

C H A P T E R - V.

**PROCESS OF MARKETING JAGGERY IN  
SHREE SHAHU MARKET YARD.**

- 5.1 INTRODUCTION.
- 5.2 ARRIVAL OF JAGGERY.
- 5.3 GRADING.
- 5.4 OPEN AUCTION.
- 5.5 WEIGHMENT OF JAGGERY.
- 5.6 PACKING OF JAGGERY.
- 5.7 DELIVERY OF JAGGERY.
- 5.8 PAYMENT OF SALES PROCEEDS.

## CHAPTER-V.

### PROCESS OF MARKETING JAGGERY IN SHREE SHAHU MARKET YARD, KOLHAPUR.

#### 5.1 INTRODUCTION:

Shree, Shahu Market Yard, Kolhapur, is a leading Market in the Maharashtra. In this Market, almost all the agricultural produce are dealt with.

To quote few of them are jaggery, ground-nut, wheat, Potato, Onion, are marketed in bulk quantities. Cattle, sheep and goats are also traded in this market. An attempt has been made to discuss the process of marketing jaggery in the following paragraphs.

#### 5.2 ARRIVAL OF JAGGERY:

The producers who intend to sell, bring their jaggery in the market yard. They bring their jaggery by bullock carts, tractors, power-tillers, Tempos and trucks or any other means which is convenient for them. The arrivals of jaggery in the market is more between October to April every year. These arrivals takes place throughout day and night.

When jaggery is brought in the market, the producer entrusts the jaggery for sales to the commission agents (Adatya). The commission agent in return gives receipt to the producer. The specimen of the receipt is given below:

Specimen of Receipt

ADAT SHOP SHREE SHAHU MARKET YARD KOLHAPUR
Name of Agent : Name of Farmer : Shri. At & Post : Received _____ Small & _____ Big Lumps. from Shri. on <div style="text-align: right;">Signature of Agent</div>

Generally, the jaggery arrived in the market is kept in open space in the yard.

**5.3) GRADING:**

The next step in the process of marketing jaggery is grading. The Government of Maharashtra has established a grading unit in the year 1962-63 in the market yard. The Government has also appointed one gradee and one attendance for the same. Both are attached to the Market Committee. However, jaggery is not graded by the Grader, but is graded commercially by the Hamals on behalf of the Commission Agents, taking into consideration the colour, taste, texture and other qualities.

After grading, the grade is mentioned on the jaggery. Following charge shows the various grades of jaggery.

CHART OF GRADES.

Sr.	Grade	Grade Designation or Local Name	Colour	Texture	Test
1.	Extra Special	Extra Best Quality	Creamy Light Golden	Granular	Extra Sweet.
2.	Special	1) Bombay Quality no.1 2) Gujarat Quality no.1	Golden Golden	Granular Juicy	Sweet More Sweet
3.	'A'	1) Bombay Quality no.2 (Yellow) 2) Bombay Quality no.3 (Yellow-Saffron)	Dark Golden Dark Red Golden	Granular or Smooth Granular or Smooth	less Sweet less Sweet.
4.	'B'	1) Gujarat Quality no.3 (Colourful) 2) Gujarat Quality no.3 (Saffron) 3) Gujarat Quality no.3 (Light-green)	Yellow Yellow Red White Yellow	Granular or Smooth Granular Granular or Smooth	less Sweet less Sweet. less Sweet.
5.	'C'	1) Gujarat Quality no.3 (Green hard) 2) Bombay Quality no.3 (Light-Green)	Light Green Green	Granular Smooth	Sweet less Sweet or Sweet.
6.	'D'	Bright Saffron	Brown	Granular Smooth	Sweet
7.	'E'	Special Red	Brown	Granular or Smooth	Sweet
8.	'F'	1) Bombay Quality no.4 2) Black Hard	Red Black Black	More Smooth Granular	Sweet or less Sweet Sweet or less Sweet.

#### 5.4 OPEN AUCTION.<sup>2</sup>

All commodities in this market are sold in open auction. Jaggery is not an exception to this. The jaggery is auctioned by way of rotation starting from one point and going to the other end. The name of the agent whose jaggery is to be auctioned is published in the local newspapers and notified on the notice board of market committee.

The auctions are held between 8.30AM to 1.00PM each day except Saturday which is a weekly holiday for this market. Auctions are conducted in the presence of supervisors of market committee. The particulars of the auctions completed are noted by the market committee, commission agents and the merchants (buyer).

#### 5.5 WEIGHMENT OF JAGGERY:<sup>3</sup>

Weighment of jaggery is done in the market yard at the Commission Agent's shop. A committee has adopted weighment scheme since 1967 in this market. Under this scheme, weighment is done only by the licenced weightmen, who are working under the direct control and the supervision of the Committee. There is a special weighment sub-committee, which executes the scheme of weighment. The weighmen are given equal work and sent in rotation to each commission agent's shops. The Market Committee inspector occasionally and periodically checks

and inspects the weighment made by the weightmen. Metric weights are used for weighing the jaggery.

Recently, the Maharashtra Mathadi, Hamal & Other Manual Workers (Regulation of Employment & Welfare) Act 1969, has been applied to Kolhapur city. The hamali and tolai charges are credited to Mathadi Board by the concerned commission agents and traders.

#### **5.6 PACKING OF JAGGERY:**

Next step is marketing jaggery is packing. After weighing, jaggery is packed. Packing of Jaggery is done by stitching gunny pieces around the jaggery. Packing is done by labourers.

#### **5.7 DELIVERY OF JAGGERY:**

Previously, the delivery of the produce was not taken by the buyers immediately. But since 1960-61, the market committee by passing certain rules and regulations has made it compulsory on the part of the buyers to take delivery within three days excluding the day of auction. It is heartening to note that the practice is strictly followed by the traders and the scheme is going on smoothly.

### 5.8 PAYMENT OF SALES PROCEEDS:

Previously, the payment of sales proceeds by the traders to the commission agents and by the commission agents to the owners of the jaggery was not made immediately. But now the market committee has provided in the bye-laws that the payment of each case should be made within 24 hours after weighment.

While making final payment to the producers, the amount due in respect of advance taken, Hamali, tolai, commission and levy, etc. is deducted.

Generally, producer takes loans from the local co-operative societies. The recovery of the loan is linked with the sales proceeds. Unless a producer repays all the loans taken from the society, he is not allowed to take amount of sales proceeds from the commission agents. Therefore, a producer will have to produce 'no dues book' (which is called as Green Pass Book), to get sales proceeds from the commission agents.

The following is a specimen of bill showing the amount payable and various deductions made from the amount.





REFERENCES

**CHAPTER-V.**

1. "ANNUAL REPORT 1985-86"  
The Kolhapur Agricultural Produce  
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2. "ANNUAL REPORT 1985-86"  
The Kolhapur Agricultural Produce  
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3. "ANNUAL REPORT 1984-85"  
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