

**Marketing Institutions and Organizations in India****Shelake P.N.<sup>1</sup> and Wandare G.A.<sup>2</sup>**

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**SUMMARY**

Marketing is a critical to performance in agriculture as farming as farming itself. Therefore, market reform and marketing system improvement ought to be an integral part of policy and strategy for agricultural development. Indian Agriculture has successfully moved towards commercialization. Although a considerable progress has been achieved in technological improvement in agriculture by the use of high yielding variety seeds, chemical fertilizers and by the adoption of plant protection measures. This has been largely attributed to the fact that not enough attention was devoted to the facilities and services which must be available to farmer if agriculture is to develop. India has successfully achieved the targets in agriculture production. The economic efficiency of the marketing system is generally measured in term of the price spread of an agricultural commodity. The smaller the price spread, the greater the efficiency of the marketing system. Agricultural marketing system in developing countries including India can be understood to compose of two major sub system i.e. product marketing and input (factor) marketing. The Paper also highlights some alternative services available in agricultural marketing institution and organization that could provide additional value in the agricultural development. Creation of marketing infrastructure such as storage and warehousing, transportation and communication facilities, credit facilities, grading and standardization. Promotion of farmer's cooperative society for agricultural marketing and agro processing providing financial and other assistance for the expansion of area under coconut. To promote an orderly marketing of agricultural produce by improving the infrastructural facilities to provide incentive prices to farmer for inducing them to increase the production both in quantitative and qualitative term.

**INTRODUCTION**

Agriculture marketing is the study of all the activities agencies and policies involved in the procurement of farm inputs by the farmers and the movement of agricultural products from the farms the consumer. The marketing of farm products is a complex process. It includes all the functions and processes involved in the movement of the produce from the farmer (producers) to the consumer. Marketing Function means any single activity performed in carrying products from the point of production to the ultimate consumer. The marketing functions may be classified in various ways i.e. primary functions, secondary functions, Tertiary functions or physical functions, Exchange functions, Facilitative functions etc. Efficient Marketing is a prerequisite in the development process of any economy. The basic objectives of an efficient marketing are to ensure remunerative prices to the producers and a reduction in marketing cost and margins to provide commodities to consumer at reasonable process and promote the movement of surpluses for economic development.

In the interest of public welfare the government intervenes in the marketing system. The extent of intervention depends on the objectives of the government and the extent of defects and malpractices prevailing in the system. Government intervention may be direct or indirect and it may take any one or a combination of the following forms.

- The farming of rules and regulations for the protections of the interest of some section of the population. These may be relate to the grant or restriction of monopolies, restrictions on the activities of traders, licensing and market regulation.
- Creation of marketing infrastructure such as storage and warehousing, transportation and communication facilities, credit facilities, grading and standardization.
- Administration of prices at different levels of marketing.
- Influencing supply and demand by regulating imports, internal procurement and distribution.
- Establishment of organizations, to provide services to the farmer for performing certain marketing functions
- Promotion of farmer cooperative society for agricultural marketing and agro processing.

In India the government has intervened in the marketing system of agricultural commodities in various ways at different points of time since 1930's. Efforts put in by various organizations and the intervention by the marketing of farm products brought out changes in the farmers marketing practices as well as in the agricultural marketing system of the country. Some of the organizations and institute which provides agricultural services directly or indirectly in India are : Directorate of marketing and Inspection, state marketing Department, Agricultural Produces market committee, Central and state warehousing corporation, Agricultural processed food products export development Authority ,Food Corporation India, National cooperative development corporation (NCDC), National agricultural cooperative marketing federation, Maharashtra State agricultural marketing Board, Marine products export development Authority (MPEDA).

### **Institutes of Agricultural Marketing Services In India.**

#### **Directorate of Marketing and Inspection (DMI)**

The Directorate of Marketing and Inspection (DMI), an attached Office of the Department of Agriculture, Cooperation and Farmers Welfare under Ministry of Agriculture & Farmers Welfare, was set up in the year 1935 to implement the agricultural marketing policies and programs for the integrated development of marketing of agricultural and other allied produce in the country with a view to safeguard the interests of farmers as well as the consumers. It maintains a close liaison between the Central and the State Governments. The Directorate is headed by Agriculture Marketing Adviser to Government of India and has its Head Office at Faridabad (Haryana), Branch Head Office at Nagpur (Maharashtra) and 11 Regional Offices at Delhi, Mumbai, Chennai, Kolkata, Hyderabad, Chandigarh, Jaipur, Lucknow, Bhopal, Kochi and Guwahati and the Central Agmark Laboratory at Nagpur. Besides, there are 27 Sub-Offices and 11 Regional Agmark Laboratories (RALs) spread all over the country as per the details given below:-

<b>Sr. No</b>	<b>Regional office</b>	<b>Sub-office</b>	<b>Regional Agmark Laboratories</b>
1	Delhi	Dehradun	Okhla
2	Kolkata	1. Patna 2. Bhubaneswar 3. Ranchi	Kolkata
3	Mumbai	1. Nasik 2. Ahmedabad 3. Rajkot 4. Surat 5. Madgaon 6. Pune 7. Sangli 8. Nagpur	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. Vishakhapatanam	Guntur
8	Guwahati	Shillong	-
9	Lucknow	1. Kanpur 2. Varanasi	Kanpur
10	Jaipur	-	Jaipur
11	Chandigarh	1. Jammu 2. Amritsar 3. Abohar 4. Shimla	Amritsar

#### **The main functions of DMI**

- Rendering advice on regulation, development and management of agricultural produce markets of the States/Union Territories.
- Promotion of Standardization and Grading of agricultural and allied produce under the Agricultural Produce (Grading and Marking) Act, 1937.
- Promotion and implementation of Integrated Scheme of Agricultural Marketing (ISAM).
- Development and Implementation of Agricultural Marketing Research and Information Network (MRIN) sub scheme.
- Implementation of Agricultural Marketing Infrastructure (AMI) Sub scheme.
- Agricultural Marketing Reforms.
- Training of personnel in agricultural marketing.

### Coconut Development Board of India

Coconut Development Board is a statutory body established by the Government of India for the integrated development of coconut production and utilization in the country with focus on productivity increase and product diversification. The Board which came into existence on 12th January 1981, functions under the administrative control of the Ministry of Agriculture and Farmers Welfare, Government of India, with its Headquarters at Kochi in Kerala and Regional Offices at Bangalore in Karnataka, Chennai in Tamil Nadu, Guwahati in Assam and Patna in Bihar. There are five State Centers situated at Pitapally in Orissa, Kolkata in West Bengal, Thane in Maharashtra, Vijayawada in Andhra Pradesh and Port Blair in the Union Territory of Andaman & Nicobar Islands. The Board has 12 Demonstration cum Seed Production (DSP) Farms in different locations of the country and now 10 farms are maintained. A Market Development cum Information Centre has established in Delhi. The Board has set up a Technology Development Centre at Vazhakulam near Aluva in Kerala and a Field office at Thiruvananthapuram in Kerala.

### Functions of Coconut Board

- Adopting measures for the development of coconut industry, inter alia.
- Imparting technical advice to those engaged in coconut cultivation and industry.
- Providing financial and other assistance for the expansion of area under coconut.
- Encouraging adoption of modern technologies for processing of coconut and its products.
- Adopting measures to get incentive prices for coconut and its products.
- Recommending measures for improving marketing of coconut and its products
- Fixing grades, specifications and standards for coconut and its products.
- Financing suitable schemes to increase the production of coconut and to improve the quality and yield of coconut.

### Bureau of Indian Standards (BIS)

BIS is the National Standard Body of India established under the BIS Act 2016 for the harmonious development of the activities of standardization, marking and quality certification of goods and for matters connected therewith or incidental there to BIS has been providing traceability and tangibility benefits to the national economy in a number of ways – providing safe reliable quality goods; minimizing health hazards to consumers; promoting exports and imports substitute; control over proliferation of varieties etc. through standardization, certification and testing. BIS has its Headquarters at New Delhi and its 05 Regional Offices (ROs) are at Kolkata (Eastern), Chennai (Southern), Mumbai (Western), Chandigarh (Northern) and Delhi (Central). Under the Regional Offices are the Branch Offices (BOs) located at Ahmedabad, Bangalore, Bhubaneswar, Bhopal, Coimbatore, Dehradun, Faridabad, Ghaziabad, Guwahati, Hyderabad, Jaipur, Kochi, Lucknow, Nagpur, Patna, Pune, Rajkot, Raipur, Durgapur, Jamshedpur and Vishakhapatnam, which offer certification services to the industry and serve as effective link between State Governments, industries, technical institutions, consumer organization etc. of the respective region.

### Functions of Bureau of Indian Standards

- Establish, publish and promote in such manner as may be prescribed the Indian Standard in relation to any article to process.
- Recognise as an Indian Standard, in such manner as may be prescribed any standard established by any other Institution in India or elsewhere, in relation to any article or process.
- Specify Standard Mark to be called the Bureau of Indian Standards Certification Mark which shall be of such design and contain such particular as may be prescribed to represent a particular Indian Standard.
- Grant, renew, suspend or cancel a licence for the use for the use Standard Mark.
- Levy fees for the grant or renewal of any licence.

- Make such inspection and take such samples of any material or substance as necessary to see whether any article or process in relation to which the Standard Mark has been used conforms to the Indian Standard of whether the Standard Mark has been improperly used in relation to any article or process with or without a licence.
- Seek recognition of the Bureau and of the Indian Standards outside India on such terms and conditions as may be mutually agreed upon by the Bureau with any corresponding institution or organisation in any country.
- Establish, maintain and recognise laboratories for the purpose of standardisation and quality control and for such other purpose as may be prescribed.

### **National Dairy Development Board (NDDB)**

NDDB is a society established in 1965 by let Prime Minister Mr. Lal Bahadur Shastri under society act 1960. NDDB is a society formed and registered in Sept. 1965. Indian Immunological, a unit of NDDB is engaged in the production of veterinary vaccines, animal health products & vitamins premixes. NDDB initiated the restructuring edible oil and oil seeds productions and marketing 'project in 1979 to increase farmer investment in oilseeds productivity through farmer owned co-operatives.

### **Functions of National Dairy Development Board**

- To advise state government and government of India on dairy development.
- To set up milk plant in milk shed area.
- To promote the project of general public utility i.e. dairy, fishery and food processing.
- To provide information i.e. technical skill and technical development of procurement, processing and distribution.
- To conduct training courses in the field of rural management and dairy development
- To carry survey in the field of dairy and its allied area.
- It has special research and development fund for the development of local product commercial important.
- To encourage farmers involvement in dairy development.

### **Jute Corporation of India**

The jute corporation of India Ltd. (JCI) was set up in 1971 as an official agency by the Government of India with the aim to provide minimum support price (MSP) to the jute cultivators and also work as a helping hand in the raw jute sector. JCI was established by the Indian Government for the welfare of the jute grower, for example, granting them a certain amount of funds with the help which they can have their own farming sector of jute. The JCI was first started as a small official agency at the beginning but then slowly it expanded its networking and now has almost spread in 7 states successfully for jute growing. The states which are eminent for jute growing in India include West Bengal, Bihar, Assam, Meghalaya, Tripura, Orissa, and Andhra Pradesh. The Government of India fixes the minimum support price (MSP) for the JCI from time to time and the Price Support Organization is being set up to procure raw jute from the farmer which is based on the MSP fixed by the Government. The jute Corporation of India Ltd. demands superior quality products and so the raw jute market in JCI receives a premium for its quality value. JCI also acts as the export inspection agency appointed by the Government of India and it inspect the jute just before being exported.

- To conduct purchase operation to ensure the maintenance of support prices.
- To procure and maintain the buffer stock of fiber including imported fiber if necessary.
- To conduct commercial operation in a judicial manner.
- To import fiber to the extent authorized by the Government.
- To process and export jute goods.
- To undertake export promotion measures for jute goods.

### **CONCLUSION**

India has become exporter countries in the various agricultural commodities from importing countries. India Rank top in various agricultural commodities in world today. The overall objective of agricultural marketing

system in developing country like India should be to help the primary producers i.e. the farmer in getting remunerative prices for their produce on the one hand and to provide right type of goods at the right place in the right quantity and at right time and at right price to the processors. This paper highlighted the primary agricultural organization and institution in agricultural marketing in India.

#### **REFERENCES**

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Shakeel-UI-Rehman-Agricultural marketing services in India. The paper highlighted the primary agricultural marketing institution and organization providing agricultural assistance in Indian.

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