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GRT AGRICULTURAL MARKETING IN KARNATAKA: WITH SPECIAL REFERENCE TO DHARWAD APMC.

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Abstract:- The first and foremost problem like physical, material, institutional and technological. The role of agricultural marketing in this sphere is more crucial. Marketing helps in reducing the changes for marketing services by eliminating the buying and selling prices.

Keywords: Agricultural Marketing , Dharwad APMC , economic development , chemical, fertilizers and specialization.

INTRODUCTION

Till mid 1960s agricultural marketing was almost full control of private sector. After 1960s, participation in development of agricultural marketing infrastructure and trade. The state now is playing an important role in. An efficient marketing system is essential a nation. Agricultural marketing becomes an important instrument from meeting customers. and modernize the agricultural is mainly in three directions.

- Facilitating the agricultural marketing by the formation of co-operative marketing societies;
- Eliminate government.

agricultural marketing system these three direction/steps have been taken as encouraging co-operative grading, storage and warehousing. under the state APMC Acts.

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the State governments of India in order to facilitate sale of farm produce by farmers/producer-sellers. Most of APMCs have market yard where commission commission

OBJECTIVES OF THE STUDY:

The major objectives of the study are:

- i)To study the status of Regulated markets in Karnataka.
- iii)To examine the inadequacies in the concerned APMC

The primary data were collected from the selected producer-seller and commission agents through structured interview schedules and Government Reports and Journals. Dharwad APMC. The purposive about 120 producer-sellers.

PERFORMANCE OF AGRICULTURAL MARKET COMMITTEE IN KARNATAKA

The state of Karnataka has highly diversified cropping patten varying from high value export oriented spices to completely home market focused foodgrains. Agricultural produce at the primary level in the state is routed mainly through four channels i.e. direct to consumers; through private wholesalers and retailers; through public agencies and through processors. Marketing structure of the agricultural produce and the share of different channels in total marketed surplus vary from commodity to commodity and across regions. However, regulated markets are an important link in the movement of agricultural produce as a large quantity of produce is transacted through them mainly the foodgrains.

The institutional arrangement in place for marketing of various commodities consists mainly of different commodity specific boards and market cooperatives. These Boards usually covered plantation crops like coffee, tea, cardamom, spices, etc. Other commercial crops like cotton and tobacco are also controlled by commodity boards. The functioning of the boards involves procuring, marketing, price fixation, export, dissemination of technical knowledge and other support to the farmers. The other important institutional arrangement is the network of regulated markets spread throughout the state. A total of 152 principle market yards with 352 sub-yards were operational in the state during 2010-11 (Table-21). In addition, there are 730 rural primary markets to facilitate the movement of agricultural commodities from farm gate to the consumer.

Table-1. Status of Regulated Markets in Karnataka

Year	Main Markets	Sub Markets	Total Markets
2000-01	141	343	484
2001-02	141	342	483
2002-03	144	343	487
2003-04	145	350	495
2004-05	145	347	492
2005-06	145	350	495
2006-07	146	352	498
2007-08	146	352	498
2009-10	146	355	501
2010-11	152	352	504
2011-12	153	354	507

Source: Agricultural marketing Department

The agricultural marketing in the state is practiced under the Karnataka Agricultural Produce Marketing (Regulation) Act 1966. The Act has been enacted to provide a uniform law relating to the better throughout the State. The Act has been enacted & given effect to from 1st May 1968 by repealing and replacing the following Acts which were in force in the several areas in the state.

Dharwad: Agricultural Produce Market Committee:

Dharwad district geographically occupies a central place in Karnataka State. It is surrounded by Belgaum in the north, and Gadag in the east, Haveri in the south, North Canara in the west.

Dharwad is famous as educational centre consisting of many schools, colleges and 2 universities (one being the Agricultural University) professional institutions, engineering and medical colleges etc. it is considered as backward as far as agricultural and industrial development is concerned. The government of India and the Government of Karnataka have taken measures to develop backward areas including Dharwad. Before the re-division of districts, Dharwad was the one of the biggest district of North Karnataka area wise as well as population wise. Dharwad district now has 5 talukas.

Dharwad APMC was established in the year 1947 and started functioning from 1949 covering Dharwad taluka and 8 villages of Navalgund. The main market yard land hold is 10 acres and 34 guntas and is called Mrutyunjaya Market. In 1986, 14 acres of land was purchased under the developmental programme and the building of compound wall, road, street lights, weighbridge and godown is over. It is the extension market for cotton and groundnut. In 1975 Alnavar was declared as sub-market yard. In the year 1990, Navalgund area was separated from Dharwad and was attached to Annigeri APMC. Dharwad APMC covers about 29 commodities the important among them are – cotton, groundnut, jawar, wheat, onion, potato, chilly, paddy and jaggery etc. commodities are sold through tender open auction or mutual agreement. Grading facility is available for cotton and groundnut and only 40-60 percent is graded. There is separate ghee, honey and butter grading unit. Two electronic weighing machines are installed. Godowns of 2,500 mt capacity are provided. Facilities like shops, guest house. Quarters, cattle market, office, internal roads, weighbridge, ryot bhavan, sanitation, water facility, fruits and vegetable market, canteen, banks, post office, merchants association office, insurance office etc.

Performance of Dharwad APMC:

To Dharwad APMC, the selected producer-seller were asked their

Table 2: perceptions about the performance of Dharwad APMC

Sl No.	Preferences	Percentage	Total Respondents
1.	i. Regulated market ii. co-operative market	87 13	120
2.	Views about Procedures i. Satisfied ii. Dissatisfied	92 08	120
3.	Views about Supervision i. Satisfied ii. Dissatisfied	75 25	120
4.	Payment to the Farmers i. Within 24 hours ii. 7 to 15 days	88 12	120
5.	Infrastructural Facilities i. Satisfied ii. Dissatisfied	77 23	120

Source: Primary data (Field Survey)

above table that, 87 for regulated markets, followed by co-operative markets with 13 percent. Regulated markets have many 92 happy with the procedures followed in the APMC. the market. producer-sellers, 88 percent of them say they got payment on the same day and 12 7-15 days. About 77 by the APMC.

Problems in APMC of Dharwad:

efficiency of The problems of the Dharwad APMC are taken from producer-sellers. The problems of Dharwad APMC are shown in

Table 3.

Table 3. Problems faced by producer-seller in Dharwad APMC.

Sl No.	Problems of Producer-seller	Percentage
1.	High Transportation cost	60
2.	Inadequate storage facility	20
3.	Lacks of market intelligence	18
4.	Costly and inefficient labour	22
Total		120

Source: Primary Data (Field Survey)

Table 3 depicts that majority of the producer-seller are facing the problem of transportation (60%) road connectivity and poor transportation and the producer-seller have small quantity of marketable produce faced by the producer-sellers are inadequate storage facility (20%), costly and inefficient labour (22%), and lacks of market information (18%). committee through providing facilities to the producers.

SUGGESTIONS:

- 1.The functioning of APMC markets needs to be improved to enhance their cost efficiency so that producer could realize better prices.
- 2.It is necessary have open auction system to improve buyer competition in markets.
- 3.Provide better facilities such as cold storage and improve farmers' access to market information.

CONCLUSION:

essential as it provides incentives for increased of subsistence producer.The performance of the Dharwad APMC is satisfactory but there is need for providing certain . Proper storage improve the Dharwad APMC is working efficiently of producer-seller and commission agents and other market functionaries.

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