

Administration of Agriculture Marketing in Maharashtra

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SUMMARY

Maharashtra is one of the developed states in the country as compare to rest since independence. Agricultural produce and its allied industry product always played pivotal in role in the development of state economy as well nation economy. Economy showed the indications of development through some index and agriculture is one of them. In our Maharashtra we have 307.58 lakh ha total acres of land is available. The land utilization statistics for 2019-20 depicts that of the total 307.58 lakh ha geographical area of the State, gross cropped area was 235.70 lakh ha while net sown area was 167.22 lakh ha (about 54.4 per cent). In this the researches paper the researcher trying to establish relationship between the administration of agriculture marketing and its effectiveness with govt. mechanism and policy.

INTRODUCTION

It is said that business activity is not complete till the product reaches to the final consumer. Marketing involves activities by which goods and services flow from producers to ultimate consumers. The Royal Commission on Agriculture had rightly remarked that “The Indian farmer is a good producer but a bad marketer.” It is true that most of the Profit is taken away by commission agents and middlemen involved in the marketing process. The marketing committees are managing things and try to give the farmer high price and do suggest requirements for market products in agriculture marketing. The Agriculture marketing committees are not only marketing but also performing other functions of marketing related work. Solapur District is developed as economically and commercially. The Maharashtra State Agriculture Marketing Board, Pune was established on 23rd, March 1984, under section 39A of Maharashtra Agriculture Produce Marketing (Development & Regulation) Act, 1963. Maharashtra State Agriculture Marketing Board has done pioneering work in the field of Agriculture Marketing in the State and achieved success in various areas like Southern Maharashtra, West Maharashtra, Vidarbha, Kokan etc. Maharashtra State Agriculture Marketing Board has an important role in developing and grooming coordinating Agriculture marketing system in the State of Maharashtra and relatively it play model role for rest India. The Maharashtra State Agriculture Marketing Board has 8 Divisional offices at Kolhapur, Pune, Nasik, Aurangabad, Latur, Amravati, Nagpur and Ratnagiri for proper co-ordination of the activities of all Agriculture produce market committee in the State. Pune Divisional included five district offices as Solapur, Pune, Sangli, Satara and Kolhapur.

Objective of the Study:

- To understand the agriculture marketing system in Maharashtra for agriculture produce.
- To understand the system / organization structure of govt. of Maharashtra for development of agri. system.
- To understand the role of organization for development of agri. system.
- To know about MSAMB, Directorate and Ministry of state and APMC's in District etc.
- To study the functioning of agriculture produce market.

Hypothesis of the study:

H1: There is significant relationship between the marketing performance of Agriculture produce market and govt. system

Ho: There is no significant relationship between the marketing performance of Agriculture produce market and govt. system.

Scope & Importance:

These study particularly deal with stake holders of Agriculture produce market like farmers, traders, administrative offices, customer, board of directors, government agency, regulatory bodies , funding agency, trade unions and labours (Hamal / Tolar/ Mathadi Kamgar). The scope of this study is limited to 11 APMC out of 11 APMCs in Solapur district and not considered whole Maharashtra for this research work.

This study highlights the performance appraisal system in Agriculture produce market with reference to Solapur district.

Research Methodology: Descriptive and analytical method of research is adopted for the Purpose of this study.

Data & its utilization: Basically the data is secondary in nature and presentation is in descriptive mode.

Basic Terms:

Agriculture Land: Its means the land which is used for cultivation and cropping for the agri. produces.

Classification of agricultural lands as per its use for cultivation:-

- Warkas land: it means is the land of the poor productivity
- Jirayat land (Dry crop): land is the land where cultivation is depends upon annual rainfall.
- Bagayat or irrigated land: these lands are mainly dependent upon sources of water other than rain. Sources of water can be well, bandharas and supply from Government's Irrigation department
- Rice land: In coastal and heavy rainfall area where main crop is rice, lands are classified into to two categories namely; rice land and warkas land

Agriculture and allied activities sector is one of the important sectors of the State economy. Around half of the State population is dependent on this sector for their livelihood. The average share of Agriculture and allied activities sector in the State economy is 11.9 per cent.

Agri. produce: it refers to the various crops and live stock products that are cultivated or raised on farms for human consumptions or other uses. Example fruits, vegetables, grains, meat, dairy product etc.

Marketing: it refers to distribution of goods and commodity in the market by using market place with commercial value exchange.

Administration: It refers to policy or rules to develop and design system for execution of agri. marketing by laws.

Systems: It refers to establishment and execution of apex institutes and offices to execute the policy for betterment of farmers and consumers.

Agricultural marketing:

Department of Agricultural Marketing establishes Agricultural Produce Market Committees (APMC) under Maharashtra Agricultural Produce Marketing (Development & Regulation) Act, 1963 and provides infrastructure for sale of agricultural produce so that farmers get adequate price of their agricultural produce and are protected from exploitation by traders and middlemen by offering low prices. In all 306 APMCs and 623 sub yards have been established in the State. Number of direct marketing licenses issued up to January, 2022 was 1,400. Apart from these, 68 private market licenses have been issued.

Following are important organizations and their role those are working for the execution of Agriculture marketing policy introduced by the government.

Directorate of Marketing Pune

The Office of the Directorate of Marketing controls the marketing activities of agricultural products produced by farmer of Maharashtra State. The office controls over the work of co-op. societies viz., Marketing, Consumer, Agro-Processing society, Sale-Purchase society, Cotton Ginning and pressing society etc. registered under Maharashtra Co-op. Soc.Act.1960. Mainly, office supervises overall transactions and control activities of APMC's in the state in order to provide farmer fair price of the produce sold through APMC. In order to get fair price to the product of farmers and avoid their exploitation from agents, the office supports farmers in many ways. Also, it enables department/government to regulate the prices of produces in market of agricultural products so that products are made available to consumers at reasonable price.

Objectives of Directorate of Marketing Pune

- To administer the Maharashtra Agricultural Produce Marketing (Regulation) Act, 1963 and the Maharashtra Agricultural Produce Marketing (Regulation) Rules, 1967.
- To guide Agricultural Produce Market Committee to provide various facilities for the marketing in the principal market as well as in the sub-market yards.

- Agricultural information system has been introduced on recommendation of the Royal Commission on Agriculture in the year 1935. Under that information centre the information of prices of selected regulated commodities in the market is collected and stored for analysis and informative purposes.
- To make various reforms in the field of agricultural marketing as it is beneficial for improving the standards of marketing services and facilities.
- To give direct Marketing License to various companies, to encourage private sector investment in the field of Agricultural Marketing that leads to private markets development.
- To establish farmers market in the area of agricultural produce market committee so as to help farmers for directly selling their agricultural produce to consumers

APEDA

The Agricultural and Processed Food Products Export Development Authority (APEDA) was established by the Government of India under the Agricultural and Processed Food Products Export Development Authority Act passed by the Parliament in December, 1985. The Act (2 of 1986) came into effect from 13th February, 1986 by a notification issued in the Gazette of India: Extraordinary: Part-II [Sec. 3(ii): 13.2.1986]. The Authority replaced the Processed Food Export Promotion Council (PFEPCC).

Products Monitored By APEDA

APEDA is mandated with the responsibility of export promotion and development of the following scheduled products:

- Fruits, Vegetables and their Products.
- Meat and Meat Products.
- Poultry and Poultry Products.
- Dairy Products.
- Confectionery, Biscuits and Bakery Products.
- Honey, Jaggery and Sugar Products.
- Cocoa and its products, chocolates of all kinds.
- Alcoholic and Non-Alcoholic Beverages.
- Cereal and Cereal Products.
- Groundnuts, Peanuts and Walnuts.
- Pickles, Papads and Chutneys.
- Guar Gum.
- Floriculture and Floriculture Products.
- Herbal and Medicinal Plants.
- De-oiled rice bran.
- Green pepper in brine.
- Cashew Nuts and Its Products.

Basmati Rice has been included in the Second Schedule of APEDA Act. In addition to this, APEDA has been entrusted with the responsibility of monitoring the import of sugar as well.

National Agricultural Cooperative Marketing Federation of India Ltd.(NAFED)

It was established on the auspicious day of Gandhi Jayanti on 2nd October 1958. Nafed is registered under the Multi State Co-operative Societies Act. Nafed was setup with the object to promote Co-operative marketing of Agricultural Produce to benefit the farmers. 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.

National Co-Operative Development Corporation (NCDC)

The National Cooperative Development Corporation (NCDC) was established by an Act of Parliament in 1963 as a statutory Corporation under the Ministry of Agriculture.

Functions:

Planning, promoting and financing programmes for production, processing, marketing, storage, export and import of agricultural produce, food stuffs, certain other notified commodities e.g. fertilizers, insecticides, agricultural machinery, lac, soap, kerosene oil, textile, rubber etc., supply of consumer goods and collection,

processing, marketing, storage and export of minor forest produce through cooperatives, besides income generating stream of activities such as poultry, dairy, fishery, sericulture, handloom etc. NCDC Act has been further amended which will broad base the area of operation of the Corporation to assist different types of cooperatives and to expand its financial base. NCDC will now be able to finance projects in the rural industrial cooperative sectors and for certain notified services in rural areas like water conservation, irrigation and micro irrigation, agri-insurance, agro-credit, rural sanitation, animal health, etc. Loans and grants are advanced to State Governments for financing primary and secondary level cooperative societies and direct to the national level and other societies having objects extending beyond one State. Now, the Corporation can also go in for direct funding of projects under its various schemes of assistance on fulfillment of stipulated conditions.

Maharashtra State Agricultural Marketing Board:

The Maharashtra State Agricultural Marketing Board, Pune has been established on 23rd March 1984, as per the provision of Sec. 39 (A) of the Maharashtra Agricultural Produce Marketing (Development and Regulation) Act of 1963. Maharashtra State Agricultural Marketing Board is very much proud of the developmental work it has done through its last 38 years work in the field of Agricultural Marketing in the State of Maharashtra. During the year under report Marketing Board has implemented various projects, schemes, new program for farmers & farmer co-operative organization to modernize & strengthen the Agricultural Marketing System.

Objectives As per the provisions of Maharashtra Agricultural Produce Marketing (Development and Regulation) Act, 1963, Section 39(J), the objectives of the Board are as follows:

- To Co-ordinate the functioning of market committees including the programs undertaken by such market committees for development of their markets and market areas.
- To undertake state level planning for the development of Agricultural Produce Markets.
- To maintain and administer “Agricultural Market Development Fund”.
- To give advice to Market Committees in general and/or to any Market Committee in Particular with a view to ensuring improvement in the functioning thereof.
- To supervise and guide the market committee in the preparation of plans and estimates of constructions program undertaken by market committees.
- To make necessary arrangements for propaganda and publicity on matters relating to marketing of agricultural produce.
- To grant subventions or loans to market committees for the purposes of this Act on such terms and conditions as it may determine.
- To arrange and organize the Seminars, Workshops, or Exhibitions on the subjects relating to Agricultural Marketing.
- To arrange for training to the members as well as to the employees of the Market Committees.
- To do such other things as may be of general interest relating to marketing of agricultural produce.
- To carry out any other function specifically entrusted to it by this act.
- To carry out such other functions of like nature as may be entrusted to it by State Government.

APMC's: Regulation



Agriculture produce means all produce (whether processed or not) of agriculture, horticulture, animal husbandry, pisciculture and forests as specified in the schedule. The APMCs were established by the State Govt. for regulating the marketing of different kinds of agriculture and pisciculture produce for the same market area or any part thereof. The Maharashtra Agricultural Produce Marketing (Development & Regulation) Act was passed in the year 1963, with a view to regulate the marketing of agricultural and pisciculture produce in market areas. After giving due consideration to various committee's recommendations and study groups, some important changes have been made in this Act in the year 1987 and thereafter.

CONSTITUTION

Every market shall consist of:



- Agriculturists residing in the market area and being 21 years of age on the date specified from time to time by the Collector in this behalf.
- Traders and commission agents holding license to operate in the market area.
- Chairman of the co-operative society doing business of processing and marketing of agriculture produce in the market area.

Chairman of the Panchayat Samiti within the jurisdiction in which the market area is situated for President or Sarpanch of the local authority within the jurisdiction of which the principal market is situated. Deputy Registrar of Co-operative Society of the district, the Assistant Cotton Extension Officer or where there is no such officer the district Agriculture Officer of the Department of Agriculture.

Objectives:

It shall be the duty of the Market Committee to implement the provisions of the Maharashtra Agricultural Produce Marketing (Regulation) Act 1963, the rules and bye-laws made there under in the market area to provide such facilities for marketing of agricultural produce therein as the Director may from time to time, direct do such other acts as may be required in relation to the superintendence, direction and control of markets or for relating marketing of agricultural produce in any place in the market area and for purpose connected with the matters aforesaid, and for that purpose may exercise such powers and perform such duties and discharge such functions as may be provided by or under this Act. The Act provides for establishment of Market Committees in the State. These Market Committees are engaged in development of market yards for the benefit of agriculturists and the buyers. Various agricultural produce commodities are regulated under the Act. At present there are 306 APMCs with main markets and 621 sub markets.

Division wise break-up of APMCs are as follows:

No	Division	Main Market	Sub Market
1	Konkan	20	44
2	Nasik	53	120
3	Pune	23	67
4	Aurangabad	36	72
5	Latur	48	84
6	Amravati	55	99
7	Nagpur	50	81
8	Kolhapur	21	54
	Total	306	621

CONCLUSION:

As we discuss in these paper the overall system of designed and developed for the betterment and prosperity of farmers. System should minimize or reduce the malpractices at market place and give justice to farmers to get good rate for their agri. produce. The Maharashtra govt. established the directorate and MSAMB and institutions are supporting or in guide form to run agricultural produce market committee for better supervision and sale of agri. produce in ethical way. Directorate and other allied institutions either from the stat or central govt. they always supposed to help or guide to APMC's in legal, ethical and administrative way. As part of result discussion, the policy and system always good relation between the execution of objectives of all fraternity.

REFERENCES:

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Library books related to agriculture and marketing practices