

Market Information System of Agriculture in Karnataka - an Empirical Study in APMC of Mysore District



Economics

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Dr. S. Mahendrakumar

Professor, Department of Studies in Economics and Cooperation, University of Mysore, Manasagangothri, Mysore – 570 006 Karnataka.

M.S.Mamatha

Research Scholar, Department of Studies in Economics and Cooperation, University of Mysore, Manasagangothri, Mysore – 570 006 Karnataka.

ABSTRACT

This paper highlights the market information system for agricultural prices in Karnataka relating to farmers sources of information in Agricultural Produce Marketing Committee. The study shows that various types of sources of information on prices. This paper examines the information on agricultural price of the commodity depended by the farmers, in order to strengthens their bargaining power. It concludes the sources of information on agricultural prices are failed to reach the farmers due illiteracy. It also emphasizes that there is need of publicity so that this service may reach more and more farmers, especially poor information result in lower prices to producer and higher prices to consumers.

Introduction:

Market information is very essential for economy as a whole. In agriculture commodity markets, market information is needed for all sections of society who are engaged in marketing. The availability of timely and accurate market information considerably improves the decision-making capability of the farmers and strengthens their bargaining power. The Information system is a process that transforms data into information. Market information is a means of increasing the efficiency of marketing system and promoting improved price formation. Market information is defined as "A service usually operated by the public sector, which involves the collection on a regular basis of information on prices and, in some cases quantities of widely traded agricultural products from rural assembly markets, wholesale and retail markets, as appropriate and dissemination of this information on a timely and regular basis through various media to farmers, traders, government officials, policy makers and others, including consumers." (Anonymous, 2003).

The Karnataka State Agricultural Marketing Board provides report on arrivals of various commodities across mandi and information on grade wise list of all the mandis, rates of commodities (minimum, maximum, modal rate, the latest minimum support price) etc. KSABM also provides information related to the mandi Act, prevailing commodity rates at other markets of the district, tender notice and other departmental information. Prevailing rates of various commodities are displayed in T.V. screen at the mandi using through the website.

APMC provides information on arrivals and price of commodity for particular day in notice board. The market functionaries also provide information on price of the commodity. The types of market functionaries are Commission agent, Trader, Exporters, Importer, Processor, Stockiest, Weighmen, Hamals, Warehousemen, Crushers, Pressers and Retail traders. Among these functionaries, farmers get information mainly from Commission Agent and Traders for prevailing price of the commodity. The neighbours also provide information on price of the commodity to the farmers. The farmers also get information through Radio, News paper and Television. In this context, the present study has the following objectives.

Objective of the study

To study the types of information on agricultural price of the commodity depended by farmer.

Methodology

This study has been carried out in the Mysore District Agricultural Produce Marketing Committee, Bandipalya, Mysore.

The city is famous for tourist centre and it is about 140 k.m away from Bangalore. The sample size of the study was 315 respondents drawn through convenience sampling technique. The questionnaire prepared and administered to 315 respondents and collected through personal interview in APMC yard Bandipalya, Mysore. The respondents belong to three types of farmers they are, paddy growers, maize growers and ragi growers. The data are related to information on agricultural price of commodity.

Brief Profile of APMC Mysore District

The agricultural Produce Marketing Committee Mysore is one the most important Market Committee in the State of Karnataka. This market was established on 09-01-1950. The whole of Mysore taluk is the market area for this market committee as declared by Government. An area comprising of 159 ½ acres of Bandipalya Village panchayat has been declared as "Market Yard". There are more than ten types market functionaries in the APMC, they are Commission agent, Trader, Exporters, Importer, Processor, Stockiest, Weighmen, Hamals, Warehousemen, Crushers, Pressers and Retail traders. The tender of the commodities has been computerized since July-2004. The rates of the commodities are being widely publicized through Public Address Systems. As part of market intelligence day to day market rates is being displayed on the notice board, publicized in daily news papers and broadcast through All India Radio and also through Internet.

Analysis and Discussion:

Majority of the States and Union Territories are providing market information in one form or the other for the benefits of market users like producers, traders and consumers. The availability of prompt and reliable market information about what is happening in the market, what quantities are arriving and what prices are quoted for different commodities considerably improves the decision making capability of the farmers and strengthens their bargaining power. Price-related information such as minimum, maximum and model prices of varieties and qualities transacted, total arrivals and dispatches with destination, marketing costs and margins, etc.

Sources of market information:

There are so many types of market information available to the farmer. The types of market information sources are 'krishimaratavahini' website, Television, Radio, News paper, Mobile SMS, Magazine, Jilapanchyath, Neighbors, and in APMC through Trader and Commission agents and notice board.

Table - 1: Source of Information on Price of the Commodity

	Television			APMC Notice Board			Radio			Don't Needed			Total
	Paddy	Ragi	Maize	Paddy	Ragi	Maize	Paddy	Ragi	Maize	Paddy	Ragi	Maize	
Hunsur	3 (6.67)	2 (4.44)	3 (6.67)	7 (15.56)	7 (15.56)	8 (17.78)	3 (6.67)	2 (4.44)	3 (6.67)	2 (4.44)	4 (8.89)	1 (2.22)	45 (100.00)
KR Nagar	3 (6.67)	3 (6.67)	2 (4.44)	6 (13.33)	6 (13.33)	5 (11.11)	3 (6.67)	2 (4.44)	6 (13.33)	3 (6.67)	4 (8.89)	2 (4.44)	45 (100.00)
Mysore	4 (8.89)	1 (2.22)	2 (4.44)	5 (11.11)	5 (11.11)	5 (11.11)	4 (8.89)	2 (4.44)	7 (15.56)	2 (4.44)	7 (15.56)	1 (2.22)	45 (100.00)
Nanjanagud	2 (4.44)	3 (6.67)	2 (4.44)	3 (6.67)	8 (17.78)	7 (15.56)	6 (13.33)	1 (2.22)	4 (8.89)	4 (8.89)	3 (6.67)	2 (4.44)	45 (100.00)
Periyapatna	2 (4.44)	3 (6.67)	3 (6.67)	8 (17.78)	9 (20.00)	6 (13.33)	2 (4.44)	2 (4.44)	5 (11.11)	3 (6.67)	1 (2.22)	1 (2.22)	45 (100.00)
T.Narasipura	1 (2.22)	4 (8.89)	2 (4.44)	6 (13.33)	4 (8.89)	4 (8.89)	7 (15.56)	3 (6.67)	8 (17.78)	1 (2.22)	4 (8.89)	1 (2.22)	45 (100.00)
HD Kote	3 (6.67)	2 (4.44)	3 (6.67)	7 (15.56)	5 (11.11)	4 (8.89)	3 (6.67)	2 (4.44)	6 (13.33)	2 (4.44)	6 (13.33)	2 (4.44)	45 (100.00)
Total	18 (5.71)	18 (5.71)	17 (5.40)	42 (13.33)	44 (13.97)	39 (12.38)	28 (8.89)	14 (4.44)	39 (12.38)	17 (5.40)	29 (9.21)	10 (3.17)	315 (100.00)

Sources: Field Survey

The table 1 we can understand that, from which source, farmers get information on price, who come to APMC to sell their produce. So the respondents who come to APMC get information on arrivals from Television, APMC notice board and Radio. Some of the respondents said that, they don't needed information on price of commodity to sell, among them ragi respondents are highest respondents accounts for 29 respondents. Paddy and maize respondents are 17 and 10 only. The majority of the respondents are getting information on price of commodity from APMC notice board when compared to television and radio. The highest is 44 respondents, who are ragi growers interested in knowing the price of commodity. Paddy growers are second highest respondents i.e. 42 respondents. At last 39 respondents who comes under maize growers. Radio ranks second source of information on price. Here maize growers interested in knowing information on price. The rate of percent is 12.38 is highly utilized by maize respondents. Paddy and ragi respondents accounts for 8.89 and 4.44 percent respectively. Very less number of respondents are watching television for information on price. In all the crops the respondents accounts for only at 5 percent. Majority of respondents are getting information on price from APMC notice board. Even some of the respondents said that, they don't need information on price. But respondents are not much interested knowing the price of commodity in APMC.

farmer who depends on neighbour for information. Among them maize growers are the highest 95 respondents at 30.16 percent. Next comes paddy growers at 29.52 percent. At last it is ragi growers at 28.89 percent. There is very less number of respondents are found who does not depending on neighbour for information. There is no much difference between taluk wise and crop wise for information getting from neighbour

Table - 3: Information on Price Provided by Market Functionaries to respondents.

	Commission agent			Traders			Commission agent & trader			Non of them			Total
	Paddy	Ragi	Maize	Paddy	Ragi	Maize	Paddy	Ragi	Maize	Paddy	Ragi	Maize	
Hunsur	3 (6.67)	6 (13.33)	15 (33.33)	2 (4.44)	0 (0.00)	0 (0.00)	1 (2.22)	0 (0.00)	0 (0.00)	9 (20.00)	9 (20.00)	0 (0.00)	45 (100.00)
KR Nagar	5 (11.11)	10 (22.22)	15 (33.33)	1 (2.22)	0 (0.00)	0 (0.00)	1 (2.22)	0 (0.00)	0 (0.00)	8 (17.78)	5 (11.11)	0 (0.00)	45 (100.00)
Mysore	4 (8.89)	9 (20.00)	15 (33.33)	1 (2.22)	0 (0.00)	0 (0.00)	0 (0.00)	0 (0.00)	0 (0.00)	10 (22.22)	6 (13.33)	0 (0.00)	45 (100.00)
Nanjanagud	5 (11.11)	2 (4.44)	15 (33.33)	1 (2.22)	0 (0.00)	0 (0.00)	1 (2.22)	0 (0.00)	0 (0.00)	8 (17.78)	13 (28.89)	0 (0.00)	45 (100.00)
Periyapatna	4 (8.89)	7 (15.56)	15 (33.33)	2 (4.44)	0 (0.00)	0 (0.00)	0 (0.00)	0 (0.00)	0 (0.00)	9 (20.00)	8 (17.78)	0 (0.00)	45 (100.00)
T.Narasipura	1 (2.22)	8 (17.78)	15 (33.33)	1 (2.22)	0 (0.00)	0 (0.00)	2 (4.44)	0 (0.00)	0 (0.00)	11 (24.44)	7 (15.56)	0 (0.00)	45 (100.00)
HD Kote	10 (22.22)	8 (17.78)	15 (33.33)	0 (0.00)	1 (2.22)	0 (0.00)	3 (6.67)	0 (0.00)	0 (0.00)	2 (4.44)	6 (13.33)	0 (0.00)	45 (100.00)
Total	32 (10.16)	50 (15.87)	105 (33.33)	8 (2.54)	1 (0.32)	0 (0.00)	8 (2.54)	0 (0.00)	0 (0.00)	57 (18.10)	54 (17.14)	0 (0.00)	315 (100.00)

Sources: Field Survey

Table - 2: Information on price is collected from neighbours

	Yes			No			Total
	Paddy	Ragi	Maize	Paddy	Ragi	Maize	
Hunsur	13 (28.89)	12 (26.67)	14 (31.11)	2 (4.44)	3 (6.67)	1 (2.22)	45 (100.00)
KR Nagar	14 (31.11)	13 (28.89)	13 (28.89)	1 (2.22)	2 (4.44)	2 (4.44)	45 (100.00)
Mysore	13 (28.89)	13 (28.89)	13 (28.89)	2 (4.44)	2 (4.44)	2 (4.44)	45 (100.00)
Nanjanagud	12 (26.67)	14 (31.11)	13 (28.89)	3 (6.67)	1 (2.22)	2 (4.44)	45 (100.00)
Periyapatna	14 (31.11)	14 (31.11)	14 (31.11)	1 (2.22)	1 (2.22)	1 (2.22)	45 (100.00)
T.Narasipura	13 (28.89)	13 (28.89)	14 (31.11)	2 (4.44)	2 (4.44)	1 (2.22)	45 (100.00)
HD Kote	14 (31.11)	12 (26.67)	14 (31.11)	1 (2.22)	3 (6.67)	1 (2.22)	45 (100.00)
Total	93 (29.52)	91 (28.89)	95 (30.16)	12 (3.81)	14 (4.44)	10 (3.17)	315 (100.00)

The table-2 shows that respondents get information from neighbours. Farmers collect information on price from neighbour. More than 90 respondents are found in each types of

The table-3 shows that, AMPC market functionaries provide market information to respondents. The types of market functionaries are commission agent, traders, both commission agent and trader and none of them. The farmers depend on market functionaries to market information especially for prevailing price of the commodity. Here we find two types of functionaries i.e. commission agent and trader. Out of 105 maize respondents all are depended on commission agent for market information. The ragi and paddy growers are 50 and 32 respondents at 15.87 and 10.16 percent respectively. Very less number of respondents is depended on trader for market information. We find only 8 and 1 respondents under paddy and ragi growers. None of them are found under maize growers. The paddy growers depend on both commission agent and trader for market information. None of them (ragi and maize growers) are found under this category. The 57 and 54 respondents of paddy and ragi growers are not depending on market functionaries for market information. The maize growing respondents fully depends on commission agent.

Table - 4: 'krishimarata vahini' website accessed by respondents

	Yes			No			Total
	Paddy	Ragi	Maize	Paddy	Ragi	Maize	
Hunsur	1 (2.22)	2 (4.44)	4 (8.89)	14 (31.11)	13 (28.89)	11 (24.44)	45 (100.00)
KR Nagar	2 (4.44)	2 (4.44)	5 (11.11)	13 (28.89)	13 (28.89)	10 (22.22)	45 (100.00)
Mysore	5 (11.11)	5 (11.11)	5 (11.11)	10 (22.22)	10 (22.22)	10 (22.22)	45 (100.00)
Nanjanagud	4 (8.89)	2 (4.44)	4 (8.89)	11 (24.44)	13 (28.89)	11 (24.44)	45 (100.00)
Periyapatna	3 (6.67)	2 (4.44)	4 (8.89)	12 (26.67)	13 (28.89)	11 (24.44)	45 (100.00)
T.Narasipura	2 (4.44)	2 (4.44)	2 (4.44)	13 (28.89)	13 (28.89)	13 (28.89)	45 (100.00)
HD Kote	1 (2.22)	0 (0.00)	3 (6.67)	14 (31.11)	15 (33.33)	12 (26.67)	45 (100.00)
Total	18 (5.71)	15 (4.76)	27 (8.57)	87 (27.62)	90 (28.57)	78 (24.76)	315 (100.00)

Sources: Field Survey

The table-4 shows that how many respondent accesses Krishi marata vahini website to know the prevailing price of the commodity. To make use of the Information Technology for the benefit of stake-holders, krishi marata vahini web-site has been launched during 2001. The prices prevailing for particular day and the arrivals of the commodities to the market yards will be reported by all the APMCs online to the web-site. The respondents in Mysore, 11.11 of percent of the farmers who grow paddy, ragi and maize access more krishimarata vahini website to know the prevailing price and in H.D.Kote less than 1 percent of the respondents access krishimarata vahini website for ragi crop. Out of 315 respondents majority of the 255 respondents do not access krishimarata vahini website. Among them 33.33 percent of ragi growers do not access krishimarata vahini website.

Table - 5: Details of Mobile Number Registered to get Prevailing Price per quintal of the Commodity for a Particular day.

	Yes			No			Total
	Paddy	Ragi	Maize	Paddy	Ragi	Maize	
Hunsur	2 (4.44)	3 (6.67)	4 (8.89)	13 (28.89)	12 (26.67)	11 (24.44)	45 (100.00)
KR Nagar	3 (6.67)	3 (6.67)	4 (8.89)	12 (26.67)	12 (26.67)	11 (24.44)	45 (100.00)
Mysore	5 (11.11)	4 (8.89)	4 (8.89)	10 (22.22)	11 (24.44)	11 (24.44)	45 (100.00)
Nanjanagud	2 (4.44)	4 (8.89)	3 (6.67)	13 (28.89)	11 (24.44)	12 (26.67)	45 (100.00)
Periyapatna	1 (2.22)	2 (4.44)	0 (0.00)	14 (31.11)	13 (28.89)	15 (33.33)	45 (100.00)
T.Narasipura	2 (4.44)	2 (4.44)	2 (4.44)	13 (28.89)	13 (28.89)	13 (28.89)	45 (100.00)
HD Kote	2 (4.44)	1 (2.22)	2 (4.44)	13 (28.89)	14 (31.11)	13 (28.89)	45 (100.00)
Total	17 (5.40)	19 (6.03)	19 (6.03)	88 (27.94)	86 (27.30)	86 (27.30)	315 (100.00)

Sources: Field Survey

From the table-5 the 86 to 88 respondents are i.e paddy, ragi and maize growers not registered their mobile number to get information about price of the commodity in particular APMC for current day. The 27 percent of the respondents found in each type of crop growers not registered. The majority of farm producers is illiterate cannot afford market information. Hence, dissemination of market information becomes critical. But the absence of proper market information may induce the decision making for farmers, consumers, market middlemen and stockiest etc. These groups coupled with poor information result in lower prices to producers, higher prices to consumers.

Conclusion:

APMC's are functioning to give information to the famers. Though there are efforts in the direction of organized collection of prices information and their display through the Krishi Marata Vahini, yet the system does not address the need of predicting the supplies and providing the probable market direction to the farmers. Moreover, these prices are past prices, which give not much direction to the farmers in terms of ability to plan for future. The Marata vahini data is also not accessible to the majority of the farmers as the data is transmitted through web and the media is un-accessible to majority of the farmers. The intelligence disseminated through the proposed system would be adequate to enable decision-making by farmers and policy makers and would lead to effective balancing of supply in the event of being implemented.

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