



A Study on Performance of Regulated Agricultural Market in Coimbatore District-Tamilnadu-An Overview

KEYWORDS

Agri Market and Agri Business, Harvest Losses, Post Harvest Management, Food Processing, Regulated Marketing, Rural Economic Development.

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ABSTRACT *The main motive of the Agricultural marketing and Agri business is to ensure the fair price to the farming commodity scenario and the mission of achieving this is by enforcing the existing act and rules most effectively and also reducing pre and post harvest losses through appropriate methods and encourage value addition. Green Revolution for food grains production simultaneously, several initiatives have been taken to promote agricultural marketing in pivotal role in fostering and sustaining the tempo of rural economic development. Agri Business is a process, which starts with a decision to produce a saleable farm commodity and it involves all including grading, value addition, packaging, processing and transportation. The main purpose of forming regulated market is to eliminate the unhealthy trade practice, to reduce marketing expenses and to provide fair prices to the farmers.*

Introduction

In India, Agriculture is playing very vital role in economic development and also it is back bone of the nation. Agricultural produce's marketing is difficult process to the farmers. The main purpose of forming regulated market is to eliminate the unhealthy trade practice, to reduce marketing expenses and to provide fair prices to the farmers. several initiatives have been taken to promote agricultural marketing in pivotal role in fostering and sustaining the tempo of rural economic development. The main activities to establishment and maintenance of Uzavar Sandhigal for the benefit of farmers as well as consumers, to create marketing opportunities for small and marginal farmers in cultivation of fruits, vegetables and flower storing and export, grading of agricultural produces in the regulated markets and at farm holdings to help the producers to get remuneration, create awareness among the farmers about the benefits of grading, marketing, value addition an processing, training, publicity and propaganda, to set up agricultural export zones for promoting export of agricultural produce by increasing the area under management and other infrastructure required and information on prices prevailing an international market, to take-up AGMARK grading of agricultural, animal husbandry and forestry products for the benefit of the consumers, and to set up modern cold storage facilities to enable the farmers to store and sell their produce at favourable price and food processing industries are promoted to minimise wastage of agricultural produces to increase employment opportunities and to enhance foreign exchange. This paper makes an attempt to "a study on performance of regulated agricultural market in tamilnadu-an overview".

SCOPE OF THE STUDY

The main purpose of forming regulated market is to eliminate the unhealthy trade practice, to reduce marketing expenses and to provide fair prices to the farmers. several initiatives have been taken to promote agricultural marketing in pivotal role in fostering and sustaining the tempo of rural economic development. The scope of this study extends to know how the agriculturists are utilising the facility of the market will minimise the cost and maximise the profit to the farmers after the recommendations and the suggestions have been successfully implemented in the market.

OBJECTIVES OF THE STUDY

To study the socio demographic profile of the respondents of the Coimbatore district and classify the overall impact of farmers references of regulated markets in Coimbatore dis-

tricts.

To find the reasons for selecting Regulated markets and its causes.

To study the awareness of the respondents about the Regulated markets

To offer suggestions to mitigate the problem faced by the farmers by regulated markets in Coimbatore district.

RESEARCH METHODOLOGY

Primary data were collected from the selected respondents of Regulated markets users at various types of Agri. formers in Coimbatore districts. For this study, the researcher used self prepared questionnaire, oral interaction was also conducted.

The secondary data have been collected through the profile of the regulated market concepts, magazines, journals, periodicals, website, etc.

SAMPLING TECHIQUE

The researcher by making use of random sampling, respondents have been selected. There are 277 Regulated markets, 15 Check Posts, 108 Rural Go downs and 108 grading centres functioning in Tamilnadu to give remunerative prices are ensured for the produce sold by the farmers through closed tender system in regulated market commodities and issuing pledge loan during distress sale are also available in the regulated markets. So researchers selected only Coimbatore district with the sample size of 750.

LIMITATIONS OF THE STUDY

The sample size is restricted to 750.

The area covered is Coimbatore district only.

The market survey is a broader area, but it is limited in the research.

Most of the farmers are not literate.

PERIOD OF STUDY

The survey was carried out during the period from September 2013 to November 2013.

STATISTICAL TOOLS

The collected data have been analysed with the help of tools namely., Simple percentage method, Chi-Square Test, ANOVA, Weighted Average Score, Reliability Test, Discriminant analysis.

SOCIO DEMOGRAPHIC PROFILE OF THE RESPONDENTS

Profile of Respondents	No. Of Respondents	Total	(%)
Gender			
Male	637	750	(84.9)
Female	113	750	(15.1)
Age of Respondents			
18Yrs-25Yrs	75	750	(10)
26Yrs-35Yrs	150	750	(20)
36Yrs-45Yrs	225	750	(30)
46Yrs and above	300	750	(40)
Education level of Respondents			
Below 5 th std	120	750	(16)
6 th std-8 th std	169	750	(22.53)
9 th std-10 th std	205	750	(27.33)
Upto HSC	183	750	(24.41)
Degree/Diploma	73	750	(9.73)

RESPONDENTS POSSESS LAND

Type of Land	No. Of Respondents	Total	(%)
Own Land	638	750	(85.06)
Leased Land	112	750	(14.93)

MEMBERS IN THE REGULATED MARKET

Type of Member	No. Of Respondents	Total (%)
Permanent Member	238	750 (31.73)
Associate Member	310	750 (41.33)
Non- Member	202	750 (26.94)

SUMMARY OF FINDINGS AND SUGGESTIONS:

The study found that out of 750 respondents 85 percent comprise of had a high impact on awareness and regulated markets provides facilities.

The study shows that 70 per cent of the respondents are aged above 36years. Most of them are below high school level(84%).

It is understood from the study, 85% per cent of the sample respondents possess own land and cultivation in rented land is found that about 15%.

More than 80% of the respondents are members in the regulated market and they aware of the system in market.

It is understood from the study 52 per cent of the respondents are using the entire facilities of regulated market Like preservation system, go down etc.,

The study indicates that 55 per cent of respondents satisfied with the performance of regulated market system and remaining 45 per cent searching private traders for higher prices.

CONCLUSION

The majority of the respondents prefer regulated market for selling off their Agro produces. Some of the Agriculturists are not preferring the regulated market because of pricing and strict rules and regulations of the government than private traders and also poor service and limited accessibility. Even

though, if the government provides fair prices for their produces and increases the extra facility as per the expectations of the farmers, surely, the future will be very bright to the market as well farmers.

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