

CHAPTER 5.

MARKETING FUNCTIONARIES.

Introduction.

A marketing function is an operation or a service by which the original producer and the final consumers are linked together. This functional approach to the study of marketing has made it possible to split economic structure of exchange into smaller parts, so that equal weight may be given to its each operation by studying each function separately. We may find the best and most economical method of performing them. Marketing consists of operations and an operation may be performed several times either by producer or middleman till the commodity finally reaches in to the users' hands. Goods are generally brought from small producers and concentrated at different places in native stockists. This physical movement of goods creates time and place utility and the purchases and the sale create possession utility.

To shift the goods from a producer to a final user a number of activities are performed side-by-side. For example, the farms produce is collected from a number of small producers to concentrate it at a central place (known as 'market') and a number of market functions like buying, transportation, storing, financing, standardising and grading, are performed before it can be used by the producers. When this function of concentration is over,

there arises the question of distribution through wholesale and retail dealers to final producers. This process of distribution may include one or more the services like selling, transportation, grading, risk bearing, etc. Broadly speaking, most of these services are common to both the major functions of concentrating and dispersion and are jointly known as marketing functions.

Table No.5.1 provides the details about the marketing functions of the market committee, Mangalwedha. It also reveals that in all about 11 types of functionaries perform the work of the entire market. Further, the Table shows that the total number of functionaries has risen from 57 to 327 market arrivals with special reference to Jawar.

TABLE NO.5.1
MARKETING FUNCTIONARIES OF
MARKET COMMITTEE, MANGALWEDHA.

Sr. No.	Types of Functionaries	Licence		Nos. of Market Functions in a year	
		Fees	Renewals	1966-67	1986-87
		Rs.	Rs.		
1.	General Commission	-	-	-	-
2.	Agent	100	90	5	8
3.	Traders	100	90	24	-
4.	Weighman	10	9	4	6
5.	'A' Trader	100	90	-	13
6.	'B' Trader	50	45	24	22
7.	'B' Teli	50	45	-	8
8.	'C' Teli	20	19	-	140
9.	'D' Teli	20	19	-	30
10.	Hamals	3	2	-	20
11.	Asstt. Trader	5	4	-	80
Total:				57	327

Source: Report of the Mangalwedha Market Committee.

A) Regulation.

The market committee regulated different agricultural commodities from 1965-66 to 1986-87. Table No.5.2 shows the details of the same. These commodities were Jawar, Bajara, wheat, Hulga, Tur, Matak, Til, Erandi, Chillies, maize, safflower, gram, etc.

TABLE NO.5.2
REGULATION OF AGRICULTURAL COMMODITIES BY THE
MARKET COMMITTEE, MANGALWEDHA.

Sr. No.	Commodities of Regulated Market	Under the APMC Mangalwedha Sub-Market	As AMPC Mangalwedha
1.	Jowar, Bajara, Wheat, Hulga, Tur, Matak, Til, Erandi, Chillies.	Govt. Notification No. BMA/3655 dated 5.2.1955.	Govt. Notification No. BMA/3655 dated 10.5.1965.
2.	Cow, Bullock, Buffalow, Sheep, Goat, Horse.	Govt. Notification No. 25.	Govt. Notification No. BMA/3655 dated 10.5.1965.
3.	Maize, Safflower, Gram, Tur, Cotton, Groundnut, Onion.	Govt. Notification No. 25	1965-66.

Source: Annual Report of Market Committee, Mangalwedha.

B) Market Arrivals.

Table No.5.3 shows the market arrivals of the agricultural commodities in 1986-87, viz. groundnut (unshelled), groundnut (shelled), tur, gram, jowar, bajara, wheat (unhusked) wheat (husked), matak, hulga, chillies, Gurn, maize, safflower, etc.

TABLE NO.5.3
MARKET ARRIVALS OF AGRICULTURAL PRODUCE IN
1986-87 IN THE MARKET YARDS OF MANGALWEDHA

Sr. No.	Particulars	Quantity in Quintals	Percentage to Total
1.	Groundnut (unshelled)	60	0.26%
2.	Groundnut (shelled)	850	3.70%
3.	Tur	10	0.04%
4.	Gram	200	0.87%
5.	Jawar	12 000	52.28%
6.	Bajara	400	1.74%
7.	Wheat Unhusked	1 190	5.18%
8.	Wheat Husked	50	0.22%
9.	Mataki	43	0.19%
10.	Hulga	1 200	5.23%
11.	Chillies-Red	300	1.31%
12.	Gur	5 000	21.78%
13.	Maize	950	4.14%
14.	Safflower	700	3.05%
	Total:	22953	100.00%

Source: Annual Report of the Market Committee, Mangalwedha

C) Dispersal.

Since Mangalwedha is not an industrially developed area, local consumption of the agricultural produce was limited. There were no processing units in Mangalwedha. It is realised from the statistics in Table 5.3 that nearly 53% of jawar, 21% of Gur has come to the Mangalwedha Market Yard. Thus, Mangalwedha was generally an assembled market for jowar and Gur and functioned as a transit place for Pandharpur and Solapur markets.

D) Gradation.

The grading system provides a common language for the buyers and sellers in arriving at a reasonable rate. But the job of defining the grades of the agricultural commodities is not over once for all the time and cannot be done haphazardly.

The agricultural produce market committee, Pandharpur, introduced the system of gradation for jawar and gur from December 1963. It was also applicable to Mangalwedha Sub-Market. But the system of gradation was discontinued with the establishment of the independent market committee. Thus, this has worked negatively in this respect. The market committee has not yet appointed its own grader and the traditional system of classification prevails in the market.

E) Market Intelligence.

The propaganda of the benefits of selling the produce in the regulated markets was conducted in this Taluka by the market committee, Pandharpur. At the inception stage of this market committee, the members of its staff visited a number of villages to intensify the propaganda of regulated market. The market committee communicated to the Marketing Research Officer, Bombay, the prices of the regulated commodities daily by telegram. A notice-board was also maintained to display the prices of the regulated produce from other markets. It conducted exhibitions of cattle and agricultural produce in 1980 and 1981.

METHODS OF MARKETING

A) Open Auction.

The market committee, Pandharpur, introduced the open auction method for this sub-market and it was continued even after the separate market committee of Mangalwedha was established. The timings of auction was from 11 AM to 5 PM on every Monday, as Mangalwedha was a weekly market.

B) Weighment.

The Pandharpur Market Committee has introduced for this sub-market, the method of adding the quantities so as to make a bag of standard quantity and it was continued by the market committee, Mangalwedha, from 1986-87. There were 7 licenced weighers in the market yard.

C) Market Charges.

Table 5.4 shows the details of the marketing charges before and after the regulation per Rs.100 value of sale proceeds.

TABLE NO.5.4
MARKET CHARGES

Sr. No.	Particulars	Unit	Before Regulation	After Regulation	Benefits
1.	Commission	Rs.100/-	1.50	1.50	-
		Sale Proceeds			
2.	Dharmadaya	Per bag	0.01	-	+0.10
3.	Hamali	Per Bag	0.15	0.10	+0.05
4.	Cash Discount	Rs.100/-	0.20	-	+0.20
		Sale Proceeds			
5.	Weighment	Per bag	0.05	0.03	+0.02
6.	Kadata	per Quin	1 kg.	-	+1 kg.
7.	Sieving	per bag	0.50	0.50	-

Source: Annual Report of the Market Committee, Mangalwedha

C) Cost of Marketing.

The cost of marketing consists of various charges paid by the seller-farmer to the trader on account of the commission, hamali, weighment, Kadata, cash discount, etc. Table No.7.4 gives details regarding the cost of marketing of wheat, jawar and other commodities. The commission is charged at Rs.1.50 per Rs.100 of sale proceeds. Hamali is charged at 10 paise per bag of jawar wheat, bajara, etc. and at 3 paise per belhi (weight). Small belhi is approximately 20 kgs. of jawar. The rate of sieving is 50 paise. Weighment charges are at 45 paise per quintal. Before regulation, traders effected various arbitrary deductions such as Dharmaday, Goshala, etc. Such deductions are now strictly prohibited since the establishment of the agricultural produce market committee.

D) Cancellation of Licence.

Full powers are given to the market committee in regard to the cancellation of the licence of the market functionaries as per the provisions of the Act. Table No.5.5 gives detailed information in respect to the cancellation of licence.

TABLE NO.5.5
TABLE SHOWING THE CASES FILED IN THE CIVIL COURT,
MANGALWEDHA, BY MANGALWEDHA MARKET COMMITTEE
FROM 1977-78 TO 1986-87

Year	Nos.of Cases Filed	Reason	Remark
1977-78	NIL	-	-
1978-79	NIL	-	-
1979-80	NIL	-	-
1980-81	NIL	-	-
1981-82	NIL	-	-
1982-83	1	Trade without Licence	Case settled by compromise.
1983-84	2	"	"
1984-85	1	"	"
1985-86	2	"	"
1986-87	2	"	"

Source: Annual Report of the Market
Committee, Mangalwedha

All the cases indicated in Table no.5.5 were prosecuted by this market committee under Rule 65(1)(2) of the Bombay Rules, 1941. They were punishable under Section 65(1)(2) of the same rule with a fine upto Rs.20. But all the cases filed in the Civil Court, Mangalwedha, were settled by compromise.

The various functions described in the bye-laws are given below:-

a. Marketing Functions.

Trader is the Licensee who obtains a licence for a year for the purpose of trading or undertaking a related service in a particular market yard.

b. Trader 'A' Class.

Trader dealing in the agricultural production at any place of the market area, except in the market yard.

c. Trader 'B' Class.

This class purchases and sells the agricultural produce within the market area, including proper yard.

d. Trader 'C' Class.

This class is a retailer and is allowed to do the business within the market yard.

e. Weighment and Hamali.

Weighment and hamal are allowed to work after obtaining a licence for a period of one year within the market yard. He receives a badge from the market committee.

f. Weighment and Hamal 'B' Class.

This class is allowed to work on a licence at any place within the market area. He gets a badge from the market committee.

g. Adatya.

An Adatya is allowed to deal in any commodity as a commission agent within the market area.

h. Trader No.1.

He is a trader whose annual business ranges within Rs.70,000 to Rs.1,20,000 and is allowed to deal any agricultural commodity within the market area.

i. Trader No.2.

He is a trader whose annual business is within the range of Rs.60,000 to Rs.1,20,000 and is allowed to deal in any agricultural commodity within the market area.

j. Trader No.3.

He is a retailer doing business upto Rs.20,000 per annum.

k. Assistant to Trader.

He works as an assistant to the trader in the transactions within the market area.

l. Warehouseman.

Warehouseman is allowed to store the goods in godowns situated within the market area.

m. Surveyor.

Surveyor's business is to survey the agricultural produce with regard to its quality, quantity, refracted price and such other factors as may be prescribed in the event of dispute between a buyer and a seller.

n. Cartman.

Cartman is a licensee who obtains licence for a period of one year for the purpose of movement of goods from one place to another. He receives a badge from the market committee.