

CHAPTER - IV

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IT AT THE DOORSTEPS OF THE FARMERS AND TRADERS

4.1 INTRODUCTION

Agricultural Produce Market Committee, Kolhapur has provided various agricultural information sources to the farmers and traders. This chapter is mainly focused on that. The farmers and traders use this information for benefits. The survey of 90 farmers and 50 traders were selected for conducting the fieldwork. The on going theme describes various components of the profile and use of IT for marketing the agricultural produce in Kolhapur.

4.2 SOCIO-ECONOMIC STATUS OF THE FARMERS

4.2.1 AGE GROUP WISE CLASSIFICATION

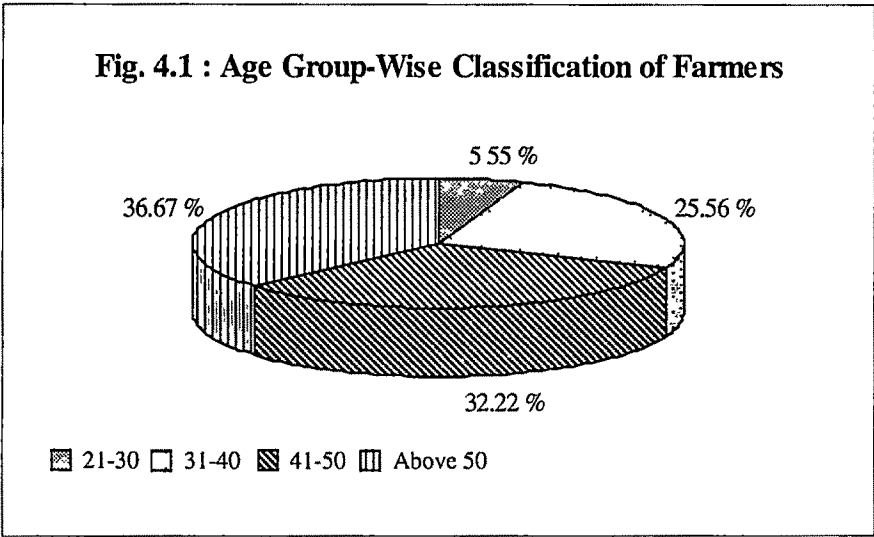
The age group-wise study helps to understand, which age group comes to the market places. Table 4.1 gives the information about age groups of the farmers :

Table 4.1
Age Group-Wise Classification of Farmers

<i>Sr. No.</i>	<i>Age-Group</i>	<i>No. of Farmers</i>	<i>Percentage</i>
1.	21-30	05	5.55
2.	31-40	23	25.56
3.	41-50	29	32.22
4.	Above 50	33	36.67
<i>Total</i>		90	100.00

Source : Fieldwork, 2008

The table above reveals the fact that; farmer of more than 20 years of age frequently visits the market places with their saleable agro-products. But the farmers with the age group of more than 50 years (36.67 %) were most prominent in this regard followed by the age group of 41-50 years (32.22 %). It means that almost 70 per cent farmers of the age of more than 40 years visit the market places to vend off their products (See Fig. 4.1).



It is further found that 25.56 per cent of farmers in the age group 31-40 years and 5.55 per cent of farmers in the age group of 21-30 year visit the market places which is strongly evidenced from the field survey that the young generation is not so much interested in visiting market area and getting involved in agro-business.

4.2.2 EDUCATION LEVEL OF FARMERS

Education is most important indicator of social as well as economic status of farmers. The following table gives the level of education of farmers, who come to the market area.

It is observed that the farmers with secondary education are usually visited to the market followed by the farmers with the education level of higher secondary.

Table 4.2
Education Level of Farmers

<i>Sr. No.</i>	<i>Level of Education</i>	<i>No. of Farmers</i>	<i>Percentage</i>
1.	Illiterate	00	0.00
2.	Primary	03	3.33
3.	Secondary	56	62.22
4.	Higher Secondary	18	20.00
5.	Higher Education	13	14.44
Total		90	100.00

Source : Fieldwork, 2008

Generally, the education level of the farmers is poor in India but the field survey data accounts for better education level of farmers, who usually visit to the market areas. Surprisingly, no illiterate farmer visit to the market area.

It is found that about 62.22 per cent of farmers, were having secondary school education, followed by higher secondary (20.0 %), higher (14.44 %) and primary (3.33 %) level of education.

The assumption is that highly educated farmers generally were more aware of information system than illiterate and least educational level farmers.

4.2.3 MONTHLY INCOME WISE CLASSIFICATION OF FARMERS

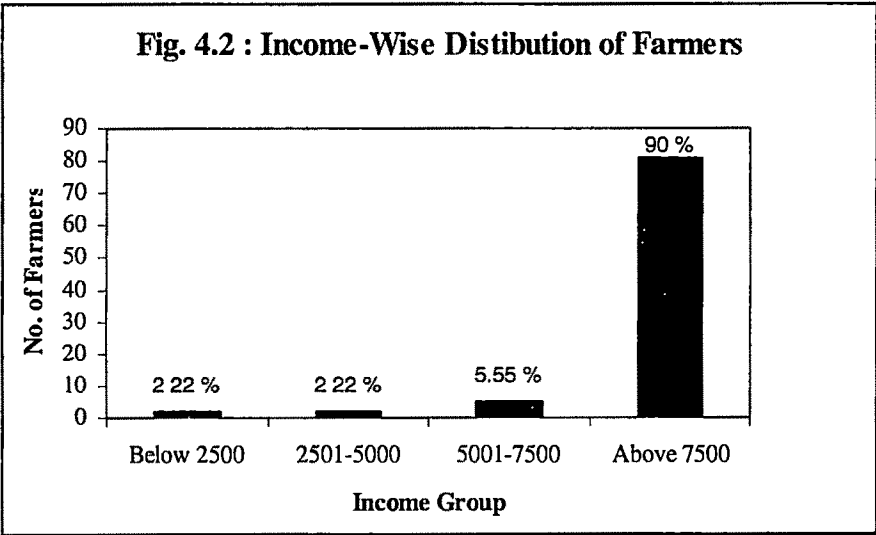
Income is directly related to the economic status of the farmers. It necessitates to look into uneven distribution of income. Information regarding the income-wise distribution of farmers is presented in the following table (Table 4.3).

Table 4.3
Income-Wise Distribution of Farmers

Sr. No.	Income-Group	No. of Farmers	Percentage
1.	Below 2500	2	2.22
2.	2501-5000	2	2.22
3.	5001-7500	5	5.55
4.	Above 7500	81	90.00
Total		90	100.00

Source : Fieldwork, 2008

The table above reveals that the farmers with different economic status are coming to sale the agro-products in the market area. More than 90 per cent of farmers were having monthly income of more than Rs. 7500 and about 5.55 per cent of farmers were having monthly income between Rs. 5001-7500. Only 2.22 per cent of farmers were having monthly income between Rs. 2501-5000 and less than Rs. 2500 each (See Fig 4.2).



4.2.4 TOTAL LAND HOLDING BY FARMERS

Agricultural production is mostly depending upon the total land holding by the farmers. Actual land holding by the farmers, who visited

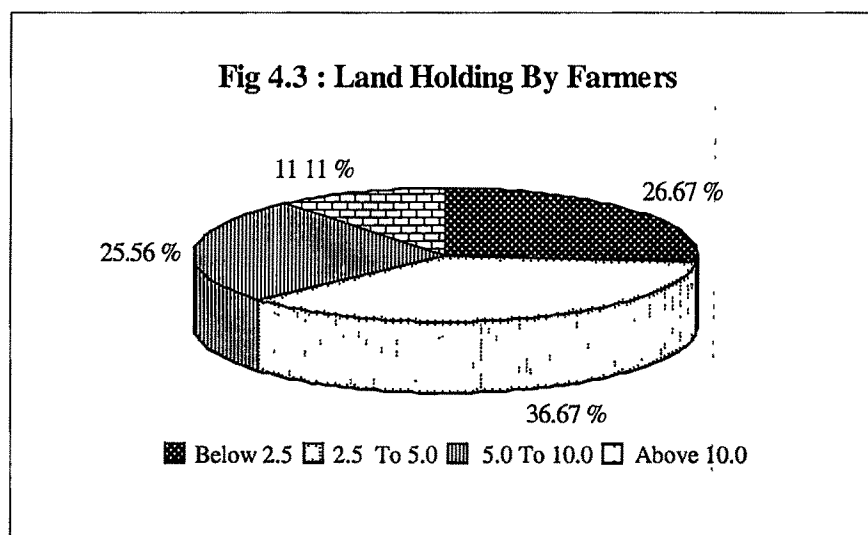
the market area for selling their agricultural goods, is presented in the table given below.

Table 4.4
Land Holding By Farmers
(Land in acres)

Sr. No.	Income-Group	No. of Farmers	Percentage
1.	Below 2.5	24	26.67
2.	2.5-5.0	33	36.67
3.	5.0-10.0	23	25.56
4.	Above 10.0	10	11.11
Total		90	100.00

Source : Fieldwork, 2008

The table above shows that more than one third (36.67 %) of the farmers were holding a land between 2.5 to 5.0 acres of land. It is found that the farmers holding less than 2.5 acres land were having 26.67 per cent land holding and farmers holding a land between 5 to 10 acres stood at 25.56 per cent. There were only 11.11 per cent of farmers holding land area more than 10 acres (see Fig. 4.3).



The farmers having less than 2.5 acres of land were known as marginal farmers. Farmers holding a land between 2.5 to 5.0 acres of land were known as small farmers and lastly farmers holding more than 5 acres of land were they called as medium farmers.

4.3 FARMERS AND THEIR AGRO-PRODUCTS

Different types of farmers visit the market yard from different corners of the district for marketing their various agro-commodities. The information regarding represented in the following table (Table 4.5).

Table 4.5
No. of Selling Agro-products in Market Area

<i>Sr. No.</i>	<i>Particulars</i>	<i>No. of Farmers with Particular Agro-Products*</i>	<i>Percentage</i>
1.	Jaggery	55	61.11
2.	Vegetables	48	53.33
3.	Onion	26	28.89
4.	Flowers	14	15.55
5.	Fruits	08	8.89
6.	Foodgrains	04	4.44
7.	Kadaba(Straw)	02	2.22
8.	Groundnut	01	1.11

** Overlapping of number of farmers permitted*

Source : Fieldwork, 2008

It is found that 61.11 per cent of farmers were selling Jaggery in the market yard since the Shri. Shahu Market Yard, Kolhapur is famous for Jaggery trading. The area surrounding is very famous for Jaggery production. Vegetables ranks second position. More than 53.33 per cent of farmers were selling different types of vegetables in the market yard.

Turnover of the onion and flowers share around 28.89 per cent and 15.55 per cent respectively. The farmers visit to the market area and engaged in selling the agro-commodities like fruits (8.89 %), foodgrains (4.44 %), Kadaba/Straw (2.22 %) and also Groundnut (1.11 %).

4.4 MARKET INFORMATION

4.4.1 SOURCES OF MARKET INFORMATION

Many sources of information were available for the farmers for getting different type of information about agro-products and their prices.

Following table (Table 4.6) shows how informations were available for the farmers in Shri Shahu Market Yard and individually.

Table 4.6
Sources of Market Information

Sr. No.	Particulars (Sources)	Availability of Market Information		Total
		Yes	No	
1.	Radio	88 (97.8)	02 (2.2)	90 (100.0)
2.	T. V.	88 (97.8)	02 (2.2)	90 (100.0)
3.	Newspapers	90 (100)	00 (0.0)	90 (100.0)
4.	Projection T. V.	62 (68.9)	28 (31.1)	90 (100.0)
5.	Information Centres	63 (70.0)	27 (30.0)	90 (100.0)
6.	Internet	22 (24.44)	68 (75.56)	90 (100.0)
7.	Mobile SMS	26 (28.9)	64 (71.1)	90 (100.0)

Source : Fieldwork, 2008

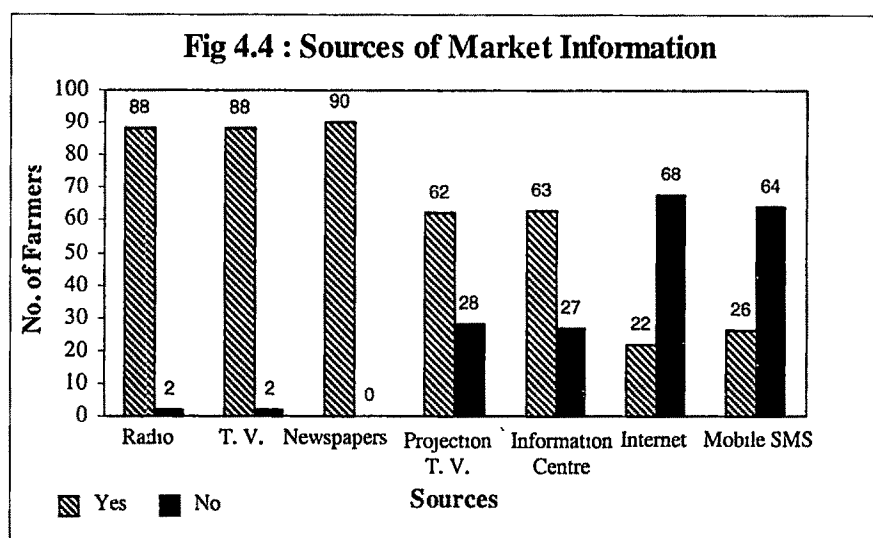
Newspapers are the best and more popular information sources for farmers. As per our survey the farmers were literate. They were using newspapers as the main source of information. In fact 100 per cent farmers were using this media.

Radio and Television were more popular sources of information. More than 97 per cent of farmers used this media for getting agricultural information.

In the Shahu Market Yard, Projection T. V. and Information Centre are available. Around 68.9 per cent and 70.0 per cent of farmers were used this media for their benefits.

But the farmers were not properly aware of the information sources of modern era i.e. Internet, Mobile, SMS, etc. Only 24.44 per cent of farmers used internet and 28.9 per cent farmers used mobile SMS as their

information sources (See Fig. 4.4). Therefore, it is suggested that, Market Committee should provide a proper training for using these modern sources of information at least to the well educated farmers, and also run an awareness campaign for it.



4.4.2 USE OF AVAILABLE INFORMATION SOURCES

Farmers were benefited by available information sources by various ways. Farmers used these available information sources as presented in the table below (Table 4.7).

Table 4.7
Use of Information Equipments/Sources

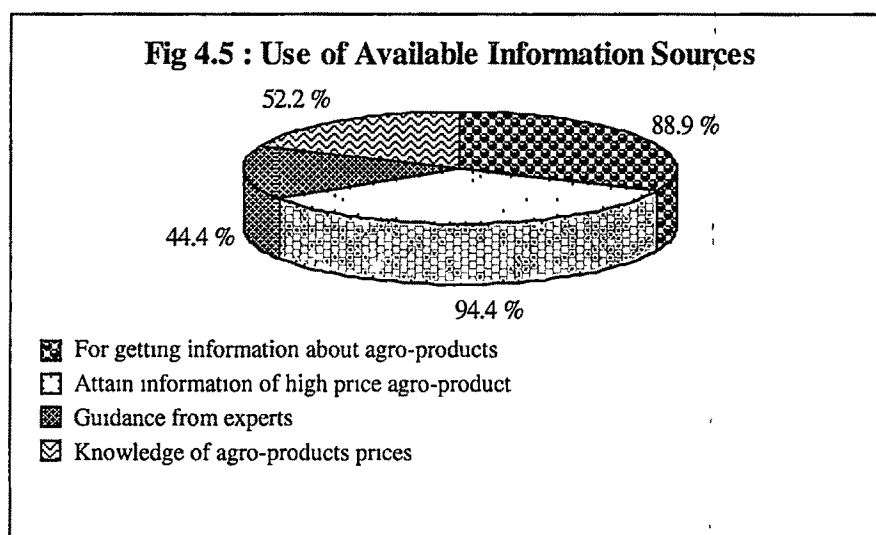
<i>Sr. No.</i>	<i>Particulars</i>	<i>No. of Farmers</i>	<i>Percentage</i>
1.	For getting information about agro-product	80	88.9
2.	Attain information of high price agro-products	85	94.4
3.	Guidance from Experts	40	44.4
4.	Knowledge of agro-products prices	47	52.2

Source : Fieldwork, 2008

Most of the farmers (94.4 %) used the information sources for obtaining the information related to high price agro-products. Around 88.9 per cent of farmers were getting information of prices of agro-products by using various information sources.

Information about the different agro-products was obtained by 52.2 per cent of farmers and 44.4 per cent farmers were using the sources of guidance from the experts (See Fig 4.5).

The Market Committee of Shri Shahu Market Yard, Kolhapur, provides the current information to the farmers about prices, guidance from the experts, knowledge of various agro-products, prices of different agro-products from the various markets, etc. Market Committee provides this information through local newspapers, specially published magazines, display on projection television, local AIR stations, local television channels, etc.



4.5 QUALITY AND STANDARDISATION

4.5.1 INFORMATION ABOUT QUALITY AND STANDARDISATION

The Market Committee of Shri Shahu Market Yard, Kolhapur provides information about quality and standardisation of agro-products

to the farmers. Maximum farmers get the appropriate information and improve the quality and standardisation of their agro-products. This is the main aim of Market Committee. As per our survey 67.78 per cent of farmers were using this information for quality and standardisation of their produce. There were 32.22 per cent of farmers who were not using this information facility. It means they still believed in their traditional agriculture.

4.5.2 INFORMATION MEDIUMS FOR QUALITY AND STANDARDISATION OF AGRO-PRODUCTS

The APMC Kolhapur provides information about quality and standardisation of agro-products through different mediums. So many farmers were getting this information by using different mediums. This information is shown in the following table (Table 4.8).

The table shows that newspapers (77.8 %), Radio (76.7%) and projection T. V. (71.1 %) were very popular and easily available mediums for obtaining information about quality and standardisation of the agro-products. More than 70 per cent of farmers were rated for them.

Table 4.8
Mediums of Information for Quality and Standardisation

<i>Sr. No.</i>	<i>Particulars</i>	<i>No. of Farmers with Particulars*</i>	<i>Percentage</i>
1.	Guidance of Experts	33	36.7
2.	Radio	69	76.7
3.	Projection T. V.	64	71.1
4.	Newspapers	70	77.8
5.	Agriculture Dept	39	43.3
6.	Others	03	3.33

** Overlapping of number of farmers permitted*

Source : Fieldwork, 2008

The 43.3 per cent of farmers attained this information through Department of Agriculture and 36.7 per cent of farmers were guided by agricultural experts to improve their produce quality and standardisation. Only 3.33 per cent of farmers were using other mediums like internet, mobile, etc.

4.5.3 BENEFITS FROM INFORMATION ABOUT QUALITY AND STANDARDISATION OF AGRO-PRODUCTS

Market Committee always trying to facilitate the farmers for improving quality and standardisation of the agro-products, hence Committee provided information from time to time and the farmers were getting the benefit out of it.

The field survey reflects the fact that, 72.2 per cent of farmers were improved the quality and standard of their agro-products by using this information. More than 65 per cent farmers attain high price for their agro-products and have increased their income because of this kind of information source available in the market.

This information has helped 44.4 per cent of farmers. Only 21.1 per cent of farmers were enable to get the benefit of this information.

4.6 CONSUMER DEMAND

4.6.1 INFORMATION ABOUT CONSUMER DEMAND

Consumer demand is the most prominent factor in any trade or business activity. In agro-business, this demand remains unstable; it changes from person to person and season to season. Farmers get the information regarding consumer demand through various information sources (see Table 4.9).

Table 4.9
Sources of Information for Consumer Demand

<i>Sr. No.</i>	<i>Particulars</i>	<i>No. of Farmers with Particulars*</i>	<i>Percentage</i>
1.	Direct Visit	78	86.7
2.	Other Farmers	67	74.4
3.	Traders and Agents	22	24.4
4.	Radio	77	85.6
5.	Newspapers	80	88.9
6.	Agricultural Dept.	53	58.88
7.	Projection T.V.	63	70.0
8.	Internet	24	26.7
9.	Telephone	24	26.7
10.	Not Available	09	10.0

** Overlapping of number of farmers permitted*

Source : Fieldwork, 2008

The table above shows that, Newspapers and were the prime sources of information for understanding the consumer demand. Newspapers (88.9%) and Radio (85.6%) were used by the farmers by visiting the market area.

The 74.4 per cent farmers obtained this information through other farmers. Projection T. V. (70.0 %), Internet (26.7%), Telephone (26.7%), and Traders and Agents (24.4%) were corresponding mediums used by the farmers. Only 10 per cent of farmers were not aware of this information.

4.6.2 BENEFITS FROM INFORMATION ABOUT CONSUMER DEMAND

Farmers were always benefited from the information about the consumer demand. It is advantageous by many ways.

The field survey data says that, 85.6 per cent of farmers were using this source of information for understanding the demand in the market

area, 76.7 per cent comprehended to change in accordance to the consumer demand. This information further helped to increase production and income of 71.1 per cent of farmers. The 55.6 per cent of farmers used this information for price determination and decision making. Only 12.2 per cent of farmers were not getting any benefits from this information.

4.7 CROP PROTECTION

4.7.1 INFORMATION ABOUT CROP PROTECTION

Crop protection is always important to get high production and high price. The Market Committee provides information about crop protection through various information sources. It is exhibited in the table given below (Table 4.10).

Table 4.10
Sources of Information about the Crop Protection

<i>Sr. No.</i>	<i>Particulars</i>	<i>No. of Farmers with Particulars*</i>	<i>Percentage</i>
1.	Subsidies	27	30.00
2.	Guidance by Expert	20	22.2
3.	Radio	71	78.9
4.	Projection T.V.	64	71.1
5.	Newspapers	71	78.9
6.	Not Available	19	21.11

** Overlapping of number of farmers permitted*

Source : Fieldwork, 2008

The above table shows that Radio and Newspapers were used for crop protection measures. The 78.9 per cent of farmers were aware of this facility. Projection T. V. (71.1 %) was another important information source for crop protection.

4.7.2 BENEFITS OF INFORMATION ABOUT CROP PROTECTION

Many farmers were benefited by the information about crop protection. The table below (Table 4.11) gives the beneficial status of the farmers.

Table 4.11
Benefits from Information about the Crop Protection

<i>Sr. No.</i>	<i>Particulars</i>	<i>No. of Farmers with Particulars*</i>	<i>Percentage</i>
1.	Decrease Agricultural Loss	39	43.3
2.	Increase Agro-Production	44	48.9
3.	Increase Income	66	73.3
4.	No Benefits	19	21.1

** Overlapping of number of farmers permitted*

Source : Fieldwork, 2008

According to above table, 73.3 per cent of farmers used this information for the increase in their income, 48.9 per cent farmers felt that this information helped them to increase agro-production and 43.3 per cent farmers says that, there was decrease in agricultural loss. 21.1 per cent of people do not obtain any benefits from this information.

4.8 INTERNATIONAL MARKET

4.8.1 INFORMATION ABOUT INTERNATIONAL MARKET

The Market Committee uses various information sources for attaining high degree of information to the needy farmers. The information from international markets was provided by Market Committee through various sources.

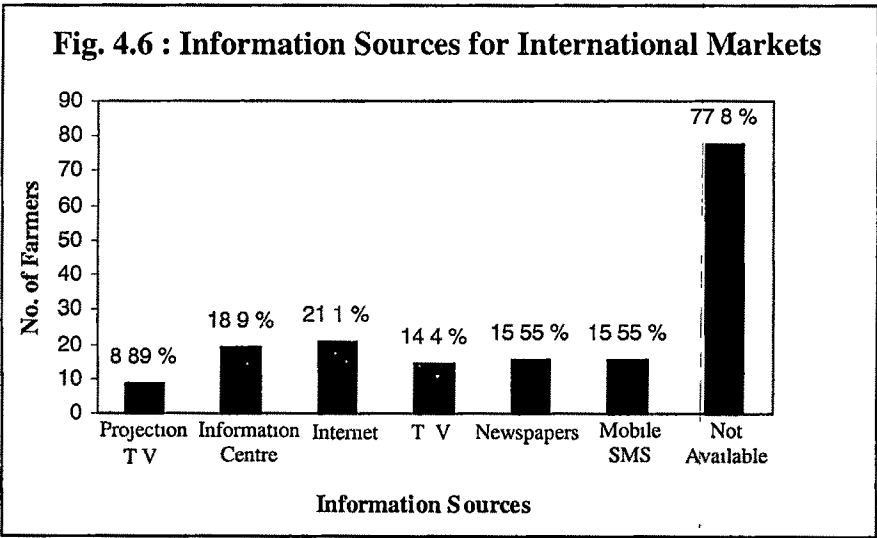
Table 4.12
Sources of Information about the International Markets

<i>Sr. No.</i>	<i>Particulars</i>	<i>No. of Farmers with Particulars*</i>	<i>Percentage</i>
1.	Projection T.V.	08	8.89
2.	Information Centres	17	18.9
3.	Internet	19	21.1
4.	T. V.	13	14.4
5.	Newspapers	14	15.55
6.	Mobile SMS	14	15.55
7.	Not Available	70	77.8

** Overlapping of number of farmers permitted*
Source : Fieldwork, 2008

Table 4.12 shows that more than three-fourth (77.8 %) farmers were not aware of the information about international markets. It means farmers coming to the market yard were not interested to obtain this information. They were interested only in local markets. They don't want to go for the details of international trading.

A few farmers were interested in this information from internet, information centres, mobile SMS, Newspapers, T. V., etc (See Fig. 4.6).



4.8.2 BENEFITS OF INFORMATION ABOUT INTERNATIONAL MARKETS

More than 75 per cent of farmers did not attain this information from international markets, therefore, the number of benefited farmers from information about international markets is not exceeding.

Table 4.13
Benefits from Information about the International Markets

<i>Sr. No.</i>	<i>Particulars</i>	<i>No. of Farmers with Particulars*</i>	<i>Percentage</i>
1.	Forecasting of Demand	18	20.0
2.	Information of Prices	16	17.8
3.	Expert of Agricultural Production	13	14.4
4.	Reform of Quality and Standardisation	18	20.0
5.	No Benefits	72	80.0

** Overlapping of number of farmers permitted*

Source : Fieldwork, 2008

The table shows that, about 80 per cent of farmers were not benefited from the information about international markets, because of lack of proper knowledge and also their ignorance. However, the sources of this kind of information was provided by the Market Committee but remained insufficient.

Few farmers who were aware of this information, they were benefited by the ways of forecasting the demand (20.0 %), reforms in quality and standardisation (20.0 %), information of prices (17.8 %) and experts of in agricultural productions (14.4 %).

4.9 NEED OF REFORMATION OF INFORMATION SYSTEM

Market Committee provides many types of information to the farmers through various ways and various types of media, channels, local

radio stations, newspapers, projection television, etc. The field survey accounts for these information system which were not sufficient to the farmers. Farmers deserve further more equipments or information sources for better comprehension about the market condition. There were almost three-fourth (75.56 %) farmers felt that, reforms are much needed in the information system provided by the Market Committee. Only 24.44 per cent of farmers tick marked as their response to the question related to information system in the Market Committee.

Table 4.14
Kinds of Reforms in Information System

<i>Sr. No.</i>	<i>Particulars</i>	<i>No. of Farmers with Particulars*</i>	<i>Percentage</i>
1.	Reforms of Available Information System	35	38.9
2.	Use of New Equipments	39	48.3
3.	Provide Information to Large No. of Farmers	42	46.7
4.	Establishment of Information Centres	54	60.0
5.	Loan Facility	14	15.6

** Overlapping of number of farmers permitted*

Source : Fieldwork, 2008

More than 75 per cent of farmers felt that there was a need of reforms in the information system. According to them, establishment of information centres with modern techniques and use of new equipments are the much needed in today's era of globalisation. For attaining more and better information; about 60 per cent and 48.3 per cent of farmers were agreed for this type of reform in the Market Committee.

More than 45 per cent of farmers felt that the Market Committee should provide available information to a bulk of large group of farmers.

Only 15.6 per cent of farmers were needed the reforms under the loan facility.

4.10 SOCIO-ECONOMIC STATUS OF TRADERS

4.10.1 AGE GROUP-WISE CLASSIFICATION OF TRADES

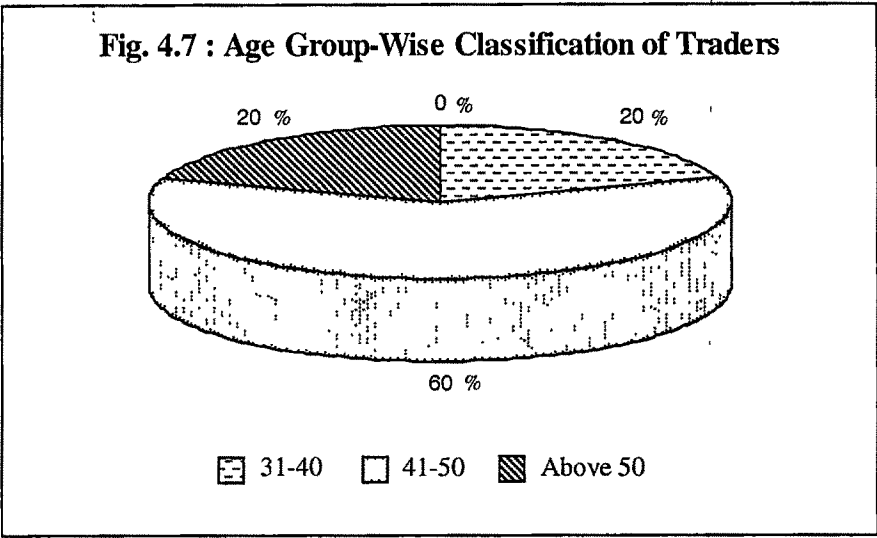
Following table gives an information about the age group-wise traders in the market yard :

Table 4.15
Age Group-Wise Classification of Traders

<i>Sr. No.</i>	<i>Age-Group</i>	<i>No. of Traders</i>	<i>Percentage</i>
1.	21-30	00	0
2.	31-40	10	20
3.	41-50	30	60
4.	Above 50	10	20
Total		50	100

Source : Fieldwork, 2008

The table (Table 4.15) reveals the fact that; the highest number (60 %) of traders in the market yard belongs to the age group of 41-50 years. The 20 per cent of traders belongs to the age group of 31-40 and more than 50 years of age groups. It is strongly evidenced from the field survey that around 100 per cent traders, visit market paces from the age of 30 years (See Fig. 4.7). No trader had visited before the age of 30 years, which was lack of experience and lack of knowledge about agri-business. It also shows that, the young generation is not believed in the agricultural market, they are attracted by new and modern fields of business.



4.10.2 EDUCATION LEVEL OF TRADERS

Education is one of the important indicators of socio-economic status of the traders. The following table gives the level of education of the selected traders.

Table 4.16
Education Level of Traders

Sr. No.	Level of Education	No. of Traders	Percentage
1.	Illiterate	00	0
2.	Primary	5	10
3.	Secondary	15	30
4.	Higher Secondary	10	20
5.	Higher Education	20	40
Total		50	100

Source : Fieldwork, 2008

It is found that, most of the traders (40.0 %) were having a highly educated. Traders having secondary level of education were 30.0 per cent and higher secondary 20.0 per cent. There were only 10 per cent traders who have only primary education.

Unlike the farmers, not a single trader was illiterate in the market.

4.10.3 MONTHLY INCOME OF TRADERS

Income is directly related with the economic status of the traders. Therefore, it necessitates to look into the distribution of farmers in accordance with income. Information regarding the income-wise distribution of farmers is presented in the following table.

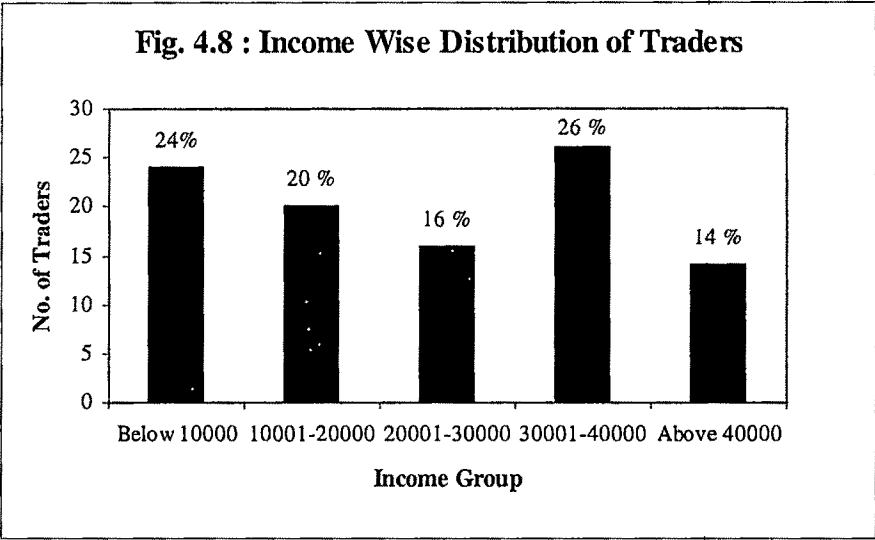
Table 4.17
Income-wise Distribution of Traders

<i>Sr. No.</i>	<i>Income-Group</i>	<i>No. of Traders</i>	<i>Percentage</i>
1.	Below 10000	12	24.0
2.	10001-20000	10	20.0
3.	20001-30000	08	16.0
4.	30001-40000	13	26.0
5.	Above 40000	07	14.0
Total		50	100.0

Source : Fieldwork, 2008

It is found that, the traders from different economic status were engaged in the marketing activities. The 16 per cent of traders were having monthly income between Rs. 20001-30000. The monthly income of 26 per cent of traders received between Rs. 30001-40000 and remaining 14 per cent of traders were having more than Rs. 40000 monthly income. It means that, more than 55 per cent of traders were having monthly income of more than 20000, followed by traders having monthly income between Rs. 10001-20000 (20.0 %) and below 10000 (24.0 %).

It shows that traders in the market area were having good economic status, and they have a good price received for their agro-commodities.



4.11 TYPES OF TRADERS

There are two main types of traders, one is the wholesalers and another is the retailers. The total number of traders in the market area and their nature of trading are exhibited in Table 4.18.

Table 4.18 : Types of Traders

Sr. No.	Particular	No. of Traders	Percentage
1.	Wholesalers	23	46.0
2.	Retailers	27	54.0
Total		50	100.0

Source : Fieldwork, 2008

The table shows that, 54 per cent of the traders were in the retail trading and remaining 46 per cent of traders were in the wholesale trading activities in the market area.

4.12 TRADING OF AGRO-PRODUCTS

Traders in the market area were engaged in the trading business of jaggery, onion, potato, varieties of vegetables, etc. Trading of these

agro-products operated by the traders in the market area is given in the following table :

Table 4.19
Trade of Agro-Products

<i>Sr. No.</i>	<i>Particular</i>	<i>No. of Traders*</i>	<i>Percentage</i>
1.	Jaggery	40	80.0
2.	Onion	43	86.0
3.	Potato	38	76.0
4.	Ginger	22	44.0
5.	Vegetables	30	60.0
6.	Fruits	28	56.0
7.	Sweet-Potato	12	24.0

** Overlapping of number of traders permitted*

Source : Fieldwork, 2008

Above table shows that most of the traders were engaged in onion (86.0 %) and Jaggery (80.0 %) trading, because onion is the one of the important items in the daily needs and jaggery is the famous local agro-product. The 76.0 per cent of traders were doing potato trading as well as 60 per cent of traders were engaged in trading of different vegetable products. Fruits (56.0 %), Ginger (44.0 %) and Sweet Potato (24.0 %) were other items of trading in the market area.

4.13 ATTAINMENT OF MARKET INFORMATION

The Market Committee provides the information about prices and demands to the traders also. The Market Committee uses various information sources for sweeping over the available information to the traders.

The table below (Table 4.20) reveals that, almost 70 per cent of traders were getting the market information from the Projection T. V. provided by the Market Committee in the market yard. It further shows

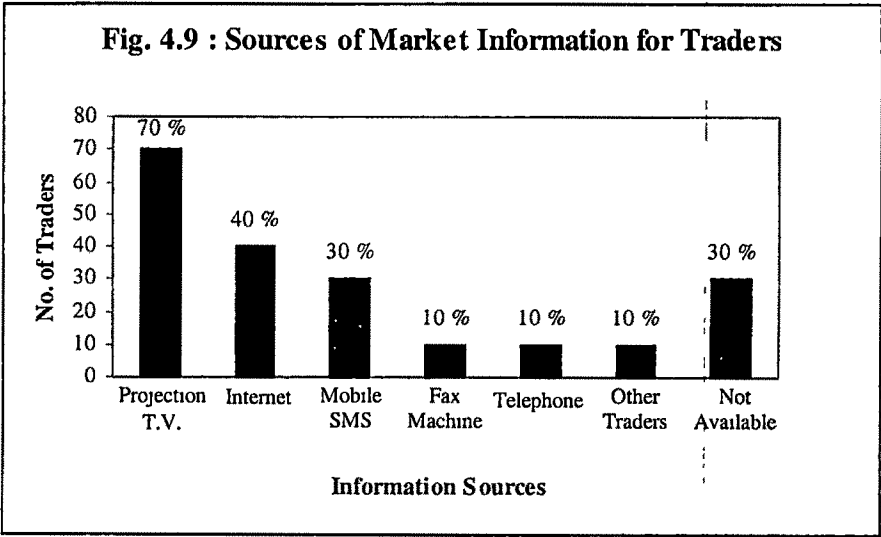
that, 40 per cent of traders were using internet for getting the market information. This is the most important achievement in the last few years.

Table 4.20
Sources of Market Information to the Traders

Sr. No.	Particulars	No. of Traders with Particulars*	Percentage
1.	Projection T.V.	35	70.0
2.	Internet	20	40.0
3.	Mobile SMS	15	30.0
4.	Fax Machine	05	10.0
5.	Telephone	05	10.0
6.	Other Traders	05	10.0
7.	Not Available	15	30.0

* Overlapping of number of traders permitted
Source : Fieldwork, 2008

The 30 per cent of traders were using mobile SMS for attaining the market information. Besides, 10 per cent of traders were using fax machines, telephones available in the market area. Another 10 per cent of traders were getting such information from other traders. The 30 per cent of traders were not using any kind of information sources for getting the market information (see Fig. 4.9).



4.14 INDIVIDUAL INFORMATION SYSTEM OF THE TRADERS

Mostly the traders were using their own information sources for attaining the reliable market information. Many traders used their individual information equipments. It is shows in the table below (Table 4.21).

Table 4.21
Individual Information Sources of Market Information of Traders

<i>Sr. No.</i>	<i>Particulars</i>	<i>No. of Traders with Particulars*</i>	<i>Percentage</i>
1.	Radio	48	96.0
2.	Newspapers	47	94.0
3.	Television	30	60.0
4.	Telephone	22	44.0
5.	Mobile SMS	18	36.0
6.	Special Supplement	20	40.0
7.	Other Traders	15	30.0

** Overlapping of number of traders permitted*

Source : Fieldwork, 2008

Accordingly, radio (96.0 %) and newspapers (94.0 %) were prominently and easily available individual information sources for the traders, which were followed by television (60.0%), telephone (44.0 %), special supplement (40.0 %), Mobile SMS (36.0 %) and information from other traders (30.0 %) for getting the market information at the individual levels.

4.15 ATTAINMENT OF INFORMATION FOR INTERNATIONAL MARKETING

The international information about the markets to the traders is one of the essentials for dealing with foreign trade. This information was

sourced by the Market Committee. Following table (Table 4.22) explains the status of market information.

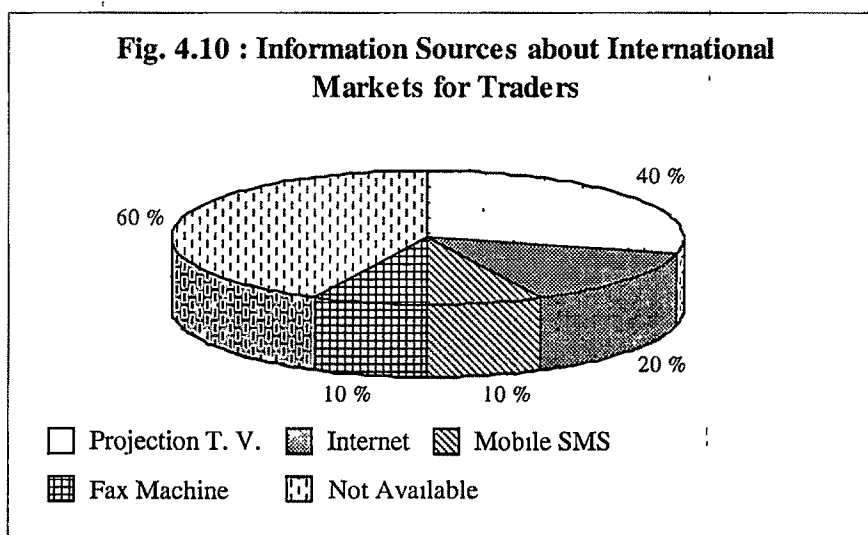
Table 4.22
Sources of Information about the International Market for Traders

<i>Sr.No.</i>	<i>Particulars</i>	<i>No. of Traders with Particulars*</i>	<i>Percentage</i>
1.	Projection T. V.	20	40.0
2.	Internet	10	20.0
3.	Mobile SMS	05	10.0
4.	Fax Machine	05	10.0
5.	Not Available	30	60.0

** Overlapping of number of traders permitted*
Source : Fieldwork, 2008

The field survey exhibits the fact that 60.0 per cent of traders were using the information about the international markets which was available with them. Therefore, it is suggested that, the Market Committee should take a lead in providing the information about the international markets, for better comprehension of international trading in agro-commodities.

The 40 per cent of traders used the projection T. V. for getting the information internationally, which was followed by internet (20.0 %), use mobile message (10.0 %) and fax machine for getting this type of information (see Fig. 4.10).



4.16 CONCLUSIONS

The Market Committee of Shri Shahu Market Yard, Kolhapur provides various types of information to the farmers and traders about agriculture and agricultural marketing. Market Committee provides market information through local newspapers, AIR stations, local channels, Projection T. V., Agricultural Department, internet and mobile SMS, etc. The most of farmers and traders were using of it. Local newspapers, Radio, televisions, Projection T. V. and market information centre these are the prime sources of information for the farmers and traders. The survey indicates that most of the farmers and traders were not using the information sources of modern era like internet, mobile SMS, fax machines, etc.

The New Economic Policy has opened the door of world market for Indian farmers; still we are unaware from modern marketing technology. Hence, the opportunity has been loosing from our hands. World market give the chance to increase the income of Indian farmers yet their hands are empty. However, if the farmers want to wash their hands in the flow of NEP, in short if they want to get more profit they have to use the modern information equipments. It will be helpful them capture the world agro-market as well as stick in domestic market. Of course, it is not possible without the help of APMC.
