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I N T R O D U C T I O N

1.1 INTRODUCTION

India is basically an agrarian Country. Agriculture is an extremely important part of our economic structure. About 70% of its population live in rural area and depends on agriculture for their survival. In fact, the prosperity of the Country as a whole is considerably dependent upon the prosperity of our population which still depends on agriculture.

In agriculture, marketing of agricultural produce is a Crucial aspect having direct bearing on economic conditions of the farmers. In the business of farming, the supply of agriculturral inputs like seeds, fertilizers, pesticides and the Sale of agricultural produce at fair prices are the important activities. The farmer needs the services of well organised marketing system. For a long time, marketing conditions in India were primitive and the farmers were exploited by traders, mercantile agents and all other middlemen in the process of marketing of agricultural produce. Now a days Co-operative sector has emerged as a helping hand to the farmers and it undertakes marketing and processing of agricultural products.

The proposed study is an attempt to examine and evaluate the functioning of "AGRICULTURAL PRODUCE MARKET COMMITTEE SANGLI" which is involved in marketing of different agricultural commodities.

For the sake of convenience the study is confined to marketing of SOYABIN.

1.2 OBJECTIVES OF THE STUDY

- 1) To study the marketing pattern and practices followed by market Committee.
- 2) To evaluate the performance of Agricultural Produce Market Committee Sangli.
- 3) To study the problems of market Committee and farmers.
- 4) To suggest ways and means to overcome the weaknesses if any.

1.3 METHODOLOGY AND DATA COLLECTION

The task of data Collection begins after a research problem has been defined and research design chalked out. For the purpose of this study Primary and Secondary Sources of information are considered.

1.3.1 PRIMARY DATA:-

"The primary data are those which are collected a fresh and for the first time and thus happen to be original in character". 1.



The tools used to collect the primary information was by the way of structured Questionnaire and personal interview of the concerned officers and farmers. A sample of 200 farmers was selected by simple random sampling technique. In addition to this, discussions with the office-bearers and the employees of the Agricultural Produce Market Committee Sangli were also held from time to time.

1.3.2 SECONDARY DATA:-

"The Secondary data are those which have already been collected by someone else and which have already been passed through the statistical process"1.

The Secondary data was collected from the records of the market Committee i.e. by referring to the Annual Reports, Notes as well as the books and Journals being published by the market Committee. In addition, with a view to make study more meaningful and result-oriented, the actual working of the market Committee was observed.

1.3.3 SAMPLING TECHNIQUES:-

The Sampling Techniques used for this study were proportionate stratified random sampling technique and simple random sampling technique.

1.3.4 PROPORTIONATE STRATIFIED RANDOM SAMPLING:- In stratified sampling the population is divided into several subpopulations that are individually more homogeneous than the

total population and than we select items from each stratum to constitute a sample. Since each stratum is more homogeneous than the total population, we are able to get more precise estimates for each stratum and by estimating more accurately each of the component parts, we get a better estimate of the whole.

For selecting villages from all the three talukas(i.e Miraj Taluka, Kavathemahankal Taluka and Jath Taluka) which comes under APMC Sangli, stratified random sampling techniques was used. For selecting respondents (sample) for the study purpose simple random technique was used.

1.4 SCOPE OF THE STUDY

Miraj Taluka, Kavathemahankal Taluka and Jath Taluka comes under the jurisdiction of APMC Sangli. Hence, for the purpose of the study of APMC Sangli all these three Talukas were selected.

APMC Sangli undertakes the marketing of wide range of products but for the purpose of convenience only SOYABEAN was selected.

Hence the scope of this study is limited to SOYABEAN and three Talukas of Sangli District.

1.5 LIMITATIONS OF THE STUDY

The Researcher feels that the present study has the following limitations.

1. APMC Sangli undertakes marketing of various agricultural products. At present Soyabean has great demand in the market. This demand is increasing every year and hence land under

cultivation for this crop is also increasing. Hence, only Soyabean crop was selected for this study.

2. Sangli District has 18 Talukas. APMC Sangli operates in Miraj, Jath and Kavathemahankal talukas. Hence out of 18 Talukas only 3 Talukas were selected.

3. The Interpretation drawn are based on the responses presented. It may not be the representative of the sample group of the whole market and all the consumers. The report has been generalised completely on the basis of 200 responses only. Again these responses are varied and subject to changes. The findings drawnout through interpretations of the data may also be subject to this constriant.

4. Regarding land holding, people were reluctant to give proper response. This has become one of the constraint on study.