



OPERATIONAL EFFICIENCY OF REGULATED MARKETS IN CUDDALORE DISTRICT- TAMILNADU

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ABSTRACT Agriculture sector needs competitive and well- functioning markets for farmers to sell their produce. In order to remove restrictive and monopolistic practices of present marketing system, reduce the intermediaries in supply chain and enhance private sector investment in development of post-harvest marketing infrastructure to reduce wastages and to benefit farmers through access to global markets, reforms in agricultural markets have to be an ongoing process. Regulated market is a wholesale market where dealings or buying and selling are regulated or controlled through a 'market committee'. The committee consists of representatives of farmers, traders, agents, local bodies, co-operative societies and government. It is a market where the activities take place under set rules and regulations and the malpractices like incorrect weighing, unnecessary deductions are restrained. The study was conducted in regulated markets in Cuddalore districts and the results revealed that Regulated markets functioning this area getting slow growth trend in arrivals, majority of the market getting surplus, farmers utilization level is very low and the Facilities provided by markets is not adequate for farmers.

KEYWORDS : Agriculture, Agricultural Marketing, Regulated Markets

INTRODUCTION

Agricultural marketing includes the movement of agricultural produce from farm where it is produced to the consumers or processors. This covers physical handling and transport, initial processing and packing to simplify handling and reduce wastage, grading and quality control to simplify sales transactions and meet different consumers' requirements, and holding over time to match concentrated harvest seasons with the continuing demands of consumers throughout the year. For the farmer, the strategic function of the marketing system is to offer him a convenient outlet for his produce at a remunerative price

There are several challenges involved in marketing of agricultural produce. There is limited access to the market information, literacy level among the farmers is low, multiple channels of distribution that eats away the pockets of both farmers and consumers. The government funding of farmers is still at nascent stage and most of the small farmers still depend on the local moneylenders who are leeches and charge high rate of interest. The regulated markets are considered responsible institutions in discharging all the functions connected with the sale of outputs, keeping in view the overall interest of the farming community and the ultimate consumers. These institutions are meant to regulate unethical trading practices followed in the marketing of agricultural produce. This would help in protecting the interest of both the producers and consumers, thus it contributes towards the growth of orderly marketing and price stability through effective competition.

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Objectives of the study

The study was conducted in Regulated Markets of Cuddalore district with the objective of to Find the operational efficiency, Utilization level, Availability of facilities at Regulated Markets in Cuddalore district

Material and Methods

The study was conducted in regulated markets of Cuddalore Market Committee. Study was extensively used the secondary data for the analysis. The data during the period 2012- 2015 was collected from the Annual Administrative Report of Cuddalore Market Committee Functioning under the control Tamilnadu State Agricultural Marketing Board (TNAMB), Department of Agriculture, Chennai . The study utilized the secondary data, pertaining to both physical and financial indicators such as market arrivals, income, expenditure, utilization , Facilities available in Regulated Market

RESULT AND DISCUSSIONS

Operational Efficiency

Performances of regulated markets were influenced largely by the factors such as financial, functional and physical policies. In the present study only physical and financial factors were taken into account Table 1 clearly shows that Out of 10 Regulated Market only seven Regulated Markets mention above getting arrivals inside the Regulated market remaining 3 (Chidambaram, Bhuvanagiri, sethiyathope) Regulated markets getting arrivals outside the Markets so these three markets arrivals not taken into account for analysis purpose.

There was an increasing trend of Arrivals in all Markets during the year 2012 to 2015, but there was an some decreasing trend in the year 2016 except (Tittagudi)

It can be seen from the Table 1 in the Matter of arrivals Vriddhachalam Regulated market getting more arrivals (60%) in Cuddalore market committee, followed by Panruti Regulated Market (11%), rest of the regulated getting less than 10% of arrivals Particularly Tittagudi Regulated Market getting very low arrivals of (3%) only. It insisted the Cuddalore Market Committee Administration should take necessary action for adequate getting arrivals in all Regulated Markets. Table 2 is clearly indicate the surplus percentage is high in Chidambaram Regulated Market (84%) followed by Bhuvanagiri (82%) and in Vriddhachalam (79%), but Regulated Functioning in Cuddalore, Panruti contribute less 50% of surplus ,Most Particularly Tittagudi Regulated Market functioning in loss (-12%)

Table 1 Arrivals of the Cuddalore District Regulated Markets During 2012 -2016(M.TONS)

S. NO	Name of the Regulated Market	2012	2013	2014	2015	2016	Total	Mean	% Of Share	Rank
1	Cuddalore	3986	3641	11487	11646	7636	38396	7679.2	6	5
2	Panruti	9360	9369	19435	15721	13193	67078	13415.6	11	2
3	Vriddhachalam	65820	65921	88367	76938	76471	373517	74703.4	60	1
4	Kurunjipadi	3711	3887	13358	13144	8790	42890	8578	7	4
5	Kattumannar koil	98	911	22303	17664	13444	54420	10884	9	3
6	Srimushnam	144	151	16850	8976	6219	32340	6468	5	6
7	Tittagudi	1971	1905	4329	3255	5507	16967	3393.4	3	7
	TOTAL	85090	85785	176129	147344	131260	625608	125121.6	100	

Source: Annual administrative report of Cuddalore market committee

Table 2 Average Income and Expenditure of Regulated Markets in Cuddalore District during the year 2012- 2015

S.no	Name of the Regulated Market	Average Income in lakhs	Average expenditure in lakhs	Surplus in lakhs	% of surplus
1	Cuddalore	24.748	18.205	6.543	26
2	Panruti	41.516	23.05	18.466	44
3	Vriddhachalam	155.548	32.045	123.503	79
4	Kurunjipadi	31.148	9.0325	22.1155	71
5	Kattumannar koil	23.382	10.845	12.537	54
6	Srimushnam	12.216	5.5625	6.6535	54
7	Tittagudi	5.672	6.33	-0.658	-12
8	Chidambaram	35.084	5.48	29.604	84
9	Bhuvanagiri	23.468	4.1475	19.3205	82
10	Sethiyathope	23.86	8.2425	15.6175	65

Source: Annual administrative report of Cuddalore market committee

Utilization level and Facilities in the Regulated markets

It is observed from the Table 3 the utilization of Pledge loan scheme used by Farmers there was increasing trend in the utilization level but out of Ten regulated markets functioning in the Cuddalore Market Committee, farmers use the Pledge loan scheme only in Five regulated markets namely (cuddalore, panruti, vriddhachalam, kurunjipadi, kattumannarkoil) incase of rest of the regulated markets namely (srimushnam, thittagudi, Chidambaram, bhuvanagiri, sethiyathope) due to lack of godown Facilities farmers are not able to utilize the pledge

scheme in this markets. It can be seen from the Table 4 out of Ten regulated markets functioning under cuddalore market committee only six markets functioning in the own building remaining four regulated markets functioning in the rented building.

The markets functioning own building namely (cuddalore, panruti, vriddhachalam, kurunjipadi, kmkoil, srimushnam) have more vacant own land and the occupancy ratio RM was cuddalore 83%, panruti 71%, vriddhachalam 44%, kurunjipadi 28%, kattumannar koil 48% and srimushnam 50%

Among the ten regulated functioning in the cuddalore district, only Five regulated markets (cuddalore, panruti, vriddhachalam, kurunjipadi, kmkoil,) have godown facilities rest of rest of Five regulated markets (srimushnam, thittakudi, Chidambaram, bhuvanagiri, sethiyathope) not having godown facilities and regulated market of Thittakudi, Chidambaram, bhuvanagiri, sethiyathope not having Transaction shed facilities. All the Regulated market in cuddalore district not providing Bank, input shop, Grading hall, Weigh bridge facilities to farmers and only one Market (panruti) having Electronic weigh machine facility, only three regulated markets (panruti, vriddhachalam, k.m koil) having shed facility, only one market (k.m koil) having canteen facility, but all the Ten regulated market having computer facility out of ten regulated markets four markets only net facility.

If we looked the market wise facilities available in cuddalore district among ten major facilities all the markets have less than five facilities, vriddhachalam, panruti regulated market have four facilities followed by cuddalore, K.m koil having three facilities, the remaining markets (Srimushnam, tittagudi, Chidambaram, bhuvanagiri, sethiyathope) having only one facility.

TABLE 3 Utilization of Pledge loan scheme in Regulated markets of Cuddalore district

		2012		2013		2014		2015		2016		TOTAL NO OF FARMERS
		NO OF FARMER S	VALUE (In lakhs)	NO OF FARMER S	VALUE (In lakhs)	NO OF FARMER S	VALUE (In lakhs)	NO OF FARMER S	VALUE (In lakhs)	NO OF FARMER S	VALUE (In lakhs)	
1	Cuddalore	9	17.56	13	41.12	38	39	53	55	33	36	146
2	Panruti	0	0	8	21.89	0	0	0	0	0	0	8
3	Vriddhachalam	7	9.97	13	47.78	12	14.78	2	2.5	5	6.6	39
4	Kurunjipadi	13	47.75	12	47.49	33	38.71	37	50.35	74	123.25	169
5	Kattumannar koil	5	7.15	9	23.79	4	5	3	4.6	9	9.1	30
	TOTAL	34		55		87		95		121		392

Source: Annual administrative report of Cuddalore market committee

Table 4 Infrastructure Facilities Available in Cuddalore District Regulated Markets

NAME OF THE REGULATED MARKET	DATE OF FUNCTIONING	OWN (AREA IN ACRES)			RENTED	GODOWNS		Rural Godowns		Transaction shed	
		Total Area	Building area	Available Vacant space		Nos	Capacity (MT)	Nos	Capacity (MT)	Nos	Total Area (in sq.ft)
Cuddalore	03.03.1940	4.20	3.50	0.70			2	800+2000	2	12000	
Panruti	26.07.1945	4.25	3.00	1.25			1	800	3	18000	
Vriddhachalam	25.01.1940	11.41	5.00	6.41			3	800+500+2000	7	37064	
Kurunjipadi	29.08.1973	14.51	4.00	10.51			2	700+2000	1	4800	
Kattumannar koil	25.01.1964	5.57	2.67	2.90		1	600	2	800+2000	1	6440
Srimushnam	30.09.1980	2.00	1.00	1.00			0	0	1	5000	
Tittagudi	01.01.1967	0	0.00	0.00	RENTED		0	0	0	0	
Chidambaram	05.12.1972	0	0.00	0.00	Municipality land (lease)		0	0	0	0	
Bhuvanagiri	01.10.1983	0	0.00	0.00	RENTED		0	0	0	0	
Sethiyathope	28.02.1977	0	0.00	0.00	RENTED		0	0	0	0	
TOTAL		41.94	19.17	22.77		1	600	10	14400	15	83304

Source: Annual administrative report of Cuddalore market committee

Table 5 Facilities Available in the Cuddalore District Regulated markets

S.NO	NAME OF THE FACILITIES	Cuddalore	Panruti	Vridhachalam	Kurinji padi	Kattumannarkoil	srimushnam	Tittagudi	Chidambaram	Bhuvanagiri	sethiyat hope	TOTAL
1	Cart/ vehicle shed	N	Y	Y	N	Y	N	N	N	N	N	3
2	BANK	N	N	N	N	N	N	N	N	N	N	0
3	CANTEEN	N	N	N	N	Y	N	N	N	N	N	1
4	INPUT SHOPS	N	N	N	N	N	N	N	N	N	N	0
5	GRADING HALL	N	N	N	N	N	N	N	N	N	N	0
6	WEIGH BRIDGE	N	N	N	N	N	N	N	N	N	N	0
7	ELECTRONIC WEIGH MACHINE	N	Y	N	N	N	N	N	N	N	N	1
8	NO OF COMPUTER	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	10
9	INTERNET FACILITY	Y	Y	Y	Y	N	N	N	N	N	N	4
10	COLD STORAGE FACILITIES	Y	N	Y	N	N	N	N	N	N	N	2
	TOTAL NO FACILITIES	3	4	4	2	3	1	1	1	1	1	

Source: Annual administrative report of Cuddalore market committee

Suggestions

The Cuddalore Market Committee Administration should take necessary action to achieve the targets by the Regulated Markets. Improved infrastructure, creating Awareness among Farmers and Traders shall facilitated smooth and efficient functioning of Regulated Market in the study area. Ensured adequate infrastructure Facilities shall motivated the Farmers to sell their produce through Regulated Market Frequently. To provide Pledge Loan scheme has to be recommended & implemented in all Regulated Markets in cuddalore district shall promote the better financial liquidity to Farmers. The Cuddalore Market committee should increase the Godown facility in Regulated Market it gives benefits to both farmers and Traders. strengthened of the basic amenities, other infrastructure facilities in all the Regulated Market in Cuddalore district help the Farmers & Traders to increase the utilization level

Conclusion

There is no doubt that in any marketing there is a motive towards profit involved and at the same time the marketing is to be based on certain values, principles and philosophies such as offering just and fair prices to the farmers who toil hard to till. Bringing necessary reforms coupled with proper price discovery mechanism through regulated market system will help streamline and strengthen agricultural marketing. The central government take action and motivate the state government to follow the APMC act, grading act in Agricultural Marketing system, the state government may appoint a review committee to overview the performance of functioning of regulated market and providing adequate fund for developing the infrastructure in the regulated market help to famers getting better price for their agricultural products.

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