

**CHAPTER V**

**CONCLUSIONS AND SUGGESTIONS**

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This chapter ties together the threads of the research study that have been presented in the form of conclusions and suggestions.

[1] Although the farmers and amarketing functionaries get the loans from the private money lenders they face the problem of high interest, lack of co-operation from the banks and other similar financial institutions. Farmers are not getting any specific crop loans for the production of red chillies.

It is therefore, necessary that the Govt. or the nationalised banks, or Gramin banks should provide general loans and red chillies crop loans to the farmers at cheaper rates of interest liberally and without delay.

To enable the marketing functionaries to work efficiently, nationalised banks should advance loans and overdraft facility at reasonable rates of interest. And also to enable the functionaries, during the season of red chillies, to meet with heavy working capital requirements, banks should advance short-term loans and cash credit loans.

[2] Majority of the farmers are facing the problem of low yield of red chillies.

It is therefore, suggested that State Agricultural Department should provide proper training in production of chillies, free of charge. And also the department should take the responsibility of supplying pesticides and other materials at cheaper rates.

[3] It was found that the majority of the farmers assemble different quality chillies like fruit, wet, white, long, short chillies in one heap and lot. On account of this, farmers get low price for chillies and marketing functionaries face the problems of classification at the time of assembling.

So it is suggested that the farmers should dry up the chillies properly after making different qualities. Here, APMC and Agriculture Department should provide the training of classification of chillies. It is further suggested that APMC should construct covered sheds to make easy the process of assembling for functionaries, in the event of a rainfall.

[4] Eventhough, the APMC Byadgi, has appointed the graders, they are not doing the grading work because of want of time and lack of skill. This has led to the grading problems which are faced by the majority of the respondents.

Hence, it becomes very essential that the APMC should decide the standards for maintaining grading and procedure for grading. It is further suggested that the farmers, marketing functionaries and the graders of APMC should be given the proper training in grading free of charge. This work should be undertaken jointly, by the Department of Agriculture and Department of Marketing of Karnataka Government. The number of graders in APMC Byadgi, should be increased.

[5] Although, APMC Byadgi sends the rates of red chillies to All India Radio and gets rates announced, the farmers do not seem to have utilise this facility. Obtaining correct marketing information is the problem of majority of the respondents.

Hence, it is necessary that the APMC should announce the rates through notice boards and the loud speakers in the Mandal Headquarters, twice a week, to help the farmers. It is necessary to open a separate department in APMC which should provide adequate information of different markets in India. STD telephone facility should be provided to the Byadgi market.

[6] Majority of the marketing functionaries face the purchase problems like selection of chillies, deciding rates, the Government policy, and over or under buying, etc.

It is therefore, necessary that Merchants Association should arrange for the training of its members regarding the selection and fixation of rates for red chillies and other related matters. It is further suggested that the Government should change its policy related to taxes and duties and should reduce them. It is also necessary that APMC should give sufficient time to marketing functionaries for tender during the season. And it should not insist upon the functionaries to purchase chillies, if by mistake wrong lot numbers are written against high prices. In genuine cases, it is necessary to give the buyer, the power of rejecting the quoted tenders. It is observed that the commission payable by buyers is recovered from both, the buyers (legally) and from the farmers (illegally). It increases the cost of marketing.

Therefore, it is necessary that the commission should be received only from farmers after making suitable amendment in the laws.

[7] Majority of the respondents, face the problems of loss of weight, colour, damage, etc., during the storage.

It is necessary therefore, to give proper training and knowledge of scientific methods of storage. This work should be done jointly by APMC and Agricultural Department. Further, it is suggested that APMC Byadgi should give the idea of storage facilities provided by it, to the farmers.

[8] Majority of the farmers do not know as to how to prepare the produce for sale. Hence, proper training should be imparted in this respect, by APMC and Agricultural Department. Majority of the functionaries face the sales problems like selection of person and market, fixation of selling price, provision of credit, etc.

So, it is necessary, that Merchant Association should conduct training classes, to train the marketing functionaries in this respect.

[9] Farmers do not know the procedure of getting insurance facility. And marketing functionaries feel the absence of insurance for price fluctuation and problem of high premium.

Hence, it is necessary, that the proper advertisement of insurance facility, should be made amongst farmers by insurance companies, in different media. It is further, suggested that the premium rates should be reduced to enable the marketing functionaries to make use of insurance facility.

[10] Transport charges are very high. Even to transport goods to far-off places from Byadgi market, farmers have to pay Rs. 12.

It is therefore, necessary that the APMC Byadgi should provide the vehicles to transport goods twice in a week at reasonable rates, during the season, in order to reduce the cost of transportation.

Marketing functionaries face the transport problems like inadequacy of vehicles, high cost, absence of highway, etc.

So it is necessary, that Government should allot the vehicles and regulate the transport charges, at least, during the season. It is further suggested that highway should go on Byadgi, at the time of its new construction to avoid two railway gates.

[11] It is necessary, that marketing functionaries should go for common advertisement of the market, since the sample functionaries face the problem of high cost of advertisement.

[12] Packing materials are costly because of individual purchases in small quantities. Therefore, it is suggested that the functionaries should purchase the packing materials collectively and distribute amongst themselves.

[13] To avoid labour problems which are faced by the majority of the functionaries, it is suggested that they should be properly trained for their work and well paid.

[14] Marketing channel of red chillies of red chillies is long and has resulted into the reduction of producer's share in every consumer's rupee to 67.53 percent. It is therefore, necessary that the farmers should sell through co-operative societies.

#### **Some General Conclusions**

- (i) Byadgi market is the first main primary market for red chillies in Dharwad district and also in Karnataka.
- (ii) APMC Byadgi, is efficient and playing important role in the marketing of red chillies.
- (iii) Prices in Byadgi market are influenced by price trends in other important markets of the country.

