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**CHAPTER-V: PRESENTATION AND INTERPRETATION OF DATA**

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### PRESENTATION AND INTERPRETATION OF DATA

#### 1. Introduction

In the preceding chapters we have discussed the agricultural marketing objectives, methodology, and economic profile of Karad Taluka and formation of Karad Agricultural Produce Market Committee. Now this chapter presents the data collected by the researcher for the purpose of study. The simple statistical techniques are used for the purpose of presentation and interpretation of data.

#### 2. Market Regulations

The implementation of market regulations is the first and most important function of Karad Market Committee. It includes commodities like jaggery, jowar, groundnut, turmeric, wheat etc. which are regulated as per Government Notification. This notification also regulates the cattle markets.

Table No. 14 typed on the ~~next~~ page gives the details of the market regulations in respect of various commodities.

The said table shows that the Agricultural Produce Market Committee, Karad included 18 commodities as per the regulation to Government Notification.

Table No. 14  
Market Regulations

Particulars	Government Regulations
Groundnuts and shelled groundnut	... 6777/39 date 1.10.1943
Jaggery	... 6777/39 ,, 19.1.1948
Turmeric	... 6777/39 ,, 13.3.1947
Tur, Mug, Chillies and Onion	... 72 dated 22.12.1949
Jowar, Bajara and Maize	... APM/1053 dated 24.6.1954
Corridetor	... APM/4856 ,, 29.11.1956
Animals, goat and sheep	... APM/28/Karad dated 8.10.1973
Paddy, Wheat and Potato	... CMR/R/12, Karad dated 3.4.1973
Udid	... CMR/R/12 dated 27.9.1973

### 3. Market Functionaries

The second important function is related to the market functionaries, in which General Commission Agents, A-class traders, retailers, A-class Adatyas, processors, warehousemen, brokers were included. All these functionaries always do all marketing activities with the suggestions of market committee.

The Table No. 15 shows market functionaries of Karad

## Market Committee.

Table No. 15: Market Functionaries from 1980-81 to 1985-86

Sr. No.	Particulars	1980-1981	1981-1982	1982-1983	1983-1984	1984-1985	1985-1986
1	General Commission Agent No.1	78	94	93	94	91	47
	,, No.2	-	-	-	-	-	-
	,, No.3	-	-	-	-	-	-
2	A-Class Trader	152	139	134	156	137	91
3	B-Class Trader	-	-	-	-	-	-
4	C-Class Trader	-	-	-	-	-	-
5	Retailer	-	-	-	-	-	-
6	A-Class Adatya	-	-	-	-	-	-
7	B-Class Adatya	-	-	-	-	-	-
8	C-Class Adatya	-	-	-	-	-	-
9	A-Class Processor	6	6	5	4	3	3
10	Warehouseman	2	-	1	1	1	1
11	Broker	6	7	9	10	9	10
12	Assistant to Trader	198	92	99	79	86	33
13	Firewood Trader No. 1	-	-	-	-	-	-
	No. 2	-	-	-	-	-	-
14	Hamals	121	149	134	146	140	100
15	Weighman Class-A	20	23	19	14	13	14
	Class-B	-	-	-	-	-	-
16	Craftsman	-	-	-	-	-	-

The above table indicates -

- 1) The number of General Commission Agent No. 1 showed variation from 47 to 94 during the period from 1980-81 to 1985-86.
- 2) A-class traders varied from 91 to 156.
- 3) There is no significant change in the case of A-Class processor, warehouseman, Broker, Hamal and Weighman.
- 4) The number of Assistants to traders varied from 33 to 198.

#### 4. Market Arrivals

Karad Market Committee is taking active part in the case of Market arrivals or buying. This committee also gives proper support, guidance and facilities to the sub-markets at Masur and Umbraj. As a result of the largest arrivals of commodities this committee stood first in Satara District.

The following Table No. 16 (typed on the next page) shows the total arrivals of Karad Market Committee during the years from 1975-76 to 1985-86.

The Table No. 16 indicates the total arrivals of commodities as under:

- i) During the period 1975-76 to 1979-80 there were no arrivals of jowar, bajara, udid, paddy, and wheat.

Table No. 16

Market Arrivals of Karad Market  
Committee from 1975-76 to 1985-86  
(Figures in Qtls.)

Commodities	1975-76	1976-77	1977-78	1078-79	1979-80	1980-81	1981-82	1982-83	1983-84	1984-85	1985-86
Groundnut	14433	53593	10243	21827	12137	8103	5480	6657	7049	7130	7169
Jaggery	127102	148318	176075	164105	113289	184598	261442	181746	214563	224530	163943
Turmeric	2283	3241	2342	1351	1261	209	899	161	4830	557	510
Onion	642	42	58	-	-	301	477	23	20	27	-
Chillies	43	68	224	259	-	71	31	30	12	40	53
Corriender	90	02	06	74	46	-	30	55	238	335	453
Jowar	-	-	-	-	-	253	766	558	1691	1230	967
Bajara	-	-	-	-	-	-	62	-	-	-	-
Udid	-	-	-	-	-	-	08	10	12	17	-
Paddy	-	-	-	-	-	-	11591	-	-	-	-
Wheat	-	-	-	-	-	93	146	145	103	105	90

- ii) The commodities like groundnut, jaggery, turmeric, onion, chillies, corriender were the regular arrivals.
- iii) Jaggery shows the highest arrivals in 1981-82 of 2,61,442 qtl. and groundnut shows the arrival of 53,593 Qtls. in 1976-77.
- iv) Jaggery and groundnut show the highest arrivals in the market committee.

#### 5. Market Prices

Prices and price policies are of great importance in a Market Committee. Market prices are prices at which goods exchange hands. They are the prices at which goods are offered for sale by one person to another for the purchase of the same. A low or a high price may mean success or failure depending somewhat upon the sale of products. Prices not only determine what can be obtained for goods which are already produced but also influence plans for future production and future marketing.

Market prices are dependent upon demand and supply. The market prices of different commodities during the years 1980-81 to 1985-86 have been given in the following table No. 17 (typed on page 66). It is clear from the said table that -

- i) the prices of all commodities included in the table show increasing trend.

Table No.17

Market prices of commodities from  
1980-81 to 1985-86 (Rs. per Qtl.)

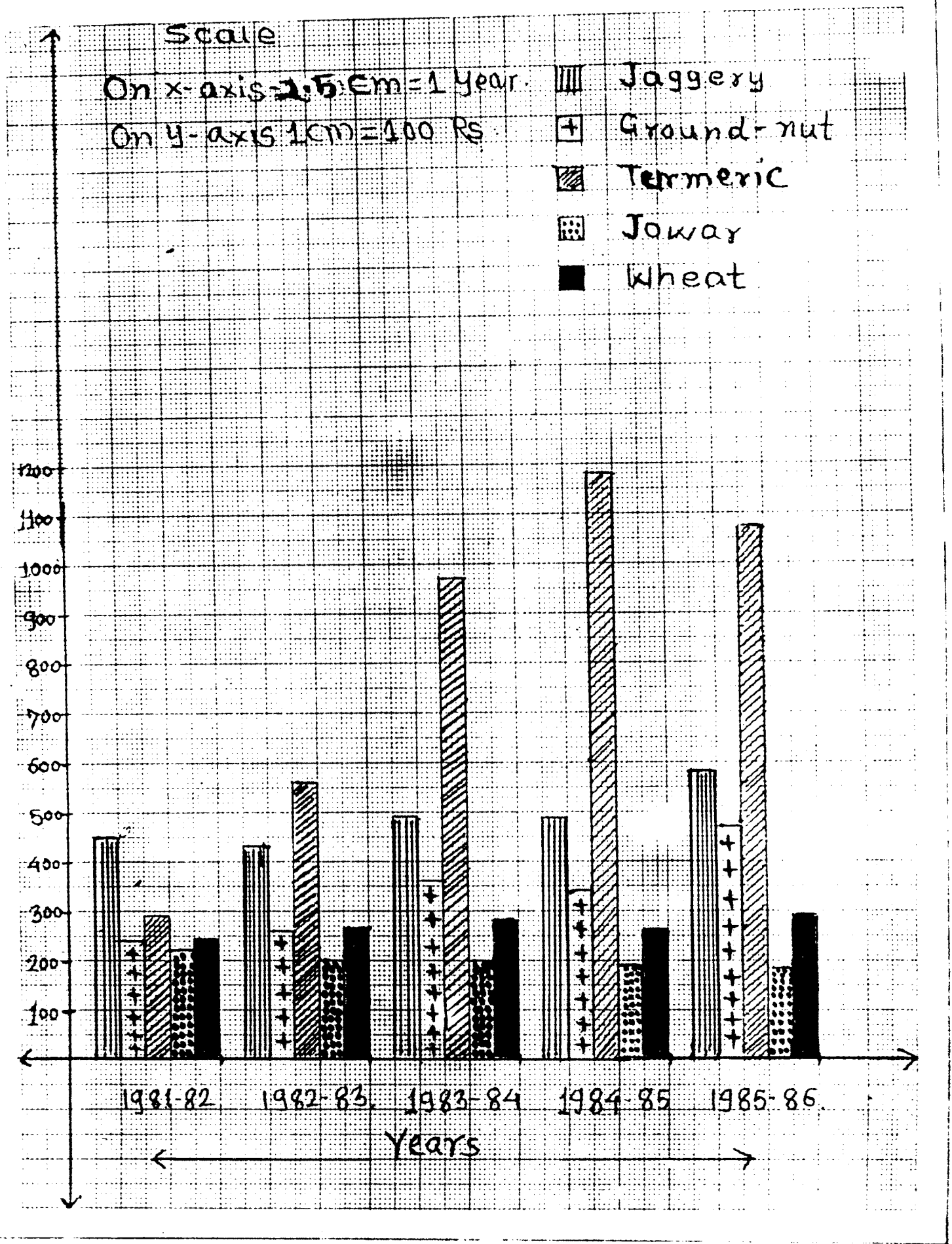
Commodities	1980- 1981	1981- 1982	1982- 1983	1983- 1984	1984- 1985	1985- 1986
Groundnuts	358	450	443	490	490	570
Jaggery	450	240	261	350	340	465
Turmeric	300	291	551	980	1,190	1,065
Jowar	160	220	206	200	190	180
Wheat	200	240	274	280	260	295
Chillies	1,000	1,012	884	840	1,490	1,100
Bajara	190	182	178	188	180	190
Onion	100	152	134	120	100	170
Corriender	500	580	530	400	600	950
Tur	500	500	490	600	600	550
Maize	160	163	170	160	160	210

- ii) in case of jaggery, price for the year 1980-81 was 450/- per Qtl. but thence onwards prices fell up to 1984-85 and increased upto Rs. 465/Qtl. in 1985-86.
- iii) the price of turmeric shows considerable shooting up from Rs. 300/Qtl. to Rs. 1,190/Qtl.
- iv) in case of jowar, bajara etc. the prices were not changed considerably.



# GRAPH NO 1

Market Prices of Jaggery, Groundnut, Turmeric, Jowar & Wheat



A clear picture of market prices of groundnut, jaggery, turmeric, jowar, wheat is presented in Graph No. 1.

#### 6. Selling Activities

The selling activities is the most important function of Market Committee. Maharashtra Agricultural Produce Market Act, 1963 describes the procedure of sale. It is known as open auction method. This method is useful for giving justice to the farmers, traders and sellers.

Karad Market Committee is selling their commodities to the local traders as well as Districts like Bombay, Poona, Satara, Sangli, Kolhapur etc.

Table No. 18 on the next page shows the total sales of Karad market committee from the year 1975-76 to 1985-86. The Table depicts that -

- i) in case of groundnut the lowest sale in the year 1976-77 was Rs. 14,14,855/- and highest in 1984-85 i.e., Rs. 46,15,800/-.
- ii) jaggery shows lowest sale in 1977-78 of Rs. 2,54,14,250/- and highest in 1980-81 i.e., Rs. 10,96,43,043.
- iii) in case of turmeric the lowest sale in 1985-86 was Rs. 51,000 and highest in 1983-84 i.e., Rs. 47,33,400.
- iv) jawar, bajara etc. show no significant change in their sale.



## 7. Weighment

The proper weighment is suitable and useful to the farmers, sellers and buyers. The provision of regulation Act provides suitable method of weighment. This method starts after auction sale; for this purpose licenced weighman/<sup>is</sup>appointed who weighs the commodities and gives a slip of weighment to the farmer and the Market Committee.

It is observed that 2 to 3 Kg per Qtl. or a bag is deducted as a loss, which is not proper according to Regulation Act.

## 8. Financial Activities

The financial activities have great importance in the working of Market Committee. The sound financial position of the committee renders good services and justice to the farmers and traders.

The financial activities include incomes, expenditures, loans/subsidies, permanent fund and net profit. The statistical data about financial activities are collected for the period from 1975-76 to 1985-86 from the Annual Reports of Karad Market Committee.

The financial activities are discussed as under:

### i) Income

The market fees and the licence fees are the two main sources of income. In addition to this there are some other

sources of income like rent of plots, godowns, shops etc.

ii) Expenditure

In case of expenditures market committee is always alert. The expenditure is provided with accurate planning. There are two types of expenditures, namely, (1) establishment expenditure, and (2) other expenditures.

The following Table No. 19 shows the total income and total expenditure of the Karad Market Committee.

Table No. 19

Total income and expenditure

year	Total income	Total expenditure
1975-76	2,30,072	1,47,535
1976-77	3,55,096	2,34,202
1977-78	3,58,988	2,33,848
1978-79	3,59,123	2,10,504
1979-80	4,77,967	2,86,360
1980-81	6,17,545	3,35,759
1981-82	6,34,855	4,10,665
1982-83	6,58,196	4,22,448
1983-84	8,06,414	4,87,264
1984-85	8,67,514	6,06,364
1985-86	9,10,993	6,19,918

From the foregoing table we observe that:

- i) total income increased from Rs. 2,30,072 to 9,10,993 during the period from 1975-76 to 1985-86.
- ii) total expenditure also increased from Rs. 1,45,535 to 6,46,918 during the period from 1975-76 to 1985-86.

The total income and expenditure are also presented by the Graph No. 2 which gives us a clear picture.

iii) Permanent Fund

The surplus is the sum which remains after meeting various expenditures of the market committee. The amount of surplus is accumulated in a particular fund which is known as permanent fund. It is always useful for better security to the committee. Permanent fund creates goodwill to the committee.

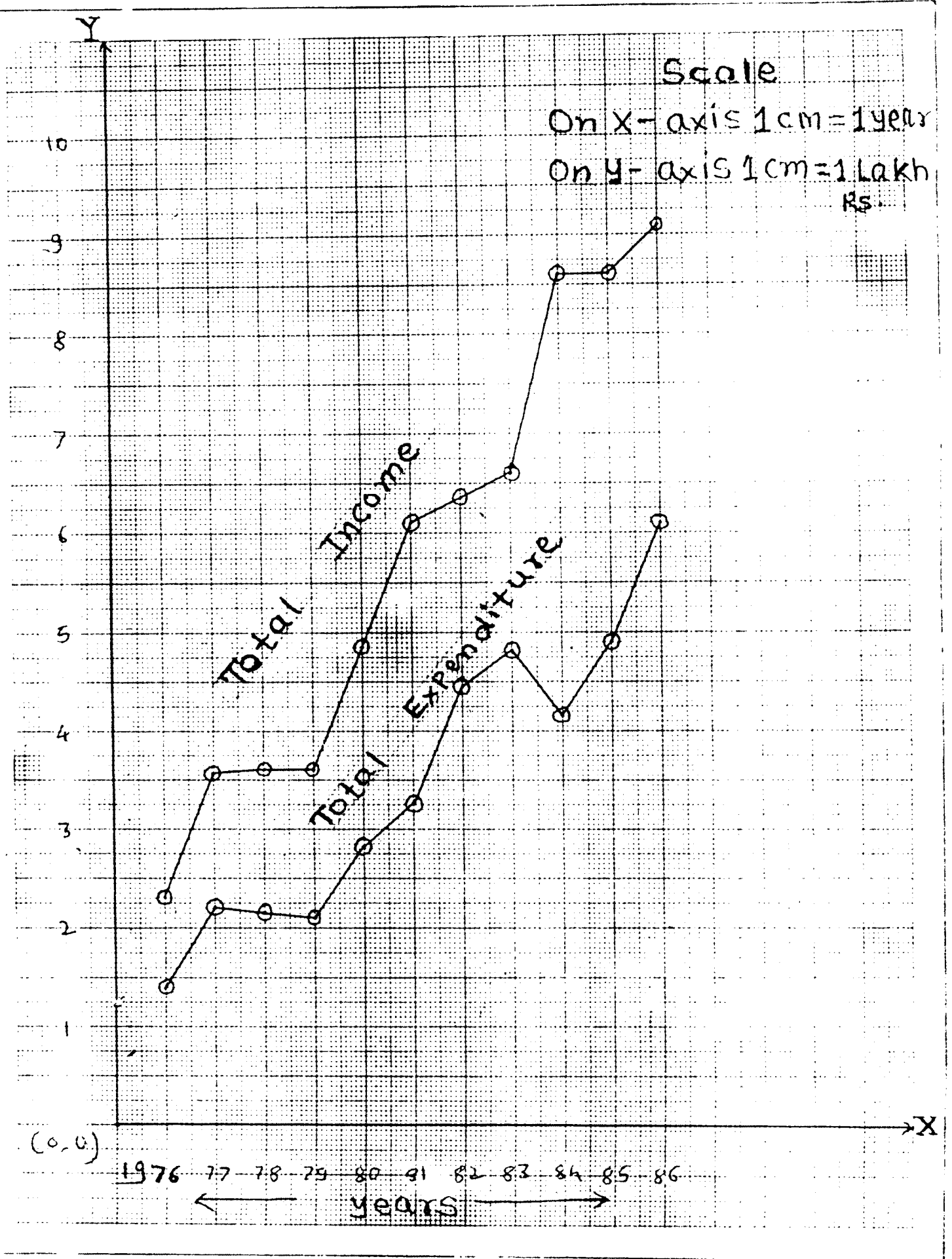
Table No. 20

Showing the permanent fund during 1975-76 to 1985-86

Year	Permanent Fund (Rs.)	Year	Permanent Fund (Rs.)
1975-76	7,63,809	1981-82	18,61,065
1976-77	8,74,703	1982-83	20,96,813
1977-78	10,29,843	1983-84	24,16,022
1978-79	11,78,463	1984-85	26,79,313
1979-80	13,70,089	1985-86	38,88,909
1980-81	16,61,874		

# GRAPH NO 2

Total Income & Total Expenditure of A.P.M.C. Kasad



The foregoing table indicates that permanent fund increased considerably from Rs. 7,63,809 in 1975-76 to Rs. 38,88,909 in 1985-86.

iv) Loans and Subsidies

The financial position of the Karad Market Committee is sound. Therefore, it never expects more loans and subsidies from other financial institutions and even from the government.

Table No. 21

Loans and Subsidies of Karad Market Committee from 1975-76 to 1985-86

Year	Loans Rs.	Subsidies	Year	Loans Rs.	Subsidies
1975-76	-	-	1981-82	-	43,750
1976-77	-	-	1982-83	-	-
1977-78	-	2,50,000	1983-84	8,75,000	1,00,000
1978-79	-	2,50,000	1984-85	3,75,000	1,00,000
1979-80	-	-	1985-86	-	-
1980-81	-	43,750			

It is clear from Table No. 21 that -

- i) the committee had not borrowed any loan upto 1982-83 but in 1983-84 and 1984-85 loan was taken but this loan was repaid in 1985-86.
- ii) the committee received subsidy in 1977-78 and 1978-79

Rs. 2,50,000/- per year. Again in the year 1980-81 and 1982-83 Rs. 43,750 per year and finally in the year 1983-84 and 1984-85 Rs. 1,00,000 per year.

v) Net Profit

The net profit is calculated as the total income less total expenditure. The market committee provides all facilities to the traders and farmers but income from all sources is more than the total expenditure.

Table No. 22

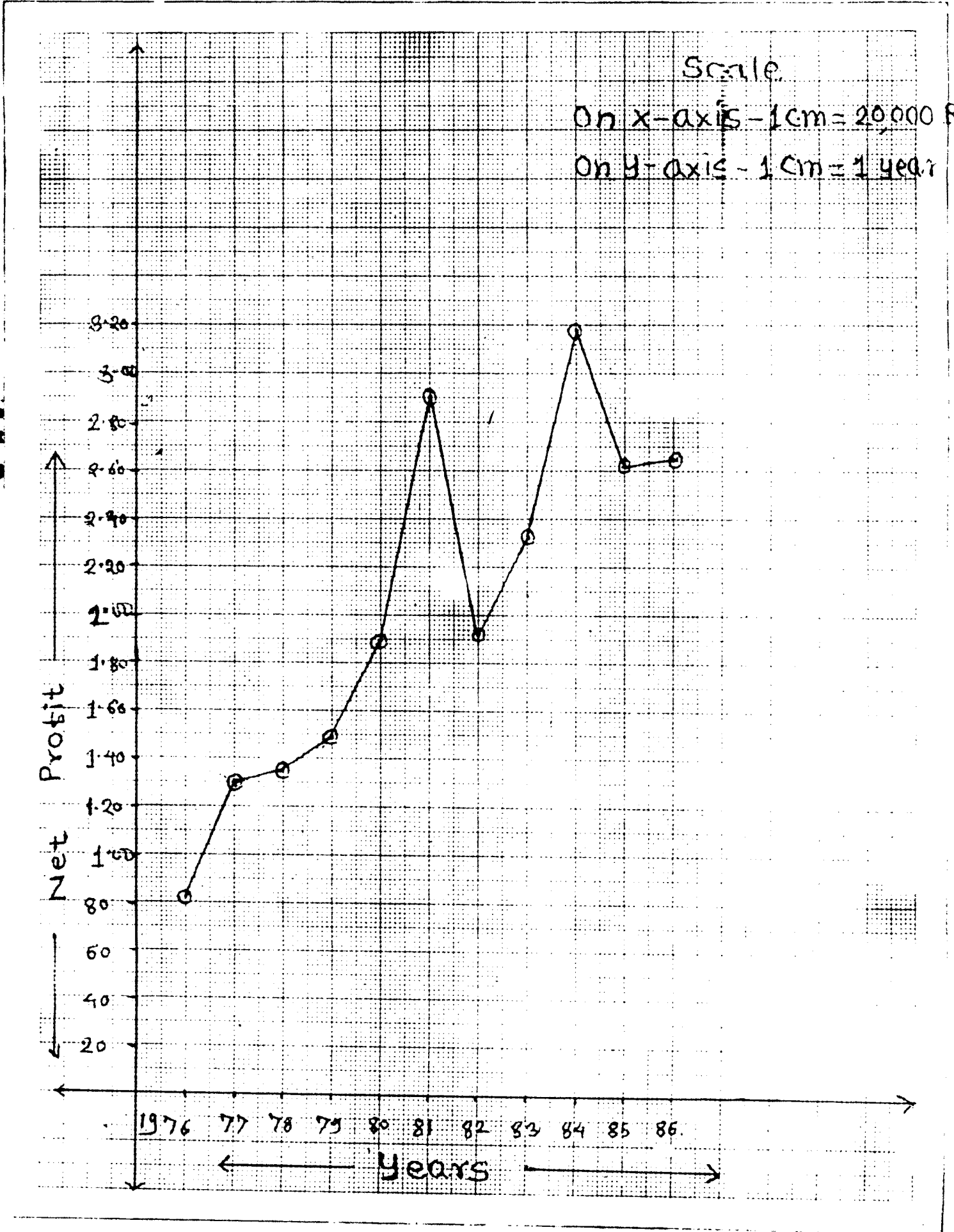
Net profit of Karad Market Committee during the years 1975-76 to 1985-86

<u>Year</u>	<u>Net profit ( Rs. )</u>
1975-76	82,537.07
1976-77	1,30,894.22
1977-78	1,35,140.27
1978-79	1,48,619.37
1979-80	1,91,626.05
1980-81	2,91,785.35
1981-82	1,19,190.43
1982-83	2,35,748.08
1983-84	3,19,209.37
1984-85	2,61,150.83
1985-86	2,62,075.91



# GRAPH NO 3

Net Profit Of Agricultural Produce Market Committee



It is clear from the Table No. 22 that -

- i) the committee earned maximum net profit in 1983-84 of Rs. 3,19,209.37;
- ii) the lowest net profit in the year 1975-76 was Rs. 82,537.07;
- iii) the net profit increased upto 1983-84 and decreased thereafter.

Graph No. 3 gives the clear idea of net profit.

#### 9. Market Information

Market information includes all facts, estimates, opinions and other information which is used for making decisions.

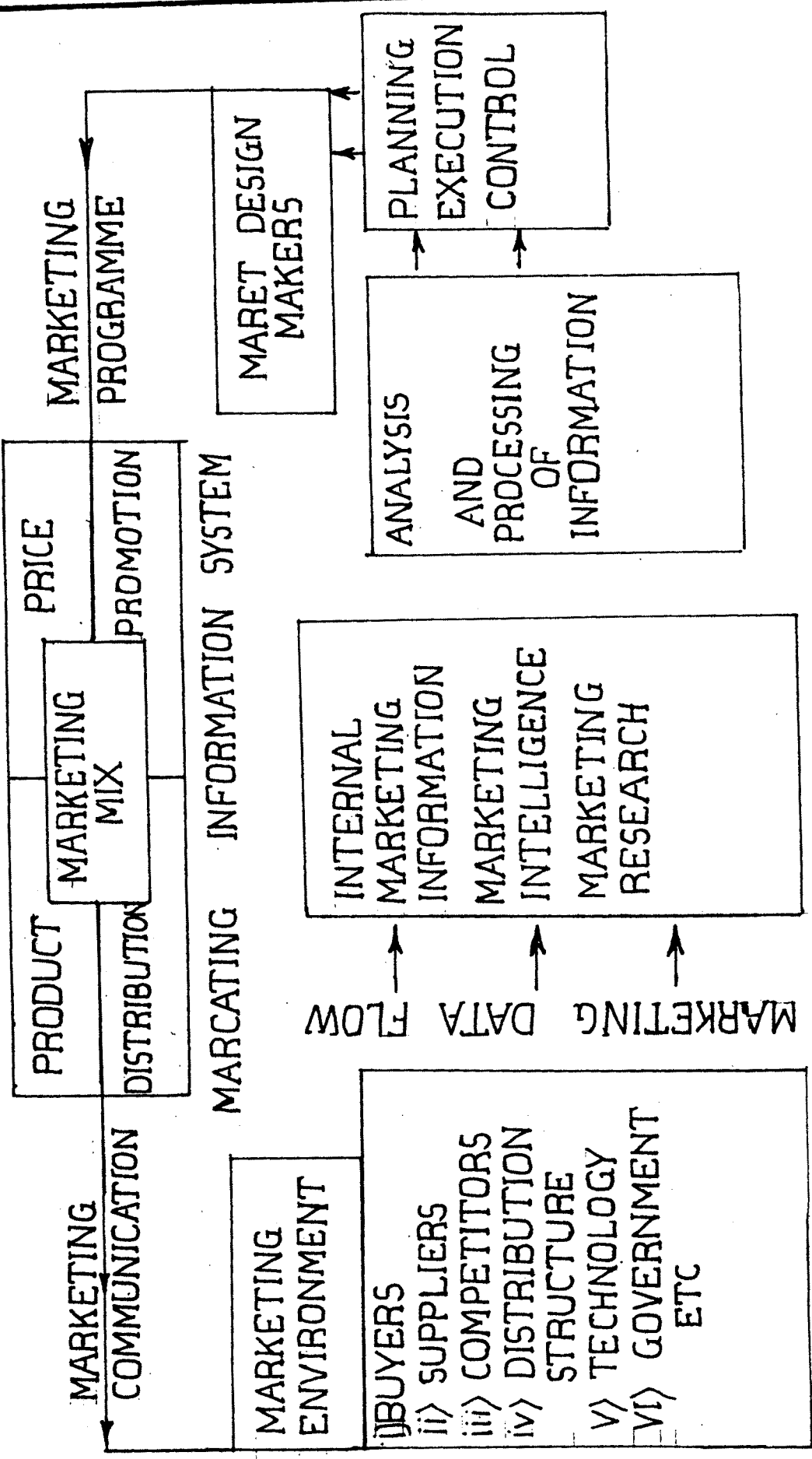
Marketing information which is essential function of marketing is the life blood of marketing. The main sources for getting information are the buyers<sup>e</sup>, sellers, distributors, government journals etc..

To provide market information to the farmers and to the traders dealing in the market yard is the important task of the market committee. Market information is provided in respect of arrivals dispersal, quantity, quality and rates of agricultural commodities.

The market committee gives publicity to the arrivals and are rates of agricultural commodities/declared in the open market in

CHART NO 5

MARKET INFORMATION



the newspapers.

The Chart No. 5 gives market information.

#### 10. Market Charges

The market charges are fixed according to the rules and regulations of Maharashtra Agricultural Produce Marketing Act, 1963. With the help of this Act, Karad Market Committee prescribes market charges according to services rendered at the time of marketing the agricultural commodities. Market charges include commission, weighing, Hamali, sieving, Gate pass etc..

Table No. 23 on the next page gives information regarding market charges payable by the seller, farmer and buyer.

Table No. 23 indicates that -

- i) the commission is fixed at 2 per cent for all commodities;
- ii) the charges for weighing are Rs. 0.90 per bheli and Rs. 0.15 per Qtl. in case of other commodities;
- iii) the Hamali charges are 0.60 for all commodities;
- iv) in case of cattle and sheep, goat gate pass charges are Rs. 0.25 and 0.60 respectively.

#### 11. Storage and Warehousing

Storage is the process of holding and preserving goods.

Table No.23 Market charges

Commodity	Commission Rs.	Unit	Weighing Rs.	Hamali Rs.	Unit	Seiv- ing	Unit	Gate- pass	Unit
Jaggery	2.00	On value or Rs.100	Bheli 0.9	0.60	Per bag or Bheli	-	-	-	-
Onion, jowar, Bajara, wheat, Tur, Khapali	2.00	Value of Rs.100	0.15	0.60	Per Qtl.	-	-	-	-
Groundnut	2.00	-ditto-	0.15	0.60	Per Qtl.	-	-	-	-
Cattle	-	-	-	-	-	-	-	0.25	-
Sheep and Goat	-	-	-	-	-	-	-	0.60	-

It is an important function of marketing process and involves the holding of goods from the time they are produced until they are needed for consumption or use.

Warehousing is useful for delay in awaiting the arrival of goods from the producers. A warehouse is establishment for the storage or accumulation of goods.

There are different types of warehouses on the basis of commodity and on the basis of ownership.

Indian agriculture production has been suffering losses and damages, during post-harvesting period, primarily due to absence of adequate warehousing and transport facilities and also due to lack of organised market for agricultural commodities. Our farmers have no storage facilities for preserving their produce against pilferers, rodents, birds, insects.

The Government of India established Central Warehousing Corporation in 1957. Under this corporation State Warehousing Corporation is established to provide facilities of storage to agricultural products.

Karad Market Committee had constructed eight godowns. These godowns are constructed by the Commission Agents and co-operative societies on the plots allotted to them by the Market Committee.

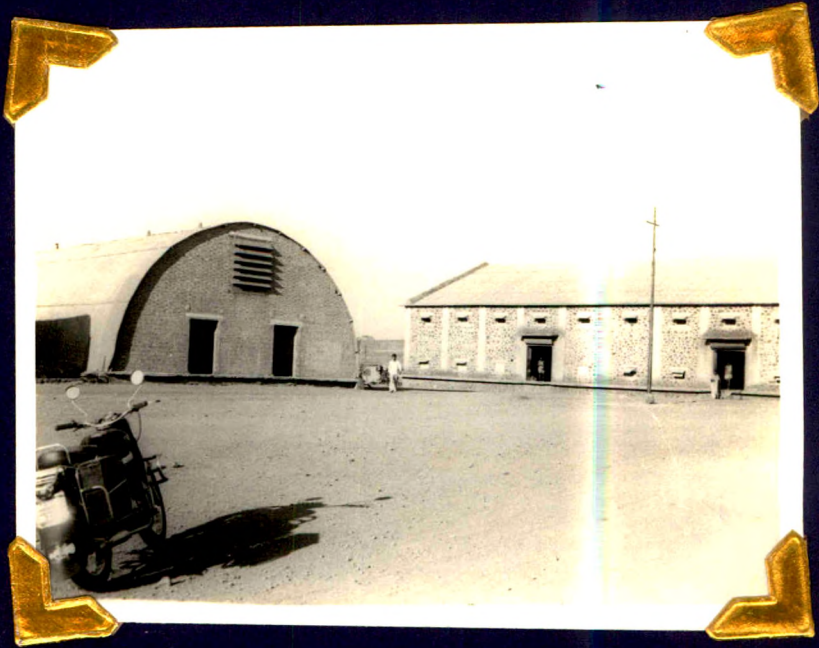


FIG 3 - WAREHOUSING OF KARAD MARKET COMMITTEE.

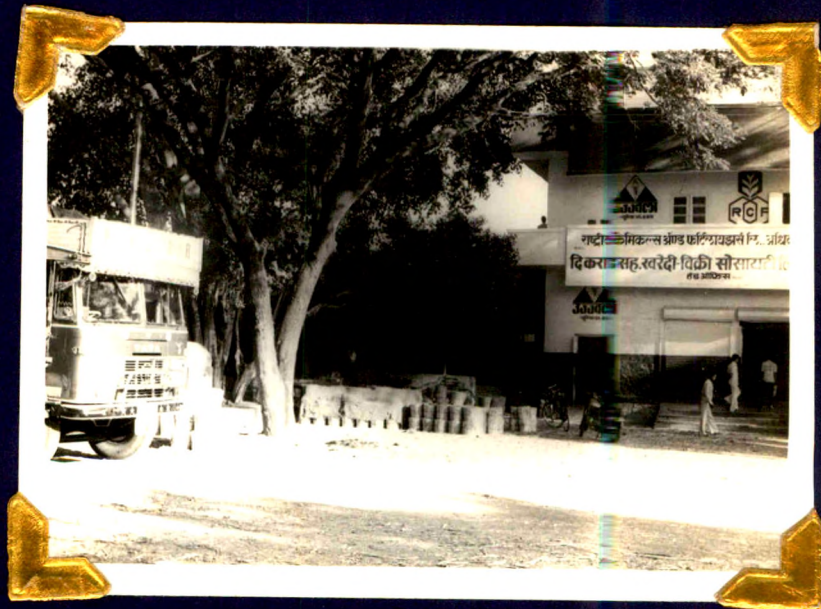


FIG 4 - WAREHOUSING AND TRANSPORT OF KARAD MARKET COMMITTEE.

Out of these eight godowns five have been constructed by the co-operative societies and the remaining three have been built by the commission agents.

The following five cooperative societies are working in the Karad Market Yard with their own godowns:

- 1 Karad Purchases and Sale Society
- 2 Patan Taluka Purchase and Sale Society
- 3 Undale Bhag Sahakari Gruh Bhandar
- 4 Karad Vividh Karyakari Sahakari Sangh
- 5 Lokmanya Umbraj Sangh

Karad Agricultural Produce Market Committee constructed two godowns at Market Yard of Masur and Umbraj. The cost of godown is Rs. 1,50,000 each.

These godowns give all facilities of warehousing to the farmers, traders and commission agents.

Table No. 24 on the following page shows storage from 1980-81 to 1985-86.

## 12. Grading

Standardisation is the process of setting up or prescribing certain standards or specifications of a product and maintaining those standards during the period for which they are effective.



Table No. 24 Storage of commodities  
(Figs. in Qtl.)

Commodities	1980-81	1981-82	1982-83	1983-84	1984-85	1985-86
Jaggery	621.0	56.56	93.40	140.40	1,754.33	-
Groundnut	58.10	434.49	189.27	62.80	355.43	129.22
Paddy	117.33	14.70	273.72	140.13	-	-
Wheat	1,464.14	1,860.72	1,601.53	1,456.82	1,255.40	317.09
Jowar	4,082.91	5,827.36	9,783.51	4,122.44	335.78	378.67
Mug	132.30	132.30	138.15	127.10	-	-

Grading is the process of dividing goods into lots which have same or similar characteristics as a type size, shape, weight, quality etc.

For the purpose of standardisation and grading special institutions are established by the Government. Agricultural Produce Grading Marketing Act was passed in 1937. This Act gives mark as AGMARK for Agricultural production. In 1952 Indian Standards Institution was established. It creates national and international market for industrial product. It gives I.S.I. Mark.

Karad Agricultural Produce Market Committee appointed one grader for making grading of agricultural products. Agricultural products like wheat, jowar, bajara, chillies, jaggery, groundnut

are sold after making Grading according to rules or a classification of quality, quantity, size and colour etc.

### 13. Advertising Activities

Modern world is known as world of advertisement. To advertise means to notify information or describe publicly with a view to increasing sale.

There are different media of advertisement like direct mail, outdoor publicity, broadcast, circulars, letters, films, pictures etc.. But Karad Market Committee cannot use all types of media because there are limitations on expenditure itself.

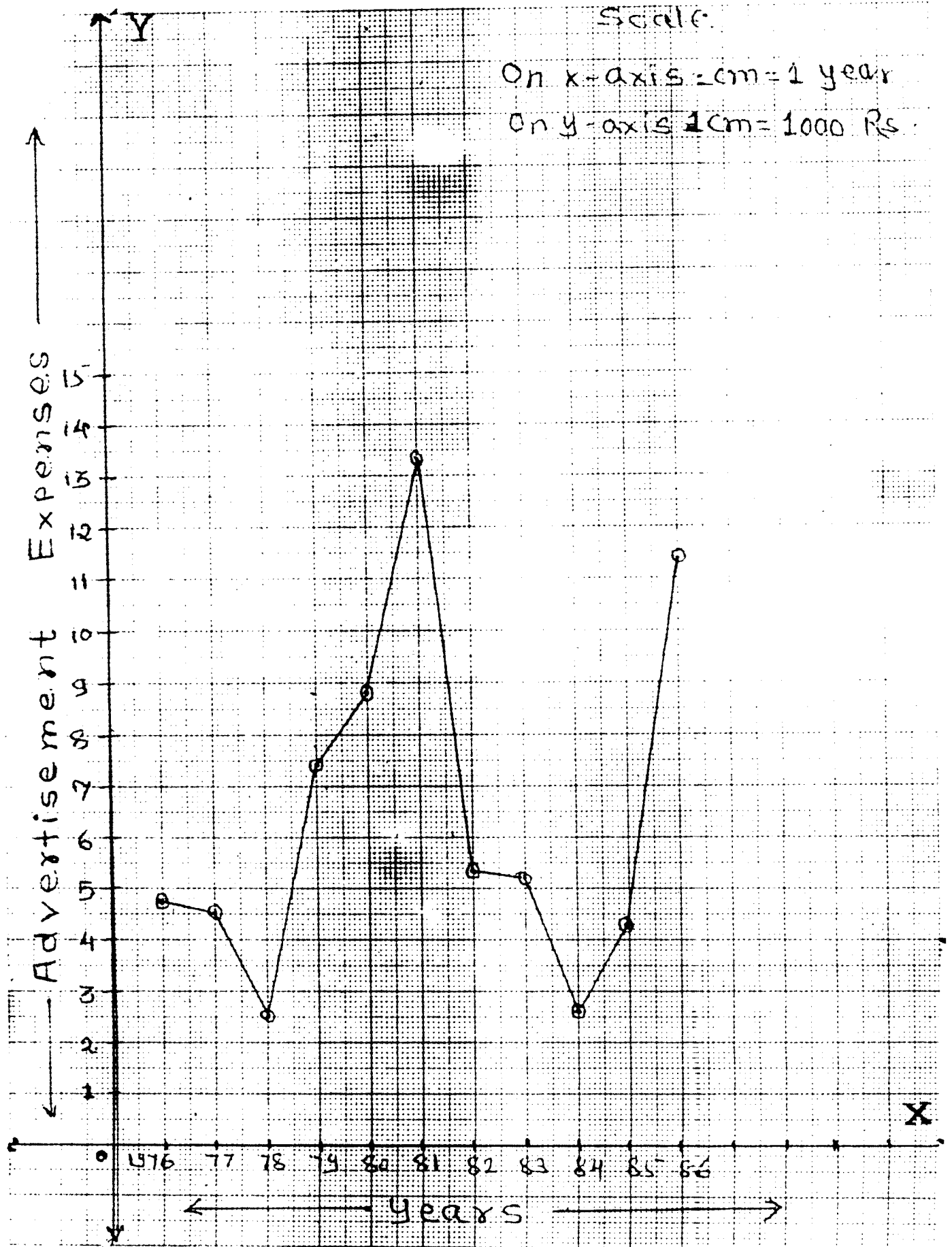
Karad Market Committee used to advertise through cinema slides, exhibition and sometimes giving advertisement in magazines.

Table No. 25 on the next page shows the amount spend for advertisement during the years 1975-76 to 1985-86.

The Table No. 25 indicates that the Market Committee incurred lowest expenditure on advertising. In the year 1977-78 it was Rs. 2,644/- and highest in 1980-81 of Rs. 13,491/-.

The Graph No. 4 shows the ups and downs in case of advertising expenses.

# Advertisement Expenses of A.P.M.C. Kanad



GRAPH NO 4

Table No.25 - Advertisement expenses

<u>Year</u>	<u>Expenses (Rs.)</u>	<u>Year</u>	<u>Expenses (Rs.)</u>
1975-76	4,832	1981-82	5,234
1976-77	4,550	1982-83	5,233
1977-78	2,644	1983-84	2,670
1978-79	7,448	1984-85	4,253
1979-80	8,929	1985-86	11,357
1980-81	13,491		

#### 14. Transport Activities

Transport is the physical means whereby goods are moved from the points of production to the places where they are required for consumption.

There are different means of transport, viz., land road, water, Air transport. This committee had used the means of roads and railway transport only. About 90 per cent agricultural production is arrived and delivered with the help of trucks, tractors, bullock carts and railway.

#### 15. Cattle Marketing

This is the special function of Karad Market Committee. This committee provides facilities for cattle marketing. This market gives income to the committee in the form of gate-pass form for each cattle.



FIG 5 - WEIGHMENT SYSTEM OF KARAD MARKET COMMITTEE.

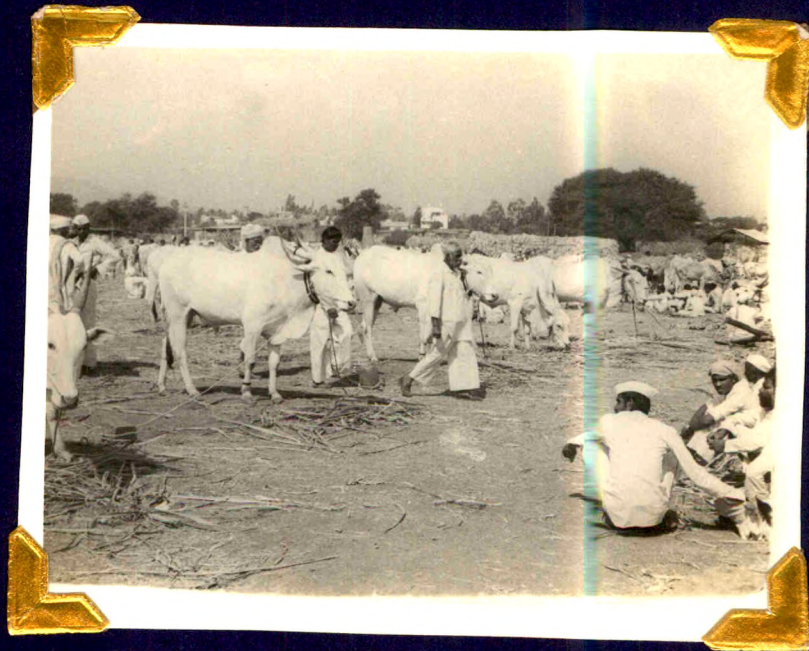


FIG 6 - CATTLE MARKETING

The cattle market is held at Karad, Masur, Shrivade on Thursday, Wednesday and Friday respectively.

The Table No. 26 shows the cattle market arrivals during 1980-81 to 1985-86.

Table No. 26

No. of cattle arrivals.

	1980- 1981	1981- 1982	1982- 1983	1983- 1984	1984- 1985	1985- 1986
Bullocks	2,122	2,285	2,287	2,218	2,913	3,012
Cows	320	331	415	902	1,041	1,090
Buffaloes	256	1,453	2,856	2,832	2,487	2,517
Sheep and Goats	13,100	14,188	14,400	17,450	24,049	25,060

Table No. 26 indicates that the arrivals of cattle markets were increasing from 1980-81 to 1985-86.

- i) Number of bullocks increased from 2,122 to 3,012;
- ii) Number of cows increased from 320 to 1,090,
- iii) Number of buffaloes increased from 256 to 2,517;
- iv) Sheep and goats increased from 13,000 to 25,050.