

Available online at <http://www.ijims.com>

ISSN: 2348 – 0343

A study on factors influencing farmer's satisfaction level towards Agricultural produce marketing committee (Rajnandgaon district)

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Abstract:-

Agriculture is an important element of Indian economy. The vast majority of this country's population depends on agriculture for its livelihood. So it becomes very important to offer farmers a fair market for his produce at fair price .Governments agricultural policies and Agri-marketing schemes should be huge,effective, organized and systematic. For fulfilling this purpose the Agricultural produce marketing committees were established. They work under district regulated market set up by the different state governments to sell the agricultural produce directly from farmer(as seller) to purchasers . There is no middleman in between the market transactions. The present study is focused on the factors influencing farmers satisfaction level towards Agricultural produce marketing committee of Rajnandgaon district .

Key Words: Agricultural marketing, Agricultural produce marketing committee, different factors influencing Farmers satisfaction.

Introduction:-

Agriculture, with its allied sectors, is the largest livelihood provider in India, more so in the vast rural areas. At 179.9 million hectares, India holds the second largest agricultural land in the world. A majority of the Indian population relies on agriculture for employment and livelihood. Continuous growth in agriculture is very important. Steady investments in technology development, irrigation infrastructure, emphasis on modern agricultural practices and provision of agricultural credit and subsidies are the major factors contributing to agriculture growth.[1] The country has today emerged as a major player in the global agriculture market. Agriculture accounts for 13.7 per cent of gross domestic product (GDP) and about 11 per cent of India's total exports; it is also an essential link in the supply chain of the manufacturing sector and at the same time constitutes a big market for industrial products. Currently, India is the world's largest rice exporter and second in terms of wheat exports. Horticulture exports have also seen good growth. India's agro exports during 2013–14 touched US\$ 45 billion as against US\$ 25 billion in 2011–12. In India, there are several central government organisations, who are involved in agricultural marketing like, Commission of Agricultural Costs and Prices, Food Corporation of India, Cotton Corporation of India, Jute Corporation of India, etc. There are also specialised marketing bodies for rubber, tea, coffee, tobacco, spices and vegetables. One of the government concerns which is directly connected with farmers and buyers of their agricultural produce is Agricultural produce marketing committee.

Agricultural Produce Marketing Committee

In view of liberalization of trade and emergence of global markets, it became necessary to promote development of a competitive marketing infrastructure in the country and to bring about professionalism in the management of existing market yards and market fee structure. While promoting the alternative marketing structure, however, Government needs to put in place adequate safeguards to avoid

any exploitation of farmers by the private trade and industries. For this, there was a need to formulate a Model Legislation on agricultural marketing.[2] Agricultural produce marketing committee is a government body which helps and gives guidance to the farmers . There are near about 2456 APMCs in all over INDIA. Over the years, to achieve an efficient system of buying and selling of agricultural commodities, most of the State Governments and Union Territories enacted legislations (Agricultural Produce Marketing (Regulation) Act (APMC Act) to provide for regulation of agricultural produce markets. The composition of market committee differs from state to state. It ranges from 15 to 20 members. The members include Agriculturist, Traders, Co-operative societies, Municipality, State Government Nominee and Panchayats representative.

Agriculture Produce Marketing Committee in CHHATTISGARH :-

The total geographical area of CHHATTISGARH is around 137.90 lakh hac. of which cultivable land area is 46.77 lakh hac & forest land area is 63.53 lakh hac with more than 2.55 crore population. About 80 percent of the population in the state is engaged in agriculture and 43 percent of the entire land is under cultivation. Paddy is the principal crop and the central plains of Chhattisgarh are known as rice bowl of central India. Other major crops are coarse grains, wheat, maize, groundnut, pulses and oilseeds. Chhattisgarh APMC follows The Chhattisgarh Krishi Upaj Mandi Adhiniyam, 1972 [3]There are total 73 APMCs in Chhattisgarh. In Chhattisgarh there are 19 members in APMCs.

Table 1 : organisational structure of agricultural produce marketing committee

S.N.	Number of members	Category details of the member
1.	1	Chairman
2	10	Representative of agriculturists
3	1	Representative of traders
4	1	Member of state legislative assembly
5	1	Representative of co-operative marketing society working in the respective market area
6	1	Officer of the agriculture department
7	1	Representative of the hammals and weighmen
8	1	Representative of the district central co-operative bank.
9	1	Representative of the district land developement bank.
10	1	Representative of the gram panchayat which falls within the jurisdiction of the market.

Rajnandgaon APMC:-

For this study the area of research is Rajnandgaon district. Rajnandgaon district is having 7 Agricultural produce marketing committees:-

1. Rajnandgaon 2. Khairagadh 3. Dongargadh 4. Dongargaon 5. Bandha bazaar 6. Churiya 7. Gandai .[4]

Among these seven APMCs only Rajnandgaon APMC is an “A” grade APMC and rest six APMCs are “C” grade APMCs. Crops of Rajnandgaon district are Paddy, Jawar, Bajra, Maize, Wheat, Arhar, Moong udad, Radgram, Masur, Green gram, Lak, Soyabeen, Mungfhallee, Til, Linseed, Mustard, Sunflower, Other commodity.[5]

Objectives Of The Study :

1. To know about the working and organisational structure of Agricultural produce marketing committee.
2. To know the influencing factors of farmers satisfaction level towards with Agricultural produce marketing committee of Rajnandgaon District.
3. To know if farmers are facing any problems related to Agricultural produce marketing committee.

Research Methodology :-

The present study is a survey on factors influencing satisfaction level of farmers towards Agricultural produce marketing committee of Rajnandgaon District of Chhattisgarh. The study includes a sample of 140 farmers who sell their agricultural produce in the study area. All the 07 Agricultural produce marketing committees working in Rajnandgaon district were selected for the survey. The sample was chosen by convenience sampling method for the ease of the researcher as the total population was unknown. The sample size consists of 20 respondent farmers from each of the 07 regulated markets respectively summing the overall sample to 140. A structured questionnaire was administered through personal interview among the respondent farmers to collect the response as primary data. The secondary sources of data were annual reports of the mandi board, agricultural department Chhattisgarh, formal discussion with the officials of Agricultural produce market committee, Mandi board , various trade reports, journals and books.

Data tabulation and findings :

Table : 2 Responses of farmers about the Agricultural produce marketing committee

Statements	Frequency percentage					MEAN	STANDARD DEVIATION
	Strongly satisfied	Satisfied	Neutral	Dissatisfied	Strongly dissatisfied		
Price stability	98	25	12	03	02	4.53	.84
Price awareness	127	12	1	-	-	4.90	.32

Conflict handling	86	34	8	12	-	4.39	.92
Training programs	23	35	5	58	19	2.89	1.36
Proper weighing system	54	78	8	-	-	4.33	.58
Payment system	20	110	10	-	-	4.07	.46
Proper bidding process	25	107	8	-	-	4.12	.56
Market accessibility	77	62	1	-	-	4.54	.51
Information availability	60	80	-	-	-	4.43	.49
Guidance related to crop production	22	68	-	34	16	3.33	1.31
Storage go downs	45	70	25	-	-	4.14	.69
Proper shed facility	20	120	-	-	-	4.14	.35
Canteen and refreshment	45	55	28	7	5	3.91	.32
Restroom facility	45	85	10	-	-	4.25	.57
Transport and parking facility	24	116	-	-	-	4.17	.37
Cold storage	-	-	135	5	-	2.96	.18
security of crops	24	106	10	-	-	4.1	.48

Findings:

1. The most influencing factor for farmers is price awareness facility provided by their respective APMCs. farmers are getting proper updated information related to the current price of their respective crops.

2. The least influencing factor for farmers is lack of proper and time to time training sessions for farmers. They expect frequent training and awareness programs.
3. We got least influencing response for the facility of cold storage also because most of the farmers bring here crops which don't need cold storage facility and farmers who come here with fruits and vegetables don't keep their produce here.
4. Farmers gave positive responses for market accessibility and price stability also. This shows that they are satisfied with the open auction bidding system running here.
5. Farmers want some improvement in canteen and refreshment facilities also.

Suggestions and Conclusion:-

In Chhattisgarh farmers sell a large portion of their agricultural produce through APMCs. First reason is in Chhattisgarh the scheme of Minimum support price is also running but it is applicable only for crop paddy and this scheme runs only for a limited period of time. And the second reason is because farmers get fair pricing, security of crops, payment on time, guidance from employees, security from malpractices, proper weighing system and other essential facilities they opt to sell their agricultural products through APMCs. Most of the responses of farmers about APMC Rajnandgaon were positive. But farmers want that crops other than paddy should also be given equal importance and just like the scheme of Minimum support price a fair minimum price should be fixed for the crops so that farmers are going to get at least that fair minimum price for their crops. Rajnandgaon APMC should observe APMCs of other states and according to that they should provide facilities and provision of modern amenities there. The government should also examine its policies and regulations with view to strength the marketing network. Indian agriculture needs further improvement as agriculture continuously remains as a source of livelihood to majority of the population here. Being a public platform to remove the malpractices of agricultural trade and for the benefit of farmers and traders in the country, these governments institutions need more backup from the government side to attract and secure the interests of both the sellers and buyers in the market.

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