

# CHAPTER V

## *CHAPTER -V*

# *CONCLUSIONS AND SUGGESTIONS*

### **5.1 CONCLUSIONS**

Market information is essential at all the stages of marketing from the sale of the produce of the farm until the goods reach the last consumer. Market information includes all the facts, estimates, options and other information which affect the marketing of goods and services. Market information helps in improving the decision making power of the farmers. Market middlemen need information to plan the purchase, storage and sale of goods. Market information is also benefited to the economy as a whole. Market information is essential for the government in framing its agricultural policies relating to the regulation of markets, buffer stocks, import-export and administered prices.

The layout of the market yard is well planned. The composition of the APMC wide 1963 Act is of 21 members which comprises of agriculturists, license holding individuals, representatives of Grampanchayats and Co-operative Societies and nominees. Shri Shahu Market Yard provides various infrastructural facilities to the farmers and traders in the market yard area. Both traders and farmers were literate so they could use all sources of information like internet, mobile SMS quite easily, but it would not materialized.

Radio, Newspapers and Televisions were the most prominent sources of market information used by farmers as well as traders. A few people were using the modern information sources of like mobile SMS, internet, etc. The information system for farmers and traders in APMC is inadequate. However, the available information system is under utilised.

Of the total number of samples only 30 per cent farmers as well as traders were not using projection T. V. facility.

## 5.2 SUGGESTIONS

The study reveals that the information technology for agricultural marketing in Agricultural Produce Market Committee is not properly used by the farmers or traders. APMC, Kolhapur is not providing the sufficient sources for information related to agricultural marketing. Therefore, the following suggestions are made :

1. The Government should encourage the farmers to set up village level Information Technology Park for every village, where the farmers in the village could get all types of information related to agriculture and agricultural marketing starting from cultivation, irrigation, market information, agricultural equipments, to relating the produce, etc. Such parks should be facilitated by Newspapers, Agricultural Journals, T. V. sets and computer with internet facility with a simple method like touch screen and their own or local language. Government should take a lead for establishing such type of park with funds for building and subsidies for purchasing television sets and computers.
2. Now a days, co-operative sector is spread across the country and had created a close relation with the farmers. Government with the help of co-operative sector try to apply this concept. In reality, the day will not so remain far, when the world market become small for Indian farmers and agricultural traders.
3. The co-operative societies like milk societies, sugar factories and co-operative credit societies can help for this work and dreams may come true.

4. The farmers should collect some contribution for purchasing the newspapers, journals, periodicals and also for the maintenance of equipments.
5. All villages in Maharashtra are well communicated with each other and also with the nearest cities, and nearly every family having a mobile facility. Therefore, the Government with the help of private sector like Reliance, Tata, BSNL, etc. should provide all type of information regarding agro-marketing through SMS, telephones, websites in a reasonable rates.
6. APMC, Kolhapur should provide computer training to the farmers and traders in the market area, as they get more information about agro-marketing.
7. APMC should develop a research and development centres for particular crops in the surrounding area and try to benefit the farmers locally.
8. Farmers should attain all types of exhibitions, workshops, which are organised by private sectors. It will helpful for reformation of agriculture method and getting high production.
9. It is suggested that APMC, Kolhapur should make a documentary on agro-business with the help of local communication sources like 'B' channel, VIN T.V. etc.
10. These is a need of all the APMCs in Maharashtra that they should be connected each other with a computer network, it will helpful for attaining market information from various agricultural markets with in no time.

