 11) Food Commissioner for the State of Rajasthan or his nominee.
- 12) Managing Director of Rajasthan State Warehousing Corporation.
- 13) Regional Manager of Food Corporation of India.

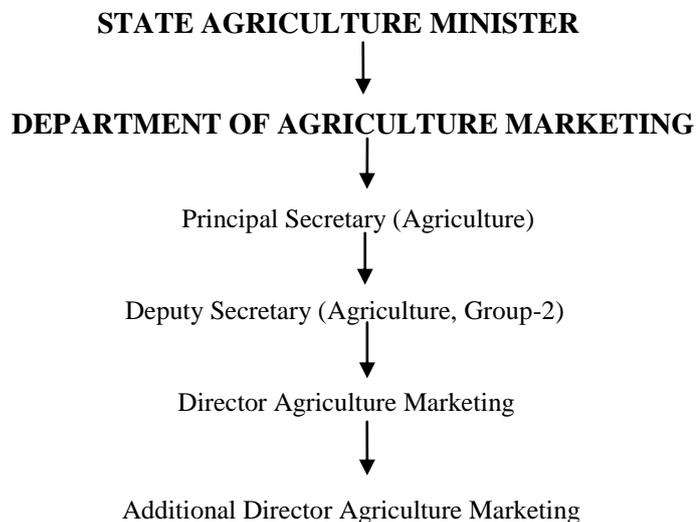
The Chairman and Vice-Chairman of the Board shall be appointed by the Government from amongst the members of the Board. But in no case a trader member can be appointed on either of the posts.

POWER AND FUNCTIONS OF THE CHAIRMAN AND THE VICE CHAIRMAN OF AGRICULTURE MARKETING BOARD:

- 1) The Chairman shall be the Chief Controlling and Supervising Officer of the Board. All other officers and employees of the Board shall, subject to provision of Act, Rules and Bye-laws are under his control.
- 2) The Chairman supervises the financial and executive matters of the Board and shall preside over the meetings of the Board and its Committees and conduct business at such meetings.
- 3) Exercise supervision and control the officers and employees of the Board.
- 4) Vice Chairman shall act in aforesaid matters in absence of the Chairman.

The following organizational structure exists at RSAMB:

RAJASTHAN STATE MINISTRY OF AGRICULTURE



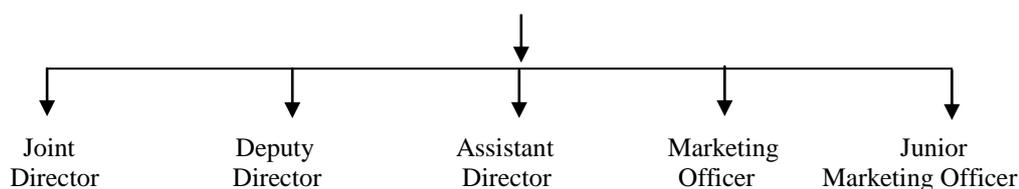


Figure No. 3.6
Set up of Department of RSAMB, Jaipur (Agricultural Marketing)

In the aforesaid figure, the Department of Agriculture Marketing, Principal and the Deputy Secretary are positioned at the Secretariat under the leadership of Ministry of Agriculture, Rajasthan. Director Agriculture Marketing and onwards executive they are all positioned at the Pandit Govind Ballabh Pant Krishi Bhawan, Jaipur. All ranks till Additional Director Agriculture Marketing they exist and head quartered only at Jaipur. The current five posts under the Additional Director Agriculture Marketing they may be present at Jaipur and also at any of the 10 Divisional Head Quarters of marketing and /or at the RMAP of Rajasthan. These posts come under the agriculture marketing services grade. The lowest rank in this cadre is the Junior Marketing Officer that is also the only non Gazette post in the entire organization structure the other being the entire Gazette ranks. And the highest rank is the Joint Director. This means Junior Marketing Officer at the most can be promoted to the rank of Joint Director. However, for the Joint Director there is no such promotion, he may nevertheless entitled for higher salary structure. However, any of personnel employed at any of these five posts when promoted or transferred to any of the RMAP, there they assumed the post of the Secretary or Additional and Joint Secretary as per the requirements.

POWERS AND FUNCTIONS OF AGRICULTURE MARKETING DEPARTMENT (at Secretariat):

- 1) To effectively implement the Rajasthan Agriculture Produce Market Act at regulated markets by setting Market or Mandi Committees.
- 2) To institute Mandi classification as per the agricultural produce transacted or according to the income obtained from a particular regulated market(s).
- 3) To construct, repair and expand regulated markets either principal or sub yards in the state.
- 4) To timely make available proper guidance in the pre and post harvest agricultural production.
- 5) To provide remunerative prices to the farmers through regulated markets.

POWERS AND FUNCTIONS OF DIRECTOR (Agriculture Marketing):

- 1) He is the administrative and professional head of Agriculture Marketing Department in the State, exercising all the technical, administrative and financial powers and issue special instructions or directions considered necessary for the administrative and professional reasons.
- 2) He also acts as the Chief Technical Advisor to the State Government on all matters relating with the Agriculture Marketing Department.
- 3) Any major policy matter relating to the professional activity shall be undertaken by him in consultation with the other Senior Officers of the Department who are specialist in their disciplines.
- 4) He is also respectable for the preparation of budget and appropriation proposals for the department for consideration and approval of the Government and submits all reports and returns to and of the Government (Monthly/Quarterly/Annual Progress reports).
- 5) He exercises all the powers delegated to him by the Government and is directly answerable to the Government.
- 6) Maintain proper liaison with the Ministry of Agriculture and agriculture marketing of Rajasthan.

POWERS AND FUNCTIONS OF ADDITIONAL DIRECTOR:

- 1) He is responsible for the coordination and monitoring of marketing of agriculture production program in his jurisdiction besides also acting as the Controlling Officer.
- 2) He exercise all the administrative and financial powers attached to his post in capacity of being controlling officer.
- 3) He inspects institutions under his control and after inspecting the institutions records inspections notes.

DUTIES AND RESPONSIBILITIES OF JOINT DIRECTOR:

Joint Director of agriculture marketing may be more than one depending on the marketing efficiencies and jurisdiction of the agricultural marketing produce. They have following duties:

- 1) He assists the Director of Agriculture Marketing in performance of his duties and responsibilities.

- 2) He is responsible for getting finalized all the establishment matters including Court matters and technical, extension, training and development and project formulation matters related with the marketing of produce .
- 3) He inspects institutions under his control and after inspecting the institutions will record inspection notes.
- 4) He is the Marketing Officer In-charge planning and monitoring, bill and cash and budget and audit reconciliation.

DUTIES AND RESPONSIBILITIES OF DEPUTY DIRECTOR:

- 1) Preparation of block wise agri-marketing program with effective control of extension functionaries, timely monitoring and evaluation of different development program at various block level and point wise reporting of the achievements every month to the Agricultural Marketing Directorate.
- 2) Organizing and imparting training along with the Agriculture Marketing Officers, Agriculture Marketing Development Officers, Agriculture Marketing Extension Officer at numerous districts and block headquarters.
- 3) To assist the Director of Agriculture Marketing in respect of all the schemes pertaining to agricultural produce procurement, distribution and marketing in the state along with MIS, support price scheme, AGMARK quality accreditation, daily and weekly market rates, import and export returns, grading of various crops, co-ordination and supervision of marketing activities of Agriculture Marketing Board.

DUTIES AND RESPONSIBILITIES OF ASSISTANT AGRICULTURE MARKETING OFFICER:

- 1) To assist the Dy. Director of Agriculture Marketing in organizing markets and grading of the various agricultural produce of the State.
- 2) Any other job assigned by the Head of the Department.

DUTIES AND RESPONSIBILITIES OF AGRICULTURE MARKETING INFORMATION SYSTEM OFFICER:

- 1) He is responsible for field publicity of agricultural marketing extension, survey and research activities of the department and to arrange Exhibitions, Events, Seminars or Workshops within and outside the State.
- 2) Any other job assigned by the Head of the Department.

ORGANIZATIONAL DEPARTMENTALIZATION OF AGRICULTURE MARKETING

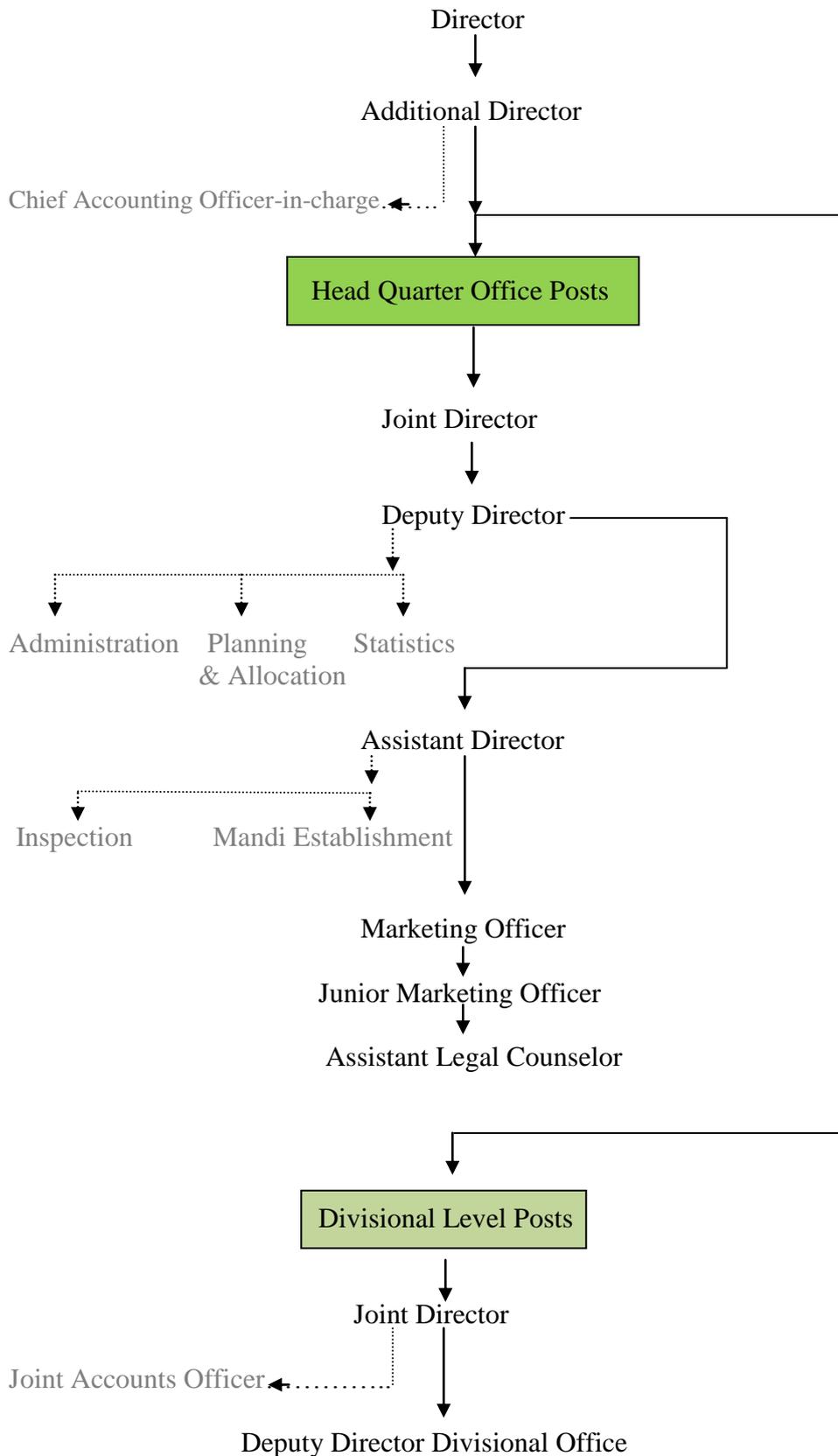


Figure No. 3.7
Organization Set up for Agriculture Marketing Department (including
Departmentalization for the Regulated Agricultural Produce Markets)

The organizational department shown above exists at the Agriculture Marketing Department and Regulated Markets of Agricultural Produce at the Head Quarter Jaipur (at Pant Krishi Bhawan) and also at the Divisional Level according to the varying posts. The subordinate posts are shown in light grey color.

At present at the Head Quarter the following posts occur; A single post for the Director and the Additional Director. For the Joint Director there are 2 posts and 3 posts for the Deputy Director one each for the Administration, Planning & Allocation and Statistics Department respectively. For the Assistant Director again there are 2 posts; one each for Inspection and Mandi Establishment Department correspondingly. Still further there are 74 posts for the Marketing Officer catering the needs for the 5 Directorates and 102 posts for Junior Marketing Officer for the 15 Directorates of Agriculture Marketing Department situated in the State. However for the Assistant Legal Counselor there is a single post. For the Divisional Level Posts there are 5 positions each for the Joint Director and Deputy Director Divisional Office that is divided according to the 10 Agro-climatic Zones of the State. For the Subordinate Staff the following figure exists; Chief Accounting Officer-in-charge (single post) and Joint Account Officer (2 posts).

For the Secretary level posts existing at the Regulated Markets of Agricultural Produce; 15 Secretarial Posts at the Specific Class Mandi, 28 Secretarial Posts at the A Class Mandi, 17 Secretarial Posts at the B Class Mandi and 44 Secretarial Posts at the D Class Mandi. On the other hand there are 15 Additional Secretarial Posts at the Specific Class Mandi and the remaining 5 Secretaries are either on leave, deputation or on training.

3.5 ORGANIZATIONAL SET-UP AT THE LOCAL GOVERNMENT AUTHORITY LEVEL

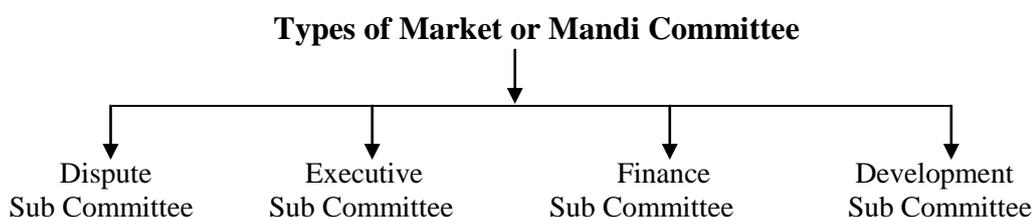
At the various Districts and Sub Districts level where there exists RMAP (Principal or Sub Market Yards) there is a local body more commonly known as KUMS: *Krishi Upaj Mandi Samiti* that is responsible for functioning of that particular Krishi Mandi or the jurisdiction premise existing under that Krishi Mandi.

3.5.1 ADMINISTRATIVE SET-UP OF RMAP or KUMS

The administrative set up of RMAP is in the form of Market or Mandi Committee that is responsible for administration, management and regulation of marketing activities at RMAP. They are also responsible for general development of the market yards by way of providing necessary amenities and facilities. The Chairman is the head person and the signing authority of respective RMAP. Although in absence of the Mandi Chairman, the Secretary of the Market Committee is on deputation from the Agriculture Marketing Department Board.

Table No. 3.2
Administrative Set up of RMAP for Hadoti Region

S. No.	District	Sub District	Panchayat Samiti
1	Baran	Baran	Baran, Kishanganj & Shahbad
		Chhabra	Atru, Chhabra & Chipabarod
2	Bundi	Bundi	Hindoli & Nainwa
3	Jhalawar	Jhalawar	Jhalrapatan, Khanpur & Manohar Thana
		Bhawani Mandi	Bakani, Dug & Pirawa (Sunel)
4	Kota	Sangod	Sangod & Khairabad



POWER AND DUTIES OF THE MARKET OR MANDI COMMITTEE

Powers and Functions:

- 1) To implement the provisions of the Act, Rules and Bye-laws in the market and sub market area.
- 2) To recommend removal from its office of its Chairman or Vice Chairman and have absolute control of the market or sub market yards by keeping market in good and sanitary conditions.
- 3) To prescribe qualifications required for post of Superior* and Inferior** staff other than the Market Secretary.
- 4) To draw up standard form of contract and control weighments & measures.
- 5) To employ Auctioneers, Hammals, Porters, Weighman and other market functionaries.
- 6) To get reports of carts and loads brought into the licensed premises and transport goods.
- 7) To maintain a register of cess or fees collected or prevention of evasion to pay cess and provide persons authorized to levy and recover fees, a cash box and counterfoil receipt books.
- 8) To grant, renew, refuse, suspend, cancel or withdraw licenses granted to the Traders, Brokers, Weighman, Measurers, Surveyors and Warehouseman and on any misconduct remove the name of any trader(s) as prescribed from the register.
- 9) Institute or defend any suit, proceedings, application or arbitration and settle any kind of dispute(s).
- 10) Prosecute persons for violating the Rules and Regulations.
- 11) Regulate entry of persons, vehicles and other traffic.
- 12) Make Payments, Pension, Allowances and Gratuities.

*Superior Servants like Chairman, Secretary, Assistant Secretary, Accountants, etc. are under the approval and provisions made by the Director of Agriculture Marketing.

**Inferior Servants like Class IV Staff are under the approval made by the Market or Mandi Committee.

Duties and Responsibilities:

- 1) To keep copies of the Act, Rules and Notifications issued there under and of its Bye-laws up-to-date.
- 2) To keep a Minute Book of the proceedings.
- 3) They are responsible for the general development of market yards by providing basic amenities and facilities to trade of agricultural produce at the Mandi.
- 4) To superintendence, direct, control and regulate marketing of agricultural produce in market area like auction, sale, delivery, weighment, cancellation or payment of produce and even seize the produce, resale or recover to losses.
- 5) Prevent adulteration and grading and standardization of the agricultural produce.
- 6) To have plans and estimates prepared for works and publish a statement of assets and liabilities, this is done by administering the Market Committee fund and maintaining proper account.
- 7) To regulate receipts and expenditure according to the budget and prepare and adopt budget for the ensuing year.
- 8) To keep a set of authorize weights and scales and timely inspect and verify scales and measures.
- 9) Carry extension service activities-collection, maintenance, dissemination of marketing information for production, sale, purchase, storage, processing and price movement of produce.
- 10) Carry out publicity and propaganda about benefits of regulation of markets via various media sources.
- 11) With the sanction of the State Government construct, maintain and repair roads within Mandi premises and also through sanction of Director apply to PWD: *Public Works Department* for storage and Godowns construction.
- 12) Maintain stability in the market by verifying the bank guarantees, check traders and its trading practices and arrange for temporary storage of agricultural produce in case of emergency.

Table No. 3.3
Election Set-up of RMAP and Constitution of Market Committee
 Main Statute (Article 26/09/2005)

S. No.	Mandi Class & Total Members	Elected Members	Nominated Members
1	Special 'SA' & 'A' Class Mandi 17 Members	8 Farmers Representative 2 Traders or Brokers Representative 1 Porter or Weighman or Warehouseman Representative	1 Local Legislator from Legislative Assembly (Vidhayak) 1 Representative from Central Co-operative Financial Institution 1 Representative from Sale & Purchase Co-operative Marketing Organization 1 Member representing from Local Organization (Municipal Board, Municipal Council or Gram Panchayat) 2 Members nominated by the State Government
2	'B', 'C' & 'D' Class Mandi 11 Members	6 Farmers Representative 1 Trader or Broker Representative	1 Local Legislator from Legislative Assembly (Vidhayak) 1 Nominated by Co-operative Marketing Society 1 Member representing from Local Organization (Municipal Board, Municipal Council or Gram Panchayat) 1 Member Nominated by the State Government

- For elected farmer's members – one post is reserved for the Schedule Caste, Schedule Tribe, Other Backward Classes and 50% seats are reserved for the women candidates.
- Director's post is reserved for elected members of farmer's organization.
- For Director Post of RMAP, the reservation is as- Schedule Caste (16%), Schedule Tribe (12%), Other Backward Classes (21%) and Women (50%).

Remuneration

For Directors of RMAP

- Special 'SA' & 'A' Class Mandi 2000/- Rupees Per Month
- 'B', 'C' & 'D' Class Mandi 1000/- Rupees Per Month

The organization structure that exists at RMAP in any of the regulated market of Rajasthan is shown below:

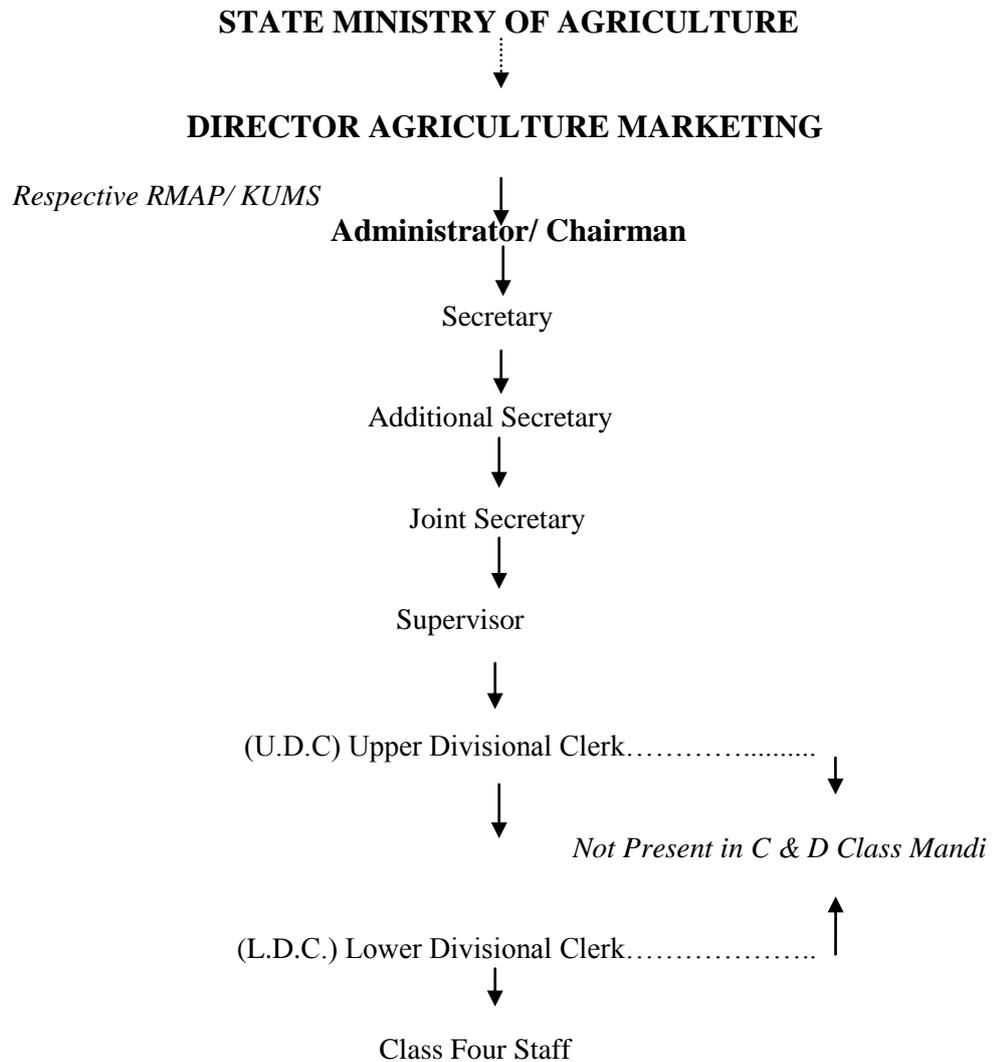


Figure No. 3.8
Organization Structure existing at Kota or any other RMAP or KUMS of Rajasthan

In this figure the top most authority is either the Administrator or the Chairman of a particular RMAP. Only in absence of the Chairman, the Administrator appointed by the Rajasthan State Government is the signing authority. He or she only works as long as there is no Chairman appointed. The very moment Chairman is

appointed by election, the Administrator position automatically collapses. The Chairman gets a yearly emolument and allowances given by a respective RMAP. The Chairman cannot be appointed for more than single RMAP. The Administrator or Chairman is under the leadership of Director of Agriculture Marketing, Jaipur. Though as per requirement, Secretary may be in charge of more than single RMAP. In this case the Secretary draws a salary from the original RMAP, but on visiting additional RMAP, that particular RMAP has to furnish other sort of honorarium and allowances. From Chairman till the Joint Secretary Payments are made by that particular Mandi or Market Committee of RMAP. The rest draws their salary from the Rajasthan State Government. The highest promotable grade for the Lower Divisional Clerk is only till Supervisor. The numbers of Supervisor, U. D. C. and L. D. C. may increase or decrease as per the requirements, however for the above position, it is only a single rank holder.

POWERS AND FUNCTIONS OF THE CHAIRMAN OF MARKET OR MANDI COMMITTEE:

The Mandi Chairman is appointed through a proper system of electoral voting existing at particular RMAP. The Mandi Chairman alone cannot sign or move any resolution without the consent of members of the Market Committee.

The Chairman on his absence the Vice Chairman shall:

- 1) Preside over the meetings of the Market Committee and conduct business at such meetings and watch over the financial and executive administration of the RMAP.
- 2) Direct emergency cases, execution or stoppage of any work from doing that requires the sanction of the Market Committee.
- 3) He shall be responsible for all the correspondence with the Government or the Director.
- 4) He shall be the authority competent to grant casual leave to the Secretary. For any kind of leave the Secretary shall apply through the Chairman to the Director who shall take action to sanction leave in accordance with the Leave Rules governing a Government servant.

POWERS AND FUNCTIONS OF THE MARKET SECRETARY OF MARKET OR MANDI COMMITTEE:

The Secretary of Market or Mandi Committee is on deputation from the Agricultural Marketing Department. The Secretary:

- 1) He as the Head of the Establishment and the Executive Officer of the Market Committee and its resolution to carry the work. Conduct routine correspondence and attend the Secretarial work of the office.
- 2) On consultation with the Director of the Market Committee appoint Superior Officers and Inferior Servants. All officers and servants are under his control and direction and supervise the work and take necessary disciplinary action against any negligence, misconduct of officers and servants.
- 3) Maintain proper money accounts receive or spend on behalf of the Market Committee.
- 4) Maintain a complete record of disputes and on receipt of complains oral or written regarding the sale and purchase of agricultural produce conduct enquiry and make report.
- 5) Call meeting of the Market Committee, take part in the meetings sign it where necessary but not entitled to vote or move any resolution.

Chapter – 4

ROLES AND FUNCTIONS OF THE GOVERNMENT AND OTHER INSTITUTIONS

Chapter – 4

ROLES AND FUNCTIONS OF THE GOVERNMENT AND OTHER INSTITUTIONS

4.1 INTRODUCTION

A number of organizations private, public and institutions are engaged in construction, preservation and providing ancillary support to RMAP: *Regulated Markets of Agricultural Produce* as their varied role in the profitable development of these magnificent infrastructures and in the economic progress of a nation.

These Government controlled agricultural markets or Mandis are an important component of vital assembling and distribution network linking millions of producers to the innumerable consumers. They not only provide agricultural produce from the producing field to the households but they also suffice basic need requirements, filling hungry stomachs and above all providing employment to the millions of citizens and provide money to the Government in the form of loans, taxes, tolls, tariffs and many more. And this money retain by the Government is further used in the nation development in its various facets levels:

1. Sustenance of General Economic Viability

At the lowest level are those economies where agriculture is undertaken for the subsistence, production technology adopted generates little marketable surplus, underdeveloped means of transport and communication restrict trade and commerce and low level of urbanization generates only a limited demand for the agricultural commodities- limited both in quantity and variety.

2. Commercialization of Agricultural Supported Marketing Economy

In the next stage agriculture has developed into a commercial enterprise from the subsistence level; commercialization has lead to the cultivation of crops depending upon their suitability; production technology has developed to an extent that makes it possible to generate sizeable marketable surplus; level of urbanization and industrialization has been able to develop steady and substantial demand for the agricultural produce, both food and non food crops; transportation and communication means are capable to carrying bulky and often perishable produce to long distance speedily.

3. Leverage Agricultural Marketed Surplus

And at the last stage RMAP plays a very dominant role in the assembling and distribution work as most of the marketed surplus has to physically pass through these markets. This is necessary because marketing system and market information is not available and developed. Thus it is now high time to revamp and re-engineer these Mandis in order to cop up with the future time scenario.¹

Further the various roles and functions of these organizations could be bifurcated in the following manner:

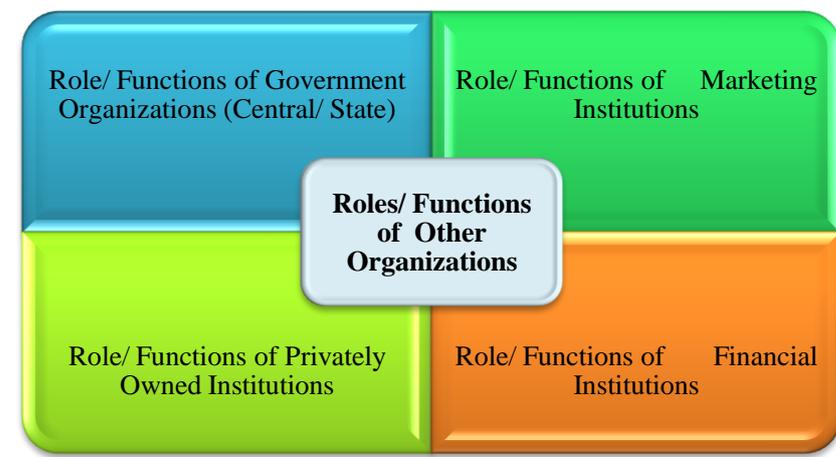


Figure No. 4.1
A View of Different Organizations Performing Roles and Functions at Regulated Markets of Agricultural Produce



Figure No. 4.2
Government Organizations at Regulated Markets of Agricultural Produce

4.2 ROLES AND FUNCTIONS OF GOVERNMENT ORGANIZATIONS

Government both the Union and the State occupy a prime position at RMAP and consequently execute a prominent functionary role while leading, governing and administrating these Government activated establishments. Notably a few of a major organization that have occurrence are enlisted below:

I. AGRICULTURAL PRODUCE MARKET COMMITTEE (APMC)

An Agricultural Produce Market Committee is a Marketing Board established by the respective State Governments of India under the APMC Acts recognized by the Govt. of India. The purpose is to facilitate farmers to sell their produce and get a reasonable price. APMC have infrastructural facilities with markets and shops for traders and other marketing agencies.

Functions of Agricultural Produce Market Committee:

1. Maintenance and management of the market and RMAP by providing necessary marketing facilities with enforcing in market area the provisions of APMC Act, Rules and Bye-laws.
2. Enforcing conditions of licenses granted to different market functionaries in the form of granting, renewing, suspending and cancelling a general or a special license for the purchase and sale of regulated agricultural produce.
3. Prescribe market charges, levy fees on the produce bought or sold, collect through agents and manage income, incur expenditure and invest surplus funds through budget estimation.
4. Maintain a register of Licensed Traders, General Commission Agents and issue directions for the guidance of the persons using Regulated Markets.
5. Taking all the possible steps to prevent adulterations by promoting, grading and standardization by collection and maintenance of daily lists of prices of different types and grades of agricultural produce regulated and supply them to the Government as and when required.
6. Appointing the Secretary or the Chairman of the Market or Mandi Committee, other officers and servants for managing its affairs and establishment of a Dispute Committee for the settlement of disputes.

II. AGMARK AND ITS QUALITY CERTIFICATION

Agricultural Produce (Grading & Marking) Act, 1937 empowers the Central Government to fix quality standards, known as ‘AGMARK’ and to prescribe terms and conditions for using the seal of AGMARK. So far grade standards have been notified for 181 agricultural and allied commodities. The purity standards under provision of the *PFA: Prevention of Food Adulteration Act, 1954* and the *BIS: Bureau of Indian Standards Act, 1986*, is invariably taken into consideration while framing grade standards. International standards framed by *Codex or ISO: International Standards Organization* are also considered so that Indian produce can compete in the international markets. AGMARK quality control program, improvements in marketing practices and procedures for various agri-commodities is given wide publicity through the Government support and mass media.

Functions of AGMARK:

1. AGMARKNET

AGMARKNET: Marketing Research and Information Network is a Central sector scheme launched by the *DAC: Department of Agriculture & Cooperation* in March 2000. The scheme aims at progressively linking important RMAP spread all over India and the *SAMBs: State Agriculture Marketing Boards, Directorates* and the *DMI: Directorate of Agriculture Marketing & Inspection* for effective exchange of market information. AGMARKNET is being implemented jointly by *DMI* and *NIC: National Informatics Center* using *NICNET: National Informatics Centre Network (India)* facilities available throughout the country.

2. Rationalized Price Stabilization of Agricultural Produce

The objective of the scheme is to facilitate collection and dissemination of information for better price realization that provides funds to the States and national level institutions managing markets and executing market-led extension activities. The portal covers market, price, infrastructure and promotion-related information for efficient marketing.

3. Assorted Information Provider

The portal provides information about schemes of *DMI*, weather information, e-directory of markets, *CODEX* standards, etc. Information on prices and arrivals is being disseminated in nine languages. Database developed under AGMARKNET

is also serving various commodity directorates of the DAC by providing customized hyperlinks to data pertaining to specific commodities. An arrangement has been worked out with IFFCO: *Indian Farmers Fertilizer Cooperative Limited* for regular transmission of prices & arrivals data from AGMARKNET to touch screen multimedia kiosks being installed by them at Rural Cooperative Societies.

III. COMMISSION FOR AGRICULTURAL COSTS AND PRICES² (CACP)

The CACP (since 1985) earlier named as *Agricultural Prices Commission* came into existence in January 1965. The purpose of CACP is to stabilize agricultural prices, provide meaningful real income levels and availability of essential agricultural commodities at reasonable prices to the farmers.

Functions of Commission for Agricultural Costs and Prices:

1. To advise, review and develop price policy, make recommendations for the minimum support prices and other non-price measures for various agricultural commodities transacted at RMAP as Government may indicate from time to time with a view to evolve a balanced and integrated price structure in perspective of overall needs of the economy and with due regard to the interests of the producers and consumers.
2. To examine where necessary prevailing methods and agri-commodities marketing costs in different regions, suggest measures to reduce marketing costs and recommend fair price margins for different marketing stages.

IV. CENTRAL AND STATE WAREHOUSING CORPORATIONS (C and SWC)

Warehousing corporation is established by the Central and State Government to provide logistics support to the agricultural sector and diverse group of clients. These services include Food Grain Warehouses, Industrial Warehousing, Custom Bonded Warehouses, Container Freight Stations, Inland Clearance Depots and Air Cargo Complexes. For this they have regional and local office in the States.

Functions of Central and State Warehouses:

1. To build, acquire and run warehouses at suitable places in India and abroad or as an agent for clearing and forwarding, handling, procurement, storage,

distribution and transportation of agricultural produce, seeds, fertilizers, agricultural implements and notified commodities offered by individuals, Cooperative Societies and other institutions:

- i. enter into with previous approval of the Central Government joint ventures with any corporation established by or under any Central Act or any State Act or with any company formed and registered under the Companies Act, 1956 including foreign company or through its subsidiary companies for carrying out the purposes of this Act;
 - ii. establish subsidiary companies and carry out other prescribed functions.
2. To subscribe to the share capital of State Warehousing Corporations.
 3. Other functions are:
 - i. Scientific storage of agri-produce protecting from the vagaries of weather changes and rodents; if some sort of contamination occurs than perform disinfestations and fumigation services; and finance when required;
 - ii. Regulating the demand and supply of goods, hence price stabilization;
 - iii. Marketing intelligence by providing buying and selling strategies.

DAC introduced, '*Grameen Bhandaran Yojana*', in March 2002 to promote construction of Rural Godowns with main objectives for creation of a scientific storage capacity with allied facilities in rural areas to meet requirements of farmers for storing farm produce & to prevent distress sale of produce. Under the revised scheme a subsidy at the rate of 25 % is given to all categories of farmers, Agriculture Graduates, Cooperatives & Central/ State Warehousing Corporations.

V. DEPARTMENTS OF FOOD AND CIVIL SUPPLIES (DFCS)

The primary objective is to ensure food security for the country through timely and efficient procurement, building up, maintenance, storage, movement, delivery, distribution and monitoring of food grains, food stocks and food price levels to the distributing agencies. The department both at the Central and the State level also formulates policies on export and import of food grains, sugar and edible oils.

Functions of Department of Public Food Supplies:

1. For both the Central and the State Government it work through *PDS: Public Distribution System* or *FPS: Fair Price Shops* with the objective to

maintain stability of agro-produces and to provide reasonable prices for the basic food products throughout the country with a network of more than 350, 000 outlets to the consumers.

2. In Rajasthan throughout the state the aforesaid purpose is fulfilled by the Rajasthan State Food and Civil Supplies Corporation Ltd.

VI. DIRECTORATE OF MARKETING AND INSPECTION (DMI) (earlier known as Central Marketing Department 1935)

Functions of Directorate of Marketing and Inspection:

1. Rendering advice on statutory regulation, development and management of agricultural produce markets of the States and Union Territories by the promotion and implementation of agricultural marketing infrastructure for standardization and grading of agricultural and allied produce under the *Agricultural Produce (Grading & Marking) Act, 1937*;
2. Construction, promotion, implementation and maintenance of Rural Godowns and Cold Storage;
3. Development and implementation of agricultural marketing research, survey, planning and *Agricultural Marketing Information Network Scheme*;
4. Training of personnel in agricultural marketing and marketing extension.

.....*Since agricultural marketing is a State subject, role of DMI is more of advisory nature and to provide technical guidance to the Central or State Government, Government Departments, Department of Marketing Boards and other organizational institutions in all matters pertaining to agricultural marketing, so as to safeguard the economic interest of producers-sellers as well as consumers and to promote orderly marketing in the country.*³

VII. FOOD CORPORATION OF INDIA (FCI) OR INDIAN FOOD CORPORATION (IFC)

FCI is a Government body and the largest purchaser of Wheat and other key agricultural products that it stores and distributes to the impoverished populations through PDS. IFC buys a regulated crop that it transacts with Commission Agent at a regulated MSP: *Minimum Support Price*. Thus most regulated produce is moved by trucks or trains to the respective parts of a State or a country. PDS

operates nearly half a million Retail Markets where a Government ration card is presented to receive subsidized foods and food grains at a reliable price.

Functions of Food Corporation of India:

1. To procure various types of agro-produce from farmers and create various warehouses for maintaining satisfactory level of operational and buffer stocks for storage, preserve and regulate food grains to ensure national food security.
2. It enhances crop production and endorses effective price support operations for safeguarding farmer's interests and it also arranges transport facilities to produce agricultural seeds, manures and fertilizers from warehouses.

VIII. RAJASTHAN STATE AGRICULTURAL MARKETING BOARD (RSAMB)

Functions of Rajasthan State Agricultural Marketing Board:

Functions of RSAMB are the same as *Rajasthan State Regulated Agricultural Produce Market Committee* or AMBs of other states. For handling financial matters, a discrete Board functions. 20, 30 and 10 % contribution from the income of 'Super' Class, 'A' Class and 'B' Class Market Committees respectively is deposited to the Board in the form of Development Fund. The Board has its own engineering cell to look after the construction works. Some prime functions executed by them are as:

1. Improving general condition by undertaking education and publicity for marketing of the agricultural produce and market regulation, provide technical and administrative assistance like engineering and market accounts auditing and loans and grants to the financially weak Market Committees of RMAP in the State.
2. To sanction of assistance (Grants) by the Government for grading and standardization and transport agricultural commodities to and fro and construction, development and maintenance of the market roads, approach roads, Rural Godowns, Rural Primary Markets and Market Yards and Sub-Yards and leasing or transferring them to the Market Committees.
3. Training officers and staff and development of HRD in the marketing sector, organizing Camps, Workshops, Seminars and Conferences for the Market Committees.

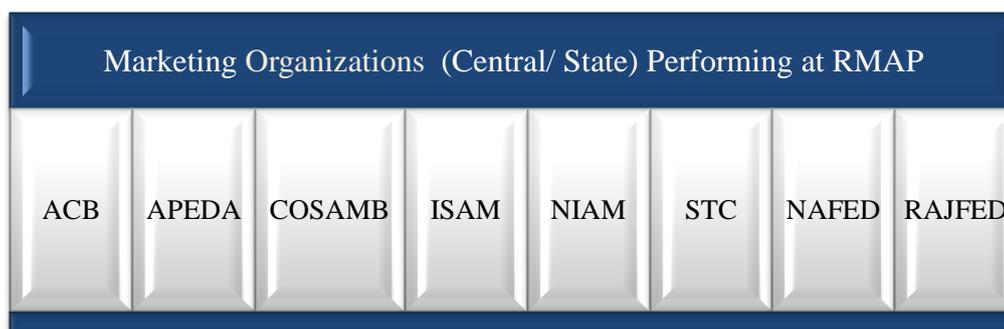
4. Development of post harvest technology, management facilities, undertaking market-intelligence activities, promoting research, export promotion of agro food commodities and promotion of value addition activities in Rajasthan.
5. Help farmers in accidental case, if any and grievance handling or solving any dispute related with RMAP or resolve any litigation case.

Major activities of RSAMB⁴ are construction plans, program & their execution as:

- i. Approval of site, acquisition of land for the development of New Market Yards, preparation, appraisal, submission and sanction of the market yard projects to and by NABARD and other financial institutions for sanction of the types of necessary financial assistance.

4.3 ROLES AND FUNCTIONS OF MARKETING INSTITUTIONS

Much Government operated marketing organizations is professionally carrying marketing, selling, purchasing, storing and transporting activities at RMAP. These promoting organizations, Co-operatives and societies make and provide marketing base for agricultural produce throughout nation:



ACB: Agricultural Commodity Boards
 APEDA: Agricultural and Processed Food Products Export Development Authority
 COSAMB: Council of State Agricultural Marketing Boards
 ISAM: Indian Society of Agricultural Marketing
 NIAM: National Institute of Agricultural Marketing
 STC: State Trading Corporation
 NAFED: National Agricultural Marketing Federation Ltd.
 RAJFED: Rajasthan State Co-operative Marketing Federation Ltd.

Figure No. 4.3
Marketing Organizations of Central and State Government Operating at Regulated Markets of Agricultural Produce

I. NATIONAL COUNCIL OF STATE AGRICULTURAL MARKETING BOARDS (COSAMB)

It is a forum at national level established in the year 1988 for efficient agricultural system in the country.

Functions of Council of State Agricultural Marketing Board:

1. To form a national level body and provide common forum to entire members, SAMBs and Agriculture Department to discuss problems and issues for this co-ordinate with the various departments of Indian and State Governments in the interest of members, farmers, traders and consumers and also to encourage healthy growth of a agricultural marketing system.
2. To promote national and international exchange of information and modern infrastructure for improving efficiency on agricultural marketing infrastructure, its organizational structure and administration by exchanging experience, skills, knowledge and expertise like professional, technical, managerial and infrastructural consultancy services.
3. To undertake research study and surveys and organize Seminars, Workshops and Exhibitions in order to analyze problems in agricultural marketing infrastructure and to guide and assist farmers, traders and other agricultural marketing functionaries to purchase and sell agricultural produce to fetch competitive price and consumers get the best produce.
4. To set up the latest developed laboratories for grading, standardization, packing and processing of different agricultural produce in consumable and hygienic packs.

II. NATIONAL AGRICULTURAL COOPERATIVE MARKETING FEDERATION OF INDIA LTD.(NAFED)

NAFED is a largest procurement apex organization of Marketing Cooperatives founded in October 1958 in New Delhi to promote trade of agricultural produce & forest resources. In 2008 it established *National Spot Exchange*, a commodities exchange as joint venture of FTIL: *Financial Technologies (India) Ltd.*

Functions of NAFED:

1. To undertake, promote and act as an agent of any government agency for the sale, purchase, supply, import, export, storage and distribution, marketing and processing requisites, such as manure, seeds, fertilizer, agricultural

implements and machinery, construction requisites and processing machinery for agricultural commodities.

2. To construct Godowns, Cold Storages and establish processing units and undertake grading, packing and standardization of agricultural produce and other articles and act as insurance agent for RMAP and undertake all such work which is incidental to the same.
3. To train farmers, marketing employees, processing, supply Cooperative Societies and organize consultancy work and maintain common cadres, managerial and technical personnel required for marketing research and dissemination of market intelligence at RMAP.

III. INDIAN SOCIETY OF AGRICULTURAL MARKETING (ISAM)

ISAM established in 1999 to promote cause of agricultural marketing and expose scientists and researchers to foreign markets. The Society works with an overarching goal of bringing advanced practices in agro-marketing to all farmers and practitioners.

Functions of Indian Society of Agricultural Marketing:

1. To promote study of social and economic problems, to provide technical competence, convey consultancy and conduct research survey studies in agricultural marketing independently or jointly with other allied organizations and publish the findings.
2. To provide training for farmers and conduct periodic Seminars, Conferences, Workshops and study tours for development aspects of agri-marketing.
3. To behave in the role of market clearance in promoting diversified agricultural growth and find ways for agribusiness potential in RMAP.

IV. NATIONAL INSTITUTE OF AGRICULTURAL MARKETING (NIAM)

Functions of National Institute of Agricultural Marketing:

1. To undertake and study Principal, Sub Market Yards and distribution infrastructure for agricultural, allied produce and suggest proposals for improvement for RMAP.

2. To undertake research and offer technical services for the study, analysis and planning of crop procurement, selling, purchasing, storage, physical distribution system and transportation system for RMAP on a regional, State and national basis to the State Governments, public sector undertakings, development authorities, other State and Central agencies, both public funding and contract.
3. To act as a nodal point for research coordination, technology disseminator, prepares agri-marketing plans, project reports for setting up modern Terminal Markets, other agro-business projects and help State Governments and urban city authorities to formulate proposals for institutional funding from national and international agencies for development projects relating to the agricultural produce markets on consultancy basis.
4. Imparting training to farmers, senior, middle-level executives of Agricultural and Horticultural Departments, Agro Industries, Corporations, SAMBs, APMC, Commodity Boards, Export Houses recognized by APEDA: *Agricultural & Processed Food Products Export Development Agency*, CBs: *Commercial Banks* and NGOs: *Non Government Organizations*.

V. RAJASTHAN STATE CO-OPERATIVE MARKETING FEDERATION LTD. (RAJFED)

It is an apex Marketing Federation of Rajasthan established on 26th November 1957 with headquarters at Jaipur that deals in procurement, sale and processing of agricultural products. It amalgamates over 250 Block Level and over 5000 Village Level Cooperative Societies.

Functions of Rajasthan State Co-operative Marketing Federation:

1. It acts as a chief marketing agency of agricultural produce and sub agent of FCI, NAFED and RMAP by purchasing and procuring agricultural commodities and storage units for Government agencies and private companies at highly competitive prices by eliminating middlemen.
2. It plays role of a marketing platform for Agriculture Department for buffer stocking scheme through which essential fertilizers to farmers of the State are supplied and also benefit consumers by regular purchase of agricultural commodities for sale in the general market.

3. Provides highly economic cash credit schemes like 10% cooperative discount from Central and State Warehousing Corporation to RMAP.
4. Contributes by providing quality fertilizers, seeds, pesticides and animal fodder to other organizations and farmers of Rajasthan through its network of member; the KVIC: *Khadi & Village Industries Commission* and *Cooperative Societies* at the Tehsil level and the GSS: *Gram Seva Sahkari Samities* at the Village level.

4.4 ROLES ANF FUNCTIONS OF THE FINANCIAL INSTITUTIONS

Many financial institutions functions at RMAP who may be either Lead Bank or Supportive Banks offering services in form of numerous financial products, schemes and proposals to especially farmers, traders and other market functionaries. A few of them are listed below:

I. NATIONAL BANK FOR AGRICULTURE AND RURAL DEVELOPMENT (NABARD)

An Apex Development Bank established on 12th July 1982 by a special Act by the Parliament having headquarters in Mumbai and other branches are all over the country. It main focus is to uplift rural India by increasing the credit flow for elevation of agriculture and rural non farm sector. It promotes sustainable and equitable agriculture and rural prosperity through effective credit support, related services, institution development and other innovative initiatives.

Functions of National Bank for Agriculture and Rural Development:

1. Agricultural production, operations and crops marketing by farmers and Farmer's Cooperatives and marketing and distribution of input like fertilizers, seeds and pesticides to the farmers.
2. It extends assistance to the Government and its agencies for setting up RMAP for promotion and development of agriculture by preparing of Potential Linked Credit Plans provide loans and investment, promoting research, monitoring and formulation of projects to the State Government and

Panchayati Raj Institutions for developing rural infrastructure and other types of construction activities at RMAP.

3. To provide credit and entrepreneurial support to the farmers or agro-producers and help them in the sale, purchase, export, distribution and facilitate marketing of agriculture produce.

II. REGIONAL RURAL AND CO-OPERATIVES BANKS (RRCBs)

Regional Rural Banks were established under the provisions of an Ordinance passed on 26 September 1975 and the RRB Act. They have been created to serve rural areas with banking and financial services by granting loans and money advances mostly to small and marginal farmers and agricultural laborers. However NCDC: *National Cooperative Development Corporation of India* was established by an Act of Parliament in the year, 1963.

Functions of Regional Rural and Co-Operatives Banks:

1. The primary purpose and objective of NCDC and RRCBs, inter-alia is planning and promoting programmes for production, processing, marketing, storage, export and import of agricultural produce, foodstuffs, industrial goods, Livestock, certain other commodities and services.
2. NCDC provides direct finding as well as indirect finding through State or Central Government guarantees.
3. RRBs and NCDC Mandate is to provide financial assistance to Cooperative Institutions to undertake activities of agriculture such as processing, marketing, storage, etc. hence NCDC deserve concessional financial assistance and treatment from Government, RBI and NABARD.

III. COMMERCIAL AND NATIONALIZED BANKS

Functions of Public Sector Banks:

The role and functions of all these banks are more or less the same. Each of the bank works at three phases viz. National Level, State Level and District Level.

1. To furnish KCC: *Kisan Credit Cards* and loan facilities to the traders, farmers and growers for purchasing agricultural implements, seeds, fertilizers,

irrigation equipments and activities allied to agriculture and to guide the farmers in selling, purchasing and marketing of agricultural produce.

2. Help RMAP in making scheme for the development, construction and renovation of agricultural marketing infrastructure, Cold Storage, Warehouse or Godowns and grading, sorting and standardization of agricultural produce.

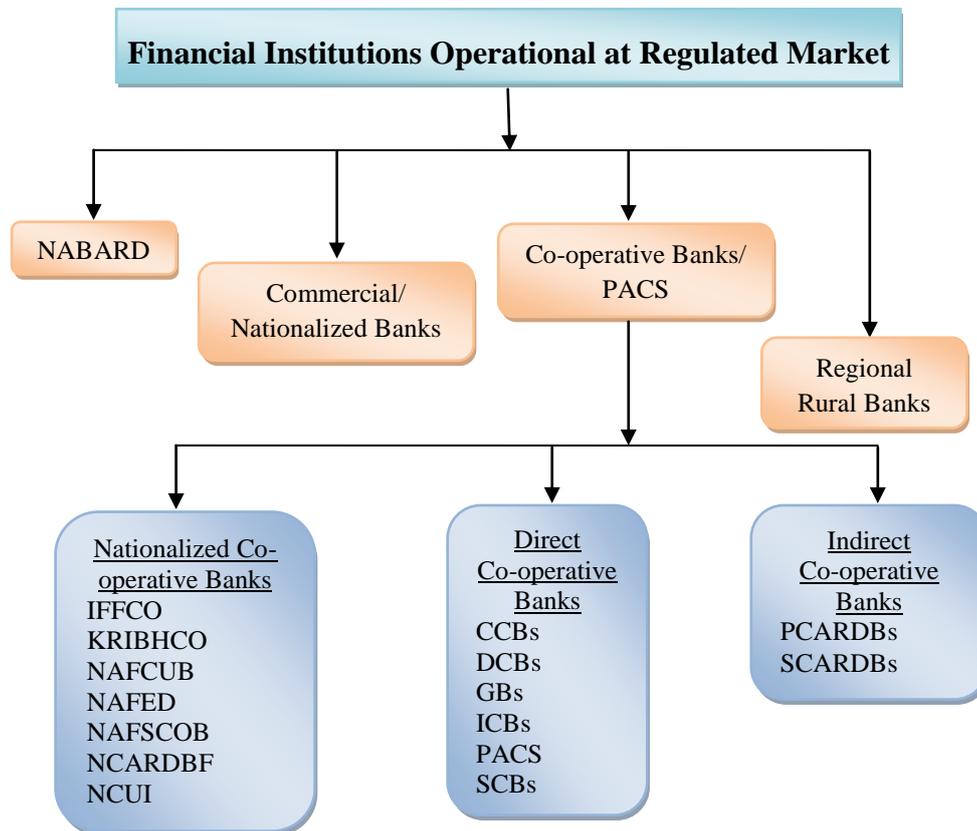


Figure No.4.4

A Figure of Financial Institutions Operational at Regulated Markets

NABARD: National *Bank* for *Agriculture* and Rural Development

PACS: Primary Agricultural Credit Societies

Nationalized Co-operative Banks

IFFCO: Indian Farmers Fertilizer Co-Operative

KRIBHCO: Krishak Bharati Co-Operative Ltd.

NAFCUB: National Federation of Urban Co-operative Banks & Credit Societies Ltd.

NAFED: National Agricultural Cooperative Marketing Federation of India Ltd.

NAFSCOB: National Federation of State Co-operative Banks

NCARDBF: National Co-operative Agricultural & Rural Development Banks Fed. Ltd.

NCUI: National Co-operative Union of India

Direct co-operative Banks

CCBs: Central Cooperative Banks

DCBs: District Cooperative Banks

GBs: Grain Banks or Krishi Mandi Banks

ICBs: Industrial Cooperative Banks

SCBs: State Cooperative Banks

Indirect Co-operative Banks

PCARDBs: Primary Cooperative Agricultural and Rural Development Banks

SCARDBs: State Cooperative Agricultural and Rural Development Banks

4.5 ROLES AND FUNCTIONS PLAYED BY THE INTERMEDIARIES IN MARKETING OF THE AGRICULTURAL PRODUCE

The functionary roles of this origin have been divided into two aspects, those representing the groups(s) of trader(s) side and the other one private institution. They are represented in the following diagram:

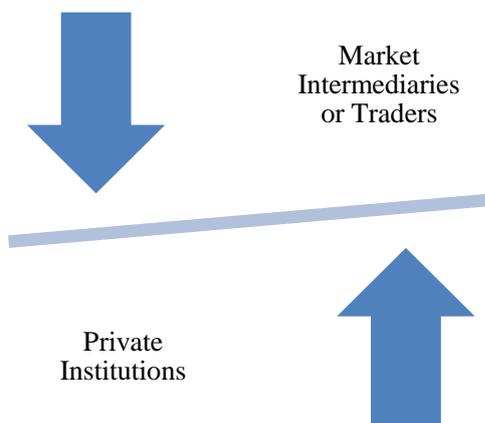


Figure No. 4.5
Market Intermediaries and Private Institutions at Regulated Markets

I. MARKET INTERMEDIARIES AND TRADERS OF AGRICULTURAL COMMODITY

A Trader of agricultural produce or Aratiyas is a person indulges in marketing, hoarding, storing, processing and transporting of agro-produce either for him or for further business transaction that were produced by others in order to earn a profit. A Trader deals in huge quantity of agri-commodities is called as Wholesaler, a Trader who deal in a particular agri-product is called as an Agent, a Trader who transacts in small quantities is called as Retailer and a Trader who charges amount from each business party transacting is called Commission Agent, Broker or Dalal.

Functions of Traders for Marketing of Agricultural Commodities:

There are mainly two types of agri-supply chains in India – one which is highly regulated by the Government and another that is run by the private sector. Due to concerns over the food security, the Indian Government created special Rules for the five key agricultural products: Wheat, Rice, Pulses, Sugar and Edible oils. Other products such as fruits and vegetables are generally unregulated and are handled almost entirely by the private sector.

II. ROLE PLAYED BY COMMISSION AGENTS

Nearly all farmers sell their agricultural produce, predominantly Wheat, Rice, Coarse Grains, etc in the Govt. controlled markets. The transactions are handled predominantly by the Commission Agents who negotiate prices with farmers. Commission Agents don't own the produce at any point, but rather find a buyer usually the Government or a Trader and then charge a percentage commission for transaction value. The selling of agri-produce by way of public sector supply chains often involves 4-5 middlemen as movement of an agricultural produce from a farm or a market or Mandi to end users. Commission Agents generally sell to one or more traders who arrange for produce to be shipped to City Wholesale Markets and yet again to local retailers who then sell produce to the consumers. Commission Agents also often provide financing for farmer throughout growing period as farmers can't get credit in excess of the value of their next harvest. Now at this point supply chain splits between the Government and the private sector. If the Government is buying a regulated crop, like FCI it will transact directly with the Commission Agent at a regulated MSP.

III. SUPPLEMENTARY DEPOSITORY ROLE OF TRADERS

An Indian Trader for marketing agro-commodities is further engaged in exchanging items of material and cultural significance. They are also maintaining and developing diplomatic and economic relationships with individuals and various other associations. To be more specific they have to and adhere to establish and maintain political alliances for their own benefits and securing their business ventures, future and ensures cohabitation of lands and procures, arrange and manage money economics.

4.6 ROLES AND FUNCTIONS OF PRIVATELY OWNED INSTITUTIONS

Since very inception of RMAP, Government organizations have enjoyed their complete monopoly in settling, marketing and sponsorship. All benefactors of agricultural markets have no choice of their own just to suffice their needs with these Governments backed institutions. But with time and growing antagonism a neck to neck competition has been poised from private institutions. These huge

money escalated, heavily infrastructural build and technocrat private organizations with their spawning innovative business models agri-marketing approach has leverage knowledge of Indian agricultural marketing and aboard. At the same time Government organizations will now have to seriously look back for revamping their present agricultural marketing policies and also farmers, traders and even consumers have ample amount of opportunities to exploit their business ventures.



Figure No. 4.6
Several Private Institutions Involved in Development of Agricultural Markets

I. E-CHOUPAL BY INDIAN TOBACCO COMPANY (ITC)

Functionary role played by e-choupal:

E-Choupal (choupal: an open meeting place in a village) is an initiative of IBD: *International Business Division* for one of India’s leading private companies, ITC Ltd. It was started in 2000.⁵

ITC formulated a modern and innovative approach in marketing of farmer's agricultural and aquaculture produce like Soya Beans, Wheat, Coffee and Prawns through e-choupal (internet based) kiosks. E-choupal is agribusiness based portal that provides up to date marketing and agricultural information services. *E-Choupal enables ITC to source commodities at a much lower cost than competitors because it buys directly from farmers, which eliminates manifold intermediates, multiple handling, thereby reducing transaction costs and preserves identity of agricultural produce.* These kiosks are hubs where farmers are provided training sessions, obtain price information, weather condition information, seek options for selling their produce, buy inputs and obtain advice on farming practices. The services are offered free of charge. ITC earns its revenues from commodity transactions at kiosks and from using kiosks to market other goods such as agricultural inputs. *Farmers use services of Sanchalak (Centre Operator) to find a price their produce can fetch at different places via computer (also through mobile phones) and are empowered to make informed decision when and at which procurement centre to sell their produce for maximum profit. ITC also initiated Choupal Pradarshan Kheth (Choupal Demonstration Field) program to improve yields with a demonstration plot of land for every village cluster.*⁶

At present there are 6,500 kiosks that operate in 40,000 Indian villages covering more than 12 States that serve approximately 4 million farmers. *E-Choupal network comprises 24 Choupal Saagars (a kind of Rural Supermarket or Hyper Marts), which are owned by ITC and 70 warehousing hubs outsourced through service providers. Today, more than 160 companies ride on e-Choupal network including Bayer, BASF, State Bank of India, Bharat Petroleum, Nokia, TVS Motors, Maruti Suzuki India, Tata Motors and Monster.com.*

II. TATA KISAN SANSAR (TKS)

Functionary role played by Tata Kisan Sansar:

Tata Chemicals Ltd. in 2005 launched Tata Kisan Sansar, (through franchise route) a program aimed at offering end-to-end agri solutions to farmers. The key benefits provided by TKS include easy access to market and facilitation of long term, low interest credit by becoming a part of self-help group called KSP: Kisan

*Sahyog Pariwars. Under program, farmers are provided with entire package of quality seeds, fertilizers and assist farmers in their decision making process, technology, technical and marketing expertise, soil testing and training.*⁷ TKS is an upgraded set-up of existing Tata Kisan Kendras. For this the company has set IT enabled kiosks at all key locations to enable easy and real time access to information required by a farmer.⁸ TKS functions as a Hub and Spoke Model. Each TKS centre is a franchised retail outlet and solution provider that caters to about 30-40 villages in surrounding areas.

III. SHUBH LABH BY MAHINDRA & MAHINDRA

Functionary role played by Shubh Labh:

It was established in 2000 that provides farmers with a single source channel to access all products, services and knowledge they need to run productive farms like seed supply, crop care and fresh produce distribution services.

MSSL: Mahindra Shubh Labh Services Ltd. is Agri-business company of Mahindra Group with an equity stake of IFC: *International Finance Corporation*, Washington. *MSSL's* business mission is to integrate agriculture value chain from agri-inputs through to farm outputs or agri commodities. It focuses on crops such as Basmati Rice, Maize, Barley, Cotton, Moong Dal, Soya Beans, Sun Flower, Mustard Seeds, fruits like Pomegranates, Grapes, Mangoes and Garlic and vegetables such as Onions and Potatoes and wide range of other agro chemicals.⁹ Shubh Labh provides high quality seeds, fertilizers and post harvest distribution services both domestically and abroad. Today, Shubh Labh export to numerous retailers in continental Europe, the UK, the Middle East, China and Southeast Asia and import foreign fruit to India.¹⁰

4.7 ROLES AND FUNCTIONS PLAYED BY THE INTERNATIONAL ORGANIZATIONS

Other organizations like global institutions are also fast growing their presence in the context of RMAP. International organizations such as WB: *World Bank*, WTO: *World Trade Organization*, FAO: *Food & Agriculture Organization*, International Research Institutes, etc. is assisting national and the State Governments for supporting emerging economies with special and sustainable

public interventions to upgrade agri-produce trade. These interventions includes national strategy for the development of private sector, huge infrastructural edifice construction implementation of trade policies, institutional capacity building, analysis of particular agro-systems, supply chain analysis of particular products, training courses in the supply chain development to cater growing needs of the community, internationally marketing of agri-produce and transfer to latest technology know how for enhanced agricultural production and marketing surplus. The international organizations (like *Cargill Farm Gate Business & WTO AGRIMART*) also stimulates the Public-Private Partnerships by linking national and international agricultural marketing research based institutes, Governments and private sector to jointly tackle the obstacles for in border and cross-border agricultural marketing trade and to benefit from the future opportunities.

These international agricultural marketing organizations are plying manifold practice such as:

1. Raising awareness through the Seminars or Workshops for healthier marketing of Government or private operated agricultural produce.
2. Institution building by strengthening the existing public institutions or creating new ones for these RMAP.
3. Pilot projects such as '*Learning by Doing*' or '*Learning from Best Practices*' akin to the joint collaboration of *WTO* with *AGRIMART* of *AGMARKNET*.

World Bank approved MACP: *Multi-Stage Agricultural Competitiveness Project Model* in joint effort with the *AGRIMART* of *AGMARKNET* (AGMARK India).

This pilot project is done through the Hub and Spoke approach:

Activities at Hub (Main Market) ¹¹: Post harvest activities including sorting, grading, packing, etc.

- Marketing facilitation: Acting as an aggregator of goods for Mandi, processors, organized retailers, terminal markets, etc.

Activities at Spoke (Collection Centers): – Agri input retailing

- Equipment hiring, crates, machinery.
- Market led extension services through model of ATMA: Agricultural Technology Management Agency.
- Financial services facilitation –credit, agricultural insurance, etc.

4.8 PROMOTIONAL SCHEMES FOR MARKETING OF AGRICULTURAL PRODUCE IN RAJASTHAN

To provide improved marketing facilities and adequate returns on farmers produce, the Directorate of Agriculture Marketing, Ministry of Agriculture, Rajasthan Government, Jaipur is functioning to implement the '*Mandi Regulation and Management*' effectively by the major Flagships and Key programs:

1) Agricultural Insurance Scheme¹²

Agriculture in India and State is highly susceptible to risks like droughts and floods. It is necessary to protect the farmers from natural calamities and ensure their credit eligibility for the next season. For this purpose, GIC: *General Insurance Corporation of India* in 2000 introduced NAIS: *National Agricultural Insurance Scheme* or RKBY: *Rashtriya Krishi Bima Yojana* under the patronage of Ministry of Agriculture, Government of India This scheme is also successfully implemented in Rajasthan. NAIS envisages coverage of all food crops (Cereals and Pulses), Oilseeds, Horticultural and commercial crops. Under this scheme it covers all the farmers both loaners and non-loaners.

2) Rashtriya Krishi Vikas Yojana¹³ (RKVY)

Rashtriya Krishi Vikas Yojana or NADP: *National Agriculture Development Programme* is a State plan scheme of additional Central assistance launched under the aegis of *National Development Council* to achieve 4% annual growth in agriculture in August 2007 as a part of 11th Five Year Plan (2007-2011) by Planning Commission, Government of India. This scheme seeks to provide States and Territories of India with autonomy to draw up plans for increased public investment in agriculture by incorporating information on local requirements, geographical or climatic conditions, available natural resources, technology and cropping patterns in their districts so as to significantly increase productivity and eventually maximize returns of farmers in agriculture and its allied sectors.

3) Rajeev Gandhi Krishak Sathi Yojana¹⁴ (RGKSY)

It is initiated from 9th December 2009 for time period from 1st April 2013 till 31st March 2014. According to scheme a farmer or an agricultural farmland worker and porters (Palledars or Hammals) is entitled to have received grants from RSAMB on following grounds: accidental (or accompany) death or physical injury or

disablement of body part (s) either permanent or temporary while working in Mandi premise or agricultural fields or while moving to and fro from Mandi or agricultural fields. A person below 14 and above 75 years of age is not entitled. This scheme is further extended by a number of clause(s) mentioned under RGKSY. In this scheme claim insurance is fixed that is to be claimed by family members of deceased within a prescribed format. After hearing the clause Secretary of Mandi Committee handles the compensation to the aggrieved party or family members of deceased. However the unsatisfied party can also go for a review committee for further genuine clarification.

4) Kisan Credit Card Scheme¹⁵ (KCC)

A Kisan Credit Card is to provide affordable and timely credit for farmers (individual or society) in India. All farmers, owner cultivators, tenant cultivators, share croppers and individual farmers having agreement with the institution are eligible for the card. It was started by the Government of India, RBI and NABARD in 1998-99. Repayment can be rescheduled if there is a bad crop season and extensions are offered for up to four years. The card is valid for three years of which crop loan and working capital components have to be renewed annually with different limits fixed for the Rabi and Kharif crops. Withdrawals are made using slips, cards and a passbook. Most Indian banks offer KCC. The condition for issuing KCC is that farmers should come from the operational area of the Branch. A security amount is also charged on certain loan limits. The Government of India also offers subsidy on KCC.

5) Kisan Call Centre¹⁶

Kisan Call Centre scheme is functioning from January 1st 2004 by DAC, Ministry of Agriculture; Govt. of India to make agriculture knowledge available at free of cost to the farmers as and when desired. The Call Centers are accessed by the farmers on common Toll Free Number from anywhere in the country. The Call Centers are available from morning 6 A. M. to late evening 10 P. M.; except on the Sundays and gazette holidays are attended in IVRS: *Interactive Voice Response System* mode. The calls at primary level are received at 13 Call centers wherein Agricultural Graduates who has understanding of local agricultural issues attends to answer farmer's query in their local language. For higher level, agricultural experts, research personnel, State Agricultural Universities, ICAR

Institutes and Department of Agriculture personnel quench the inquiries. Call centers as operational today is selected on the basis of a tender document which was floated by the TCI: *Telecommunications Consultants India Ltd.*, a Govt. of India Company which was appointed by the DAC as consultant.

6) Rajasthan State Warehousing Corporation (RSWC)

In Rajasthan the RSWC was established on 30th December 1957 which actually started functioning with effect from 24th March 1958. Rajasthan State Warehousing Corporation has two share holders viz. the Government of Rajasthan and the Central Warehousing Corporation (A Government of India undertaking). The purpose of establishing these warehouses are, they may acquire and build Godowns and covered sheds at places of economic importance. The functions are as: run, arrange or act as an agent for warehouse for storage, transport, purchase, sale and distribution of the agricultural produce, seeds, manures, fertilizers, agricultural implements and other notified commodities to and from the warehouse (s).

Table No. 4.1
A Table for Warehousing Capacity and Number of Godowns in Rajasthan (as on 30th September 2013)¹⁷

S. No.	Particulars of Godowns	Number of Godowns	Warehousing Capacity (in M. Ts.)	Utilization of Warehousing Capacity (in M. Ts.)	%
1	Own Constructed	427	815870	843009	103
2	Other Than Own Constructed				
	(a) Hired from KUMS/ PWD/ Govt. Corpn.	20	37750	37715	100
	(b) Private	28	93620	111900	120
	Total (a + b)	48	131370	149615	114
	TOTAL	475	947240	992624	105

PWD: Public Works Department; Govt. Corpn.: Government Corporation

7) Kisan Bhawan

The first Kisan Bhawan was set up in December 2005 in Jaipur. Kisan Bhawan is set up at the District Headquarters. Till July 2012 altogether 26 Kisan Bhawan are either completed or under construction. 7 huge massive buildings of Kisan Bhawan

are completed and functioning at the Divisional Headquarters of Jaipur, Kota, Jodhpur, Udaipur, Bikaner, Ajmer and Bharatpur. At the District Headquarter 22 Kisan Bhawans are completed and 4 are under progress. The Bhawans, apart from providing rooms, dormitory, boarding and lodging facilities on nominal payment to the visitors and farmers coming to towns for their miscellaneous works from rural areas would also impart information and training in latest farm techniques. These edifice works on a lease manner.

8) Apni Rasoi Yojana¹⁸ (APY)

This eating facility welfare scheme was introduced in 2009 in special class 'SA' Mandis and 'A' class Mandis for farmers and porters to provide them food on concessional rates that come to work and sell their produce. This canteen work on tender system and a token is issued in exchange of money. For big tractor trolleys and trucks 3 tokens and for small vehicle 2 tokens are issued. Rates and menu of the meals changes according to the season or availability of vegetables. Mandi Committee is responsible for smooth working of this benefit.

9) Kisan Kaleva Yojna/ Farmers Breakfast Scheme

From January 2014, State Government initiated a nutritious meal for Rs. 5 to farmers who come to sell their agriculture produce at Krishi Mandis. This plan is running on tender system in entire RMAP of the state. The diet consists of 1 glass of Chhaachh (Butter milk), 5 Chapatis (Bread), 1 bowl of Pulse (Lentils), 1 plate of Chaawal (Rice) and seasonally available vegetables. This scheme is also for porters (Hammals) working in Mandi premise. The meal provider has to maintain hygiene & quality of foods. Government officials check the scheme intermittently.

Consequently these organizations have well defined set of Rules, Regulations and Norms of operations, roles and responsibilities of various organs and of their members provides financial support to the farmers, bulk purchasing of produce from farmers, provides better quality seeds, fertilizers, farm equipments and all sort of advice that are essential to the farmers viz. production, marketing, selling, distribution, financial, etc. They transmit information, mediate transactions, facilitate enforcement of property rights, contracts and manage competition. Enhance market opportunities for the small producers by coordinating production, facilitating access to better markets, reducing marketing costs and synchronizing buying and selling with seasonal price conditions.¹⁹

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Chapter – 5

ANALYSIS AND INTERPRETATION OF DATA

Chapter - 5

ANALYSIS AND INTERPRETATION OF DATA

5.1 DATA ANALYSIS

This present study is designed to suggest infrastructural facilities, basic amenities and marketing of RMAP: *Regulated Markets of Agricultural Produce* have increased the profit to the farmers, traders and government and especially the economic well being of the farmers.

In Rajasthan only 2 or 3 studies have been made in this stage (PhD level). The research scholar is very first one to conduct on a large scale for the entire Hadoti region (Major RMAP). A serious attempt has been made to study the marketing practices and efficiencies of these Krishi Mandis.

The findings of study is based on the data collected using 4 set of questionnaires administered separately to a sample of 400 respondents at 13 RMAP (Grain Mandi only) of Hadoti region (Baran, Bundi, Jhalawar and Kota districts) of Rajasthan. The four set of questionnaire is for Farmers, Traders, Members of Management and Porters. Separate questionnaire is framed and filled for the respective respondents by the research scholar:

Table No. 5.1
Categories and Number of Respondents at Regulated Markets of Agricultural Produce

S. No.	Category of Respondents	Number of Respondents	Percentage
1	Farmers	250	62.50 %
2	Traders	75	18.75 %
3	Members of Management	30	7.5 %
4	Porters	45	11.25 %
Grand Total		400	100 %

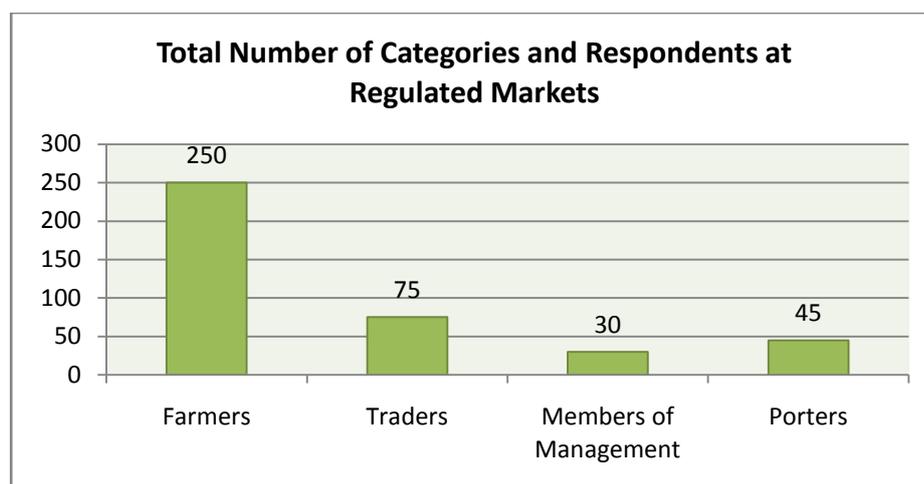


Chart No. 5.1
Chart Wise Distribution of Respondents at Regulated Markets

Table No. 5.1 & Chart No. 5.1 depicts data pertaining to the Respondent Category of sample selected for the study. From the total sample collected, 250 respondents belong to the Farmers category accounting for 62.50 % of sample, 75 respondents belong to the Traders category accounting for 18.25 % of sample, 30 respondents belong to the Members of Management category accounting for 7.5 % and finally at the last 45 respondents were in the Porters category accounting for 11.25 % of the total sample category. The majority of the respondents were farmers.

The first part of the analysis and interpretation of questionnaire deals with the Farmers, followed by separate information of Traders, Members of Management and Porters respectively.

5.2 A Information Pertaining to the Farmers

GENERAL INFORMATION

Table No. 5.2 (A)
Farmers' Other Occupation besides Farming

S. No.	Particulars	No. of Respondents	Percentage
1	Only farming	160	64 %
2	Shopkeeper	15	6 %
3	Casual worker	20	8 %
4	Work in the city	18	7.2 %
5	Other*	37	14.8 %
Total		250	100 %

*Very strange to see that a good number of farmers are studying and a couple of them process Graduation, Post Graduation degrees and professional diploma like B.Ed, GNM, etc. Many of the farmers are working as Security guard at RMAP Baran.

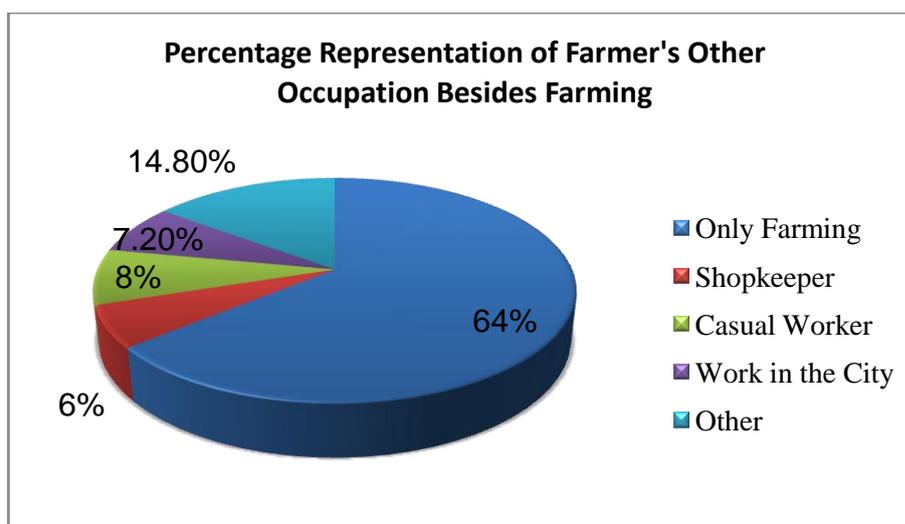


Chart No. 5.2 (A)
Percentage Representation of Farmer's Other Occupation besides Farming

The above mentioned Table No. 5.2 (A) and Chart No. 5.2 (A) gives data pertaining to the Farmer's other side of Occupation besides Farming. Out of 250 respondents of farmers, 160 of them comprising 64% was engaged only in the Farming Activities; 15 respondents accounting 6% were affianced with the Shop Keeping at their place of residence; 20 respondents, i.e. 8% of total sample indulge themselves as Casual Workers whenever they find work either in villages or cities; 18 respondents acquired Jobs and Work in the City, that amounts to 7.2%; and finally very good to see that 37 respondents or 14.8% were moreover Pursuing or have Pursued their Education.

This Chart brings to a close explanation that majority of the farmers undertook only Farming as their main Occupation and Livelihood.

Table No. 5.2 (B)
Time Period of the Year to Visit Mandi by Farmers for Selling Produce

S. No.	Particulars	No. of Respondents	Percentage
1	Season Time*	63	25.2 %
2	Off Season Time**	21	8.4 %
3	Multiple Times***	166	66.4 %
Total		250	100 %

*Season Time: Kharif & Rabi season crops

**Off Season Time: Time other than Kharif & Rabi season harvest

*** Multiple times: Throughout the year bringing the produce to the Mandi

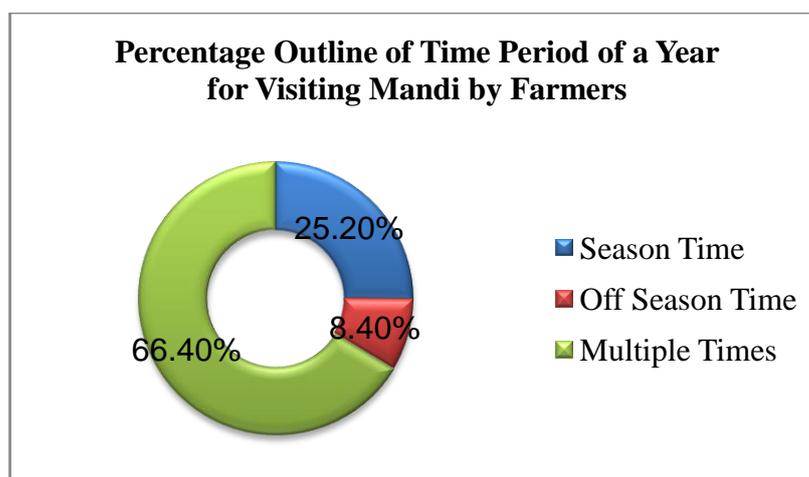


Chart No.5.2 (B)
Percentage Outline of Time Period for Visiting Mandi by Farmers

Table No. 5.2 (B) and Chart No. 5.2 (B) portray the Year around Time Period Information of Farmers for Visiting Mandis for Selling their Agricultural Produce. Of the total sample collected 63 farmers (25.2%) visit RMAP only during the Seasonal Time; 21 farmers (8.4%) visit RMAP during the Off Season Time Period and 166 farmers (66.4%) visit throughout the year/ Multiple Times with their produce.

So the conclusion drawn from this Table and Chart state that 229 famers (91.6%) visit RMAP all the year around bringing Seasonal and Non Seasonal Crops.

AUCTION

Table No. 5.3 (A)
Auctioning Process

S. No.	Particulars	Response for Yes	Response for No	Total
1	Is Auction Done in Front of the Farmers	248	2	250
2	Are Farmer's a Part of the Auction Process	200	50	250

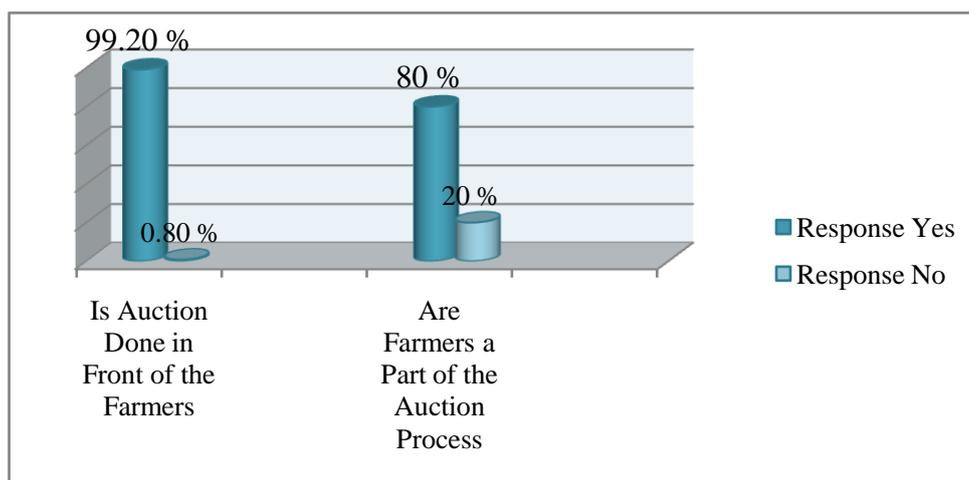


Chart No. 5.3 (A)
Percentage Wise Share of Farmers for Auctioning Process

The aforesaid Table No. 5.3 (A) and Chart No. 5.3 (A) mentioned statistics for the Auctioning Process being done at RMAP. 2 set of questions was asked from a sample of 250 respondents; for the First set of question when farmers were asked whether Auction Is Done in Front of them, response for Yes was 248 (99.20%) and only 2 (0.80%) Denied; for Second set of question when respondents were asked, whether Farmer's a Part of Auction Process, 200 farmers (80%) said Yes they stand nearby pile of their agricultural produce or at a distant place when Auctioning takes place, but 50 farmers (20%) said they hardly know about Auction Process (due to their ignorance and uninformed nature) and the entire process is done among the market functionaries.

The analyses of this stature enable us to conclude that in order to have farmer's presence more involvement of the farmers is required during the Auction Process. Moreover Auction should not terminate prior to farmer's consent. The farmers should not be pressurized and they must have the right to reject the Auction Bid. The Re-auctioning should not be omitted, in case if there are any errors and omissions noticed.

Table No. 5.3 (B)
Time involved in Auction Process

S. No.	Particulars	No. of Respondents	Percentage
1	2 – 5 Minutes	45	18 %
2	10 Minutes	129	51.6 %

3	30 Minutes	39	15.6 %
4	About an hour	21	8.4 %
5	Almost entire day	16	6.4 %
Total		250	100 %

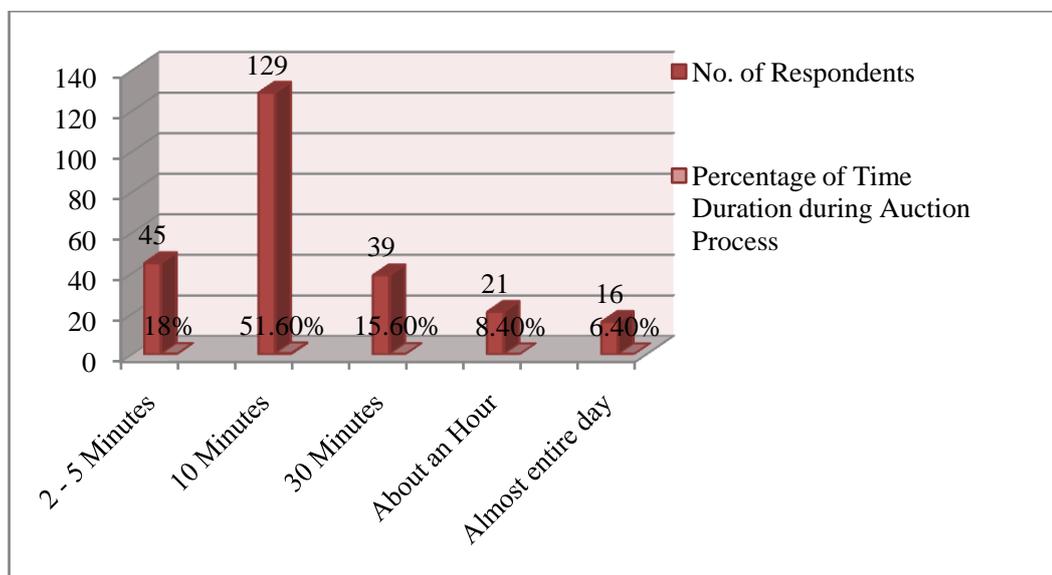


Chart No. 5.3 (B)
Percentage Wise Time involved in Auction Process

This Table No. 5.3 (B) and Chart No. 5.3 (B) analyses the Time involved during the Auction Process. Out of the 250 respondents; 45 respondents said that 2–5 Minutes was engaged; 129 respondents held 10 Minutes was utilized; 39 respondents believed 30 Minutes was consumed; 21 respondents assumed About an Hour or so was devoted; and finally 16 respondents alleged that Almost Entire Day was employed for the Auction Process for their produce. Thus this amounts to 18 %, 51.60 %, 15.60 %, 8.40 % & 6.40 % respectively of the total percentage of the time duration during the Auction Process.

This question brings to close attention that when the produce was brought under cash a fast Auction was noticed but when it was under credit a considerable time was utilized during Auctioning. Further during season time almost entire day was consumed in Auctioning of the agricultural produce.

TOKEN PROCUREMENT

(Token are given by the purchasing company like Private or Government: FCI, NAFED, RAJFED, etc. when procuring special agro- commodity like, Wheat)

Table No. 5.4
Time involved in Procuring a Token from Mandi

S. No.	Particulars	No. of Respondents	Percentage
1	15 – 20 Minutes	20	8 %
2	Half an hour	28	11.2 %
3	About an hour or so	69	27.6 %
4	Almost entire day*	133	53.2 %
Total		250	100 %

*During seasonal business it is likely possible that procurement of tokens by farmers may easily take multiple days.

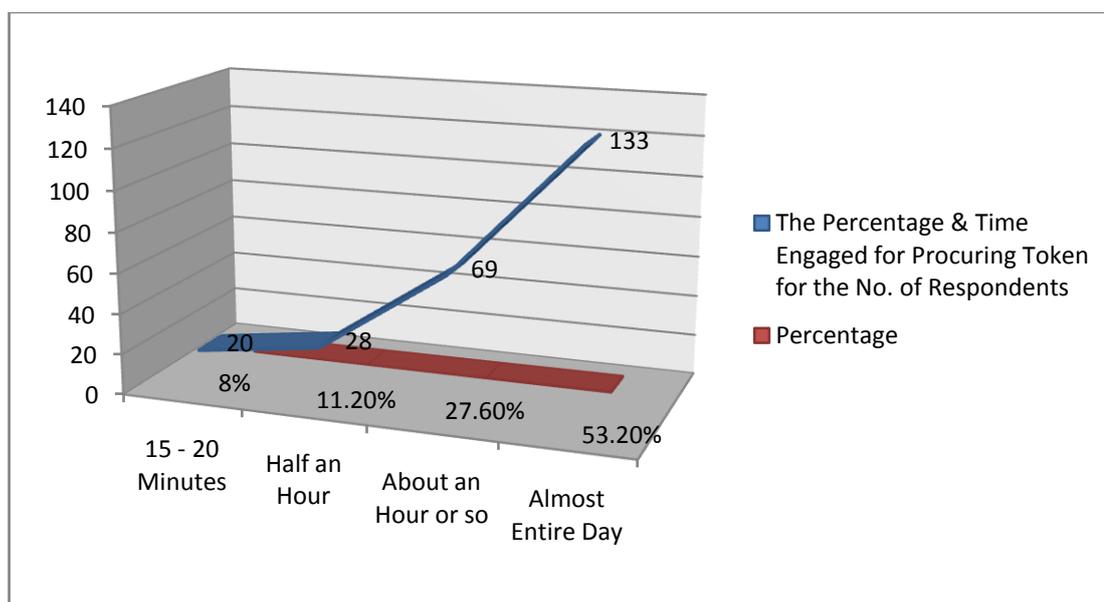


Chart No. 5.4
Percentage Wise Time involved in Procuring a Token

The following Table No. 5.4 and Chart No. 5.4 narrate answer related with the Percentage and Time engaged for Procuring Token by farmers. Of the sample collected 20 farmers contributed 15–20 Minutes amounting 8 % of the sample; 28 farmers devoted Half an Hour amounting 11.20 % of the sample; 69 farmers committed About an Hour or so amounting 27.60 % of the sample and finally 133 farmers held Almost Entire Day amounting 53.20 % of the total sample collected.

Analysis of this Table and Chart suggest majority of the respondents was facing a huge struggle for procuring the Token; this is due to the mismanagement, delayed business activities, nepotism and unwarranted actions occurring at the RMAP. The procuring of Token is even stretched for multiple days waiting.

AGRICULTURAL PRODUCE

Table No. 5.5
Farmer's Preference to Sell their Agricultural Produce

S. No.	Name of the Agency	No. of Respondents	%
1	Private Traders/ Brokers (Itinerant Trade)	14	5.6 %
2	Village Money Lender (Sahukar/ Mahajan)	10	4 %
3	IFC: Indian Food Corporation	51	20.4 %
4	Government Regulated Markets (KUMS)*	148	59.2 %
5	Consumers	5	2 %
6	Other agency**	22	8.8 %
Total		250	100 %

*KUMS: Krishi Upaj Mandi Samiti. **Even farmers prefer to sell in open market, at villages or local retail.

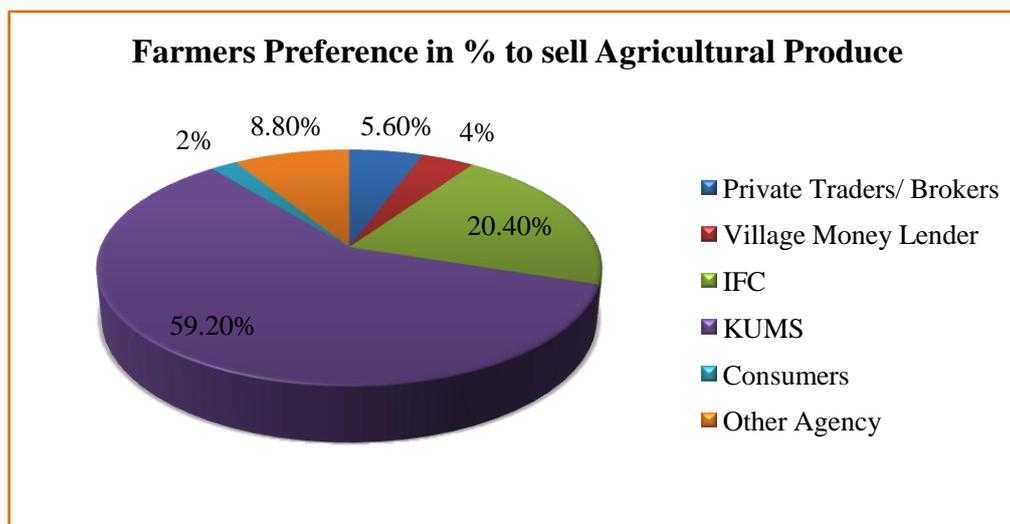


Chart No. 5.5
Fraction Wise Preference of Farmers Selling their Produce

The Table No. 5.5 and Chart No. 5.5 represent Farmers Preference to sell their Agricultural Produce. Out of the 250 respondents, 14 respondents prefer to sell to Private Traders/ Brokers (5.6%), 10 respondents prefer to sell to Village Money Lender (4%), 51 respondents prefer to sell IFC (20.4%), 148 respondents prefer to sell at KUMS (59.2%), 5 respondents prefer to sell freely to Consumers (2%) and finally 22 respondents prefer to sell to Other Agency (8.8%) of the total sample accumulated. Data Analysis from the above Table and Chart suggest that more than 80 % of the respondents opted KUMS + IFC for selling their agri-produce.

Table No. 5.6
Arrangement of Finance for Cultivation/ Help Received for Agricultural & Production Activities by Farmers

S. No.	Particulars	No. of Respondents	Percentage
1	Commercial/ Village Money Lender	27	10.8 %
2	Cooperative Credit/ Marketing Society*	41	16.4 %
3	Commercial Banks*	30	12 %
4	Regulated Markets of Agricultural Produce (Krishi Upaj Mandi Samiti)	7	2.8 %
5	Traders/ Adhatiyas	135	54 %
6	No Money required (Self financed)**	10	4 %
Total		250	100 %

*Primarily using KCC: Kisan Credit Cards

**Sometime the farmers exchange money with the fellow farmers/ relatives.

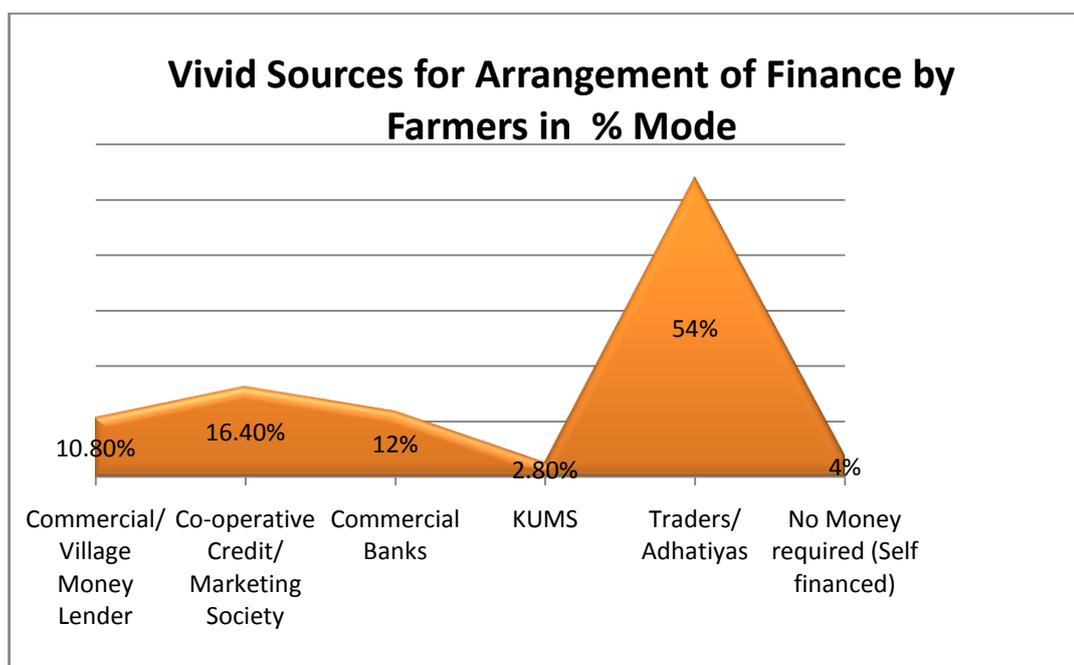


Chart No. 5.6
Percentage Share of Financial Arrangement by Farmers

The upper mentioned Table No. 5.6 and Chart No. 5.6 communicates with the farmer's response for Vivid Sources of Arrangement of Finance for Cultivation. From the survey of 250 respondents, 27 respondents arranged money from Commercial Village Money Lender; 41 respondents received finance from Co-operative Credit/ Marketing Society, 30 respondents borrow money from Commercial Banks; 7 respondents money arrangement is available from KUMS,

135 respondents financial capacity was obtainable from the Traders/ Adhatiyas and finally 10 respondents do not required money (it is Self financed) for agricultural and production activities. The percentage wise details for the sample are 10.80 %, 16.40 %, 12 %, 2.80 %, 54 % and 4 % accordingly.

The analysis of the data from the sample represent farmers are majorly dependent on Traders/ Adhatiyas for the need of finance, this was due to all the time available of credit, age old relations, blind faith and farmers bringing their agricultural produce for selling to these respective shops of traders.

Table No. 5.7
Farmers Selling their Produce in Neighbouring States/ outside Hadoti

S. No.	Particulars	Response for Yes	Response for No	Total
1	Produce sold outside Hadoti	25	225	250

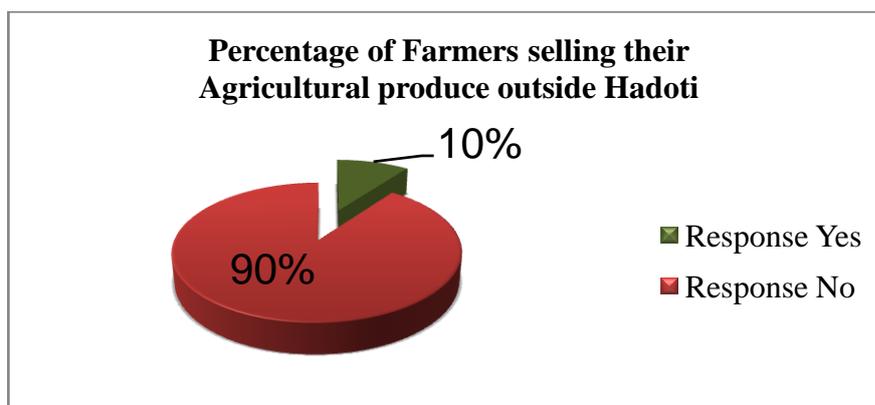


Chart No. 5.7
Percentage of Farmers Selling their Produce outside the Region

This Table No. 5.7 and Chart No. 5.7 illustrate Farmers Preference for selling their Agricultural Produce outside Hadoti. 225 respondents out of 250 said No, they sold their grains in Hadoti and 25 respondents said Yes, in certain occasions they may sold their grains outside Hadoti. This elucidates 90 % and 10 % of the sample.

The analysis says that due to the close proximity of villages and farmlands the famers favor to sell their agricultural produce in Hadoti region only.

Table No. 5.8 (A)
Time Involved in Selling of Grains

S. No.	Particulars	No. of Respondents	Percentage
1	Almost entire day	202	80.8 %
2	1 – 2 days	11	4.4 %
3	3 to 4 days	6	2.4 %
4	More than 5 days*	31	12.4 %
Total		250	100 %

*During seasonal purchase on heavy arrival of agricultural produce

Table No. 5.8 (B)
Time Utilized in Weighing of Grains

S. No.	Particulars	No. of Respondents	Percentage
1	The same day/ Immediate evening	202	80.8 %
2	1 – 2 days	11	4.4 %
3	3 to 4 days	6	2.4 %
4	More than 5 days*	31	12.4 %
Total		250	100 %

*During seasonal purchase on heavy arrival of agricultural produce

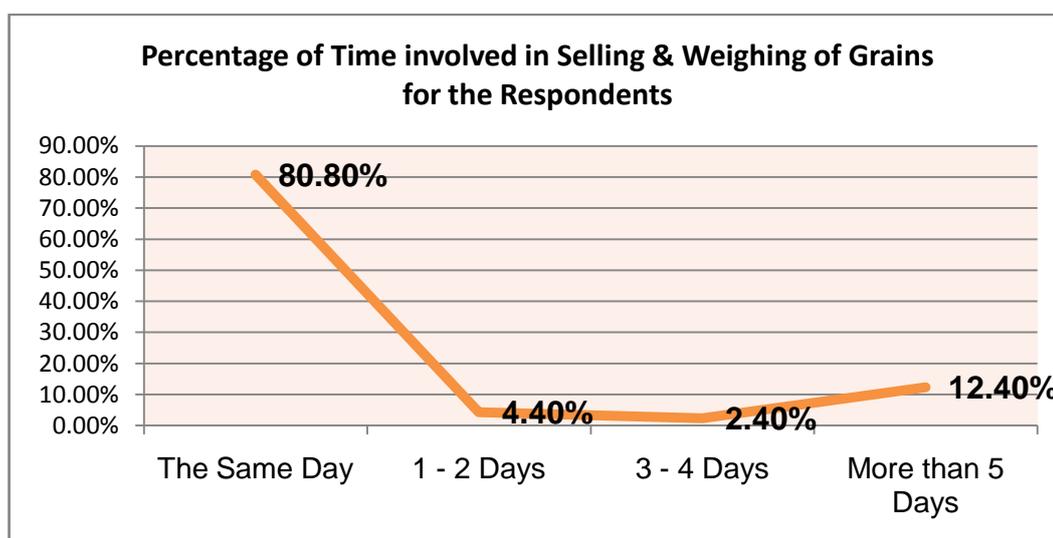


Chart No. 5.8

**Percentage of Time Involved in Selling of Grains and
Percentage of Time Utilized in Weighing of Grains**

The synchronized Table No. 5.8 (A) and Table No. 5.8 (B) and Chart No. 5.8 show data relevant with the Time involved in Selling and Weighing of the grains. Four Particulars was drawn; Almost Entire Day/ Evening was employed amount 80.8 % of sample or 202 respondents; 1–2 Days was engaged amount 4.40% of sample or 11 respondents; 3–4 Days was employed amount 2.40% or 6 respondents and finally More than 5 Days are exercised that amount 12.40% of the sample or 31 respondents.

BARDANA (GUNNY BAGS/ SACKS)

Table No. 5.9
Shortages of Gunny Bags faced by Farmers at Mandi

S. No.	Particulars	Response Yes	Response No	N. A.	Total
1	Shortage of gunny bags*	165	60	25	250

*If the grains (especially Wheat) are sold at government or any private purchasing organization
N. A. Not Applicable- for other grains and at smaller Mandis.

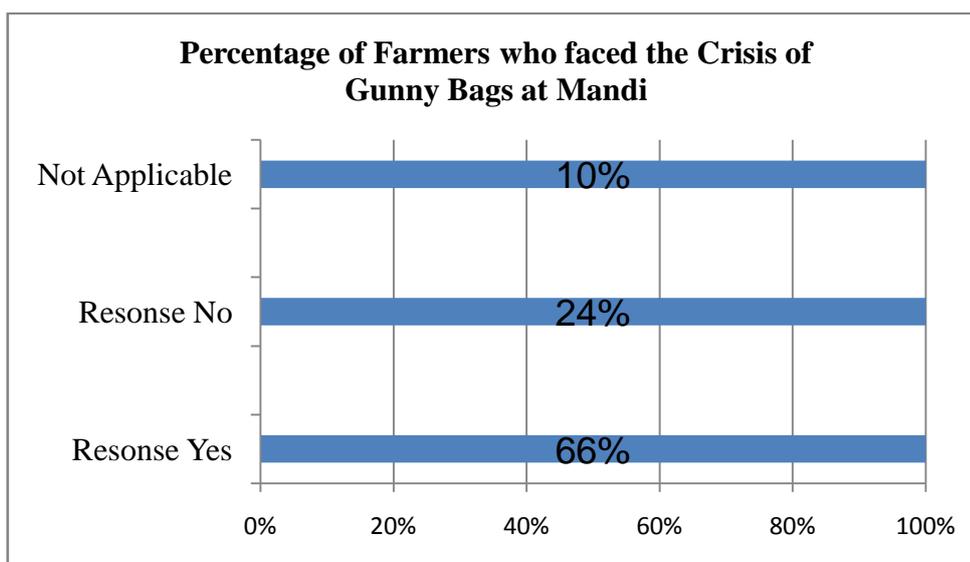


Chart No. 5.9
Percentage of Farmers who faced the Crisis of Gunny Bags at Mandi

Table No. 5.9 and Chart No. 5.9 presents finding regarding to know Farmer's Response on facing Shortages of Gunny bags at RMAP. Out from 250 respondents 165 responses said Yes they faced the problem of Gunny Bags and due to this farmers have to remain in close proximity with their agricultural produce for days, this accounts for 66 % of the sample; 60 response said No, they don't face the problem of Gunny Bags.

This may be due to the reason that the farmers are coming to these Mandis along with their agricultural produce during Off Seasonal Period and also their produce was not Wheat, this accounts to 24 % of sample; and for 25 respondents presence or absence of Gunny Bags was not applicable to them due to the profile and the nature at particular RMAP, definite time period of the year visiting Mandi and specific agricultural produce, this amount to 10 % of the sample collected.

REGULATED MARKETS OF AGRICULTURAL PRODUCE
Table No. 5.10 (A)
Dissemination of Information by RMAP

S. No.	Particulars	Response Yes	Response No	Total
1	Ever Farmers advised & encouraged by M.C. or employees of RMAP for selling produce at the Mandis	0	250	250

M. C.: Market Committee

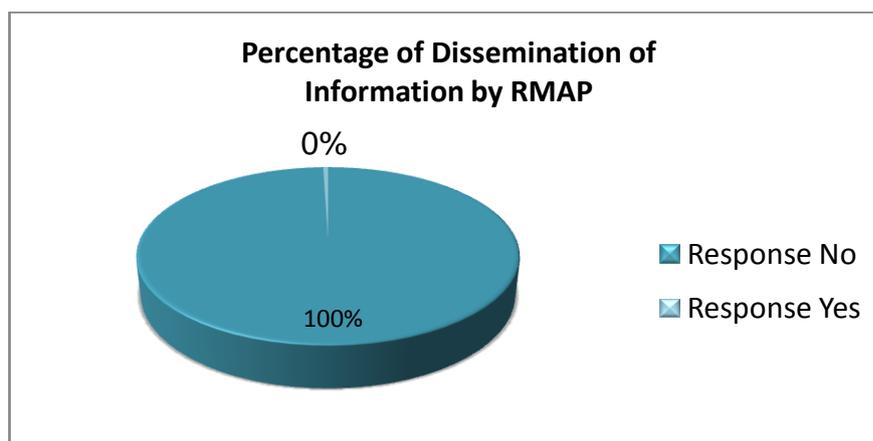


Chart No. 5.10 (A)
Percentage of Dissemination of Information by RMAP

Table No. 5.10 (B)
Retain Market Information by Farmers about RMAP

S. No.	Particulars	No. of Response	Percentage
1	Mobile (Own efforts)	106	42.4 %
2	Newspapers	63	25.2 %
3	Frequent movement of fellow Village men to Mandis	44	17.6 %
4	Commission agents/ Adhatiyas	37	14.8 %
Total*		250	100 %

*For retaining any kind of information, the farmers himself has to make his personal efforts. The newspapers on behalf of the information received by RMAP publish the same.

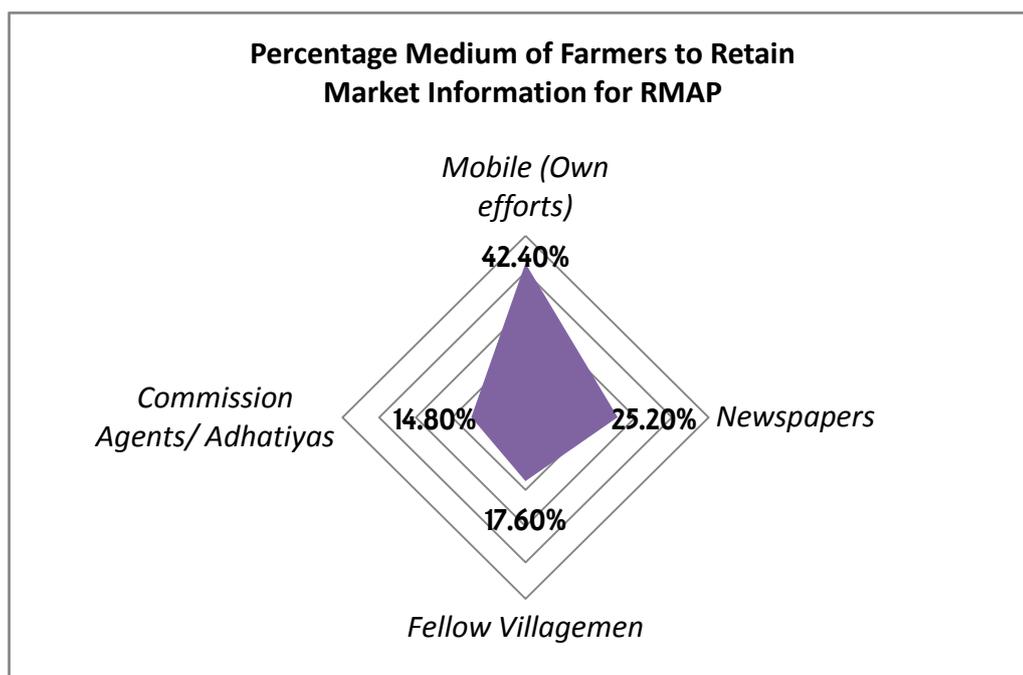


Chart No. 5.10 (B)
Percentage Medium of Farmers to Retain Market Information for RMAP

The data present for Table No. 5.10 (A) and Chart No. 5.10 (A) indicates Dissemination of Information by RMAP. Cent percent of the total 250 respondents said that till date neither of the Members of Mandi/ Market Committee or RMAP Employees advised and encouraged the farmers to sell their agricultural produce at the Mandis.

Further for retaining any kind of information about RMAP (Table No. 5.10 (B) and Chart No. 5.10 (B)), farmers themselves have to collect the same. 106 respondents said they collect information by making own efforts, like Mobile calling, this amounts to 42.4 % of sample; 63 respondents rely on Notice, News or any information through Newspapers, that amounts 25.2 % (for smaller RMAP and villages located at remote areas this Newspaper Media further becomes unapproachable); 44 respondents for obtaining any information are in frequent touch with Fellow Village men who visits Mandis now and then, this amount to be 17.6 % of sample and at last 37 respondents gather reports on RMAP through Commission Agents/ Adhatiyas, this amount to 14.8 % of sample accrued.

Thus the data in the Table and Chart shows that RMAP now needs a timely and concisely such type of system networks that rests on advanced broadcast and diffusion of precise information to the farmers.

Table No. 5.11
Preference of Farmers to Sell Agricultural Produce at RMAP

S. No.	Particulars	No. of Respondents	Percentage
1	To receive money in hand (Fair & genuine price)	108	43.2 %
2	Any opportunity available from the government	Nil	Nil
3	Reliability (To escape exploitation)	63	25.2 %
4	No proper storage facility at home	5	2 %
5	To promote cooperative effort	7	2.8 %
6	No other alternative available	67	26.8 %
Total		250	100 %

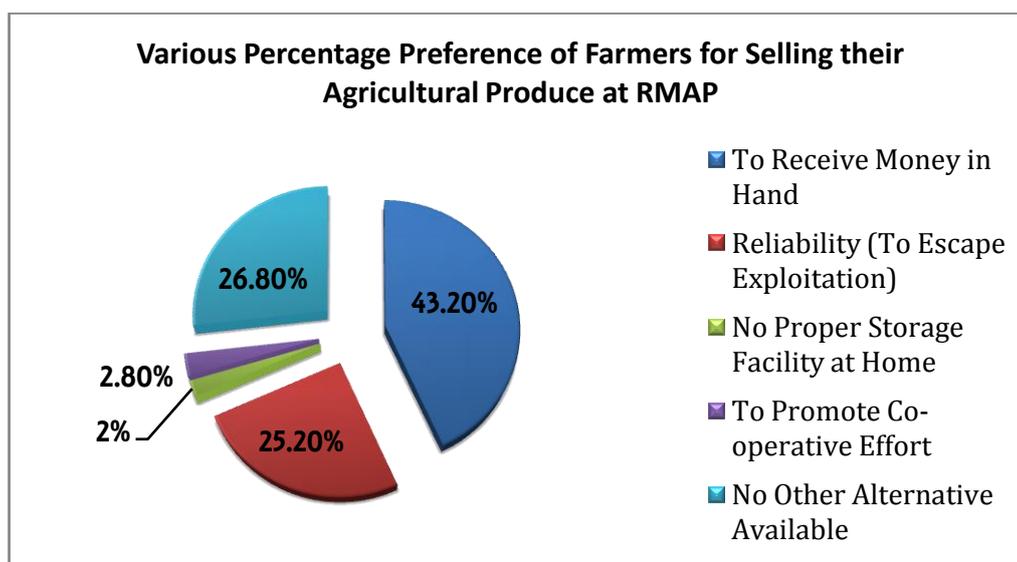


Chart No. 5.11
Percentage of Liking by Farmers to Sell Produce at RMAP

The data in Table No. 5.11 and Chart No. 5.11 tells about the Various Preference of Farmers for Selling their Agricultural Produce at RMAP. From the sample collected 102 respondents reported that they sell their agricultural produce to Receive Money in Hand who accounted for 43.2 % of the sample; 63 respondents sells their produce for Reliability and Escape Exploitation who accounted for 25.2 % of the sample; 5 respondents reported that due to No Storage Facility at Home they sell their grains who accounted for 2 % of the sample; 7 respondents for Promoting Co-operative efforts who accounted for 2.8 % of the sample; 67

respondents sell their produce immediately after harvest owing to No Other Alternative Available who accounted for 26.8 % of the sample and None (Nil Category) of the respondent was attracted towards Any Opportunity Schemes offered by the Government.

The analysis drained by the researcher also showed that if the farmers have good storage facilities at their homes they may not sell their entire produce and keep it for future speculations.

**Table No. 5.12 (A)
Farmers Response towards Purchase Centers**

S. No.	Particulars	Response Yes	Response No	N. A.	Total
1	Are there enough purchase centers for farmers at RMAP for selling produce*	53	161	36	250

*Very hectic situation is noticed especially during the seasonal purchase, when the farmers have to wait for days for their turn. Purchase centers are normally for wheat procurement.
N. A. Not Applicable

**Table No. 5.12 (B)
Traders/ Adhatiyas at RMAP use Fair & Correct Weight Measurements/ Or Malpractices exists during Weighment/ Grading**

S. No.	Particulars	Response Yes	Response No	N. S.	Total
1	Are the traders at RMAP use genuine weights & measures*	191	28	31	250

*Palledars, they are sometimes not genuine on their part (Especially at RMAP Bundi.,
N.S. Not Sure

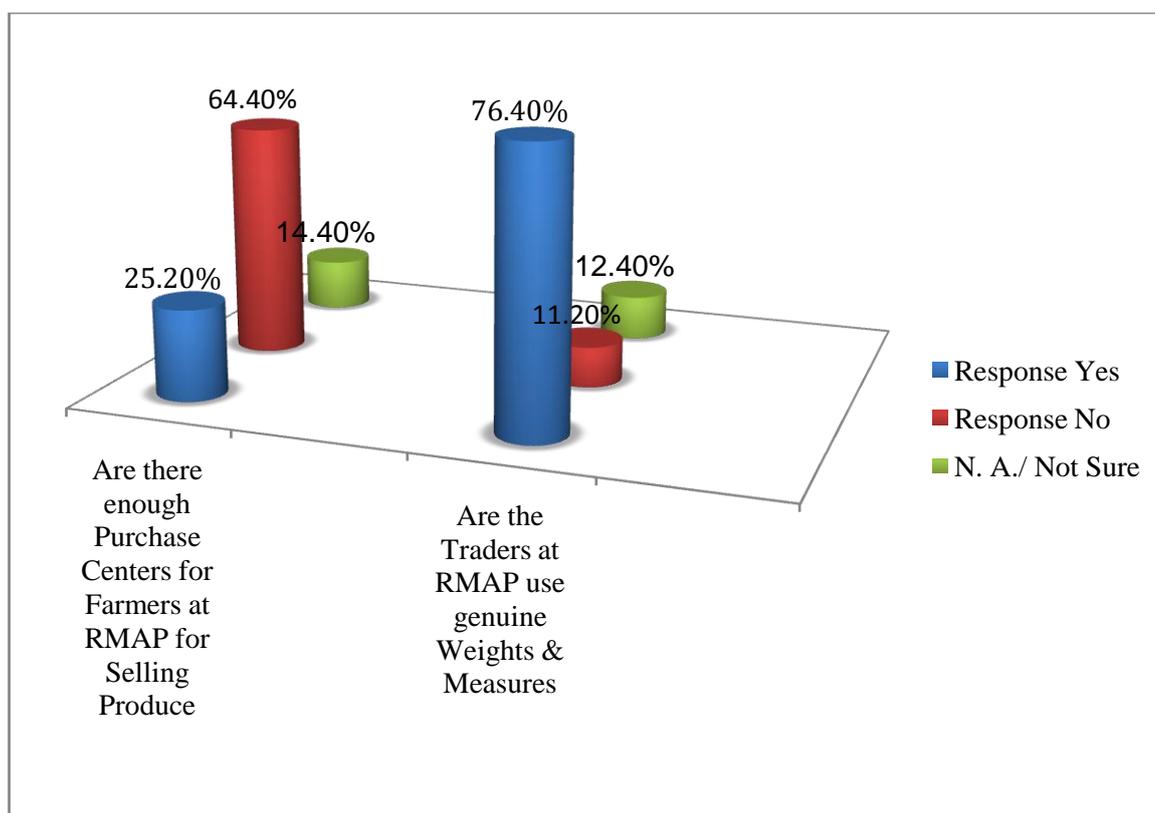


Chart No. 5.12

Percentage Representation of Purchase Centers and Percentage Utilization of Genuine Weights & Measures

The Table No. 5.12 (A) and Table No. 5.12 (B) and Chart No. 5.12 elucidate the data in respect with the Purchase Centers and Weights & Measures used at RMAP respectively. For Purchase Centers out from 250 respondents, 53 response said Yes (25.20 %) they are sufficient in number; 161 response said No (64.40 %) they are not all enough Purchase Centers and the farmers have to face a harsh situation especially during the season time; at the last for 36 response it is Not Applicable (14.40 %) this is due to reason that these farmers have a small produce and they visit occasionally.

When the farmers were asked, Are Traders use genuine Weights & Measures, from a total sample, 191 response said Yes they trust Traders while weighing of grains this measures about 76.40 % of the sample; 28 response said No the Palledars (Weigh man) are not genuine at the time of weighing they knowingly commit naughtiness this measure to 11.20 % of the sample; and lastly 31 response were Not Sure in this regard this measure to 12.40 % of the sample collected.

The analysis from the Table and the Chart depict that in order hold up unnecessary lingering of transaction more Purchase Centers need to be established especially during seasonal purchase and wickedness at the time of weighing must be vigilantly impede and wrong doers must be strongly penalized.

DIFFICULTIES OCCURRING AT RMAP

Table No. 5.13
Difficulties faced by Farmers at RMAP in Selling Agricultural Produce

S. No.	Particulars	No. of Response	%
1	Delayed Business Activities/ No Ready Market	33	13.2 %
2	No Proper Price Information Displayed	28	11.2 %
3	Low Prices of Produce	23	9.2 %
4	Less Space and Place for Storage/ Less Covered Tin Sheds/ Non Availability of Godowns	57	22.8 %
5	Weighing not on Time	21	8.4 %
6	Malpractices during Weighment/ Grading & Quality Measurement of Produce	18	7.2 %
7	Unethical Trading Practices/ Charges*	12	4.8 %
8	Receipts of Payment Delay	15	6 %
9	Thefts**	19	7.6 %
10	No Problem Faced	24	9.6 %
Total		250	100 %

*Illegal grain collectors (supra) – labour must be fixed.

**At RMAP Baran,Chhabra thefts occurs another major problem

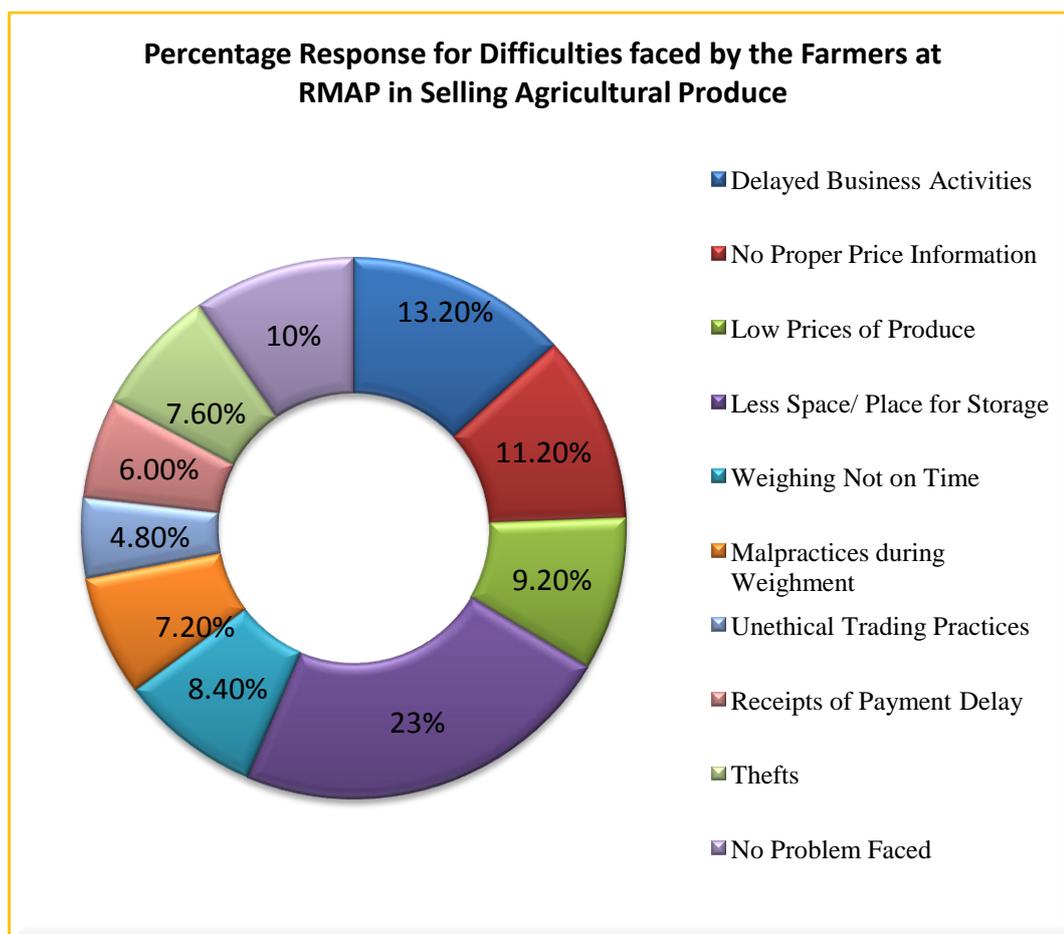


Chart No. 5.13
Percentage Depiction of Difficulties occurring at RMAP

Table No. 5.13 and Chart No. 5.13 analyses records allied with the Various Difficulties faced by the Farmers at RMAP in selling their Agricultural Produce. The reply were varied likewise: 33 response said Delayed Business Activities/ No Ready Market (13.2 %); 28 response No Proper Price Information Displayed (11.2 %); 23 response Low Prices of Produce (9.2 %); 57 response said Less Space and Place for Storage/ Less Covered Tin Sheds/ Non Availability of Godowns (22.8 %); 21 response for Weighing not on Time (8.4 %); 18 response for Malpractices during Weighment/ Grading and Quality Measurement of Produce (7.2 %); 12 response for Unethical Trading Practices/ Charges (4.8 %); 15 response for Receipts of Payment Delay (6 %); 19 response for Thefts (7.6 %); and finally 24 response faced No Problem at All (9.6 %).

The evaluations from the Table suggest that majority of the respondents suffered severely due to the transportation and parking crisis. The situation was much worse during April–June period when the vehicles filled with the produces

flock towards already haphazardly arranged RMAP with agricultural commodities and pre-occupied Godowns with the Government agencies and the Trader's materials. The second setback was either lack of basic amenities or ill trodden public amenities or facilities not appropriately arranged.

INFRASTRUCTURAL FACILITIES

Table No. 5.14
Farmers Response/ Problems Encountered towards the Various Specifics at RMAP

S. No.	Particulars	No. of Response	Percentage
1	Parking Facility/ Transportation	51	20.4 %
2	Cold/ Water Cooler Drinking Facility	42	16.8 %
3	Toilets/ Urinals/ Sulabh Shochalaya*	33	13.2 %
4	Cleanliness	26	10.4 %
5	Canteen/ Eating Facility/ Apni Rasoi**	55	22 %
6	Lack of Other Basic Amenities	19	7.6 %
7	Banks/ Post Office Services	10	4 %
8	Kisan Ghar/ Kisan Bhawan***	14	5.6 %
9	Xerox/ Photo Copy/ Fax Facility	Nil	0 %
10	First Aid Facility/ Room	Nil	0 %
11	Close Circuit TV	Nil	0 %
Total		250	100 %

*The above mentioned particulars may not be applicable in the entire RMAP of Hadoti region.

**Now it is Kisan Kaleva Yojna.

*** Kisan Bhawan is located only at District Headquarters.

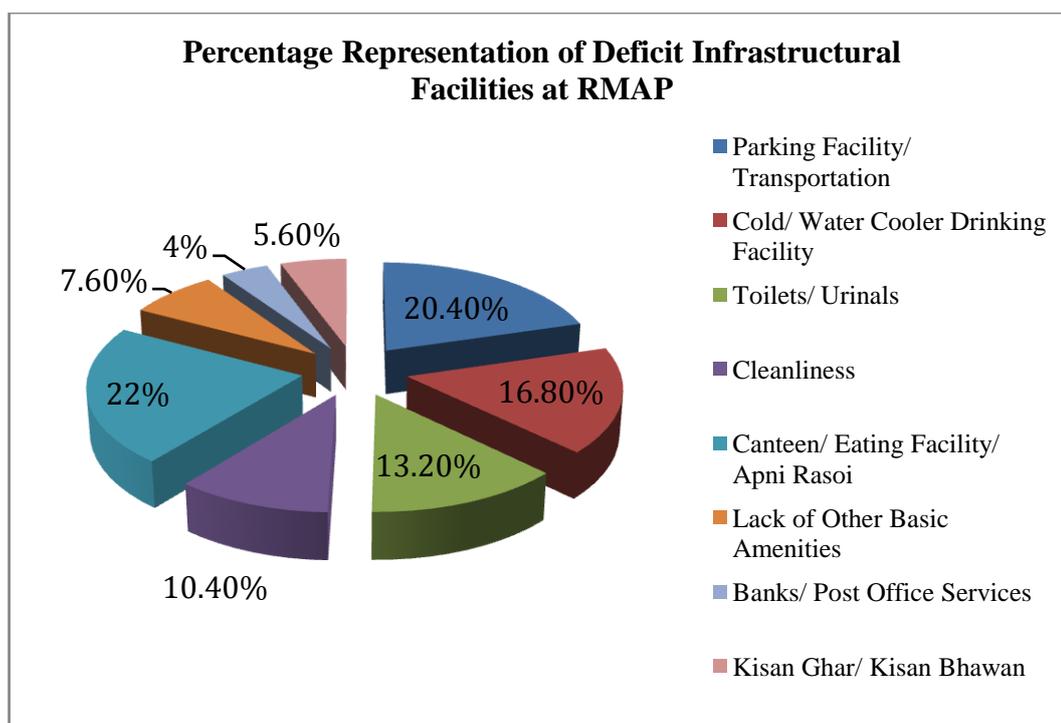


Chart No. 5.14
Percentage Representation of Deficit Infrastructural Facilities at RMAP

This Table No. 5.14 and Chart No. 5.14 for infrastructural facilities give a following feedback. Out of a sample of 250 respondents, 51 responses complain for poor Parking Facility/ Transportation, this accounts 20.4 % of the sample; 42 responses criticize that even after Movable Water Carts, Cold/ Water Cooler Drinking Facility was not adequate, this accounts for 16.8 % of the sample; 33 responses grumble that conditions of Toilets/ Urinals was not at all satisfactory, this accounts for 13.2 % of the sample; 26 responses said that Mandi was litter with Garbage and Waste Materials, hence Cleanliness/ Stray Animals Roam Free was major problem for respondents, this accounts for 10.4 % of the sample; 55 responses protested for the poor Canteen Facility, this accounts for 22 % of the sample; 19 responses argued that there was a Lack of Other Basic Amenities (no proper Seating Arrangements, no Covered Hubs to sit during scorching summers or during rains or no proper Loudspeaker Arrangements), this accounts for 7.6 % of the sample; 10 responses was not satisfied by the Banks Services, this accounts for 4 % of the sample and at last 14 responses complained that Kisan Ghar/ Kisan Bhawan facilities was not appropriate to them, this accounts for 5.6 % of the total sample accumulated. Thus this information gives an idea that during the purchase time, roads and approach roads was severely blocked due to the moving vehicles.

Even settlement of Apni Rasoi with much pump and show was failed to suffice farmer's requirement. In order to have full utilization of facilities at Kisan Ghar/ Kisan Bhawan, they need to be made error free without indulgence of any politics between them. At such a huge premise of State Governments, absence of First Aid Facility/ Room and Close Circuit TV was yet again another major setback.

Table No. 5.15
A List of Prime Actions occurring at RMAP

S. No.	Particulars
1	Entry Checks at Main/ Other Gates
2	Security/ Police Booth
3	Fire Extinguishers*

* Even at Major RMAP there exists no Fire Brigade.

In response to Table No. 5.15 there were very weird answers. For Entry Check at Main Gates, only at big RMAP it was noticed and many times it was also not properly maintained. For Security or Police Booth, they were prominent to be found at Kota, Baran and Ramganj Mandi RMAP and other places were devoid of security. And finally Fire Extinguishers are found at the office premises of big RMAP or at big Trading Shops. Employees of RMAP and Traders were not even trained to operate these Fire Extinguishers and a good number of them were devoid of fire extinguishing gas. The above particulars were having their least or negligible presence in case of smaller RMAP.

KCC

Table No. 5.16
Statistics for KCC

S. No.	Particulars	No. of Response	Percentage
1	Not Required	20	8 %
2	KCC under Operation	121	48.4 %
3	Have already applied, but card not issued yet	9	3.6 %
4	Uninformed/ Ignorance about process	30	12 %
5	Apathetic attitude of bank employees	41	16.4 %
6	Long tedious procedure to procure a KCC	17	6.8 %
7	Other Reasons*	12	4.8 %
	Total	250	100 %

*Deficit of documents, not applied yet, etc.

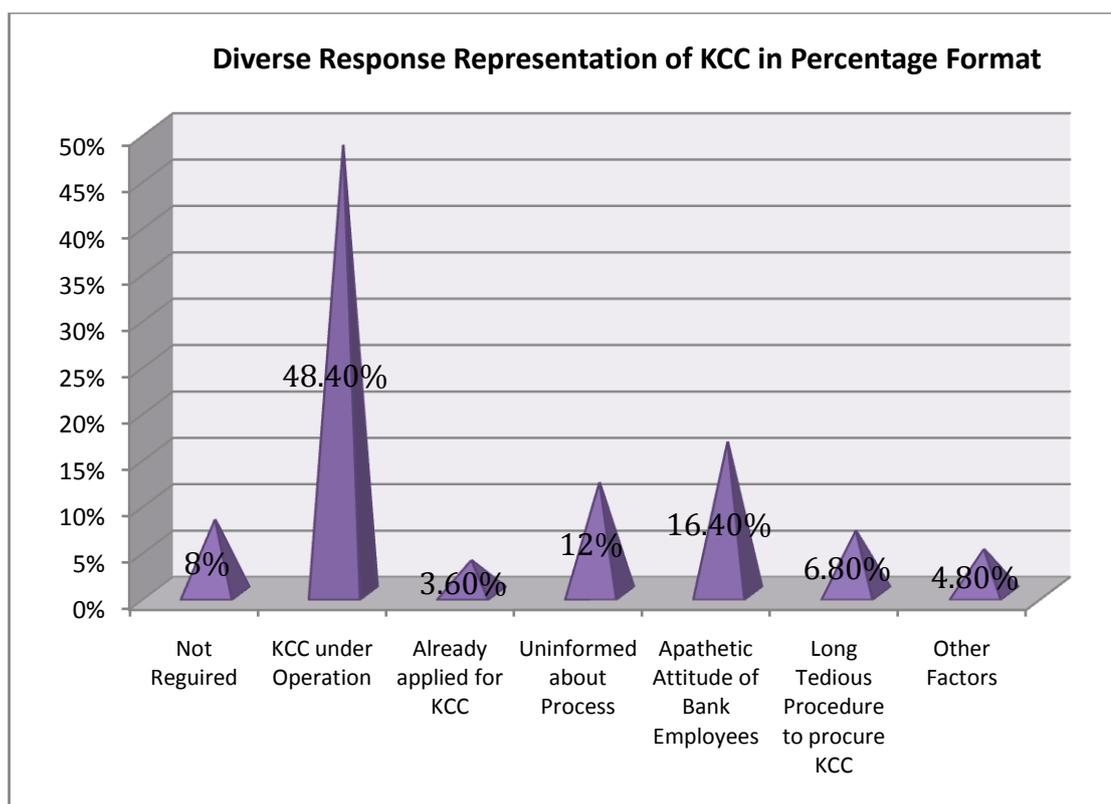


Chart No. 5.16
Diverse Response Representation of KCC in Percentage Format

The Table No. 5.16 and Chart No. 5.16 for KCC give a diverse response from the farmers. The data gives a picture of those 20 respondents who replied Do Not Required KCC, this was about 8 % of the sample collected; for 121 respondents who replied KCC Under Operation this was about 48.4 % of the sample; for 9 respondents who replied Have Already applied, but Card Not Issued Yet this was about 3.6 % of the sample; for 30 respondents who replied Uninformed/ Ignorance About Process this was about 12 % of the sample; for 41 respondents who replied Apathetic Attitude of Bank Employees this was about 16.4 % of the sample; for 17 respondents who replied Long Tedious Procedure To Procure a KCC this was about 6.80 % of the sample; at last for 12 respondents who replied Other Reason this was about 4.80 % of the sample.

This Table gives an analytical representation mentioning that though major KCC is under function, but still a good number of respondents are unable to get KCC due to the aforesaid reasons. In the survey it also came to notice that the Bank Employees even demanded inducement for finishing, signing and issuing any effort correlated with the KCC.

MODE OF TRANSPORTATION

Table No. 5.17
Mode of Transport used to sell the Produce at RMAP

S. No.	Mode of Transport	No. of Respondents	Percentage
1	Carts (Bullock/ Camel)*	27	10.8 %
2	Lorry Tempo	50	20 %
3	Tractor Trolley	158	63.2 %
4	Truck	15	6 %
Total**		250	100 %

*This mode of transport is more used at RMAP Baran.

**Farmers normally have a pool system of transporting their agricultural commodities.

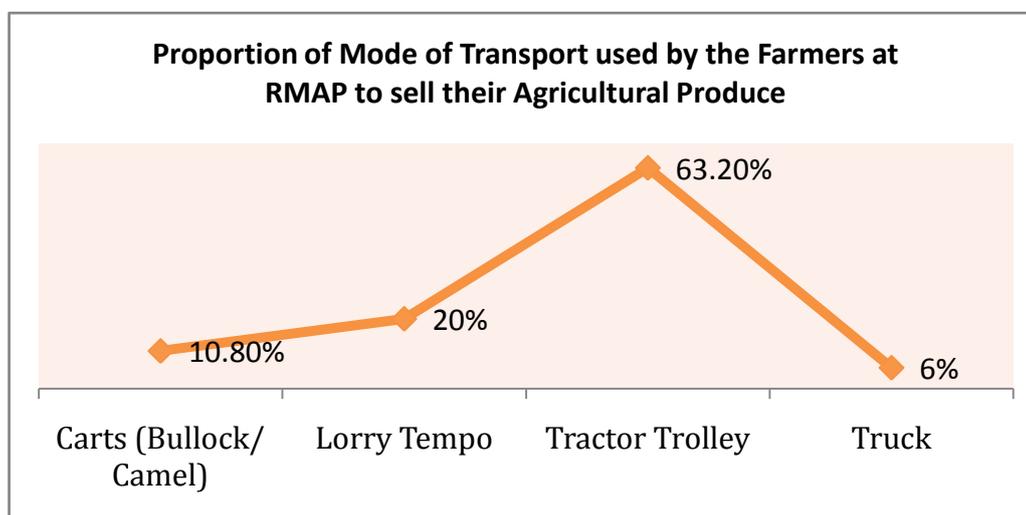


Chart No. 5.17
Proportion Diagram of Mode of Transportation Usage

The Mode of Transportation used by farmers is shown in Table No. 5.17 and Chart No. 5.17. Out of the 250 respondents, 27 respondents use Carts (Bullock/ Camel) as transporting their agricultural produce; 50 respondents used Lorry Tempo; 158 respondents used Tractor Trolley and 15 respondents used Trucks. This reveals 10.80 %, 20 %, 63.20 % and 6 % respectively of the proportion of mode of transport used by the farmers at RMAP to sell their agricultural produce.

This Table also clarifies that even today Carts is in use for transporting agricultural commodities and Tractor Trolley are the favorite means of transporting instrument.

Table No. 5.18
Conditions of Roads Inside and Approach towards RMAP

Farmer's Response towards the Condition of Roads for RMAP					
Good	%	Average	%	Bad	%
62	24.8 %	65	26 %	123	49.2 %

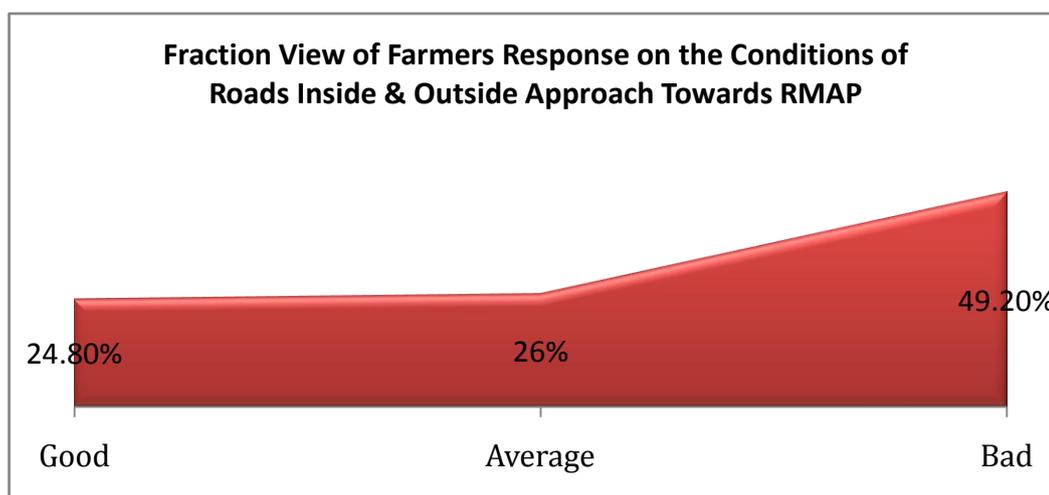


Chart No. 5.18
Fraction View of Conditions of Roads inside RMAP

The Table No. 5.18 and Chart No. 5.18 draw attention to the Conditions of roads inside and approach towards RMAP. The response sketches 50–50 % answers, 62 respondents said roads was Good in condition (24.8 %); 65 respondents said it Average (26 %); and remaining 123 respondents said road was in Bad condition (49.2 %).

The facts evaluate the conditions of the roads need to be either build new or maintenance or the patch work is immediate required.

Table No. 5.19 (A)
Awareness about the MSP*

*MSP Minimum Support Price Scheme (Nuyantam Samarthan Mulya)

Information/ Awareness about MSP by the Government		
Response Yes	Response No/ Unaware	Total
164	86	250
65.6 %	34.4 %	Percentage

Table No. 5.19 (B)
Understanding/ Receiving Bonus Price fixed by the State Government on certain Agricultural Commodities (Wheat)

Understanding/ Receiving Bonus Price by the State Government		
Response Yes	Response No/ Unaware	Total
161	89	250
64.4 %	35.6 %	Percentage

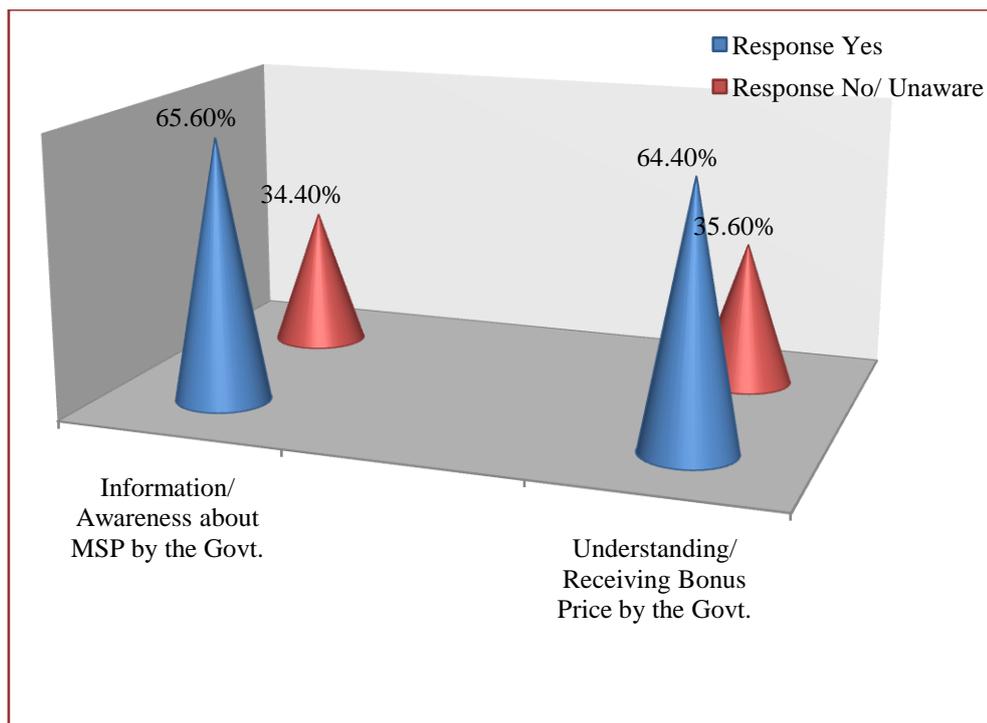


Chart No. 5.19

Percentage Graphical Representation on information on MSP & Bonus Price

On MSP Table No. 5.19 (A) and Bonus Price Table No. 5.19 (B) and Chart No. 5.19 gives a clear score on the findings. When the farmer was asked on the Awareness on MSP, 164 respondents said Yes in response this responds to 65.60 % of the sample; 86 respondents said No/ Unaware in response this responds to 34.40 % of the sample under survey. And when the respondents were judged for Understanding/ Receiving Bonus price fixed by the State Government (it is for certain agricultural commodities like Wheat), 161 responses (64.4 %) said Yes they received Bonus Price and 89 responses (35.60 %) said No/ Unaware for the Bonus Price. This may be due to the fact that either their agri-commodity was not Wheat or other thing peasants were totally unacquainted by the Govt. policies.

Table No. 5.20
Level of Satisfaction with the Overall Benefits Available at RMAP

S. No.	Particulars	No. of Respondents	Percentage
1	Not at all	46	18.4 %
2	To some extent	16	6.4 %
3	Neutral/ Cannot say	38	15.2 %
4	Satisfied	118	47.2 %
5	Greatly satisfied	9	3.6 %
6	No other choice	23	9.2 %
Total		250	100 %

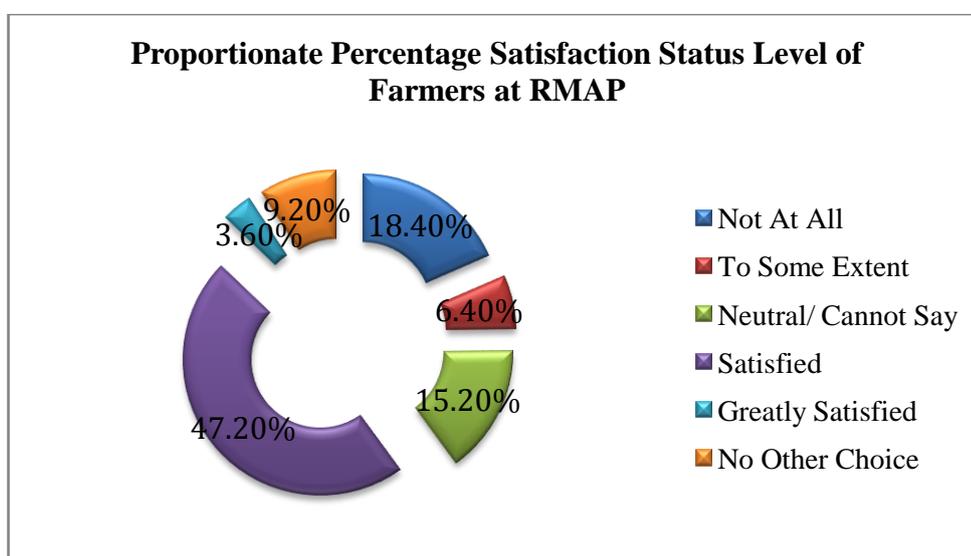


Chart No. 5.20
Percentage Image of Satisfaction Status at RMAP

The Table No. 5.20 and Chart No. 5.20 for query Level of Satisfaction with Overall Benefits Available at RMAP come back with the following results: 46 respondents (18.4 %) said they were Not At All satisfied at RMAP; 16 respondents (6.4 %) in answer to their satisfaction level said To Some Extent; 38 respondents (15.20 %) were in dilemma they could not say anything they were Neutral/ No Answer; 118 respondents (47.2 %) were Satisfied from the benefits available at RMAP; 9 respondents (3.60 %) were Greatly Satisfied at RMAP and at the end 23 respondents (9.20 %) said they have No Other Choice as where they will go for selling their agricultural produce so satisfaction or no satisfaction is more or less the same for them.

5.2 B Information Pertaining for Traders

GENERAL INFORMATION

Following information is based on answers given by 75 Traders and Commission Agents operating at RMAP: *Regulated Markets of Agricultural Produce*.

FUNCTIONARIES OPERATING AT REGULATED MARKETS

Table No. 5.21
Nature of Functionary doing Business at RMAP

S. No.	Particulars	No. of Respondents	Percentage
1	Traders/ Adhatiyas	49	65.33 %
2	Commission Agents/ Brokers/ Dalal	17	22.66 %
3	Co-operative Society	2	2.6 %
4	1 + 2*	7	9.3 %
Total		75	100 %

*Both of the functionaries working as one unit.

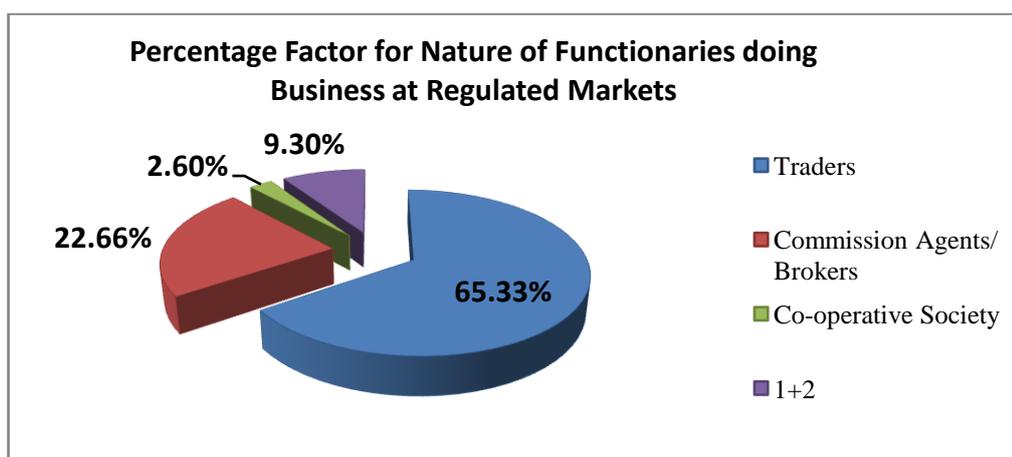


Chart No. 5.21
Percentage Proportion of Functionaries at RMAP

Above mentioned Table No. 5.21 and Chart No. 5.21 narrate data pertaining to the Nature of Functionary doing Business at RMAP; information says that 49 respondents (65.33 %) of the sample was Trader/ Adhatiya; 17 respondents (22.66 %) were Commission Agent/ Broker/ Dalal; 2 respondents (2.6 %) was Members of Co-operative Society and remaining 7 respondents were Trader + Commission Agent that makes 9.3 % of the total sample of respondents taken. This data also predicts that there exists dominance of Trader or Adhatiya at RMAP premise.

Table No. 5.22
Difficulties faced by Functionaries at RMAP

S. No.	Particulars	No. of Response	%
1	Mandi Employees Not Present at the Time of Auction	5	6.7 %
2	Less Space & Storage Place/ Less Covered Tin Sheds	9	12 %
3	Problem of Labour/ Fluctuating Labour Rates	14	18.7 %
4	No Proper Eating Facility	8	10.6 %
5	Transportation/ Parking Problem	12	16 %
6	No Cleanliness & Seating Arrangement/ Drainage Problem/ Lights & Water Facility Requirement/ Stray Animals Freely Roam	15	20 %
7	Thefts **	6	8 %
8	No Problem Faced	6	8 %
	Total	75	100 %

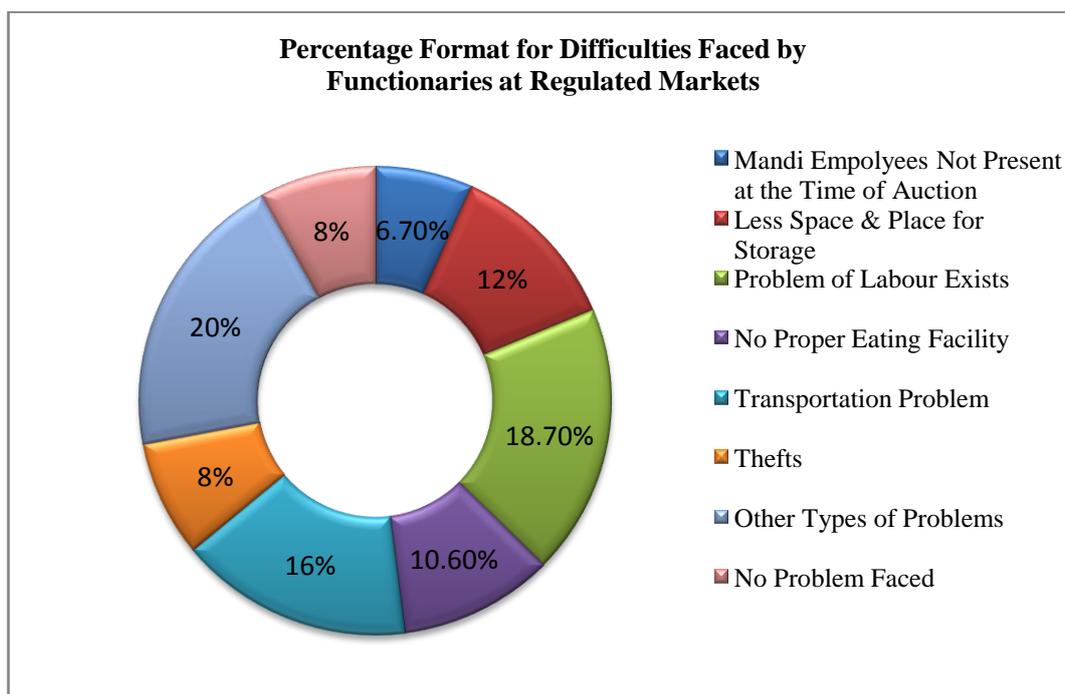


Chart No. 5.22
% Format for Difficulties Faced by Functionaries at Regulated Markets

The Table No. 5.22 and Chart No. 5.22 give information on difficulties faced by the functionaries at RMAP. From the total sample of 75 respondents, the answers were varied as follows: 5 responses said that Mandi Employees was Not Present at

the Auction Time that causes delay and unnecessary state of confusion it makes 6.7% of the sample; 9 responses said that Less Space and Place for Storage/ Less Covered Tin Sheds this makes 12% of the sample; 14 responses said that the Traders faced Problem of Labour/ Fluctuating Labour Rates this makes 18.7% of the sample; 8 responses said that there was No Proper Eating Facility this makes 10.6% of the sample; 12 responses said that there was very hectic Problem of Transportation/ Parking and condition worsen during the purchase season this makes 16% of the sample; 15 responses said on various issues such as No Cleanliness and Seating Arrangement/ Drainage Problem/ Lights and Water Facility Requirement/ Stray Animals Freely Roam in Mandi premise this makes 20% of the sample; 6 responses said Thefts occurring at Mandi was the major problem and traders need to be continuously cautious this makes 8% of the sample and finally again 6 responses said they Faced No Problem at all as they are comfortable with the prevailing circumstances at RMAP this makes again 8 % of the total sample collected.

Table No. 5.23
Methods used for the Weighment of Agricultural Produce

S. No.	Particulars	Response	%
1	Traditional Weighing Scale Balance Beam*	65	86.7 %
2	Electronic/ Digital Weighing Scale**	10	13.3 %
Total		75	100 %

*Traders are in favour of using Static Electronic/ Digital Weighing Machine.

**Only at Ramganj Mandi where Electronic/ Digital Weighing Machine is used for weighing agricultural produce.

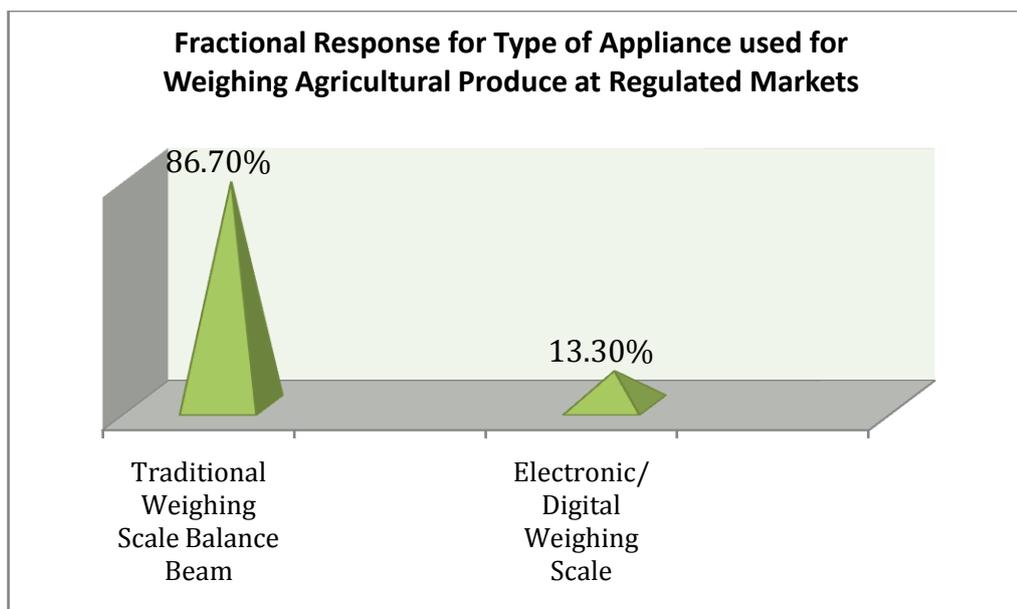


Chart No. 5.23
Fractional Response for Type of Appliance used for Weighing Agricultural Produce at Regulated Markets

The aforesaid Table No. 5.23 and Chart No. 5.23 depict data for the Methods used for Weighment of Agricultural Produce. A majority of the respondents i.e., 65 responses (86.7 %) used Traditional Weighing Scale Balance Beam for weighing of agricultural produce and remaining 10 respondents (13.3 %) used Electronic/ Digital Weighing Scale (this practice of weighing agricultural produce is seen only at Ramganj Mandi RMAP).

Both the above mentioned weighing instruments was movable and can be carried elsewhere, though Traditional Weigh Scale was heavy and requires a Hand Cart and a few assistants to place it properly on the ground.

Due to the bulkiness and problematic mechanism, most of the traders and farmers wish to relieve Traditional Weighing Scale and are in favour of Electronic/ Digital Weighing Scale. Some are even in support of '*Dharm Kaanta*', where entire freight vehicle could be weigh appropriately before and after loading and unloading of the agricultural commodities at one point. And also the farmers could be relieved easily as many times due to the non availability/ behave conduct of the porters causes undue tension while weighing of the agricultural produce.

Table No. 5.24
Traders Response towards Various Particulars

S. No.	Particulars	Yes	%	No	%
1	Are Traders Members of Association	75	75 %	0	0 %
2	Do the Traders Purchase all the requirements of Agricultural Produce only from RMAP	70	93.3 %	5	6 %
3	Is it convenient for the Traders to Operate in RMAP than Outside	68	90.6 %	7	9.3 %
4	At this particular RMAP, do Farmers from outside Hadoti/ Outer States also come to Sell their Agricultural Produce	55	73.3 %	20	26.6 %
5	Do the Traders face any Difficulties in Making Purchase and Sales** at RMAP	19	25.33 %	56	74.6 %
6	Are Traders Satisfied with the Working of RMAP	63	84 %	12	16 %

*Traders are in favour of Open Auction System.

** Problem exists during selling of agricultural produce.

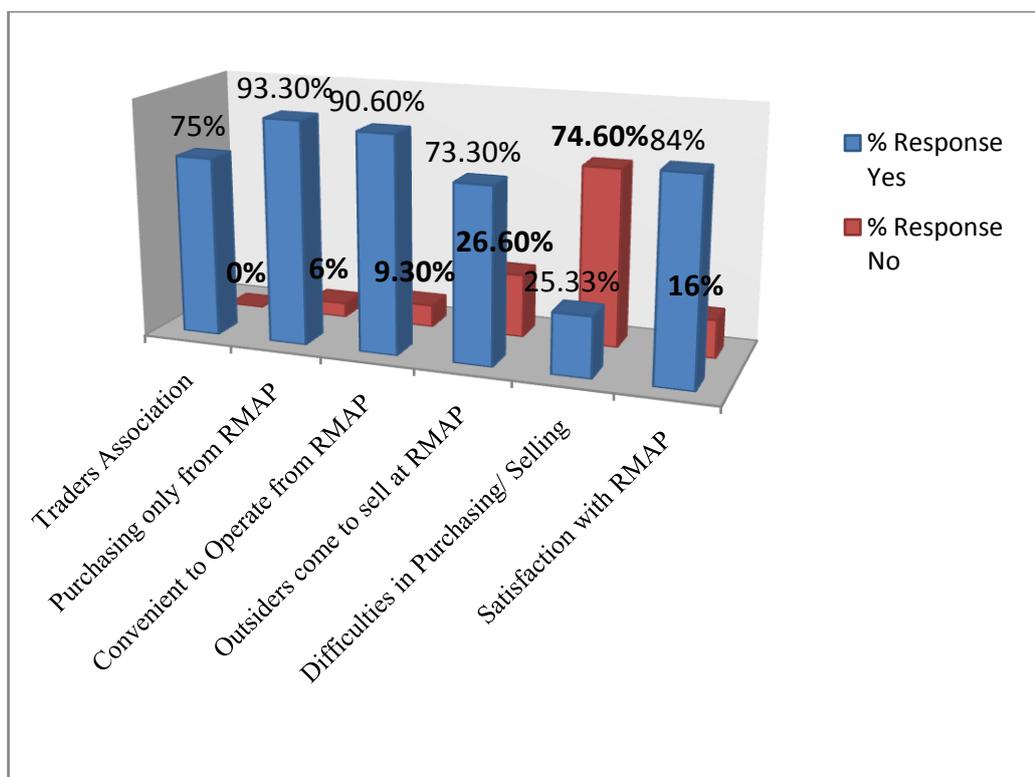


Chart No. 5.24
Percentage Response (% Chart Yes or No) of Traders towards the Various Particulars occurring at Regulated Markets

The Table No. 5.24 and Chart No. 5.24 give trader's responses towards the various particulars existing at RMAP. From a sample of 75 traders for each particular Yes or No response was generated.

For query, Are Traders Members of Association cent percent response was Yes; in answer to, Do Traders Purchase all the requirements of Agricultural Produce only from RMAP 70 responses was Yes (93.3 %) and 5 responses was No (6 %); to query, Is it convenient for the Traders to Operate in RMAP than Outside, 68 responses was Yes (90.6 %) and 7 said No (9.3 %); in answer to, At this particular RMAP, do Farmers from outside Hadoti/ Outer States also come to Sell their Agricultural Produce, 55 said Yes (73.3 %) and 20 said No (26.6 %); when asked for Do Traders face any Difficulties in Making Purchase and Sales at RMAP, 19 respondents said Yes they faced (25.33 %) and 56 said No (74.6 %) and at last when asked, Are Traders Satisfied with Working of RMAP, 63 respondents said Yes they are satisfied (84 %) and 12 said No (16 %).

So the analysis of this Table and Chart also suggests that majority of the traders are more or less satisfied with the present trading practices being observed at these RMAP and still further it was convenient for them to operate here due to the bulkiness of the agro-produce.

5.2 C Information Pertaining to the Members of Management

The forth coming Tables symbolize data associated with the responses from the Members of Management. Altogether 30 respondents answered the queries.

Table No. 5.25
Associations Operating at RMAP*

S. No.	Particulars
1	Farmers' Association
2	Traders (Adhatiyas) Association
3	Commission Agents/ Brokers (Dalal) Association
4	Porters (Hammals) Association
5	Weigh man (Palledars/ Tulara) Association
6	Camel Cart Association
7	Association of Mandi Employees

*At small RMAP (like, Keshoraipatan), there exists no Association.

The above following Table No. 5.25 represents different associations (*Sangh* or *Sanghatan*) operating at RMAP, they are as: Traders Associations, Commission Agents Associations, Porters Associations, Weigh man Associations, Camel Cart Associations and Associations of Mandi Employees. These associations may or may not be present at entire RMAP.

It was very strange to notice that in spite of the presence of Farmer's Associations, their voice is least heard. Hence it is a vital requirement for a Farmer's Association should be given timely importance.

Table No. 5.26
Problems/ Infrastructural Facilities Lacking at RMAP

S. No.	Particulars
1	Open Space/ Covered Sheds
2	Seating Arrangements
3	Plastic Sheets
4	Drinking Water Coolers with RO Technique
5	Fire Extinguishing Machines
6	Illegal Grain Collectors
7	Security Personnel
8	Deficiency of Employee Staff

The aforementioned Table No. 5.26 envisages data in relevance with the Problems/ Infrastructural Facilities Lacking ascertain by the Members of Management at RMAP. For this analysis there is no such any percentage basis information, as more or less every RMAP faces the given situation.

As trade and jurisdiction of a particular RMAP increases, there requires more space and covered tin sheds for placing agricultural produce; seating arrangements was either not adequate and in smaller Mandis situation was even much worse; for covering and protecting produce from the evil forces of nature, plastic sheets or canopy covering/ H & LDPE: *High and Low Density Polyethylene Thermoplastic Sheets* or *Tarpaulins* is immediate required; especially smaller RMAP need Water Cooler Dispenser Facilities with the Reverse Osmosis Technique and in all the Mandis during summer extra arrangement with Water Carts do not solve problem; for every shops and Godowns Fire Extinguishing Machines need to be positioned at the appropriate direction to save it from any kind of fire hazards; RMAP like Bundi, Aklera, Khanpur, etc. faces terrible situation from the Illegal Grain Collectors, these have to be stopped at once and culprits need to be penalized; at all of the RMAP tighter security is urgent necessitate with the more deployment of security personnel round the clock and at last all RMAP is working with the insufficient staff hence, more recruitment of employees with the Mandi Secretary is essential.

Table No. 5.27
Development and Expansion to be implemented in near Future at RMAP

S. No.	Particulars
1	More Auction Platform Required
2	Computerization/ Mechanization of Works
3	Water Facility connectivity with WS & PHED*
4	More Lightning Arrangement
5	Roads with RCC Construction
6	Processing/ Warehouse for Agricultural Produce
7	Cold Storage Facility for Specific Agricultural Commodities
8	Residential Quarters Required for Staff

*WS & PHED: Water Security & Public Health Engineering Department

The Table No. 5.27 represent data in accordance with the development and expansion to be implemented in the near future at RMAP. The Members of Management want for the following needs: more Auction Platform required; computerization/ mechanization of work; water facility connectivity with WS and PHED; more lightning arrangement; roads with RCC construction; processing/ Warehouse for agricultural produce; Cold Storage Facility for specific agricultural commodities and Residential Quarters required for the Staff.

5.2 D Information Pertaining for the Porters/ Coolies

The following analysis is based on the porters view towards the various problems existing at RMAP. 45 porters answered the queries.

Table No. 5.28
Problems faced by Porters at Regulated Markets

S. No.	Particulars
1	Labour Rate Fluctuates
2	No Time Duration of Work
3	Less/ No Proper Seating Arrangements
4	Less/ No Cold Drinking Water Coolers
5	No Adequate Arrangements during Rains
6	No Safety Equipments during Loading & Unloading of Grains
7	No/ Facilities at Rest Centres
8	No First Aid Facility/ Room
9	No Residential Quarters to Stay with the Family*

*Many porters are outsiders; they live at RMAP & family at respective native places.

In a response from Porters, they faced many problems at RMAP. They complained that there was no proper seating place. A Cold Drinking Water Cooler arrangement is not all adequate and during summer this becomes a major hurdle. Even during rains porter works and has no Rain Coats or a proper place to cover them. The loading and unloading of grains was done without any kind of safety mechanism. A Rest House for porter is only at big RMAP. During any accident, there is no immediate medical treatment available. These porters have family and they do not have any Residence Staying Facility at RMAP.

Chapter – 6

FINDINGS AND PROBLEMS

Chapter – 6

FINDINGS AND PROBLEMS

FINDINGS

The findings of research work for all the individual RMAP: *Regulated Markets of Agricultural Produce* of Hadoti region in a concise form is summarized as below:

I. REGULATED MARKETS OF BARAN DISTRICT

Baran District has 3 Major Primary RM: *Regulated Markets* (Atru, Baran and Chhabra) in addition it has 8 Sub Market Yards and 1 Fruit and Vegetable Mandi. Following findings were determined:

- a. **Atru RMAP:** That auctioning was done on roads that were intentionally ditched by porters and delay in auction noticed. Covered Sheds were filled by produce of traders and farmers face difficulties to place their agricultural produce. Thus there requires an urgent requirement for construction of Godowns and seating arrangement. For sheltering farmers, Covered Sheds and planting of trees is must. Sometimes it happens that auction could not hold for a particular day in that case night stay arrangement for farmers is immediate need. There was only one Cold Drinking Water Cooler which too was located in office premise. Further no Canteen was maintained and no urinal was seen in the Mandi premise. Farmers strongly stressed that traders and their license must be thoroughly checked by Mandi officials before granting them business permit (as there were reports from farmers that in year 2011-12 some traders fled away taking money and agricultural produce leaving farmers in a great distress).
- b. **Baran RMAP:** Is the largest in District and located in a huge space. There are a good number of trader's shops (some are uninhabited too) and massive '*Kisan Bhawan*' constructed just left to entrance gate. Nevertheless there exists some problems too, they are as: There is an immediate need for seating arrangement and Covered Sheds as almost all produce lay under sun. Drinking Water Cooler facility was located nearby

trader's shops that too very far away from the auction area. Animals such as pigs and goats wander without any kind of restraint in Mandi premise. Mandi stinks badly as grains lays in open drainage and elsewhere which was further infected by mosquitoes and other parasites. The problem of 'Illegal Grain Collectors' was predominant hence causing undue tensions to farmers. Farmers and all the benefiteres were not at all satisfied by 'Apni Rasoi'. Rarely any presence of Toilets Huts was seen. The benefactors without any proper place park their vehicles here and there that causes haphazardness in area, thus there exists an instantaneous need for Parking Stand (for this farmers agitated for 4 days in 2012) and still above loose security was noticed that poses major threats to farmer's agri-produce.

- c. **Chhabra RMAP:** Is just located opposite railway station. Here auctioning was done by seeing the agricultural produce in tractor trolley itself (no need to make piles). In survey major disappointment was that there was no Display Notice Board of Chhabra RMAP on the front wall of main office building. Other than this, farmer's complaints for the following: Requirement of ready market and there should be different lines or areas for different produce (as many a times there is mingling of produce). No toilets and drinking Water Cooler existed. Requirement of security is urgent need. There was no night stay for farmers coming from far flung areas. Stray animals like pigs and goats liberally roam in entire Mandi area. Requirement for construction of Seating Chairs, Covered Sheds and Canteen. And in way to maintain discipline and regulation in Mandi premises identity of porters should be made with distinctive dress codes so as to protect grains from theft and robbery.

II. REGULATED MARKETS OF BUNDI DISTRICT

Bundi District has 3 Major Primary RMs (Bundi, Keshoraipatan and Sumerganj Mandi) alongside 9 Sub Markets Yards. The findings are as:

- a. **Bundi RMAP:** Is the largest Mandi in District that was located in busy market hub congested by residential colonies. During observation by research scholar, following things were perceived: That the entrance gate was small and that too encroached by small movable shops, hand carts and

street side hawkers. Further to state Display Board depicting name of Bundi RMAP was not properly visible as it was placed just above ground that was hidden by tractor-trolley and other vehicles of the commuters and partly some by leaves of the trees. There was terrible foul smell of rotten agricultural produce in Mandi premise that was trapped in sewage line that further cause water logging which was later polluted by mosquitoes, flies and parasites thus cause havoc to human beings. Drinking Water Cooler was also messed with broken sewage and drainage lines and stray animals roam freely snatching and hammering their mouths in piles of produce. The respondents also criticize for: Normally there was always delay in auction. Farmers place their grain wherever they find an area though it should be in a proper line formation according to produce. Covered Sheds are destroyed and encroached by traders and condition of roads needs maintenance. Poor electricity arrangement during nights and Mandi is badly affected by Illegal Grain Collectors or '*Chandariyon*'. No urinals existed or cleanliness noticed.

- b. **Keshoraipatan RMAP:** A very small Mandi located on National Highway 12. Mandi works seasonally (currently it is direct purchase). Here Display Board was hidden by electricity pole and mounted by a bill. In Mandi premise there was no seating arrangement and no place of stay for farmers. Traders market was positioned just outside the premise so likely possibility existed that farmers sell their produce out in market that adversely affects Government business.
- c. **Sumerganj Mandi RMAP:** Is yet again a very small Mandi situated at one KM distance from Indergarh Sumerganj Mandi Railway Station. Mandi was almost deserted during non seasonal business and has small '*Krishi Vishram Grah*'. Scholar observed that platform of uninhabited constructed shops was occupied by bushes, shrubs and other wild vegetation. Traders shops were temporarily constructed by Tin Sheds and Wooden Cages and no seating arrangement noticed and further there was just one source of water supply an earthen port that too in the office.

Both at Keshoraipatan and Sumerganj Mandi RMAP; there was no full utilization of shops that was either found to be closed or not properly maintained and platforms outside shops was occupied by creepers and wild plants.

III. REGULATED MARKETS OF JHALAWAR DISTRICT

Jhalawar District has 4 Major Primary RMs (Aklera, Bhawani Mandi, Jhalrapatan and Khanpur) besides 11 Sub Market Yards. The following are the findings:

- a. **Aklera RMAP:** It was noticed that there was no Display Board either outside or at office premise. Traders conducted business under separation made by temporary Tin Sheds and still more agricultural produce were brought in '*Jugaad*'. Farmers object that they have to occupy their place a night before for selling their agricultural produce (even farmers have to pay an amount of money to those persons known as '*seizers*' who captures the piece of land in auctioning area). There was only one source of water supply with no seating and urinals arrangement. The grounds where auctioning was conducted becomes messy during rains.
- b. **Bhawani Mandi RMAP:** Is widely known for its Orange production and Orange Mandi. It was noticed that Display Board was obstructed by tree and its branches. In Mandi condition of roads, Seating Chairs and Water Cooler was not good. Here grain and Orange Mandi moves together that causes disorganized market. No urinals or public amenities noticed. This Mandi was devoid of platforms and Rest Houses for farmers and porters. In office an acute shortage of manpower was identified.
- c. **Jhalrapatan RMAP:** Is also known as '*Maharaja Harish Chandra Krishi Upaj Mandi Samiti*'. It is located on State Highway. The iron fabricated Display Board at the entrance gate was disintegrating from many sides. The drainage line at entrance and out sides the fortified walls was left wide open always causing danger of accidents. Respondents want Cold Drinking Water Cooler Facility, Seating Chairs Arrangement, Platforms and Covered Sheds for their agricultural produce. Cleanliness and Canteen facility were absent inside the premise.

- d. **Khanpur RMAP:** Is situated on main road just opposite Khanpur Bus Station. The peculiar features of Mandi: A newly constructed decorative entrance, RCC roads and platforms under construction, erectification of electricity poles and enormous space. But at the same time main gate was found missing. Following troubles were noticed: Stray animals like pigs, goats and cows freely roam in the premise. There were no Seating Capacity Arrangement, Covered Sheds, Drinking Cool Water Cooler and Canteen. There was no Rest House stay for farmers and porters, parking facility for vehicles and construction of toilets in Mandi. It was found that fortified wall seems to be short in height that can be easily misused by encroachers. The open drainage outside the walls just runs side by side of walls and it was left open that may cause any accident. Mandi was devoid of any Flood Lights that maintain all time danger during nights and also at the back side of the Mandi has abundance of '*Junglee Babul*' trees that unnecessary covers the area.

IV. REGULATED MARKETS OF KOTA DISTRICT

Kota District has 3 Major Primary RMs (Itawa, Kota and Ramganj Mandi), 7 Sub Market Yards and 1 Fruit & Vegetable Mandi. The findings for Kota district are:

- a. **Itawa RMAP:** Is located on main road, just nearby bus station. It has ample amount of space, here direct purchase is practiced. The following was noticed: Display Board was poorly positioned and that too rusted from many sides. Due to closeness to the market stray animals pigs, cattle and goats freely roam in Mandi area. Water logging problem was noticed at the back side of Mandi. There were hardly any Covered Sheds, Seating Capacity, Drinking Water Cooler and Lavatory. There was no Rest House or night stay arrangement for farmers and porters.
- b. **Kota RMAP:** Is the largest Agricultural Grain Market in Asia. The chief characteristics of Mandi are: It has a massive area situated adjacent to railway tracks for easy exporting agro-produce, enormous shops complex for traders, presence of '*Kisan Bhawan*' at left side of entrance gate, to right is '*Grains and Seeds Merchants Association Building*', newly

constructed Labour Shed, 4 huge Covered Sheds and other smaller sheds, 1 '*Sulabh Complex*' and fully constructed and under construction RCC roads and Auctioning Platforms. However major shortcomings are as: For such a big Mandi there was only one working entrance gate. The single connectivity road towards Mandi was highly damaged and defectively encroached from both sides and traffic jams up to a KM are normal during seasons. In office premise, Electronic Online Display Notice Board that transmits information of prices of various agri-produce was not working for the past 5 years. Farmers complain for very much delay in distributing and receiving tokens. Moreover Government or purchasing agency does not place Weighing Machines or '*Tulai Kaanta*' on time and traders '*carve their own way*'. Covered Tin Sheds are occupied by produce of traders and seating arrangement was broken at many places. '*Apni Rasoi*' was not able to fulfill the desires of benefactors. For such an immense and significant Mandi there was no First-Aid Facility and Fire Brigade. Acute water shortage was noticed during summer and purchase season. This massive edifice was devoid of a suitable parking place for farmer's vehicle; they park their automobile haphazard and this creates a great nuisance for all of the benefactors in Mandi premise. Security checks, distinguishing dress codes for porters, Wide Display Screens, Loud Speakers and Close Circuit TV are very significant component were found missing in Mandi.

- c. **Ramganj Mandi RMAP:** Is located opposite railway station. The very encouraging thing was that this is the only Mandi in entire Hadoti region that has and using Electronic Weighing Machines since 2011. Working Loud Speaker was noticed while narrating rates for the agricultural produce or disseminating any kind of information. Mandi is known for its Coriander trade. Thus separate market is now immediate requirement for positioning it as a remarkable export product. Respondent complain that amenities must be increased in form of more Covered Sheds, Seating Chairs, Drinking Water Cooler and Toilets. For farmers and porter Rest House with night stay is instantaneous need. Mandi must get rid from using as a free passage for all commuters and '*Supra Collectors*' and the food quality must be enhanced.

PROBLEMS

These are the problems that existed at RMAP. They were perceived in the observation and also from the feedback obtained from the farmers, traders, porters and members of management.

They are as follows:

1. Situated at a Difficult Area

As to begin with, the largest RMAP of Hadoti region is located at Kota city situated in Anantpura region. Respondents complain that RMAP Kota is located very far from railway and bus station and at a very remote place. Thus farmers have to cross the entire city before reaching Mandi. The similar type of situation was noticed in the following RMAP: Bundi (this is overcrowded and situated within the vicinity of residential area too), Itawa, Iklera, Jhalrapatan and Khanpur. All of them are located in a very dense populated area that is always engaged by market and marketers and over all vehicular traffic on the roads create circumstances of chaos and confusion. It turns out to be nearly unfeasible for farmers and other market intermediaries to reach at these RMAP with their agri-produce in their vehicles. The entrance was badly encroached by illegal shops.

2. Problems occurring During Auction

Regarding auction, though it was done in front of the farmers, but there exists major discrepancies during auctioning, likewise:

- a. Majority of the farmers were aware about the auction. But by the time their number comes entire day was spoiled in waiting. (Especially in case of smaller RMAP, auction process starts by 12:00 P.M.). And if incase there are likely possibility that due to some reasons auction did not occur on a particular day. Then farmers have to bear unwarranted charges of transportation for bringing and taking back their agricultural produce.
- b. Another setback persists that farmers are not fully conscious about auctioning process. They stand nearby the piles of their agricultural produce and entire bidding is done either between Adhathiya or Market Intermediaries or Dalal and/ or Mandi personnel. Farmer just mere act as a spectator, as moreover the business transaction is done by mutual

understanding or by 'eye contacts'. The market intermediaries and/ or RMAP personnel hurriedly finish the auction and may lower the price of produce. It was also noticed that if the auction is on credit, than auctioning will take its time, however if the produce is on cash basis, then within seconds auctioning is done. In this way agricultural produce was not analyzed genuinely and neither a fair handsome price could be fetched. Besides this, auction for a particular agricultural commodity on a single pile of produce may just last for a minute or a two. And the deal is done. In this way traders and commission agents 'have their own way'. Though auction is done as per the notification issued from the Mandi Committee, but legitimately performing auction deviate both Mandi personnel and traders and they have met 'secret connection' among themselves. It is up to the willingness of the farmer that he may accept the deal (normally he accepts). Though farmers have the right to deny the deal too, if they do so, then again next day entire hectic procedure is repeated.

- c. Other drawback observed that during auctioning the 'favoured ones' are given priority in meaning of: They are first served, more traders come together during their auction, much auctioning time is utilized, high rates were provided, agricultural produce was sold, weigh and transported in a very short period of time.

3. Apathetic Government Attitude towards Farmers Oriented Schemes

When the Government acts as a purchaser (through Government agency like, FCI, NAFED, RAJFED, Tilam Sangh, etc.) of agricultural commodities, they announce 'Support Price Scheme' or 'Samarthan Mulya' (announced by the Central Government) which may or may not escort with 'Bonus Money' (declared by the State Government). But such price schemes are either declared late or the amount is not so much handsome. Farmers have to choose an option either to sell to Government at prescribed rates or to sell their produce in open market as per the prevailing market rates. Since majority of the farmers do business on credit basis, they need money in hand to do agriculture, for harvesting and selling their produce, besides performing necessary ceremonial functions and other rituals at their home. (Word of mouth says the following hearsay: That there survive a

union between the Government and Traders, Government knowingly declared rates at later hours so thus enough could be sold to the private traders or less amount of money will be distributed to the farmers and lack of storage space at the Government Regulated Godowns). Above and beyond when Government purchases grains from producers, reimbursement made to them is delayed for 3-4 months and even further. This and other associated depressed factors from Government side slashed away the farmers to get attracted towards Government proclaimed schemes. Moreover it was found that management was non attentive nature towards the farmer's problem and they found to be more relying on traders for solving every kind of problem or finding a political solution to the problem.

4. Problem Arising During Token Procurement

Another major incongruity was noticed during the time of seasonal arrivals (March–June); time for harvesting and transacting Rabi Crops. Thus in order to sell agricultural produce (majorly Wheat) at Government operated Purchase Centers (this is optional to farmers); farmers bring their produce to a respective RMAP in Trucks, Tractor-trolleys or Camel Carts. Token is issued when Government or any other purchasing party acts as a purchaser. And a farmer needs a token to sell his produce. Almost all of the farmers reported that procurement and issuing of token is really a menace for them as there subsist nepotism, corruption and providing '*grease in hands*' or '*hush money*'. The '*favoured ones*' or '*the chosen elites*' and those with some sort of contacts were given priority. This situation gets worse when there are less Purchase Centers or farmers are refused to sell their produce at a particular center and forced to commute at a different center. Though token system is only for farmer's well being, but it came into notice that many traders any how manage to procure token in farmer's names. Traders falsified produce '*Girdawri*' or '*Jamabandi*' for acquiring tokens and they under compulsion pushed their produce for transaction. There were also reports of selling tokens from one party to another. And poor farmers have to wait for days for their chance to obtain tokens. This causes many conflicts and clashes among the parties involved. And due to this many times Token System is withheld or RMAP is forced closed.

5. Shortages of Gunny Bags Faced

Normally weigh-in, filling, lifting and transporting of agricultural produce is done in 'Sacks' or '*Bardana*'. Bardana or Gunny Bags are purchased, managed, stored and distributed by the purchasing agency that can be either Government; trader/s or any factory mill owner/s. Government can also authorized a single firm for the aforesaid purpose (like Paliwal Agency at RMAP Kota in 2012). Report says that especially during seasonal time there persists deficiency or absence of bardana. There prolong a chain system for this to understand. If Government or purchasing agency has deficiency of bardana, it will give orders for procurement, if there is no bardana, issuing of Token would be delayed, that further initiates delay in auctioning, a delayed auction is promoted by various sorts of hindrances in purchasing, selling, weighing and transportation. For farmers who already reached at RMs nor he cannot move back and neither could be set free until and unless his produce is sold. And this condition is further deteriorated when less amount of bardana is present at RMs. Each and everybody wants his priority of being served coupled with a few number of '*Tulai Kaanta*' or Weighing Machine and that also not at appropriate time. The entire procedures cause wastage of time, money and energy of farmers.

6. Unsatisfactory Information Communicated

For providing any information Notice Boards, Display Boards or neon signs are integral component of RMAP. But it is seen in survey that they were either not present, or in non working condition and not updated on regular basis. Moreover they were found to be either closed, encroached, not properly displaced, or hidden by some hindrances like trees, creepers, pillars or electricity poles. These boards were also found to be spitted, stained and mess with spots or mounted by bills and stickers notably RMAP of Aklera, Bhawani Mandi, Bundi, Chhabra, Jhalrapatan, Keshoraipatan, Khanpur, Kota and Sumerganjmandi. Though at some RMs Loud Speakers System is present but it was never used during the course of the study (except in Ramganj Mandi).

7. No Feedback Obtained from RMAP

In retrieving information, RMAP personnel or Market or Mandi Committees failed to secure a position in the hearts and minds of farmers. Plus they have not

facilitated extension services to aid farmers and Market Intelligence Systems are weak. As this is explained on the following basis; farmers are totally depended on newspapers or hoardings for any sort of information regarding RMs (still many farmers are illiterate). This case is even much worse in smaller RMs. As a newspaper normally provides information on bigger RMs. Farmers themselves have to make mobile calls to their relevant Adhathiya or Commission Agents or visit personally. Till date hardly any of the RMAP personnel or member of Market Committee visited villages in which they have encouraged the benefits and importance or assistance and grants available to farmers by RMAP. (Nonetheless only due to the profits of farmers the Government has set these bodies).

8. Mismanagement of Storage Space

Shelters, Shadow Huts, Covered Sheds, Platforms, Godowns and Animal Sheds are inevitable parts of RMAP. They are constructed and maintained for farmer's agricultural produce and their animals could rest a while. But during observation and survey made by scholar, it was found in almost all of the RMs these are being fully utilized by Traders, Commission Agents, mill owners or Government department. And due to lacuna in administration and management of Rules and Regulations none of the party was ready to vacate the space at any cost especially during season time. Farmers have no choice just to keep their produce, belongings and animals in open sky on roads or in their vehicles that is under constant exposed by scorching heat of the sun, rain and dust and above all under the incessant threat of stealing and theft. And also with time passage these RCC and Metal Tin Covered Sheds are broken are wrecked from many places at ceiling and platforms and situation was much worse during rain when there is water leakage. It was observed that there is less shops utilization especially in RMs of Sumerganj Mandi and Keshoraipatan. They were either closed, not properly maintained and platforms outside shops were occupied by bushes, creepers and wild plants.

9. Deteriorating Conditions of Roads

Due to frequent collapse of Coal Tar Roads, at present interior roads at major RMAP (especially Kota) are being created with RCC construction (this RCC treatment is further going to be used in auctioning platforms construction). But this situation of bad roads exists at all RMs. The approach roads are in bad

condition and it took a great amount of time to travel with their produce at respective RM. Besides at these Mandis there was also non availability of sitting seats and greenery for farmers and porters. They have to sit on the road or over their gunny bags under sun.

10. Cheating During Weighing of Agricultural Produce

A further crisis was detected during weighing time. '*Hammals*' or '*Porters*' and '*Palledars*' are persons responsible for weighing, loading and unloading activities. It was noticed especially at RMAP of Atru, Baran, Bundi and Itawa that roads were knowingly ditched and pitted where auctioning and weighing takes place. Thus excess amount of grains remain in such ditch which was later collected by porters. And also in the name of cleaning grains what is normally known as '*Chandariyon*' or '*Supra Collectors*' or '*Soras*' and '*Illegal Grain Collectors*', misused weighment and forcibly take away some of the grains from pile of agricultural produce that is being weighed. This caused conflict between farmers and hammals. These '*Chandariyon*' then sell these illegal collected grains outside RMAP at whatsoever amount they could fetch to illicit trading practitioners. Even in many cases it happens that hammals were solely responsible for less weighing of grains and they found to be involved in stealing of grains with thefts.

11. Vehicular Problems of Traffic-Inside and Outside the Mandi

RMAP is regularly visited by many commuters. Visitors come here in their vehicles (two wheelers, four wheelers, tractor-trolleys, trucks, pickup vans, tempo-lorries, etc.) and park them as per their convenience. Some RMAP have a proper place as Parking Vehicle Stand but rest commuters search here and there to place their vehicle at a safe place. During non seasonal time, there is no major problem. But problem arises in heavy season as RMAP becomes so much over crowded that one's first anonymity is how to reach inside premise and then second major complexity is to search an appropriate place to unload and load their vehicle. Traffic jams up to half or a KM was normal. Area and roads outside RM are dreadfully encroached by shopkeepers and their belongings and inside premise were flocked by unsystematically placing of agricultural produce and vehicles. The open spaces and platforms are used as storage. The scholar also noticed that such an important place there is an acute devoid of a proper vehicle stand and

simple maintenance or repairing workshops for vehicles. In case due to breakdown of vehicles commuters have to drag vehicles or tow his vehicle if it is a four wheeler to a nearby repair shop outside regulated market.

12. Loose Security Control

To maintain vigilance and security at these RMAP one need a careful, alertness and attentive exposure towards safeguarding and defending property, agri-produce and other valuable paraphernalia within Mandi premise. And if it is a key RMAP then more cautious watchfulness is required. During survey it was observed that anybody could enter Mandi, things were left open and situation was even much grimmer during nights and public holidays. Security system was under tender process and number of security personnel was not adequate according to Mandi echelon. Security personnel were doing overwork, they were also engaged in performing office work, they were also devoid of any kind of safety mechanism (just provided with a stick and a whistle) and they were not having or given any ground level of safety-security training. Even in big RMAP like Kota, Baran, Bundi and Jhalrapatan there were no Close Circuit TV or Vigilance Eye Camera. More lighting arrangement especially during nights is instantaneous prerequisite.

13. No Proper Eating Facility

Canteen is a predominantly imperative component of any organization. In RMAP (not all of them), '*Apni Rasoi*' scheme was launched by the State Government to provide subsidized meals to daily commuters. But in interview no respondent was satisfied by the quality and kind of food served. The rate also fluctuates frequently and Canteen owner charges as per their wish. At RMAP Kota this scheme was reinitiated from October 30th, 2011. Farmers, porters and others either bring food with them or they prefer to eat fast food outside Mandi premise from nearby Canteen, Dhaba or Restaurant. In this way the very idea of establishing '*Apni Rasoi*' seems to get failed.

From January, 2014, 'Kisan Kaleva Yojna' or 'Farmers Breakfast Scheme' has been launched in the entire RMAP of the State.

14. Problem of Drinking Water

Drinking Water Cooler facility especially during summers is yet another major concern of such organization. Cold water facility with Reverse Osmosis Technique exists only in papers. The researcher himself and the farmers and porters complaint that Water Cooler facility was not adequate in the sense, that either numbers are few, non working condition, taps were broken, water tanks was not thoroughly cleaned (as it is given on tender system). Temporary arrangement of Movable Water Cart with earthen pots was done, but that also not cooled. Furthermore these water tanks were found to be polluted with rubbish materials, foul smelling and not all cleaned ever since its installation.

15. Problems Related with Urinals

Toilets and Lavatories are made for maintaining hygiene, cleanliness and sanitation of surroundings. Research scholar has himself noticed and used these basic essential amenities. It was observed and also from the feedback given by the respondents that condition of toilets (that is constructed in the formation of huts or partitions) was either totally ruined, spoiled by debris, Toilet Showers not at all present or in none working conditions and area around urinals was bounded with rubbish and garbage. Sewage System was also in a very dreadful situation as drainage line was found either broken in between, not properly formed or absolutely vanished or dumped with junk materials. This was the condition of major RMAP, conditions was even much worse in smaller RMAP (there were hardly any urinals noticed, users exercise open grounds, tree sides or elsewhere is case of emergency natural calls). The female gender was worst to suffer in using these basic amenities. Researcher also used '*Sulabh Shauchalaya*' or '*Sulabh Complex*' or Pay and Use Public Urinals. But they too were either located at a very awkward distance, not maintained properly and too much use of disinfectant or sanitizer or bleach gives a very foul smelling. The area nearby toilets was highly polluted and plus lack of awareness given by the organization to users and maintainers also do not suffice purposes of its setup.

16. Carelessness of Purity

Cleanliness was found to be neglected in approximately all of the RMAP. There was no cleaning of platforms and roads before unloading of agricultural produce.

Hence so forth grains are mixed with mud, dirt, pebbles and other trash matter. At RMAP Kota the premise is litter with building materials, plastic and other waste, remains of Jute and assorted materials. At RMAP Bundi, yard stinks with disgusting odor due to spoiled agricultural produce lay spread coupled with mosquitoes, parasites and houseflies. The mouse, cattle, goats, pigs, dogs and other stray animals they roam free in RMs, pounding their mouths in piles of produce, spoiling and contaminating them for further usage and may create havoc to lives, if consumed by mistake. No proper Drainage System exists, water gushed back and forth wherever it could find place and Water Outlet Lines were broken, blocked by waste materials or poorly build. There was also poor disposal mechanism of waste that lay in piles or blocks here and there which create foul smell and problems while moving in Mandi premise and especially during rains such useless waste may create malady.

17. Difficulty in Making Kisan Credit Card (KCC)

Government effort for wellness of farmers and producers for their easy money transaction introduced '*KCC facility*' services. During interview with respondents it is perceived that to make a KCC for farmers is not at all an easy job. A more or less entire respondent were aware about this facility. But non making of credit cards by farmers gave the following reasons: Apathetic outlook of bank employees that makes it a very tedious procedure to procure a card and bribery demanded by bank officials for their work done.

18. No Proper Usage of Rest House

State Government constructed '*Kisan Ghar*' or '*Kisan Bhawan*' (at District Head Quarters, while at other places it is '*Kisan Atithi Grah*' or Farmers Rest House') so thus farmers from far flung areas could night stay in case of necessitate. But such an immense edifice could not be used as per thoughts. Farmers in reply for not utilizing this benefit are as: No right information, cost of night stay is expensive, preoccupied by other officers, very far from railway or bus station, etc.

19. Neglect of First Aid Facility

RMAP is always engaged with many sects of the societies. It is likely possible that some day or other some sort of misshapen may occur. But rarely RMs is

prepared for this. There subsists non availability of First Aid Facility or First Aid Room. It turn out many a times that fire stroke out in Mandi premise, though some Fire Extinguisher is present, but they are either found to be inadequate, some of them not working, moreover staff is not trained to use them in case of emergency and some were useless in absence of fire extinguishing gas. It is in papers that all Traders and Shopkeepers have to compulsorily maintain a Fire Extinguisher in their shops. But researcher hardly found its presence in each and every shop. Situation at smaller RMs was even much inferior. Even nonexistence of Fire Brigade (especially during season time when firebreaks are common) deteriorates the conditions even further. As much time and money is wasted in calling a Fire Brigade from a nearby Municipal Corporation or a Fire Brigade Station.

20. Lack of Adequate Arrangement During Natural Hazard

An additional major unexpected predicament is adverse weather state like rainfall and storm. Neither farmers nor do RMAP have enough Covered Plastic Sheets to cover grains. Farmers have to arrange plastic sheets themselves. In such a situation a good part of grains are destroyed and washed away under rain. Pity farmers have to suffer a lot as his produce loses its value and quantity, no one is ready to purchase this wet grains and he is not in position to take back. It takes a lot of time to dry these grains, with no surety of being purchased and still supplementary compensation for these stained grains is a meager amount provided by the Government or Insurance Agencies and that too claiming of compensation is a long modus operandi to be undertaken (as it happen in year 2012 Feb. and Dec.; 2013 Oct. and also 2014 Feb). Notably in Jhalawar, Baran and Kota Districts when devastating rain showers and heavy sleet destroyed agricultural produce in the fields, Storage Shelters and also in the Mandis. All rain suffered farmers irrespective of their damaged produce and overwhelming lost was just offered only a meager amount.

21. Trading Practices Need All Time Control

It was scrutinize at some stage in the interview that farmers also suffered several prime setbacks from the trader's hands. As it happened some of the traders with fake license were doing business and fled away taking Lakhs of Rupees and produce from the farmers (areas suffered were in and around Baran, Atru and

Chhabra in year 2011-12 and 2013). Still more, many a times a part of farmer's money was trapped between business transaction of '*Kacchi Aadhat*' or Seller and '*Pakki Aadhat*' or Purchaser. As long as produce was not sold no money would be released and thus farmer has to wait for reimbursement. Thus it becomes an imperative duty of Government to check traders whether they possess authentic license to do business or not.

22. Deficiency of Staff Personnel

At almost all RMAP there persists a strong shortage of staff personnel. During interview with staff, scholar himself acquaint that a single hand was performing jobs of multiple Mandis. Likewise the Secretary of RMAP Kota was also indulge with RMAP Iklera and Khanpur and so do the Secretary of Bhawani Mandi was indulge with RMAP Jhalrapatan. This was also with other staff employees; they too have to take care of multiple Mandis, above and beyond it lay overburden and setback of occupation. All the Mandis were facing an acute shortage of manpower; almost all of the staff was overburden with heaps of files and other workload. Researcher finds that in some Mandis there was only 2 staff working (Keshoraipatan and Sumerganj Mandi).

23. No Expertise used at RMAP

It was found that there exists minimum usage of technology in marketing of agricultural produce; likewise, manually manner for issuing of tokens with no use of mobile or internet. Loading and unloading of grains were done physically but when there is a huge pile of produce, Conveyor Belts could be a better option available. It was observed that in these regulated markets of agricultural produce there was no or less use of Display Electric Boards. In either of RMs there was no digitally maintenance of records and attendance.

Chapter – 7

CONCLUSION AND SUGGESTIONS

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CONCLUSION

India is an agrarian economy and approximately 65% of our population is dependent on agriculture as livelihood, occupation and as a source of income. Above and beyond the increased demand of population and for enhanced industrial advancement our country needs better quality of agro-produce, good returns to farmers and satisfied customers. This was only possible by uniting the marketing performances with that of agri-production into one unit. Though if look back this was not at all an easy job as prior to 1960's (before Market Regulation) farmers suffers the most in terms of low monetary value; normally all the qualities of produce was graded with a solitary standardization of measures; weighments were unauthorized and cheated, a very long chain of market intermediaries between producers and consumers that makes producers unaware and almost cut from the end users and above all very least Government facilitation.

Thus in a way to remove the ill tactics of agro-marketing as a consequence our Government regulated the agri-marketing practices in a Democratic Style of Governance and to maintain transparency in agro-transactions a new concept of institutionalization; *Regulated Markets of Agricultural Produce* (RMAP) emerged that has no doubt provided a platform and a support service to the farmers and producers of the State to meet the above objectives. Simultaneously in Rajasthan the Government supported Farmers-Producers by establishing RMAP in almost every District since 1964. Now it is very common to notice even multiple RMAP in big cities like Jaipur, Jodhpur or Kota so as to meet the growing demands and also due to the bumper production of agro-produce of that region. Furthermore RMAP are still segregated according to the agricultural output like Wheat Mandi, Paddy Mandi, Coriander Mandi or Bajra Mandi and so on.

However, the conclusion drawn shows some mega changes that have been observed when this study was undertaken and the research survey was actually put into practice likewise, the survey highlights some merits and de-merits of RMAP

that are very eye opening and fact giving. The trends observed by viewing Regulated Markets and interviewing farmers and other market intermediaries are:

The intrinsic worth of RMAP are that it has a huge edifice, enormous space for storing, selling and purchasing huge agri-produce at a single place, Government backed institution, with help of Support and Bonus Price allures the farmers and in particular provide spatial marketing linkages for holding economic structure and also help in regional development and rural welfare. Simultaneously in addition the other side of the coin reveals some different picture like: negligible Government interest, infrastructural facilities are either lacking or ruined at many Regulated Markets, some markets are very much crowded, aimlessly carrying the agro-marketing strategies and slow and unconcerned nature of the Government officials towards the problems and prospects of RMAP. Additionally a current development highlights that farmer's alienation towards Regulated Markets; as now the informed and educated farmer cannot be befooled any more. Normally the farmer grab hold his produce and sells his produce in the wake of high money values, but the farmers took no time to sell the produce to the outside open markets, when the Government delays in announcing the purchasing price of agri-commodities. Moreover it is now the farmers who demands an appropriate price of their produce from the Government and for this the Farmer's Representative and Government officials meet frequently to resolve this situation. Still more a good option is always available for the farmers from private institutions. A very '*Forward Approach Strategy*' have been under practiced by many Multinational Companies both Indian and of global origin with the farmers that will provide all the basic needs of agri-production and during the time of the harvest the entire produce is being purchased by these companies. Another practice is 'Futures or Forward Trading' (*Vayada Vyapaar*) in which Big Wholesalers or Traders, Corporations and Cartels they identify the futuristic value of agro-commodities by making advance payments in purchasing and selling and on appropriate time the deal is actually made into practice. By doing so these groups also knowingly lowers the rates of agro-commodities during the purchase or harvest season and later wards these Big Traders purchase the produce at a much cheaper price and sold at higher prices to the consumers thus ruining the business of farmers and small market intermediaries. And yet again another agri-marketing practice since 5 or 6 years is '*Contract Farming*' technique that has also generated interest

among farmers and Government or other private Farm House Owners (nowadays in Hadoti region all these types of agro-trading is a common practice that minimizes the farmer's risks with more than average possible returns). Besides this even the intermediaries have age old relations with farmers and they too attract by granting money advances in sake of purchasing produce at a minimum price from the farmers and selling to the markets at a high costs. If all these *Modus Operandi* are going to continue for a longer period, than it is not a far time ahead when the RMAP will remain idle and consumers forcibly will have to purchase agri-commodities on a high money price from elsewhere.

In totality if we see that finally, farmer's socio-economic conditions have improved to several extents this is due to a number of facts; that now the farmers are no longer staying in a joint family they have their own piece of farmlands to feed and support their nuclear families coupled with latest means of input and output agricultural infrastructural facilities with advanced irrigation techniques fetches a good monetary value of agro produces to the farmers. Further rapid pace of education has moved away the farmers from the agricultural fields into a vivid means of profession for sustaining their family hood besides only farming. Even many Agro Induced Institutions like Financial, Marketing and Infrastructural Development etc. may be Government, private or international have made their presence as a Functionary Roles in the agricultural production of our nation. Though other factors still remains more or less the same, such as exploitation of the farmers from the both sides (Government and Market Functionaries), lack of storage facilities at Regulated Markets and domination of buying power at the Regulated Markets irrespective of good quality of agro-produce from the farmers. This is supplementary supported by the postponed and delayed nature of the Government that disengages the bond with the farmers and very superior availability of options from the private sectors (National or International) poses a major threat for the RMAP. Hence no doubt that Regulated Markets have considerable increased the worth of agro-produce plus sustained by the various monetary support schemes of the Government have resulted in the up-lifment of socio-economic conditions of the farmers but at the same time the success of Regulated Markets depends on as long as the farmers are cared well, their aspirations are up to the mark and the society treated them as a valuable asset. If this is optimistic and encouraging then our Regulated Markets survive 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. A Progressive Oriented Approach

Although in practice the roles of organizations including Government, RMAP: *Regulated Markets of Agricultural Produce* and the other private institutions must start from the very beginning when the farmer starts ploughing his fields. In this way the roles of these organizations works in a threefold function: Pre Harvest Period, During Harvest Period and Post Harvest Period Production. By this way targets could be easily fixed and achieved for a given location for a particular time period. Other roles of these organizations must be extended to age old primary markets of the State, such as Rural Markets, Weekly Markets or *Haats* which are the first contact point for the farmers to sell their produce. These must be equipped with common infrastructural facilities. Market Committee may be allowed with the co-operation of the Village Panchayats to undertake development of Rural Periodical Markets functioning in their respective areas.

2. Adoption of Advance Strategy

Government or purchasing agency must have a pre approach in almost every aspect likewise:

- a. Once a commodity is regulated it should be subjected to regulations irrespective of its source or final destination. By time passage some agro-commodities need to be regulated and some need to be restored.
- b. Procurement of '*Bardana*' or Gunny Bags must be done very ahead of seasonal purchase as normally due to non-tuning between the various Government Departments and agencies this procedure remains sluggish or given least priority.
- c. Delivery of token time must be extended it may perhaps start from January or February and lasts till June or July, so thus farmers have enough time to bring their produce as per their convenience and this will also lessen the chaotic situation at RMAP.
- d. Moreover delivery of token system can be made online or farmer may have choice to book through mobile or SMS. Thus it possibly will

mention date, time and place for trading grains that may not only save farmer's precious time, but they will also bring their agricultural produce on the predetermined period mention.

- e. '*Samarthan Mulya*' or MSP: *Minimum Support Price* must be declared well in advanced and should remain fixed for a considerable time period. Healthier is that it should be decentralized at local levels in conformation with particular location and for a particular agricultural produce with farmers involvement. Nevertheless every category of agricultural products must have distinctive support price schemes.
- f. Farmers brought to notice that making of KCC: *Kisan Credit Card* was just like winning a war. The pathetic, wretched and depressing attitude of the Bank Employees forced farmers not to make KCC (Though KCC is just made only for farmer's advantage). Government and concerned banks must have to take courageous and daring steps in this very important matter. So as a consequence KCC obtaining must be made easier. For this Banks along with RMAP can have village to village campaigns for hand to hand KCC making and its delivery. At the same occasion, bank loan on behalf of KCC limit should also be increased.

3. A Redefined Role of RMAP

The roles and responsibilities of RMAP both at the District Head Quarter Primary Market and Sub Market Yards is to be re-engineered in subsequent manner that with increase of business at RMAP, radius of Mandi area have to be delimited. There survive construction of new Sub Market Yards to bifurcate trade (like presently RMAP Bundi is roughly overflowing, a new RMAP will be completed by 2015-16 at Dolada Kuwarti 5 KM from Ramganj Balaji and same exist for RMAP Kota, it necessitates an extension). Plus it is need of the hour for entire mechanization of Mandis. Entire RMAP of Hadoti must be united into one, thus benefactors from any place can acknowledge current situation for any RMAP.

4. Preference Must be Given to Farmers

It becomes prime responsibility of RMAP to see whether farmers are not exploited by traders in any of its kind. They must keep strict vigilance and sudden check-up in Mandi premise here and now. It is advised that farmers should be given preference rather than traders in requisites of agro-transactions and duly must

have more shares in price and protect them from wicked clutches of commissioning agents. Commission Agent practice must be banned or they should be restricted from trading each and every kinds of agri-produce. RMAP must ensure that all payments due for farmers from traders should be made through Bank Checks as for farmers it is a great danger to carry money and to travel a wide distance or better it can be directly transfer to farmer's respective accounts. By adopting such measures one can also have a check on the trading practices.

5. Make the Things Well Arranged in Advance

Though it is true that buying process dominates in RMs: *Regulated Markets*, but still there should be open auction so therefore each and every party must be invited. A ready market must be present. Platforms and Auctioning Grounds must be clean before unloading of grains. In order to remove haphazardness there must be separate lines or area marked for various nature of agricultural commodities. For this signs on roads or platforms can be made. Once the farmers reaches Mandi, try to start auction on time, finish it with genuine time over a single pile on that very day, so thus he may not carries his agricultural produce back. Mandi employees must be always present not only at the time of auction, but until farmers produce is weighed authentically. Auction (deal) must not be finished or done before farmers' permission. Fake auctioning or illegitimate produce of '*Jamabandi*' or '*Girdawri*' must be sturdily punished. In order to clarify any doubts a continuous audio-video recording can be maintained.

6. Make RMAP Personnel Responsive and Informative

During interview it was found by the research scholar that rarely Mandi employee or Market Committee Members visit Mandi for any matter of significance. A farmer remains unaware about any information circulated by the Government. Thus in order to remove such major discrepancy and to develop a repo, repute and public relations with farmers, RMs must encourage their employees for visiting their concerned Mandi premise area or a village from time to time. In addition to this head person of Mandi must also personally surveillance this act.

7. Educate and Train the Farmers

RMs is established for farmer's benefit. Majorly farmers do not know about their rights. Efforts should be made to teach farmers about their rights in controlling

and managing RMs. For this adequate and effective extension performance advertising exercise should be made in the rural areas to try educate farmers about the usability of RMs, improved marketing practices and facilities such as grading, storage, Farmers' Rest House, etc.

8. Availability of More Facilities at Villages

It was noticed that some farmers just bring their produce directly from the fields, without cleaning or grading. This causes an unwarranted delay in auctioning and thereafter other required transactions. So thus efforts must be made from RMAP to arrange some facilities at villages for farmers in cleaning and grading of agricultural produce before bringing to the RMs for selling. In aforesaid manner quality products will fetch a handsome price to the farmers. Village Panchayats might be held responsible for this purpose.

9. Provide Insurance and Protection to Farmers

Hard working farmers travel a great distance with their agricultural produce to RMs. Till their produce are not sold (due to any reason), farmers produce are highly inclined towards any sort of peril. In taking an audacious step, RMAP must presume their responsibility of produce once it reaches Mandi to give protection and insurance from fire, rain, dust, theft, or loss, etc.

10. Generate Timely Information

At RMAP Display Boards, Electronic Display Boards and Notice Boards serve a very valuable piece of information but they found to be moreover closed, encroached, not properly displaced or hidden by some hindrances or in non working condition. They should be made encroached free and lattice with steel fence or fabricated under wooden cage. They need to be rectified and timely maintained and must be place at an attractive position. Furthermore there should be proper arrangement for accurate dissemination of market information through various sources of media such as mobile SMS, personal contacts made from Mandi employees. Newspaper must also circulate current information regarding to both bigger and smaller Mandis so a farmer least has to rely on their personal contacts or may not have to visit Mandis for latest information.

11. Offer More Enhanced Services to Farmers

Covered Sheds and Platforms must be primarily allotted to the farmers. Forcible capturing of Covered Sheds by 'power' has to be confiscated. Moreover every farmer and trader must be allotted a separate Godown or a space under sheds. Much of these Cement Manufactured Sheds and Metal Fabricated Sheets need to be re-constructed and renovated to save it from water leakages and make it feasible during usage. More greenery and planting of trees is immediate requirement. There has to be immense construction of Sitting Seats. Multi Storied Covered Sheds can be a better option to utilize space. RMAP must need to arrange plastic sheets to protect grains from rain, dust and other natural hazards. They should be distributed evenly too.

12. Build Good Roads Network Connectivity

Conditions of road especially in the smaller Mandis need immediate improvements. Ditches, dumps and big cracks are prominent on roads. Some of them were made deliberately by porters (Hammals) for their personal intentions; it needs to be stopped at once. RCC constructed roads are good for such premises. As farmers have to travel at lot on roads for bringing their commodities to these Mandis so there should be more development of inter-village and intra-village road connections. Some auxiliary service like transport facilities can be provided to the farmers to bring their produce to RMs, this will at least ensure that produce will be sold at the respective Mandi.

13. Easily Manage Traffic and Parking Workshops

To ease traffic jams especially during seasons, separate enter and exit gate must exercise and extra opening have to be covered. There is good movement of vehicles in Mandi, but there is hardly any maintenance or Workshop for repairing vehicles. Commuters in order to amend their breakdown vehicle have to either carry or drag them to a nearby Repair Shop. For solving this hectic problem, RMAP can go for the establishment of Maintenance Workshops; this will save time, money and exertion. In smaller Mandis Parking Stand for two wheelers is urgent requisite.

14. Always Upkeep Basic Amenities

Certain necessary infrastructural basic facilities must be always kept good:

- a. Canteen services have to be enhanced in terms of ingredients used, quality of food served and money charged. Officer should see whether owner and cooks at Canteen is manufacturing food as per the established standards. Menu must be altering timely. Owner license must be on the spot cancelled, if found any kind of violations. For this, practice of sudden check must be undertaken. Initially Canteen was known as '*Apni Rasoi*', but from January 2014 food served at Canteen is now known by new name, '*Kisan Kaleva Yojna or Farmers Breakfast Scheme*'.
- b. Constant supply of cold drinking water (at numerous points) especially in the summers at all RMAP with Reverse Osmosis Technique is must. Instead Water Cooler must be guarded by protective fencing to save it from evil hands.
- c. Regarding public amenities (urinals) at RMAP, a good number of them does either not exist, or if existed, they are in a very bad condition. It requires immediate maintenance. Condition of Female Lavatory is even much worse in small Mandis and even in big Mandis much care is to be taken. There should be proper care of public convenience such as toilets and bathrooms by Market Committee with regular water supply and cleanliness. Pay and use toilets should be upgraded and an awareness education programme must be generated among the users and benefactors of the Mandi for personal hygiene.
- d. Cleanliness job must be awarded Block Wise or according to the nature of the work. The Toilet Cleaners must know how to use and clean the surface with sanitizers and disinfectants. Their daily reports must be reviewed by Mandi officials.

15. Performance of Tight Security

Security guards must be increased with Block Wise responsibility and assigned specific duties. They must not perform office work or over work. Trained security personnel must be recruited who tightly supervised security with additional efforts and equipments especially during night. Moreover there should be wiring of fort walls, with Large Flood Lights or High Mast Lights placed at appropriate distance. For eradicating evils of '*Chandariyon*' or Illegal Grain Collectors a certain amount of labour charge in cash or quantity may be fixed that ought to be separate rates for lifting 50 K.g. and 100 K.g. of weights respectively. Even if

illicit trading of grains continues, than Illegal Grain Collectors should be strictly penalized. For easy identification and to stop unauthorized porters from doing business further there should be distinctive dress codes with badges for porters.

16. Do not Ignore Small Problems

Smaller RMAP requires high priority attention as likewise, Night Stay Rest House, Rest House for farmers and porters, Cold Drinking Water Cooler and Sitting Arrangement. Moreover for porters there must be a fixed labor rates with extra payment for over work, appropriate time duration of work with timely interval between labor and a proper change room.

17. Effective Management During Critical Situation

The most imperative necessity for RMAP is all time First Aid Facility or First Aid Room, full time Fire Brigade (especially during season) and Close Circuit T.V. (for keeping strict observation and vigilance) in Mandi premise. The State Government must make necessary compulsion for all these requirements.

18. More Fresh Recruitment Needed

One Secretary must handle one RMAP only, as in handling more than one RMAP they have to shuffle here and there in this way no single RMAP can utilize their generosity. There is overburden and over stain of work thus more deployment of office personnel is urgent obligation.

19. Democratic Rule at RMAP

By elections, Chairman and other members are selected for Market Committee. These members should be treated as Government Servants and may have a timely choice of transfer with promotion from one market to another as to have less indulgence in politics and to reduced command in a particular location.

20. Constitute Staff Colony

There are employees who live in remote areas and move daily from their residence to place of work. In this way they their precious time is wasted in travelling in addition they have to move Inter-Mandis; it would be a noble idea for the construction of Residential Quarters for Staff. This will relieve them from unnecessary apprehension of travelling.

21. Use Digital Technology

Use of digital equipped instruments must be made into practice: Issuing Digital Identity Cards to benefactors, Mandi Secretary and Chairman must have access to Close Circuit TV, maintaining all time running of Electronic Display Boards, all digitally interlinking of RMAP and use of Conveyor Belts for easy transportation of agricultural produce within Mandi premise.

22. A Techno Savvy Induction

Weight of trolley before and after selling of grains may be practice, instead of emptying whole trolley of agricultural produce. This could be simply made by using technique called Electronic Weighing Machines or Weighbridge (Pit Less and Pit Type) better recognized as '*Dharm Kaanta*'. Village Panchayats may perhaps be made responsible for weighing grains. For speeding work an Electronic Token during weighment can be handled to farmer that should be digitalized so thus RMAP employees received the same input data simultaneously and data is to be shown by farmer at time of selling of grains at respective RM.

23. Have Future Looking Integration

It is observed that some Mandis transacts ample amount of agricultural commodities and have opportunities for exports notably among them are Kota (Wheat), Baran (Garlic), Bundi (Paddy), Ramganj Mandi (Coriander), Bhawani Mandi (Orange), etc. Similarly renowned Orange Mandi at Bhawani Mandi and Garlic Mandi at Baran must be separated from the Grain Mandi. This is achievable when Government, RMAP and Transportation Ministry must work in a synchronized manner. Direct exports from RMs may be done though connectivity of railways that will save time and money. Supplementary RMAP may also have future contacts with Indian and foreign companies regarding overseas of selling of agricultural produce. Additionally, huge amount of space held by certain RMs, like Kota, Ramganj Mandi, Baran, etc. may be used for research facilities or processing of agricultural produce, especially like Soya bean, Wheat, Paddy, etc. with national or foreign investments, technology or collaboration and for manufacturing beer and stable alcohol.

24. Motivational Role to be Played by RMAP

For marketing extension education and promotional activities RMAP in support with other organizations can carry out the following events:

- a. Provision of supplying Audio Visual Kit to the farmers explaining usages and benefits of RMAP and how their agri-produce could attain a valuable rate.
- b. Once in a year '*Market Day*' or an '*Agricultural Marketing Week*' may be celebrated throughout the State by joint efforts of the RSAMB, APMC and RMAP.
- c. In heavy arrivals special campaigns like Eye Camps, Health Check-Up Camps and KCC making camps and special awareness camps may be carried out intermittently.
- d. Prizes may be distributed to farmers who sell large quantities or fine qualities of agricultural produce to RMs – one each for marginal, small and large farmers from each District or Tehsil or Village Block.
- e. '*Best Trader Award*' may be given who excel in fair and genuine business provides timely tax or giving maximum business to the Government.
- f. For motivating porters who execute safety and protection while at work can be felicitated by '*Porter Award for the Year*'.
- g. For inspiring and encouraging security personnel for dispelling precautionous approach, vigilant behavior and prompt performance be bestow with '*Security Personnel of Mandi Award*'.
- h. For cheering and stimulating Staff Personnel for achieving yearly targets, '*The Paramount Employee Award*' from each Market Committee may be awarded each year.

25. Other Promotional Practice

Since these RMAP have huge massive structures. It must be made compulsory for all the Mandis to have Rain Water Harvesting Technique in their building premise for ascertaining best use of water. Moreover, vast amount of space held by RMAP may be used for installation of Solar Panel Cell that further be used for electricity generation, thus their dependence on Rajasthan State Electricity Board for electricity demand could be minimal.

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18. shodhganga.inflibnet.ac.in (Shodhganga provides a platform for researchers to deposit their Ph.D. theses and make it openly available to entire scholarly community. The repository has ability to capture, index, store, disseminate and preserve ETDs: Electronic Theses and Dissertations submitted by researchers).
19. www.bibliotastic.com (An online website for free e-books to read, to publish and to download on various fiction and not fiction categories).
20. www.indianjournals.com (On line journal portal).
21. www.jstor.org (Digital library: Academic journals, books & primary sources).
22. www.sagepub.in (Sage Publications).
23. www.scribd.com (An online digital library that allows users to publish, discover, discuss original writings and documents in various languages).
24. www.thesesabstracts.com (It has free thesis, dissertation and paper abstract: digital online library on myriad of subjects).
25. www.uniraj.ac.in (University of Rajasthan, List of Electronic journals).

Organization Portal

26. www.saarcagri.org (Directorate SAC: SAARC Agriculture Centre).

Search Engine Portal:

27. www.google.co.in
28. scholar.google.co.in (Scholarly written articles and research papers).

Vivid (Academia related):

29. www.iau-aiu.net (UNESCO based International Association of Universities).
30. www.mbainfoline.com/conferenceseminars.htm (Conferences and Seminars).
31. www.rajasthanstat.com (Statistically explained information on various aspects of Rajasthan. This site is a sub part main site www.indiastat.com).
32. www.allconferencealerts.com (A website for conferences worldwide).
33. www.allconferences.com (A global conference directory of conference, conventions, exhibits, events, seminars, workshops and trade shows).
34. www.conferencealerts.com (Academic Conferences Worldwide)
35. www.aresearchguide.com (A research guide for scholars and researchers).

APPENDIX I

PUBLICATIONS AND PAPER PRESENTATION AT CONFERENCES/ SEMINARS

- I. “An Analytical Study on the Working of Regulated Markets of Agricultural Produce (With Special Reference to the Hadoti Region of the State of Rajasthan)”. Sanchiata – A Compilation of Abstracts. International Conference on Emerging Trends in Business and Economy: Mapping the Way Ahead. Department of Management Studies, Poornima Group of Colleges and Poornima University, Jaipur. Feb. 14th – 15th, 2014. ICETBE-2014, Article No. 19 (Marketing), pg 46. (Article with ISBN – under publication).
- II. “An Analytical Study of the Working of Regulated Markets of Agricultural Produce (With Special Reference to the Hadoti Region of the State of Rajasthan)”. CSBM. National Conference on Changing Scenario of Business Management and Finance in India. Faculty of Commerce. S. S. Jain Subodh P. G. College, Jaipur. Jan. 30th – 31st, 2014. CSBM-2014, Article No. MM2014-161 (Marketing), pg 20.

Paper Presentation:

- I. “A Socio-Economic Responsibility of Organization for Marketing of Agricultural Produce”. International Conference on Social Responsibility in Economic Perspective – A Global Issue. Faculty of Commerce. S. S. Jain Subodh P. G. College, Jaipur. Jan. 11th – 13th, 2014 (Article under publication).

Conference Attended:

- I. International Conference on Contemporary Innovative Practices in Management. Faculty of Management Studies, Pacific Academy of Higher Education & Research University & Pacific University, Udaipur. Apr. 13th – 14th, 2012.

Seminar/ Workshop Participation:

- I. “Teaching BBA Through Open and Distance Learning System”. Two day workshop organized by Department of Commerce & STRIDE: Staff Training and Research Institute of Distance Education under VMOU: Vardhman Mahaveer Open University, Kota. Aug. 28th – 29th, 2010.

APPENDIX II

- ❖ Glossary
- ❖ Questionnaire

GLOSSARY OF AGRICULTURAL MARKETING TRADE

Word	Meaning
Adatiya/ Arhatiya	Trader or Commission agent
Adatiya Kaccha	A primary commission agent who acts for the seller
Adatiya Pucca	A permanent commission agents who acts for buyer or sellers and who handles large quantities of produce
Bardana	Gunny bags used for carrying and transporting agri-produce
Bepari/ Beopari	Trader – cum – Middlemen
Chhani	Cleaning charges
Dalal	Broker or middlemen
Dharmaday	Charity contribution for religious and social purpose
Girdawari or Jamabandi	An official document depicting farmer's or producer's ownership, agricultural farm size and type of harvests
Hatta/ Hatha	Sale by secret bidding
Hammal	Porter who is loading and unloading sacks of grains
Karta/ Karda	A trade allowance for dirt, impurities, etc.
Katcha Hisab	Entering of loans and other money transaction occurring between money lender and farmers
Khariff	Autumn harvest
Kharid Kendra	Purchase center for grains & other agricultural commodities
Kothiyar/ Godam/ Godown	Storage chamber
Mandi/ Krishi Mandi	Market place or location for selling and purchasing grains and other agricultural commodities
Mutti/ Muthi/ Namuna	Quantity taken as a sample at random for sales
Muccadam/ Muquadam	Transport agent at Mandi
Moghum	Sale based on verbal understanding
Palledar	Porter who is a helping hand during weighing of grains
Rabi	Spring harvest
Sahukar/ Mahajan	Money lender
Samarthan Mulya	Support price schemes backed by government
Token	A slip ensuring the sale of grains at a particular period mentioned at a government purchase centre
Toldar	Weigh men of grains present at Krishi Mandi
Tolai	Amount charged for weighing of grains
Tonne(s)	A unit of metric weight equal to 1000 kilograms

QUESTIONNAIRE

QUESTIONNAIRE FOR THE FARMERS

GENERAL INFORMATION

Location..... Date/ Time.....

Farmer's Name.....

Village..... Tehsil..... District.....

1. A

What is your other occupation besides farming:		
S. No.	Particulars	Response
1	Only farming	
2	Shopkeeper	
3	Casual worker	
4	Work in the city	
5	Other	

B

At what time of the year do you come here for sale?		
Season Time	Off Season Time	Both of Them

2. Auction

A Is auction done in front of farmers? Yes/ No

B Are you the part of auction process? Yes/ No

3.

How much time is involved in the auction process?				
2-5 Min.	10 Min.	30 Min.	About an hour	Almost entire day

4. Token for Farmers

At the time of business, how much time it takes to receive token?			
15-20 Min.	30 Min.	About an hour or so	Almost a day

5. Production/ Produce

To whom do you prefer to sell your produce?		
S. No.	Particulars	Response
1	Private Traders/ Brokers (Itinerant Trade)	
2	Village Money Lender (Sahukar/ Mahajan)	
3	Indian Food Corporation	
4	Government Regulated Markets (Krishi Mandi)	
5	Consumers	
6	Other agency	

6.

Do you receive any help for your agriculture or production activities/ From where do you prefer the arrangement of finance for your cultivation?			
S. No.	Particulars	No	Yes
1	Commercial Lender/ Private Money Lender		
2	Cooperative Credit/ Marketing Society		
3	Any other agency (Commercial Banks)		
4	Regulated Markets of Agricultural Produce (Krishi Upaj Mandi Samiti)		
5	Traders/ Adhatiyas		
6	No Money required (Self financed)		

7. Do you sell your produce in the neighboring region/ or outside Hadoti Region? Yes/ No

8. A & B

S. No.	Particulars	Time involved			
		Same day	2 days	3-4 days	>5 days
1	Time involved in selling of grains				
2	Time involved in weighing of grains				

9. Bardana(Sacks)

Do you face the shortages of gunny bags at Krishi Upaj Mandi? Yes/ No/ N.A.

10. Information Retain

A Have you ever been advised by Mandi Committee or Krishi Upaj Mandi employees to sell produce at Mandi? Yes/ No

B

How do you get market information about Krishi Upaj Mandi?		
S. No.	Particulars	Response
1	Mobile (By own efforts)	
2	Newspapers	
3	Village traders	
4	Commission agents	

11.

Why do you prefer to sell at regulated markets of agricultural produce?		
S. No.	Particulars	Response
1	To receive money in hand (Fair & genuine price)	
2	Good option available from the government	
3	Reliability (To escape exploitation)	
4	No proper storage facility at home	
5	To promote cooperative effort	
6	No other alternative available	

12. A At Krishi Mandi are there enough purchase centers? Yes/ No

B Do traders use correct weights & measures? Yes/ No/ Not Sure

13.

What are the major difficulties faced by the farmers while at RMAP?		
S. No.	Particulars	Response
1	Delayed business activities/ No ready market	
2	No proper price information displayed	
3	Low Prices of Produce	
4	Less space or tin sheds/ Non availability of godown	
5	Weighing not on time	
6	Malpractices during weighment/ Produce grading	
7	Unethical trading practices or charges	
8	Receipts of payment delay	
9	Thefts	
10	No problem faced	

14.

Response towards infrastructural facilities at Krishi Upaj Mandi		
S. No.	Particulars	Response
1	Parking facility/ Transportation	
2	Cold/ Water cooler drinking facility	
3	Toilets/ Urinals/ Sulabh Shochalaya	
4	Cleanliness	
5	Canteen/ Eating facility/ Apni Rasoi	
6	Lack of other basic amenities	
7	Banks/ Post office services	
8	Kisan Ghar/ Kisan Bhawan	
9	Xerox/ Photo copy/ Fax facility	
10	First aid facility/ Room	
11	Close circuit TV	

15.

A List of Prime Actions occurring at RMAP

S. No.	Particulars	Response
1	Entry Checks at Main/ Other Gates	
2	Security/ Police Booth	
3	Fire Extinguishers	

16.

Information regarding KCC

S. No.	Particulars	Response
1	Not Required	
2	KCC under Operation	
3	Have already applied, but card not issued yet	
4	Uninformed/ Ignorance about process	
5	Apathetic attitude of bank employees	
6	Long tedious procedure to procure a KCC	
7	Other Reasons	

17.

Mode of Transportation

S. No.	Mode of Transport	Response
1	Carts (Bullock/ Camel)	
2	Lorry Tempo	
3	Tractor Trolley	
4	Truck	

18.

Conditions of Roads

Condition of roads inside & approach towards regulated markets of agricultural produce		
Good	Bad	Average

19.

Support Price Scheme (Samarthan Mulya) or Bonus Price

A Do you know about the Support Price Scheme Yes/ No

B Do you receive Bonus Price fixed by the government? Yes/ No

20.

Are you satisfied with the activities under regulated markets?		
S. No.	Particulars	Response
1	Not at all	
2	To some extent	
3	Neutral/ Cannot say	
4	Satisfied	
5	Greatly satisfied	
6	No other choice	

QUESTIONNAIRE FOR THE MARKET FUNCTIONARIES

GENERAL INFORMATION

Location..... Date/ Time.....

Functionary/ Organization Name.....

Village..... Tehsil..... District.....

1.

Nature of the functionary operating at Krishi Upaj Mandi			
Traders	Commission Agents/ Brokers	Co-operative Society	Others

2.

Difficulties Faced by Functionaries at RMAP

S. No.	Particulars	Response
1	Mandi employees not present at the time of auction	
2	Less Space & storage place/ Less covered tin sheds	
3	Problem of labour/ Fluctuating labour rates	
4	No proper eating facility	
5	Transportation/ Parking problem	
6	No Cleanliness, seating arrangement/ Lights & water facility requirement/ Stray animals freely roam	
7	Thefts	
8	No Problem Faced	

3.

What is used for the weightment of agricultural produce?	
Traditional Weighing Scale Balance Beam	
Electronic/ Digital Weighing Scale	

4.

Traders Response towards Various Particulars

S. No.	Particulars	Yes	No
1	Are Traders Members of Association		
2	Do the traders purchase all the requirements of agricultural produce only from RMAP		
3	Is it convenient for the traders to operate in RMAP than outside		
4	At this particular RMAP, do farmers from outside Hadoti/ outer states also come to sell their agricultural produce		
5	Do the traders face any difficulties in making purchase and sales at RMAP		
6	Are traders satisfied with the working of RMAP		

QUESTIONNAIRE FOR THE MEMBERS OF MANAGEMENT

GENERAL INFORMATION

Location..... Date/ Time.....

Name..... Designation (Post).....

1.

What are the associations operating at RMAP?		
S. No.	Particulars	Response
1	Farmers' association	
2	Traders (Adhatiyas) association	
3	Commission agents/ Brokers (Dalal) association	
4	Porters (Hammals) association	
5	Weigh man (Palledars/ Tulara) association	
6	Camel cart association	
7	Association of Mandi employees	

2.

What are the problems/ Infrastructural facilities lacking at RMAP?		
S. No.	Particulars	Response
1	Open space/ Covered sheds	
2	Seating arrangements	
3	Plastic sheets	
4	Drinking water coolers with RO technique	
5	Fire extinguishing machines	
6	Illegal grain collectors	
7	Security personnel	
8	Deficiency of employee staff	

3.

What development & expansion to be implemented in near future at RMAP?		
S. No.	Particulars	Response
1	More auction platform required	
2	Computerization/ Mechanization of works	
3	Water facility connectivity with WS & PHED	
4	More lightning arrangement	
5	Roads with RCC construction	
6	Processing/ Warehouse for agricultural produce	
7	Cold storage facility for specific agricultural commodities	
8	Residential quarters required for staff	

QUESTIONNAIRE FOR THE PORTERS (HAMMALS)

GENERAL INFORMATION

Location..... Date/ Time.....

Porter's Name.....

Village..... Tehsil.....District.....

1.

What are the major problems faced by the porters at RMAP?		
S. No.	Particulars	Response
1	Labour rate fluctuates	
2	No time duration of work	
3	Less/ No proper seating arrangements	
4	Less/ No cold drinking water coolers	
5	No adequate arrangements during rains	
6	No safety equipments during loading & unloading of grains	
7	No/ Facilities at rest centres	
8	No first aid facility/ Room	
9	No residential quarters to stay with the family	