

**THE STUDY OF AGRICULTURE PRODUCE MARKET COMMITTEE
AND FARMER'S SATISFACTION ABOUT APMC**

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Abstract:

Agriculture is the cultivation of animals, plants, fungi and other life forms for food, fiber, and other products used to sustain life. Agriculture was the key implement in the rise of sedentary human civilization, whereby farming of domesticated species created food surpluses that nurtured the development of civilization. The study of agriculture is known as agricultural science. Agriculture is also observed in certain species of ant and termite, but generally speaking refers to human activities.

Introduction

The history of agriculture dates back thousands of years, and its development has been driven and defined by greatly different climates, cultures, and technologies. However, all farming generally relies on techniques to expand and maintain the lands suitable for raising domesticated species. For plants, this usually requires some form of irrigation, although there are methods of dry land farming; pastoral herding on rangeland is still the most common means of raising livestock. In the developed world, industrial agriculture based on large-scale monoculture has become the dominant system of modern farming, although there is growing support for sustainable agriculture (e.g. perm culture or organic agriculture).

Modern agronomy, plant breeding, pesticides and fertilizers, and technological improvements have sharply increased yields from cultivation, but at the same time have caused widespread ecological damage and negative human health effects. Selective breeding and modern practices in animal husbandry such as intensive pig farming have similarly increased the output of meat, but have raised concerns about animal cruelty and the health effects of the antibiotics, growth hormones, and other chemicals commonly used in industrial meat production.

In 2007, one third of the world's workers were employed in agriculture. The services sector has overtaken agriculture as the economic sector employing the most people worldwide. Despite the size of its workforce, agricultural production accounts for less than five percent of the gross world product (an aggregate of all gross domestic products).

AGRICULTURE MARKETING

The agricultural produce sector has been one of the most important components of the Indian economy. The increasing trend of agricultural production has brought, in its wake, new challenges in terms of finding market for the marketed surplus. There is also a need to respond to the challenges and opportunities, that the global markets offer in the liberalised trade regime. To benefit the farming community from the new global market access opportunities, the internal agricultural marketing system in the country needs to be integrated and strengthened. Government of India is striving to prepare the Indian agricultural markets and marketing environment so as to provide maximum benefit to the producers and in turn, compete with the global markets. Agriculture and agricultural marketing need to be re-oriented to respond to the market needs and consumer preferences. Agricultural marketing reforms and creation of marketing infrastructure has been initiated to achieve the above purpose.

Facilities Needed for Agricultural Marketing

In order to have best advantage in marketing of his agricultural produce the farmer should enjoy certain basic facilities.

1. He should have proper facilities for storing his goods.
2. He should have holding capacity, in the sense, that he should be able to wait for times when he could get better prices for his produce and not dispose of his stocks immediately after the harvest when the prices are very low.
3. He should have adequate and cheap transport facilities which could enable him to take his surplus produce to the mandi rather than dispose it of in the village itself to the village money-lender-cum-merchant at low prices.
4. He should have clear information regarding the market conditions as well as about the ruling prices, otherwise may be cheated. There should be organized and regulated markets where the farmer will not be cheated by the -dalals- and -arhatiyas-.
5. The number of intermediaries should be as small as possible, so that the middleman's profits are reduced. This increases the returns to the farmers.

NEED OF THE STUDY

The concept agriculture marketing is very essential in Indian economy. More than 70% Indian population directly or indirectly depends upon agriculture sectors. Because of industrial revolution there has been vary fast changes occurred in Industrial sectors and Industrial marketing also. When we considering agriculture sectors there has been rapid changes occurred in production of agriculture product or commodity but there is nothing any special change happened in agriculture marketing. There is very slow changes occurred in agriculture marketing.

Firstly we try to compare agriculture marketing with industrial marketing and find the cause of why agriculture marketing stays back. They are as follow.

- ✓ Product or commodity perisibility
- ✓ Lack of research and study
- ✓ Very low involvement of well educated, qualified, and experience personality
- ✓ Uneducated or unqualified work force involve in distribution channel.
- ✓ Lack of effective management.

Farmer is the first and primary factors in agriculture marketing because farmer is the actual producer of product. Farmer's satisfaction is also important for continuous and sustainable supply of commodity. We should do the study of farmer satisfaction, expectation and problem face by farmer.

OBJECTIVES OF THE STUDY

A. Conceptual or Empirical objective

- 1) To understand the concept of agriculture, agriculture marketing.
- 2) To do the study of term agriculture produce market committee.
- 3) To know the function, mission, objective, schemes, working procedure, facilities provided by Apmc into agriculture marketing..

B. Functional or descriptive Objective

- 1) To do the survey of farmer`s primary vegetable crop at Junnar taluka.
- 2) To understand the vegetable selling procedure by farmers belonging to Junnar taluka.
- 3) To find out the awareness of farmers about Apmc.
- 4) To find out the causes of, Why farmers sales their vegetable through APMC?
- 5) To understand farmers expectation about vegetable sales method.
- 6) To find out the farmers has satisfied or not on working of APMC.

RESEARCH METHODOLOGY OF STUDY: Research can be defined as systemized effort to gain new knowledge. A research is carried out by different methodologies which have their own pros and cons. Research methodology is a way to solve research in studying and solving research problem along with logic behind them are defined through research methodology. Thus while talking about research methodology we are not only talking of research methods but also considered the logic behind the methods. We are in context of our research studies and explain why it is being used a particular method or technique and why the others are not used. So that research result is capable of being evaluated either by researcher himself or by others

Research design is simply framework or plan for a study that is used as a guide in collecting and analyzing the data. It is blue print that is follow in completing a study.

Descriptive research was conducted which included service & fact finding enquires. A survey was conducted which involved visiting various existing & potential customers. Research has its special significance in solving various operational and planning problems of business and industry. Research methodology is the way to systematically solve the research problem. The main reason for selecting this method is that the researcher has no control over the variable he can only report what has happened or what is happening.

METHOD FOR RESEARCH: There are used two types of research methodology for completion of this project report. The project is based on agriculture marketing and this subject has vast in nature because of that the project is divided into two parts. The first part is “study of agriculture produce market committee” that is totally based on **conceptual or empirical research**. The second part is “farmer`s satisfaction about APMC” that is based on **descriptive research**.

LOCATION OF STUDY :In the present scenario the project is done at Junnar thasil in pune districts were selected for the study to know the farmer's satisfaction about agriculture produce market committee. This will help the APMC in formulating its marketing plan.

LIMITATIONS

1. The nature and scope of project topic or study is very large.

Agriculture, agriculture marketing, agriculture produce market committee, concept are in very vast in nature. The study of that project requires a good experience and knowledge of basic terms related to agriculture. MBA candidate has not well awareness of basic terms. That is limitation for completion of project work.

2. The time duration: Considering the project objective the time duration is low compare with nature of project report. Only 60 days not sufficient to the project work.

3. Problem for collecting reliable information : Apmc is a statutory organization the collection of information is very difficult. Apmc's officers has no full authority for giving information about Apmc.

4. Problem in determining the sample size : There is large number of farmer sales their agricultural good through apmc but here only 200 farmers took as sample size considering time and cost factors in project work.

5. Farmer's illiteracy : Farmer is the respondent of project report most of the farmer is illiterate. They were not capable to give the perfect answer of question. That is limitation of project work.

6. Language barriers : The all primary data collected in Marathi language because of illiterate respondent. And that data transfer into English language. Some Marathi words use in project report. That is also limitation of project report.

DATA COLLECTION

The primary data was collected from farmers, marchland as well as the person involving in vegetable distribution channel. Interview schedule was prepared to collect the information from farmer, chairman, secretary. The interview schedule and nature of question is designed keeping in mind the objective of the study. The secondary data was collected through internet, news paper, television's agriculture programs, journals, magazines and reference books.

SAMPLE DESIGN AND SAMPLE SIZE

The sampling process adopted for the project as following way.

Sample element: Farmers **Sample units:** Farmers who sales their goods through Apmc.

Extent: Junnar tehil. **Time:** June and July 2011

The sample unit is farmer who sales their goods through Apmc. There are 200 farmers selected as sample size, for attaining that sample size considering the sample unit the survey or interview taken is 251 farmers. There was random sampling method used for this research. Simple random sampling mean firstly identified by sampling unit in given area and then randomly selected a sample size.

CONCEPTUAL FINDING

1. Agriculture produce market committee performs various functions to agriculture marketing. It plays significant role in agriculture marketing.

2. Agriculture produce market committee is the well settle, regulated or government control statutory organization established for providing security to the all participant in agriculture marketing.

3. There is very long supply chain present in agriculture marketing.

4. In agriculture marketing find very high difference between price getting to farmers and price paid by final consumer because of large number of middleman.

DESCRIPTIVE OR FUNCTIONAL FINDING

1. Junnar tahshil is really modern and well develop area in vegetable sectors having with good agricultural supportive climatic condition and infrastructure, facilities.

2. Junnar tahshil is the central point of Mumbai and Ahamadnagar, or Pune and Nashik cities.

3. Tomato, onion and cauliflower are major cash vegetable crop of Junnar tahshil's farmers.

4. The maximum farmers tendency is selling their goods (vegetable) through agriculture produce market committee.

5. The large numbers of farmers have not adequate information (awareness) about APMC.

6. Payment guarantee and suitability is the primary reason of farmers for selling their crop through apmc.

7. Farmers expected the sales procedure of agriculture goods according to the nature of commodities.

8. The farmer satisfaction ratio is high in selling procedure, adatyā, infrastructure facilities, information system and weekly schedule of APMC market.

9. The farmer satisfaction ratio is low in payment procedure, traders, commission or charges and weight or measurement procedure of APMC market.

CONCLUSION

Agriculture marketing is a very critical and complex marketing procedure. It is in very large in nature. There is more than 70% Indian population depends on agriculture sectors. On the basis of project study I understand there are two aspect of agriculture marketing.

Agricultural sources marketing. Agriculture commodity or produce marketing.

Agricultural sources marketing means the distribution of agriculture's resources from manufacturer to the farmers. It involves distribution of seeds, pesticides, fertilizer, technology etc. Agriculture commodity or produce marketing means moving the agri good, commodities from farmers to end consumers.

Agriculture produce market committee performs various functions to agriculture marketing. It plays significant role in agriculture marketing. Agriculture produce market committee is the well settle, regulated or government control statutory organization established for providing security to the all participant in agriculture marketing. There is very long supply chain present in agriculture marketing. In agriculture marketing find very high difference between price getting to farmers and price paid by final consumer because of large number of middleman.

Junnar tahshil is really modern and well develop area in vegetable sectors having with good agricultural supportive climatic condition and infrastructure, facilities. Junnar tahshil is the central point of Mumbai and Ahamadnagar, or Pune and Nashik cities. Tomato, onion and cauliflower are major cash vegetable crop of Junnar tahshil`s farmers.

The maximum farmers tendency is selling their goods (vegetable) through agriculture produce market committee. The large numbers of farmers have not adequate information (awareness) about APMC. Payment guarantee and suitability is the primary reason of farmers for selling their crop through apmc. Farmers expected the sales procedure of agriculture goods according to the nature of commodities. The farmer satisfaction ratio is high in selling procedure, adatyā, infrastructure facilities, information system and weekly schedule of APMC market. The farmer satisfaction ratio is low in payment procedure, traders, commission or charges and weight or measurement procedure of APMC market.

After completion of this project work I understand there is huge scope to implement or apply modern marketing techniques in to the agriculture marketing. I also find a business opportunity in agriculture marketing field.

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