

CHAPTER -VI

OBSERVATION,

CONCLUSIONS

&

SUGGESTIONS

Concluding summary of the study is given in this chapter. Some suggestive measures are given in this chapter.

1. In the first chapter, efforts have been made to explain the meaning and scope of agricultural marketing. It also includes various methods of selling of agricultural goods. Agro-goods are disposed off through various channels. Role of middleman in distribution of agricultural goods is very important. But the major part of profit goes to these middleman, leaving the producer a small margin and the consumer's for higher prices.

2. In the field survey the following methods of selling of agro produces are observed

A) Producer - Wholesalers - Retailer's - Consumers

B) Producer - Retailer - Consumer

C) Producer - Customers

In this third method sales takes the forms like

1. Sale from house to house

2. sale at the road side

3. Retails public method

However a very small portion of agricultural goods are sold through this channel (i.e. C)

3. Chapter II also identifies defect deficiencies in the agricultural marketing system. Important amongst them are

A) Inadequate credit facilities to the agriculturists.

B) Inadequate storage facilities to the agriculturists.

C) Inadequate means of transport.

D) Malpractices in buying and selling methods.

E) Lack of growing and standardisation facilities F)

Non - availability of market information

G) Inadequacy of institutional marketing.

These are the most common defects in agricultural marketing in our country. Onion growers in Lonand market are also found facing the above problems. The establishment of co-operative marketing system is an important step to overcome these defects problems, arising out of the present system of marketing of agricultural produce. Justice to the producers through proper returns from their farm produce increased by channelising agricultural produce through co-operative institutions. To channelise the agricultural produce through co-operative institutions APMC can play an important role.

4. The background & economic profile of the region under study has been described in chapter III. The survey of the region shows that Lonand market is an important center for onion. This chapter also gives the brief information about the location, topography, rivers, rainfall, soil and forests etc.

5. Onion, Jwar, Bajara are three important crops in this area. Onion covers more than 75 % of the total area under cultivation.

6. Onion growers in this area are facing some problems in marketing their produce. They are not getting fair returns for their produce. If APMC Lonand can channelise the

agricultural produce through co-operatives institutions, it will give good results. Onion has a export potentialial to Arabian Countries but sincere efforts are necessary for further export promotion. There should be proper link between central Govt. and APMC's working at district levels . It is observed that Govt. policy has been changed from time to time which has resulted in suffering of the onion growers? The well established machiney of exporters, traders, Govt., APMC and Onion growers has been completely collapsed. Noting fruitful has been come out even after the entry of NAFED in the market as a purchasing and exporting agency . It is very essential to formulate a suitable and long term practical policy to give relief to the onion growers. It can be suggested that Government should plan it's purchasing and exporting activities, in October and November. To know the anticipated production of onion during the season , there should be direct contact between the APMC's and Govt. So that Govt. can keep proper control over the market and growers can also get reasonable prices.

7. In chapter IV the marketing methods , marketing organization in Lonand market and Role of APMC in Lonand market has been discussed . As far as marketing methods of onion are concern, three distinct methods of marketing were found operating in the market

- A) Direct sale to consumer
- B) Sale to co-operatives
- C) Sale through commission agents

As far as marketing organization is concern there are 16

elected and 2 Govt. representatives , in all 18 members are working as directors.

Though APMC Lonand has provided several facilities to the farmers to the trader's, like canteen and boarding facilities, drinking water, shetakari Niwas, Storage facilities, Sale Hall, Cattle shed, Telephone, Godowns , Sanitary unit, and others etc. What is observed during the interview with the chairman of APMC Lonand Advocate Subhashrao Ghadge that he expresses APMC's inability to increase any practical involvement in the auction sale of onions to give fair prices of the onion to the farmers. APMC Lonand is substantially doing every thing which is helpful in improving marketing of onions but unfortunately there are certain restrictions on functioning and power's of the APMC by the market committee's act.

8) From the statistical data collected it is observed that majority of the onion growers (75%) sale their onion through commission Agents, While sale through Co-operatives is Low (15%)

9) Lonand Market is a registered market and it is administered by a market committee comprises member's representing various interests involved in sale and purchase of agricultural produce. Here it can be suggested that grower's should have good hold (Not only major representation on market committee) and the chairman and vice-chairman should be the representatives of growers. This should be stressed and get

done by the farmers themselves.

10) Though onion is perishable product, it is saleble for about 7 or 8 months , if properly stored. The onion season starts nearly in Octomber and ends about in March-April. But because of lack of proper storing facilities available the farmer's have to dispose off their product within three to four months. Majority of the cultivator's tend to sell their produce immediately after harvest at low prices prevailing at that time. Because of substantial supplies onion market are found over flooded in the post harvest season, and middleman often take advantages of this situations.

So in this situatioin the role of APMC Lonand becomes very important to avoid the exploitation of onion growers adequate storing facilities should be provided by AFMC. Some urgent steps needs to be taken.

11) Onion is a perishable produce and to avoid the losses due to inadequate storage facilities, dehydration of onion and tranfering it into powder may be considered by the Govt. for this purpose establishment of plant may be considered. One such type of plant is recently started at Pimpalgaon near Nasik. Lonand APMC should also think about such plant on co-operative basis . There is demand for such onion powder from Singapur, Malaysia, Shrilanka, South Arabian countries. These countries are importing onion powder from Egypt and China. India has also export potential in above markets.

12) Govt. also make purchases of onion particularly when prices of onion in market falls to substantial extent. Yet

the Govt. has also to suffer heavy losses in purchases of onion many times. The reasons observed were ...

A) Carelessness, red tapism, corruption among the Govt. employees.

B) APMC's are not taken into confidence by Govt. purchasing agencies (i.e. Marketing Federation)

C) Lack of planning in purchasing activities

D) Absences of adequate storage facilities

E) Exposing of onion to sun which results in substantial loss in weight

F) Delays in transport

G) Confusion at the time of purchasing and selling due to lack of expert knowledge about prevailing market conditions.

H) Purchasing of inferior quality onions.

I) Lack of adequate efforts to export it.

J) Misappropriation and malpractices (also noticed during the field survey) of Govt. employees associated with purchasing of onion.

K) Delays in packing the onions in sacks

L) Heavy expenditure on purchasing , selling , storing etc.

12) As far corruption . red tapism and other malpractices on the part of employees of NAFED, marketing federation etc. are concerned many complaints are lodged and government has to promised to make inquiry and to take appropriate action in this respect in some cases.

13) Onion growers in Lonand area are very poor. Majority of the onion growers belongs to low income group. Also the soil

is poor and production is very low which results in hand to mouth income to the agriculturists.

14) It is also observed that storage facilities available in the area is inadequate. Scientific storage facilities are urgently need for protection of quality and quantity of onion.

15) Weighing is one of the important process in marketing of onion. This work should not be entrusted upon untrained personal. At many places college students are entrusted with this work. They are not trained . To have proper weights and measures is the birth right of farmer's. So the trained persons should be appointed to look after work or proper training should be given to the existing personal. Also Weighment on only weighbridges should be allowed . Even it should be make compulsory to private agents also.

Govt. should depute the inspecting staff to check the accuracy of weights and measures from time to time.

16) Onion is graded according to size and color. But in the field survey a lot of confusion was noted about its grade. Top grade by one seller was considered to be the second grade by another. This creates confusion amongst the growers and they lose confidence in grading. To avoids this eventuality, it is necessary to have fixed grade standards universally accepted by all the intermediaries in the market. For this grading inspectors should be appointed by APMC and grading should not be done by the middleman.

17) Following Suggestions may also be considered

a) Crop planning at country, state, District and Taluka

levels is very essential.

b) Means of communication of market information in the market area.

c) Establishment of agency which should take charge of the farmers union. Advance money for his immediate needs arrangements for marketing and make final payment.

d] An alternatives for the personal dealing and disposal.

IMPORTANT

" If the govt. is not solving the onion problem throw onions at the leaders in the power, and when they will go unconscious, offer them the same to snuff"

Once said shivsena leader Mr. Balasaheb Thakare he was addressing the meet of the onion yielders. When he made this statement he was not to the chair. When shivesena raised and grabbed the power the problem of onions become very acute. Feeling that the active workers of shivesena would not followed this appeal, the workers of the farmers organization threw the onions at the ministers of BJP/Sena Govt. from the nasik district, and the onion throw movement started. The statement of Mr Thakare is taken into consideration by farmer's as well as by Congress showed its intense concern about the farmers.

To throw onion at the ministers or in the assembly is nothing but making fun of the serious problem of the onion yeilders. The congress must be aware of the fact that this problem will not be solved by this so called way. The onion yield is high , so thoruw it. But if sugaracane crop at it's highest , are you going to take it in fagget in the house ? is the problem. To express the concern about the farmers it is useless to use such shallow unparlimentary and so called popular ways.

From the last few years in Maharashtra the onion crop has been being taken on a large scale. In India, the state of Maharashtra and in Maharashtra the district of Satara and Nasik stands the first in growing onion crop. About 6.5 lakhs of tons onion yield is taken only in the three district Nasik, Satara and Dhule of Maharashtra. It is 59 % of the total yield of the state. The prices go down as the yield increases on large scale. And as the rates goes down the movement takes place. The political parties speak of the fight in the name of the farmers against the government. In the course of time the very movement gets politicised. Many of the workers in the farmers organization have gone for shelter to BJP or Shivesana. Now the tables are totally turned. The language used by congress when they were in opposition, is now being used by Shivsena and the language used by Shivesena when they were in opposition, is now being used by Congress. It might be a different question, if the debates in the houses would have helped to solve the problem. But generally the debates in the houses do not result in solving the problems. They raised problem of onion yeilders in the house only for actuating the ruling party. That is why the original problem is lying still unsolved and untouched. This problem must be ended in planning but only because of left hand politics it is made more and more acute. Onion crop has to pass many of hindrances before it enters the market. There is problem of prices, Natural hindrances and some

times there is hindrances of ignorance on the part of the farmers. It has to face some times of the 'mathadi' workers. In this bitter cycle of unsolved hindrances, the onion is being crushed.

There is most important problem is crop planning, which is at the root of onion. When one specific yield gives good price, the farmers turned only towards it. When production rises ultimately prices go down. And when the prices go down, people feel that the loss should be borne by govt. and that is not good. When the prices go up to the skies and ordinary customers suffer severely, neither farmers nor Govt. think about it. When in the market prices go high no one opens this problems in the assembly. Though the prices are constantly decreasing in the market then customers are not getting advantages or disadvantages of the same. , must be searched out. But govt., has not so much time for the same.

The govt. itself has to come to the fore and try to end the problem by properly advising the farmers. Some times it must take stern steps. Because of lack of crop planning the problem of extra yield and prices arises. Be careful and work in such a way that this problem will not arise in future. To solve the problem of onion yield it is not good to held 'NAFED' responsible , what 'NAFED' is going to do by purchainsing onion on large scale? This question remains unsolved. To end this bitter cycle the export of onion should be supported . Export should be made on large scale and ways of it should be made simple. Even the smuggling of onion to

Bangala desh from our country should be stopped. From last 45 years the export of onion is under process but it is not enough as compare to its yield. Search should be taken for the new countries to whom export may be made. We must think whether it is possible to make any by-products by doing any processes on onions. Onion is a perishable product, so it must be seriously thought out to do some processes even to turn it into powder and make it preservable.

On such topics debates should be arranged in the assembly. It may end in good results . To say the govt. must purchase all the onions because its yield is in abundance , is not good. To solve any problem we must try to go to the root of it. Onion growers union leaders experts agro-produce market committees, all the political leaders must sit together and think seriously on the planning of th4e crops and should come to the decision.

REFERENCE: An article from Daily SAKAL.