
C H A P T E R - V I

OBSERVATIONS, SUGGESTIONS AND
CONCLUSIONS

CHAPTER VI

OBSERVATIONS, SUGGESATIONS AND CONCLUSION

- 6.1 In Sangli District the irrigated land holdings is greater than the non-irrigated land holdings (Refer Table No. 5)
- Talukawise comparison revels that except Jath Taluka, the irrigated land holdigns is greater than the non - irrigated land holdings (Refer Table No.6). From this it is observed that still much more land can be brought under irrigated and increase the crop yield.
- 6.2 Sugar cane is the main crop of Sangli District and hence maximum land is under cultivation of this crop. Nowadays the land under cultivation for crop like Grapes and Soyabean is increasing. Hence the quantity of Soyabean is increasing every year. This shows that there is good market for Soyabean. This will definitely benefit the Market Yard as the incomming of Soyabean will increase every year.
- (Refer Table Nos.7&8.)
- 6.3 Out of 200 respondents 174 respondents (87%) are sending their produce to Market Yard while 26 respondents (13%) are selling locally. Local market can be divided into two parts viz. Wholesale market and retail market. No one is selling through Retail market. The respondents who are selling

locally are all selling through wholesale market.

(Refer Table No. 9) when compared Talukawise, in all the Talukas maximum respondents sell through Regulated markets (Refer Table No 10)

This shows that regulated markets have covered a large area.

- 6.4 Out of 174 respondents who are sending their produce to Market Yard, 159 respondents are satisfied with the price they get for their produce while 15 respondents are not satisfied with the price. This shows that APMC 'Sangli' has been successful in regulating prices. (Refer Table No.12)

When compared talukawise, In all the talukas respondents are satisfied with the prices got at Market Yard for the sale of their produce (Refer Table No.13). Only few people are not satisfied with the prices. If their problem is solved then all the people will be happy with the Market Yard.

- 6.5 Out of 174 respondents who are sending their produce to Market Yard, only 21 respondents (12.07%) are aware about the functions of Market Committee while 153 respondents (87.92%) are unaware. This shows that the awareness about the functions of Market Committee is very low. (Refer Table No.13).

When compared talukawise, Miraj Taluka shows 13.64% awareness about the functions of Market Committee and this percentage is low in Kavathemahankal and Jath talukas. (Refer Table No.14). This shows that still large amount of

population should be made aware about the functions of Market Committee.

- 6.6 Out of 174 respondents who are sending their produce to Market Yard, 155 respondents (89.08%) are using Tempo as means of transport, 12 respondents (6.90%) are using Bullockart (Refer Table No. 16).

When compared talukawise, we get the same picture. 12 respondents who are using Bullockart are all from Miraj Taluka. (Refer Table No.17)

First Bullockarts were used for transportation purpose but with introduction of new means of transport i.e. Truck, Tempo, Tractors etc, the use of Bullockart has drastically reduced. For smaller quantities and lesser distances Bullockart is used and for larger quantities and more distances Track is used. Now-a-days, Tempo is regarded as the best and cheap mode of transport.

- 6.7 Out of 174 respondents who are sending their produce to Market Yard 97 respondents (55.75%) say their produce (food grains) is not well protected at Warehouse in Market Yard. While 77 respondents (44.25%) say their produce (food grains) is well protected. (Refer Table No.18). This shows that the Warehousing facility provided at the Market Yard is not that well equiped.

When compared talukawise, in all the talukas more than 50% of the respondents say their produce is not well protected. This percentage is high in Jath Taluka.

6.8 Out of 174 respondents who are sending their produce to Market Yard, 135 respondents say that the rent charges for are low, 23 respondents say the rent charges are medium and only 16 respondents say the rent charges are high. (Refer Table No.20). This shows that APMC 'Sangli' has been succesful in having control over the rent charges taken at the Market Yard.

When compaired talukawise, in all the talukas respondents are satisfied with the rent charges taken at Market Yard. (Refer Table No.21).

6.9 Out of 174 respondents who are sending their produce to Market Yard, 77 respondents (44.25%) are satisfied with Warehousing facility (for food grains) provided at Market Yard while 97 respondents (55.75%) are not satisfied with the Warehousing facilitiy (for food grains) (Refer Table No.22). This shows that Warehousing facility provided at Market Yard for food grains is not satisfactory. There are some loopholes like, Merchants taking large quantity of produce as free sample which reduces its weight, rats spoiling some quantity, Hamals carry some quantity from the produce kept in Warehouse. If all these loopholes are removed then the satisfaction percentage will increase.

If compaired talukawise, then in all talukas more than 50% of respondents are not satisfied with the Warehousing, facility (food grains) provided at the Market Yard. (Refer Table No. 23)

- 6.10 All the respondents (100%) are satisfied with the Warehousing facility (for soyabean) provided at the Market Yard.
- 6.11 The Marketing Strategy adopted by the APMC Sangli for sale of Soyabean is open Auction sale. 60% of the respondents are satisfied with this strategy. While 40% are not. According to them prices should be given on the basis of oil contents of Soyabean. At present oil mills are giving price on the basis of oil contents of Soyabean.
- 6.12 Out of 174 respondents who are sending their produce to Market Yard, 149 respondents (85.63%) say that the Market charges are Reasonable, 16 respondents, (9.20%) say that the Market charges are low and only 9 respondents (5.17%) say that the Market charges are high. (Refer Table No.24). This shows that Market Committee has been successful in regulating the market charges.
- When compared talukawise, in all talukas people are satisfied with the Market charges (Refer Table No.25).
- 6.13 All the respondents (100%) are satisfied with the services available at the Market Yard. This shows that Market Committee is an active body in implimenting its functions even though many of the people are unaware about its functions.
- 6.14 Grading is one of the main attribute in marketing of produce as it creates qualitative awareness in the customers mind. Hence proper grading has to be done. But it is observed that



farmers in Sangli District are totally unaware about the grading facility provided for their produce at Market Yard. Though Market Committee is taking the initiative to sell maximum of the produce by grading the produce, farmers have yet no knowledge about the grading.

6.15 Out of 174 respondents who are sending their produce to Market Yard, 159 respondents are members of co-operative societies, while 15 respondents (8.62%) are not members of co-operative societies (Refer Table No.26). This shows that co-operative societies are playing very dominant role in attracting the farmers. All the farmers who are members of the co-operative societies are getting loan facilities. Infact co-operative societies provide many facilities like Advance payment, Transportation facilities at concessional rates, prompt payment of produce sold, loan facilities but here farmers are getting only loan facility.

6.16 20.11% of the respondents have problem in prompt payment of produce while 31.6% we reluctant to answer. This shows that farmers are having problem in getting the payment of produce.

97 respondents (55.75%) are having problem with storage facility (for food grains) while 77 respondents (44.75%) are not having any problem. This shows that storage facility provided at Market Yard is not that much satisfactory.

Regarding Grading facility provided at the Market Yard, more then, 50% of the respondents were reluctant to answer. This shows that still people are unaware about the grading facility provided at the Market Yard (Refer Table No.28)

6.17 Out of 174 respondents who are sending their produce to Market Yard, 45.98% have Good opinion, 19.54% have Better opinion regarding Market Yard . This shows that Market Committee has been successful in regulating the Market & delivering its functions. (Refer table No.29 & 30)

6.18 When asked to the respondents about any further development in marketing strategy adopted by APMC Sangli the respondents have presented the following opinions.

- i> At present all the quality of Soyabean is being mixed and open auction sale is done, hence price should be given on the basis of quality of Soyabean and its oil contents.
- ii> Before keeping the produce in warehouse weighing should be done in front of the farmers and its receipt should be given.
- iii> Payment should be done within 2 to 3 days. At present payment is done after 29 days and if wanted urgently the price is reduced.
- iv> More quantity of Soyabean is taken by the Merchents to see the quality. Many merchents do the same. In totality much more quantity its lost. This should be stopped.

SUGGESTIONS

1. Agricultural Produce Market Committee (APMC), Sangli provide facilities for grading agricultural produce assembled in the yard. This saves farmers from biased and unscientific grading practices followed by trading community. But farmers in Sangli District have yet no knowledge about the grading. Hence Market Committee should undertake the programmes of educating the farmers regarding grading at field level.

2. APMC'Sangli undertakes sale of Soyabean by open auction or open agreement system. Oil mills also do purchases of Soyabean and they give price to the farmers on the basis of oil containts of Soyabean. Hence the farmers who are producing Soyabean of high oil containts don't send it to APMC'Sangli. Many farmers are now selling their Soyabean to Oil Mills. Hence to capture these Market APMC'Sangli should also take steps to give price to Soyabean on the basis of oil containts.

3. Regulated Market are primarily concerned with the prompt and cash payment of sale proceeds to the cultivators. The byelaws provide that commission agent has to make immediate payment to the farmers. But at present farmers receive their payment after 30 days and if they want immediate payment the price is reduced. All these pratices should be stopped and immediate payment should be ensured.

4. In Regulated Markets, weightment is done by licensed weightmen with standard metric weights and measures. In Sangli Market Yard weighing is done on a particular days. If licensed weightmen is not available on a particular day then weighing is postponed. The farmers who come from far away places, could not stay due to other problems. On the other day of weightment they could not come as their places are not near and hence weighing is done in their absence. Hence farmers feel bias. Hence market committee should do weighing on all days of the week.
5. When the farmers don't get good price then they keep their produce in the godowns and ask to sell when good prices come. Hence when good price come the Soyabean is sold and the receipt is sent to farmer. Sale is done in his absence he feels bias about weighing. Hence to remove this bias, first the produce should be weighed in front of the farmer and then only kept in the godowns.
6. Merchants take large quantity of Soyabean as free sample. They press iron thing (Bumb in Marathi) at 2 to 3 places in each bag filled with Soyabean and remove Soyabean for sample. This reduces the weight (large quantity in totality). This practice should be stopped and ask to take only small quantities.
7. All farmers are satisfied with the warehousing facility provide for Soyabean but for foodgrains they are not satisfied. Rats spoil some quantity. Again Hamals also take large quantity of foodgrains from the warehouse. Market

Committee should take immediate steps to stop this by destroying rats and imposing strict rules on hamals.

8. It is observed that, prices differ from shop to shop in Sangli Market Yard. Hence Market Committee should take steps to regulate the prices given at each shop and to have uniform pricing.
9. Awareness among the farmers regarding functions of Market Committee is very low. Many of the farmers don't know what the committee is. They only send their produce to Market Yard just as other farmers send. Hence Market Committee should undertake "Awareness Campaign" to educate farmers regarding functions of Market Committee and to make their full use.

CONCLUSION

After making detailed study of the various aspects i.e., the administrative setup we come to conclusion that the working of the APMC Sangli is satisfactory. There are certain short-comings, which can be removed step by step.

If all these suggestions are implemented then this Marketing Committee can definitely gain fame & popularity. As this area is agricultural based area, if the committee plays an vital role in case of marketing the produce then it can definitely bring lot of area under its jurisdiction. Because of this many of the villages i.e. farmers will avail of the facilities provided at the Market Yard for marketing their produce effectively. Now APMC is diversifying in the area of marketing of vegetables hence many farmer can definitely take advantage of it. All these things show that APMC Sangli has a different tomorrow.