

# EFFECTIVE PERFORMANCE OF REGULATED MARKETING – A STUDY WITH SPECIAL REFERENCE TO SHIVAMOGGA APMC

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## ABSTRACT

Regulated markets known as Krishi Upaj Mandis are a necessary part of the economic structure and furthermore give spatial linkages between market towns and their encompassing region. These markets not just accommodate sale and buying facility of agricultural commodities yet additionally help in regional advancement and rural welfare. They are financially well placed with the income from market fee.

## KEY NOTE

REGULATED MARKETING, APMC, AGRICULTURAL&AGRO-MARKETING.

## INTRODUCTION

India is primarily an agricultural nation and agriculture utilizes around 62 percent of the number of inhabitants in the country. The commitment of agriculture to GDP of the nation is in excess of 33 percent. Agriculture utilizes about 43% of the geographical area of the nation. Similarly it represents more than 8.8 percent of Indian export. Ancestors of our country are agriculturalist. Vedas gives us the reference about the agriculture. It emphasizes the songs and worship about good harvests, steers and rain. The Arthashastra of Kautilya .Portrays in detail about how agriculture was the essential wellspring of income for the state and what were the obligations of the state for improvement of agriculture. Special facilityr was appointed at state level including 'Administrator of Agriculture', Revenue Collector' and a 'Director of Agriculture Warehouses' to care the agricultural business.

Indian agricultural products were exported throughout the world. Agro based industrial products are cotton, jute; sugar, goor and so on exported toward the Western nations by means of the Silk Route crossing as Istanbul. Notwithstanding amid the rule of the Mughal Empire the states of agriculture in India were not terrible. Anyway amid British Rule the nation confronted various starvations and lack of food in various parts.

The dawn of freedom likewise got its train various financial issues and agricultural issues were one of them. India was relying upon import for nourishment grains in prior days to address the issues of growing populace, yet with the better administration of the agriculture, India has expanded its food production manifold. The reasons ascribed to this development are:

1. The extension of farm land area.

2. The utilization of high yield variety seeds.
3. Utilization of modern cultivating systems and other agricultural actualizes.
4. Supply of agricultural data sources, for example, fertilizers, seeds, pesticides,
5. The convenient arrangement of agricultural credit, particularly by the co-agent credit organizations.

However, the expansion of agricultural land is no more feasible unless irrigation facilities are developed further. Therefore the efforts are always needed for raising the productivity of already existing land which India has achieved to some extent but not on par with other countries, not even as compared to China. In spite of the comparatively low labour cost in India, the agriculture production cost is increasing due to low productivity of agriculture. Consequently the Indian farmers face very severe competition from their counterparts in other countries. The green revolution and the Grow More Food programme have increased the agricultural productivity and production. This has also created a need of streamlining and regulating the marketing systems for agricultural product.

An underdeveloped economy is characterized, among other things, by the existence of primary production. Major portion of the population are depending on agriculture for its living. Agriculture is the mainstay of the economy. Traditional methods of production, dependence of agriculture on the vagaries of nature, lack of sufficient irrigation facilities, low productivity per man as well as per hectare, marketing of agricultural production by means of traditional system, etc further describes deficiencies met with the primary producing economy. Consequently, the cultivator remains a poor creature generation after generation. When the underdeveloped economy begins a march on the path of economic development, the process of a structural change in the economy is set rolling. The economy's dependence on agriculture is to be reduced in order to make it rely more on industry and Commerce.

A shift of population from agriculture to secondary and tertiary sectors has to be brought about. But at the same time efficiency of agricultural sector also has to be increased. Efforts have to be made to increase the production from and productivity of agriculture. In addition, it has to be seen that those who continue to live on land, are made better off. If the cultivator producer is to better his position, a number of aids to cultivation as also marketing of his product have to be provided for. Supply of inputs may help the cultivator in getting good harvests; but, if he is left to follow the traditional channels for marketing of his product, he is bound to derive benefit less than due. Hence, creation of healthy marketing conditions hold an important role in the transformation process of underdeveloped economy. Establishment of regulated markets in agricultural commodities is a course generally recommended and widely accepted for creation of better marketing conditions.

## REVIEW OF LITERATURE

**Mahesh M. Kadam et al. (2018)** examined that at first, this development was limited primarily to the fields of agricultural credit. Later it quickly spread to different fields like agro-preparing, agro-marketing, provincial enterprises, buyer stores, social administrations, and so forth. The examination was conveyed to know the development and execution of agreeable segment and united ventures. Agricultural areas should focus without anyone else execution rather to have hand-off on endowments and obligation for Co-activity. For boosting

rural segment Co-agent areas required to inescapable in all aspects of the state ranchers social orders. It is extremely basic to fabricate a Co-agent in assortment of district where explicit generation happens.

**B. M. Londhe(2018)** contended that food is day by day just as standard need of the person. Diverse sorts of the nourishment are incorpooped into the day by day diet of the person. As indicated by the nation it is changes on the planet. India is additionally not special case for the equivalent. South Indian individuals accept on rice and rice based item, while north Indian individuals utilizes flavors and greatest amount of wheat in their eating routine. Diverse sorts of sustenance grains like Bajra, wheat and so on are the vital segment in the India for day by day utilization. Wheat is mainstream sustenance grain in India. World exchange wheat is more noteworthy than for every single other yield joined. Wheat is developed on more land region than some other nourishment crop. Wheat is a critical wellspring of sugars. Because of urbanization in India the powder wheat flour is getting greatest famous in and crosswise over India.

### STUDY OBJECTIVES

- To analyze the existing structure of Regulated Market in APMC market of Shivamogga district
- To measure the causal relationship between the variables Infrastructural Facilities, Market Information, Innovative Practices, Transport Facilities, Financial Process, Technology, Standard Marketing Practices, and Efficient functioning of Regulated Marketing.

### ANOVA HYPOTHESIS

- H<sub>01</sub>: No significant difference exists between age groups to that of Infrastructural Facilities, Market Information, Innovative Practices, Transport Facilities, Financial Process, Technology, Standard Marketing Practices and efficient functioning of Regulated Marketing.
- H<sub>02</sub>: No significant difference exists between Educational Qualification groups to that of Infrastructural Facilities, Market Information, Innovative Practices, Transport Facilities, Financial Process, Technology, Standard Marketing Practices, and efficient functioning of Regulated Marketing.

**ONE-WAY ANOVA (AGE)**

H<sub>01</sub>: There is no significant difference between age groups with regards to the Infrastructural Facilities, Market Information, Innovative Practices, Transport Facilities, Financial Process, Technology, Standard Marketing Practices, and Efficient functioning of Regulated Marketing.

**TABLE – 01**

Dimensions		Sum of Squares	DF	Mean Square	F	Sig.
Infrastructural Facilities	Between Groups	135.364	3	45.121	2.420	0.065
	Within Groups	8857.132	475	18.647		
	Total	8992.497	478			
Market Information	Between Groups	33.105	3	11.035	0.614	0.606
	Within Groups	8531.546	475	17.961		
	Total	8564.651	478			
Innovative Practices	Between Groups	40.999	3	13.666	0.867	0.458
	Within Groups	7486.997	475	15.762		
	Total	7527.996	478			
Transport Facilities	Between Groups	24.742	3	8.247	0.349	0.790
	Within Groups	11232.393	475	23.647		
	Total	11257.136	478			
Financial Process	Between Groups	23.914	3	7.971	0.525	0.665
	Within Groups	7208.549	475	15.176		
	Total	7232.463	478			
Technology	Between Groups	130.743	3	43.581	3.894	0.009
	Within Groups	5315.796	475	11.191		
	Total	5446.539	478			

<b>Standard Marketing Practices</b>	<b>Between Groups</b>	76.551	3	25.517	1.368	0.252
	<b>Within Groups</b>	8860.526	475	18.654		
	<b>Total</b>	8937.077	478			
<b>Efficient functioning of Regulated Marketing</b>	<b>Between Groups</b>	28.968	3	9.656	0.466	0.706
	<b>Within Groups</b>	9843.203	475	20.723		
	<b>Total</b>	9872.171	478			

\* Significant at the 5% level

#### Analysis:

- Table No – 01. that null hypotheses are rejected as p values are lower than 0.05 for Technology. But for all other dimensions, p value is greater than 0.05 null hence the hypotheses is accepted.

#### Discussion:

- There is significant difference between age groups with regards to Technology.
- There is no significance difference between age groups with regards to Infrastructural Facilities, Market Information, Innovative Practices, Transport Facilities, Financial Process, Standard Marketing Practices, Efficient functioning of Regulated Marketing.

#### ONE WAY ANOVA (EDUCATIONAL QUALIFICATION)

H<sub>02</sub>: There is no significant difference between Educational Qualification groups with regards to the Infrastructural Facilities, Market Information, Innovative Practices, Transport Facilities, Financial Process, Technology, Standard Marketing Practices, and Efficient functioning of Regulated Marketing.

TABLE – 02

<b>Dimensions</b>		<b>Sum of Squares</b>	<b>DF</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>
<b>Infrastructural Facilities</b>	<b>Between Groups</b>	549.959	3	183.320	10.314	0.010
	<b>Within Groups</b>	8442.538	475	17.774		
	<b>Total</b>	8992.497	478			
<b>Market</b>	<b>Between Groups</b>	242.149	3	80.716	4.607	0.003

<b>Information</b>	<b>Within Groups</b>	8322.502	475	17.521		
	<b>Total</b>	8564.651	478			
<b>Innovative Practices</b>	<b>Between Groups</b>	84.578	3	28.193	1.799	0.146
	<b>Within Groups</b>	7443.418	475	15.670		
	<b>Total</b>	7527.996	478			
<b>Transport Facilities</b>	<b>Between Groups</b>	504.631	3	168.210	7.431	0.021
	<b>Within Groups</b>	10752.504	475	22.637		
	<b>Total</b>	11257.136	478			
<b>Financial Process</b>	<b>Between Groups</b>	144.674	3	48.225	3.232	0.022
	<b>Within Groups</b>	7087.789	475	14.922		
	<b>Total</b>	7232.463	478			
<b>Technology</b>	<b>Between Groups</b>	8.514	3	2.838	0.248	0.863
	<b>Within Groups</b>	5438.025	475	11.448		
	<b>Total</b>	5446.539	478			
<b>Standard Marketing Practices</b>	<b>Between Groups</b>	1381.514	3	460.505	28.951	0.034
	<b>Within Groups</b>	7555.563	475	15.906		
	<b>Total</b>	8937.077	478			
<b>Efficient functioning of Regulated Marketing</b>	<b>Between Groups</b>	8.593	3	2.864	0.138	0.937
	<b>Within Groups</b>	9863.578	475	20.765		
	<b>Total</b>	9872.171	478			

\* Significant at the 5% level

#### Analysis:

- Table No – 02. that null hypotheses are rejected as p values are lower than 0.05 for Infrastructural Facilities, Market Information, Transport Facilities, Financial Process, Standard Marketing Practices. But for all other dimensions, p value is greater than 0.05 null hence the hypotheses is accepted.

**Discussion:**

- There is significant difference between Educational Qualification groups with regards to Infrastructural Facilities, Market Information, Transport Facilities, Financial Process, Standard Marketing Practices.
- There is no significance difference between Educational Qualification groups with regards to Innovative Practices, Financial Process, Efficient functioning of Regulated Marketing.

**FINDINGS, SUGGETSIONS & CONCLUSIONS****ANOVA FINDINGS**

- Table No – 01 shows that null hypotheses are rejected as p values are lower than 0.05 for Technology. But for all other dimensions, p value is greater than 0.05 null hence the hypotheses is accepted.
- Table No - 02 shows that null hypotheses are rejected as p values are lower than 0.05 for Infrastructural Facilities, Market Information, Transport Facilities, Financial Process, Standard Marketing Practices. But for all other dimensions, p value is greater than 0.05 null hence the hypotheses is accepted.

**SUGGESTIONS**

Non-accessibility of infrastructure facilities is genuine debilitation in the proper and effective functioning of Regulated Markets. It is in this way proposed the Agricultural Product Market Committee, Shivamogga, should approach to give important storerooms and other infrastructural facility so as to stay away from market excess and cost with no exemption. The select regulated markets can be modernized by giving appropriate foundation and facility. The legislature may outline approaches to make scientific storerooms on vast scale. This would go far in getting gainful costs to the farmers and keeping away from high remuneration in costs, hence securing the enthusiasm of the two farmers and consumers. A uniform arrangement of evaluation details must be pursued for the products in every one of the markets, in order to infuse certainty among the farmers. This would go far in making the agricultural marketing progressively immaculate. Further, the proficiency with which different market rehearses like evaluating chooses the achievement or disappointment of regulated markets. This has brought about minimizing the nature of the product and money related misfortune to farmers. The farmers must be urged to convey evaluated product to the markets dependent on the physical subjective attributes like size, shape, shading, and so forth. The reviewed product in the markets will get the gainful premiums and limits. In this manner, it is proposed that facility ought to be made for logical evaluating with legitimate hardware and prepared faculty. In addition, the administration and the market committee should focus on altogether train the graders.

**CONCLUSION**

Agriculture establishes the core of the economy in the greater part of the under developing nations. Helpful advancement in their horticultural part is a key essential for the fast monetary development and rural improvement of these nations. In order to accomplish this, developing nations currently go for rebuilding their horticultural area along an effective line. India being a developing nation is no special case to this marvel.

Agriculture being the essential division is the pillar of the Indian economy and is integral to all methodologies of its arranged financial advancement. In India, endeavors to create agriculture are coordinated more towards production than to that of marketing. However, it must be implicated that even the well developed production framework would not be able to accomplish and maintain its pinnacle effectiveness levels when the appropriation framework neglects to work at the ideal dimension of production. In this way, the achievement of any farming improvement lays at last on the productivity of the desired level of framework.

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