



“AN APPRAISAL OF MARKETING PRACTICES IN RELATION TO FARMERS: WITH SPECIAL REFERENCE TO BELGAUM CITY APMC”

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Abstract

In developing countries, economic development necessarily implies improvement in agricultural economy. Agriculture has changed worldwide dramatically and particularly in India in recent times mainly due to technological innovation leading to farm mechanization, extensive and widespread use of chemical fertilizers and specialization. This, being the positive side of the development, has also resulted in reduced demand for labor, significant increase in cost of production, besides, of course, depletion of topsoil, contamination of ground water, decline in family farming, neglect of farm labor along with their living and working conditions, reduced cultivable area due to growth of urbanization and industrialization and rampant legal and illegal mining activities. It has also affected in terms of economic and social disintegration of families in rural areas. The first and foremost problem in India is the raising of agricultural productivity. This depends on various factors, such as physical, material, institutional, technical, and agrarian. The role of marketing in this sphere is more crucial. Marketing may help in reducing the charges for marketing service by eliminating the chain of middlemen and to have the minimum difference between the buying and the selling prices.

Keywords: farmer, agriculture produce, irrigation facility,

Agricultural Produce Marketing Committee (APMC)

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

Most of APMC have market yard where traders and other marketing agents are provided godowns and shops for purchase of agriculture produce from formers. Formers can sail their produce to agents or traders under supervision of APMC.

Agricultural Marketing in Karnataka:

Karnataka contributes around 7 percent of the agricultural production and 15 percent of the horticulture production in the country. It contributes around 10 percent of the fruit and vegetable production in India. Food processing industry in Karnataka, at present is not commensurate with the potential; large quantities of agricultural and horticultural produce goes outside the state for value addition. Agricultural produce marketing committee yards and act (APMC) includes the marketing of horticultural produces, presently there are 39 APMC markets in Karnataka. Karnataka occupies a prominent place in the agriculture / horticulture map of the country. Horticultural crops occupy area of 17.25 lakh ha with a production 130.26 lakh tones. Although the area comprises only 14.14 percent of the net cultivated area in the state, the total income generated from the horticulture sector accounts to over 40 percent of the total income derived from the combined agriculture sector. This accounts for 17 percent of the GDP of the state.

Belgaum Agricultural Produce Marketing Committee:

The APMC in Belgaum is situated near to auto nagar APMC has 80 acres 30 gunta of total land area. The total numbers of shops in the APMC are 312 and 16 warehouses. In a year around 7 commodities are traded in the APMC. Paddy, Ginger, Corn, Potato, Onion, Sweet Potato and jaggery are the major crops traded in the APMC premises. The nature of trading of the agricultural products is tender system, auction sale, direct marketing and commission agents system. The total numbers of traders in the APMC are 112. The regulated committee consists of A President, Vice-President, Secretary, and Assistant Secretary to perform necessary function of the APMC.

NEED FOR THE STUDY

1. To know the facilities for storing farmers 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.

OBJECTIVE OF THE STUDY

- 1) To find out the age profile of the farmers.
- 2) To find out the educational qualification of the farmers.
- 3) To find out the availability of Irrigation facility.
- 4) To find out the Income Level of the farmers.

METHODOLOGY

The study is based on both primary and secondary data. The primary data were collected from the selected farmers through structured interview schedule and necessary secondary data were collected from various government reports, journals and periodicals. The study is confined to Belgaum APMC among one of the district of Karnataka state. The reason for this is due to the fact that it has an easy access to various important marketing centers both within and outside the state. The random sampling method is adopted. The total sample size of the study area was about 20 farmers who are the customers of Belgaum city APMC. Belgaum district is one of the twenty eight districts of Karnataka. It is rich in natural resources; most of the area of this district is predominantly malnad region covered by dense forest, hilly region. The district is mainly an agricultural and horticulture district. The most important crops of the district are Sugarcane, Cotton, Paddy, white Corn, Onion, Potato and Jaggery covered the area around 6,82,000 hectares of land is available for agriculture and the main crop cultivated by farmers is sugarcane. *Belgaum city* is mainly an agricultural and horticultural taluka.

PROFILE OF FARMERS

Farmers growing various agricultural products are the main suppliers of the product in which the intermediaries/merchants and commission agents engage in its trade in the study area. A brief profile of these growers of agricultural products would provide a good background for the trade and marketing of important agricultural products.

A total no of 20 farmers growing various agricultural products were selected at random in APMC Belgaum City. All these respondent farmers were chosen from the study area for an intensive interview and the data and information has been collected from those respondents as per well-structured questionnaire.

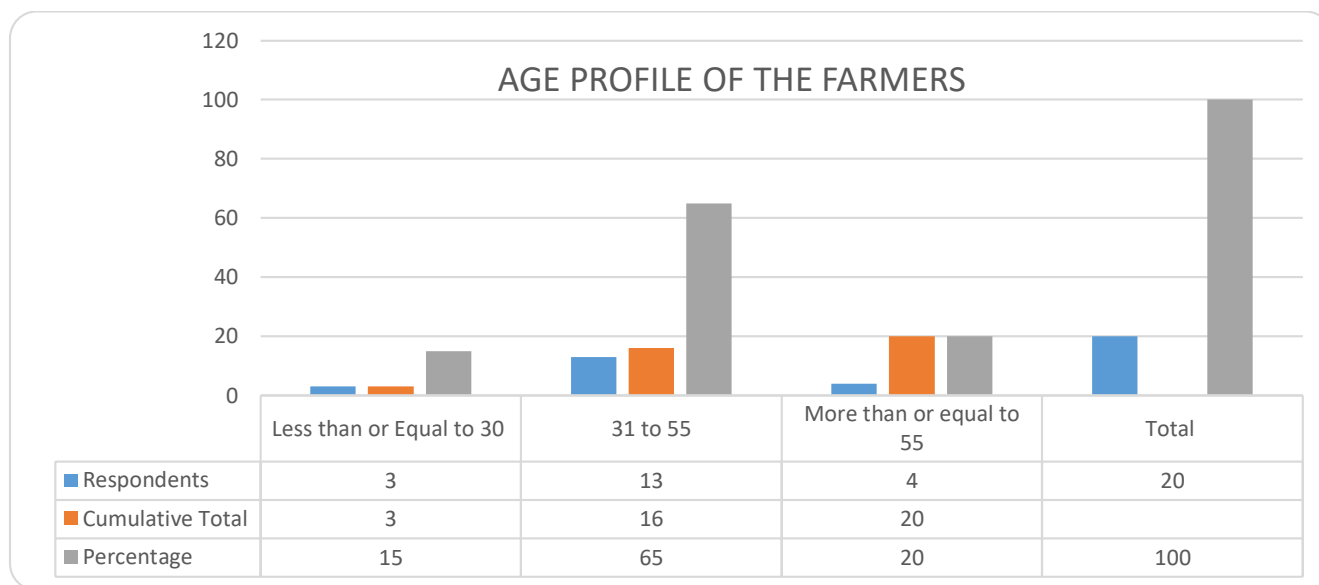
DATA ANALYSIS AND INTERPRETATION

1) AGE PROFILE OF THE FARMERS

Age Profile of the Farmers			
Age of Farmers	Respondents	Cumulative Total	Percentage
Less than or Equal to 30	3	3	15
31 to 55	13	16	65
More than or equal to 55	4	20	20
Total	20		100

Source Primary Data

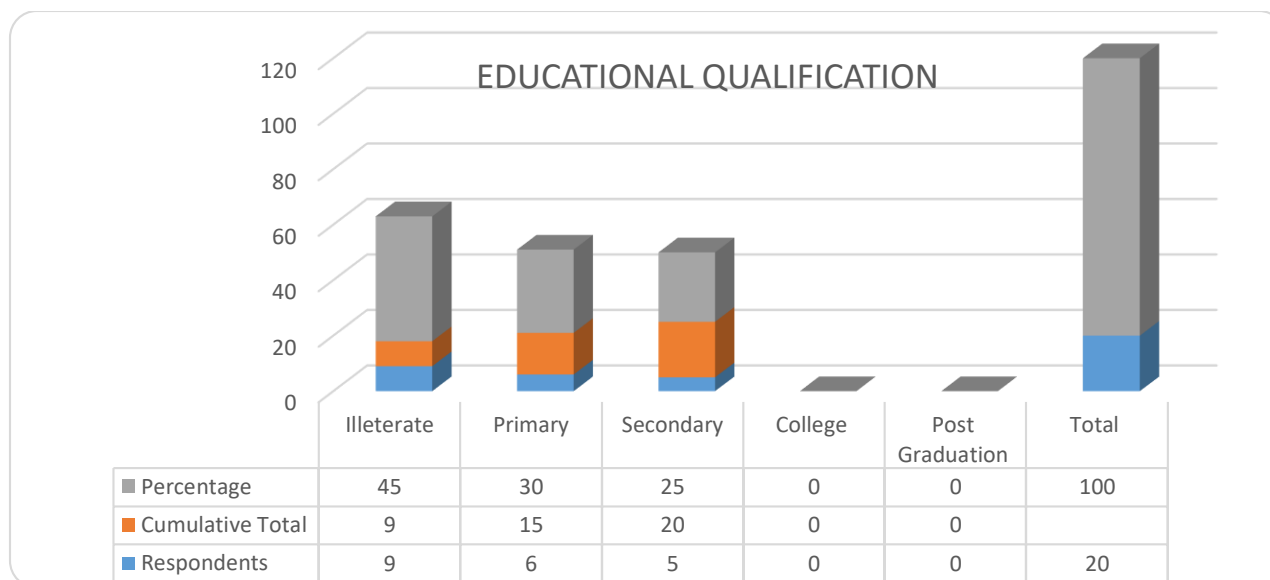
From the above table it is clear that maximum numbers of respondent famers are in the age group of 31-55 accounting for 65 per cent. 3 of the respondent famers are in the age group of less than or equal to 30 age group accounting for 15 per cent of total. Similarly the remaining 4 respondent famers are in the age group of more than or equal to 55 accounting for 20 per cent of total.



Level of Education of Respondents			
Educational Qualification	Respondents	Cumulative Total	Percentage
Illiterate	9	9	45
Primary	6	15	30
Secondary	5	20	25
College	0	0	0
Post-Graduation	0	0	0
Total	20		100

Source Primary Data

From the above table it is clear that maximum numbers of respondent famers were illiterate. The remaining respondent famers 6 and 5 have basic educational qualification like primary and secondary education. None of the respondent famers have higher education like degree or post- graduation.

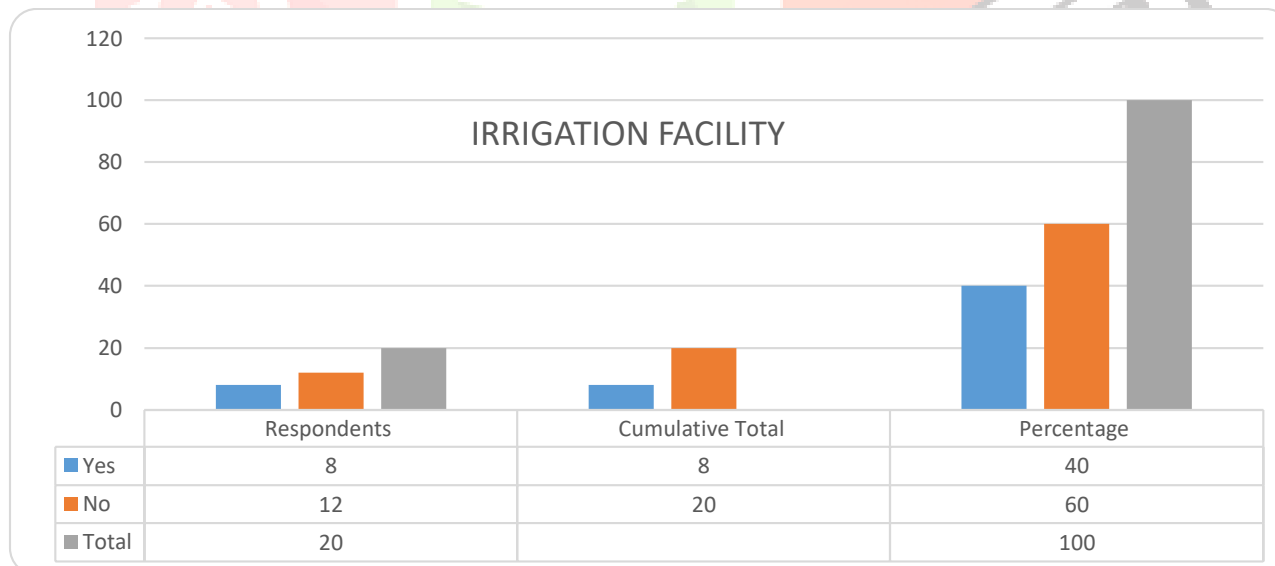


Irrigation Facility of Farmers

Irrigation facility	Respondents	Cumulative Total	Percentage
Yes	8	8	40
No	12	20	60
Total	20		100

Source Primary Data

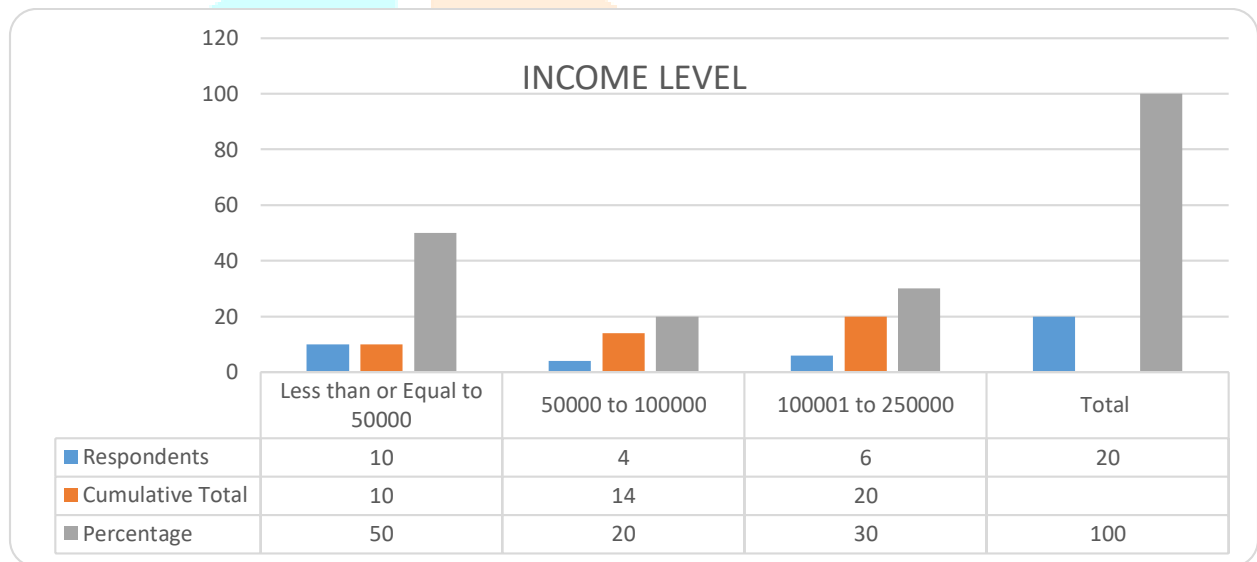
It is clear from the above table that majority of the respondent famers in the study area do not have irrigation facility, these accounting for 60 per cent of the total. Similarly the remaining 8 respondent famers accounting for 40 per cent in the study area have affirmed that they have irrigation facility.



Annual Income of Farmers			
Annual Income	Respondents	Cumulative Total	Percentage
Less than or Equal to 50000	10	10	50
50001 to 100000	4	14	20
100001 to 250000	6	20	30
Total	20		100

Source Primary Data

The above table shows that majority of the famers have income level of less than or equal to 50000 accounting for 50 per cent of total. 4 respondent famers were in the income level of 50001 to 100000 accounting for 20 per cent of total. The remaining 6 respondent famers were in the income level of 100001 to 250000 accounting for 30 per cent of total. The above table clearly shows that even today income level of farmers has not increased.



FINDINGS:

- 1) Maximum of 65 percent of the respondent farmers growing agricultural products belonging to the age group of 31-55 years.
- 2) Majority of the respondent farmers were illiterate and few of the respondent farmers were having primary education.
- 3) Majority of the respondent farmers have irrigated land holding accounting for 60 percent while others have non-irrigated land in the area covered by study.
- 4) The average annual income of the respondent farmers varied from Rs 50000 to Rs 1000000.

Bibliography:

- 1) Annual report of Belagavi APMC
- 2) District at glance
- 3) Belgavi city APMC website.

