



A STUDY ON ISSUES CONFRONTED BY FARMERS IN REGULATED MARKETS IN COIMBATORE DISTRICT

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Abstract

Regulated market occupies a place of foremost importance in the contemporary agricultural marketing scenario in Tamilnadu. It is very much helpful for economic growth of a state and as well as for a country. At present, there are 21 regulated markets in the state of Tamilnadu. The Government of Tamilnadu has taken several steps to streamline the regulated market system. But, the improper functioning of most of the regulated markets and other handicaps has not changed the conditions noticeably. Still a major part of rural markets are working outside the frame of regulated market. As a matter of fact, in Tamilnadu the structure and system of marketing and consumer distribution is mostly dominated by private traders causing a hassle in the overall development of the regulated markets. To improve the prevailing conditions of these markets, at that instant, market regulation becomes further essential. The paper overviewed the regulated markets of Tamilnadu focusing on its present status, market practices, problems and performances. In this regard, the study basically has analyzed the Challenges and Problems faced by farmers in Regulated market in Coimbatore district. It provides few guidelines for the primary producers to get the best possible returns from the agricultural regulated markets. At last, some valuable suggestions have also been offered for rapid development of regulated markets in the district.

Keywords: *Consumer Distribution, Contemporary, Dominated, Prevailing Conditions, Primary Producers.*

Introduction

In India, agriculture is the largest sector of economic activity. It is aptly remarked for India that “increasing agricultural productivity makes important contributions to economic development and that, with him considerable limits at least, it is one of the precondition which must be established before, a take-off into self-sustained economic growth becomes possible” (Nicholls, 1985). But, an important problem of Indian agriculture concerns the marketing of its produces (Agarwal, 1988). Various studies stand to confirm that, in India, instead of the producer getting the benefits, the middlemen are enjoying the cream at the cost and disability of Indian farmers. The system of marketing is sufficiently inefficient, inelastic to the hard luck of farmers and consumers who are crushed. That’s why the proper functioning of regulated markets is quite important for the different states of the country (Agarwal, 2005).

The system of regulated markets has been found to be very useful in removing fraudulent practices followed by brokers and commissions agents and in standardizing market practices. It helps the farmers to secure fair prices for their produces. The farmers in Tamil Nadu also experienced difficulties in selling their goods, and they thought that intermediaries were taking advantage of them. As a result, they believed that Tamil Nadu needed to build a system of a regulated market. Tamil Nadu Market Committee was founded in 1967 in the district headquarters to protect the interests of farmers and businesspeople in the field of agricultural marketing as well as to control the operations and operation of a regulated market in Tamil Nadu. The numerous problems associated with regulated markets in the marketing of agricultural products will be made clear through the study of regulated markets.



Review of Literature

S.R. Subramanian (2009) conducted a study disclosed that the farmers who sell through the Regulated Markets were really benefited in the form of higher prices and low marketing cost. But the amenities made available in the Regulated Markets were not sufficient to help the farmers and traders.

K.N. Ravikumar, K. Sree Lakshmi and V.T. Raju(2012) in their study on the price response of selected markets in the Adoni Regulated Market concluded that the price of the competing crops had a significant positive influence on the prices of selected commodities and farmers were very price-conscious.

M.B. Khodiar, K.L. Antani and V.M. Patel (2016) assessed the management effectiveness and working of selected Regulated Markets in terms of market arrivals, revenue collections, and method of sale. They concluded that the major share of revenue was collected through market fee in all the selected markets and that a major portion of the revenue was spent on establishment.

M. Nazer and P. Chilar Mohamed (2019) commented that the government was rendering yeoman service to the farmers by means of providing subsidies, concessional credit, free power supply and fixation of minimum price. But all these facilities did not reach the farmers in all villages. The functions of marketing co-operatives and Regulated Markets must be revamped to protect the interests of the farmers.

M. N. Chandan et al. (2020) study concludes that around 60.00 per cent of farmers had perceived about the role 'ensuring transparency in trading that takes place in market area' and 40.00 per cent of them had not perceived about the role of APMC market. Regarding the role 'ensuring immediate payment to farmers' 67.50 per cent had perceived and 32.50 per cent had not perceived about the role. It was suggested that systematic efforts on the part of APMC required conducting the awareness activities among the farmers regarding reforms in regulated markets and role to be played by APMC and their personnel in extension activities.

The various studies undertaken so far on agricultural marketing and the Regulated Market system in India have not made any attempt to incorporate the globalisation factor and also its impact on the Indian Regulated Market System.

Statement of the problem

In view of the importance of agricultural sector in National Economy, the schemes for increasing agricultural production have received quite a lot of attention. But in the context of its developing agriculture, India's marketing infrastructure is still under transition from the previous subsistence agriculture to that of a surplus - producing and market-oriented agricultural economy. Consolidation of our gains in the field of production depends upon our efficiency in managing the marketable surplus.

The marketing system should be such as to ensure reasonable benefits both to the producers and consumers. The principle goals of the marketing system are to minimize the costs of distribution, reduce the seasonal price difference and to handle efficiently the increased marketable surpluses. It is generally believed that the growers do not get remunerative prices for their produce, while the consumers have to pay higher prices for what they buy. The various costs incurred in the marketing of farm produce and the margin of profits fixed by different categories of market functionaries has worsened the situation. The producer-sellers are deprived of their legitimate share in the prices paid by the consumers. Hence, in the present study, an attempt is made to analyse the awareness and problems faced by the farmers of selected regulated markets functioning in the Coimbatore district.



Objectives

1. To Study the socio-economic profile of the farmers.
2. To analyze the Problems faced by the farmers in using the services of Regulated market

Methodology

The present study is completely based on the primary data. The secondary data collected from the books, journals and magazines were used to form the theoretical framework of the study and the review of literature. The primary data was collected personally with the help of structured questionnaire. Descriptive analysis is an important tool used to assess the issues and Perception of farmers towards regulated markets in Coimbatore District. The collected data is analysed by Simple Percentage Method and five point Likert Scale.

Socio-Economic Profile of the Farmers

To study the Socio-Economic profile of the farmers, the data is tabulated and analysed using Simple Percentage analysis.

		No.of Respondents	Percentage
Gender	Male	383	70.5
	Female	160	29.5
	Total	543	100.0
Age	Below 25	101	18.6
	26 - 50	168	30.9
	Above 50	274	50.5
	Total	543	100.0
Level of Education	Illiterate	375	69.1
	School Level	33	6.1
	Graduates	135	24.9
	Total	543	100.0
Marital Status	Married	406	74.8
	Unmarried	137	25.2
	Total	543	100.0
Number of Family Members	Below 4	69	12.7
	4 – 6	440	81.0
	Above 6	34	6.3
	Total	543	100.0
Farmer's Category	Marginal and Small Farmer	273	50.3
	Medium Farmer	203	37.4
	Large Farmer	67	12.3
	Total	543	100.0



Annual Income from Farming (in Rs.lakhs)	Below 1 Lakh	301	55.4
	1 - 3 Lakhs	206	37.9
	Above 3 Lakhs	36	6.6
	Total	543	100.0

Males dominate among the farmers. In total males constitutes 70.5 per cent. The Female farmers constitute 29.5 per cent of the total. This indicates that majority of the farmers are **Male**.

The most important age groups among the farmers are Above 50 years, which constitutes 50.5 per cent of its total. Among the total farmers, 26 to 50 years group which constitutes 30.9 per cent of its total. 18.6 per cent of the farmers are Below 25 years. This indicates that majority of the farmers are belong to the **Age group above 50 Years**.

The important levels of education among the farmers in the present study are illiterate which constitutes 69.1 per cent of its total. The farmers with school level constitute 6.1 per cent of its total and graduates constitute 24.9 percent to the total. This indicates that majority of the Farmers are **Illiterate**.

The important marital status among the farmers is married which alone constitutes 74.8 per cent to the total. It is followed by the unmarried farmers who constitute 25.2 per cent to the total. This indicates that majority of the farmers are **Married**.

The important family size of the farmers is 4 to 6 members which constitute 81 per cent to its total. The number of farmers below 4 members constitutes 12.7 per cent to the total. The number of farmers above 6 members constitutes 6.3 per cent to the total. This indicates that majority of the farmers family size is **between 4 – 6 members**.

Out of 543 farmers, 50.3percent of Farmers are Marginal and Small Farmer, 37.4percent of Farmers are Medium Farmer and 12.3percent of Farmers are Large Farmer. This indicates that majority of the Farmers are **Marginal and Small Farmer**.

Out of 543 farmers, 55.4 percent of Farmers are Below Rs.1 Lakh income level, 37.9 percent of Farmers are Rs.1 – 3 Lakh income level and 6.6 percent of Farmers are Above Rs.3 Lakhs income level. This indicates that majority of the Farmers are **Below Rs. 1 Lakh** of Annual Income from Farming.

Deficiencies in Regulated Market

Mechanism	Mean	Std. Deviation	Skewness	Kurtosis
Rigid procedures	4.12	.329	2.297	3.286
Poor grading system	4.06	.242	3.621	11.151
Market yard not well equipped	3.94	.429	-.354	2.250
Non-availability of packing materials	3.81	1.014	-.700	-.581
Delay in operations	3.63	.856	-.996	-.085
Lack of publicity	3.56	.496	-.257	-1.941



Poor weighing system	3.06	.657	-.066	-.682
Finance	Mean	Std. Deviation	Skewness	Kurtosis
Delayed payments	4.06	.427	.352	2.307
High commission charges	3.68	.919	-.801	-.307
Un-remunerative price	3.63	.779	-.812	.080
Lack of financial assistance in time	2.99	1.224	.626	-1.319
Service Quality	Mean	Std. Deviation	Skewness	Kurtosis
Commitment to merchants	4.06	.660	-1.383	3.821
Poor treatment of traders	4.00	.000	.029	-.742
Poor accessibility	3.87	.485	-3.621	11.151
Officer's Behaviour	Mean	Std. Deviation	Skewness	Kurtosis
Poor in personal attention	3.81	.389	-1.618	.621
Non-co-operative officials	3.68	.846	.029	-.742
Officials with no faith in traders	3.31	.844	.603	-.173
Personal	Mean	Std. Deviation	Skewness	Kurtosis
Lack of faith in the functionaries in Regulated Markets	3.43	.702	1.308	.248
Distance between Farm and Regulated Market	3.37	.779	.826	.104
Lack of transport facility	3.31	.767	-.604	-1.061
Quantity	Mean	Std. Deviation	Skewness	Kurtosis
Low marketable surplus	3.38	.856	-.208	-.803
Unviable market transaction	3.12	.928	.225	-1.024

Relationship among dimensions of Deficiencies in Regulated Market

Deficiencies in Regulated Market	Mechanism	Finance	Service Quality	Office behaviour	Personal	Quantity
Mechanism	1.000	0.507**	0.091	0.249**	.049	0.678**
Finance		1.000	0.026	0.603**	0.461**	0.486
Service Quality			1.000	0.182**	0.160*	0.546
Officer's behaviour				1.000	0.941**	0.532**
Personal					1.000	0.453**
Quantity						1.000**

** .Correlation is significant at the 0.01 level (2-tailed).



From the above table it can conclude that the correlation coefficient for dimensions of Deficiencies in Regulated Market is strong and positive. Hence it can be concluded that Mechanism has positive and strong relation with Finance (50.7percent), Service Quality (9.1percent), Officer's behaviour (24.9percent), Personal (4.9percent) and Quantity (67.8percent). Finance has positive and strong relation with Service Quality (2.6percent), Officer's behaviour (60.3percent), Personal (46.1percent) and Quantity (48.6percent). Service Quality has positive and strong relation with Officer's behaviour (18.2percent), Personal (16percent) and Quantity (54.6percent). Officer's behaviour has positive and strong relation with Personal (94.1percent) and Quantity (53.2percent). Personal has positive and strong relation with Quantity (45.3percent).

Conclusion

A regulated market is set up under the law either for a specific commodity or a group of commodities set up under the APMC Acts of State governments. This study focused to analyze the issues confronted by the farmers in using the services of Regulated markets. The study concluded that the following aspects are very important in the regulated markets; they are Mechanism, Finance, Service Quality, and Officer's behaviour, Personal, Quantity, Strategy, Information, Facilities and Orientation. In order to satisfy the expectation of the farmers the following steps to be taken by the authorities of the regulated market in the market yard, all infrastructure facilities including packing materials should be provided. The payment should be made immediately in account of the farmers, give some tax concessions and fair prices to the farmers, organise training to the staff in the regulated market how to behave and receive the farmers. The officials in the regulated market should have personal attention, co-operation and good faith with the traders. Motivate the farmers to sell their agricultural products through the regulated markets. Advisory services to the farmers regarding technical details of cultivation, harvesting and packing of agriculture produce. The regulated market should link the credit facility with marketable surplus. The farmers can update all the information regarding market price, and market arrivals. The periodical meeting with farmers to redressing their grievances regarding the services offered by the regulated market. The agricultural department needs to strengthen agricultural marketing facilities by Information Communication Technology (ICT).

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