AN EMPHERICAL STUDY ON PERFORMANCE OF REGULATED MARKETS – A CASE STUDY OF SHIVAMOGGA APMC

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ABSTRACT:

Agricultural produce marketing committee's Management has become the need of the hour in agricultural sector and is very much an integral part of it. The paper deals with the agricultural produce marketing committees of Shivamogga and how APMC's enable fair price dealings and better stability in the agricultural markets of Karnataka state. It also examines how APMC's will strengthen the market structure of Karnataka, especially Shivamogga. The importance of and role of agricultural produce marketing committees management system in Shivamogga and their performance is studied in the paper.

KEYWORDS: Agricultural produce, Shimoga, APMC, commodity, sale, and marketing committee (APMC),

INTRODUCTION

SHIMOGA APMC

The APMC in Shimoga is located close to 206 National Highway. APMC has 35 sections of land of complete land zone, in which developed region about 30 sections of land. The complete number of shops in the APMC is almost around 675 and 2 stockrooms. In a year around, 112 agricultural commodities are exchanged the APMC. Areca nut and Paddy, Maize, Ginger and number of Vegetables, Chilly Ragi, Jower Cotton and others exchanged the APMC. The idea of trading of the agricultural commodities is exchanged delicate framework, sell off deals, direct marketing and commission operators framework. The complete number of Traders is 537, Stockist 502, Processor 47, Commission operators 270, Exporters 537 and Importers 492. Number of Rice factories 47, Average every day dispatch to outside market amid season period 6,500 quintols. The regulated advisory group comprise of a president, 10 individuals and secretary to perform important capacity of the APMC

The APMC creates numerous advantages to the ranchers network they are ranchers get reasonable price (MSP) for the produce as the middle people are not ready to enjoy malpractice; right weighing for

agricultural produce; upkeep of every day rundown of prices of commodities for the advantages of formers and quick installment after transfer of the produce (inside 24 hours). Government organized marketing of agriculture in the country through the system of regulated markets built up under the arrangements of the Agriculture produce market Act enacted by the states and union territories. As on 31-03-2010 the market covered under regulation is 7177 in India. Furthermore there are 27924 provincial periodical markets or caps, around 15 percent of these in markets have been brought under the ambit of the regulation. The Karnataka State Agricultural Marketing Board was set up on first September 1972 according to area 100 of the Karnataka Agricultural Produce Marketing (Regulation and Development) Act, 1966 and Rules 1968. The Board acts as a contact organization between the Market Committees and the Government of Karnataka for all round improvement of agricultural marketing in the state.

The reception of logical innovation of agricultural generation by the ranchers has made an extraordinary interest for better and improved sources of info. The interest in new innovation generally relies on the additions of the farming network. It has, in this way, become basic that courses of action should exist for proficient development of the rancher's produce to the consumers and for sufficient and convenient supply of better contributions than the ranchers. In this specific circumstance, regulation of marketing practices through foundation of regulated markets is a critical approach intercession gone for improving agricultural marketing framework in the country. The regulated markets are viewed as establishments in charge of releasing every one of the capacities associated with the clearance of yields, keeping in view the general interest of the farming network and the ultimate consumers. These foundations are intended to control exploitative trading practices followed in the marketing of agricultural produce. This aided in securing the interest of both the producers and consumers, along these lines contributing towards the growth of organized marketing and price stability through successful challenge. In this way, governments every once in a while realized the required enactments and advancement of market framework from 1960's to 2000. Be that as it may, in the ongoing years, the economy was changed and enabled private area to take an interest in the exchange of agriculture. Toward this path, a portion of the states in India began conveying revisions to the market enactment and advancement. . Keeping in view the hugeness of agricultural regulated market, the present study is done to analyze the performance of agricultural commodities in this regulated market.

OBJECTIVES OF THE STUDY:

The objectives of the study are as follows:

- To study the performance of regulated market in Shimoga district.
- To examine the significance of AMPC in Shimoga district

- To analyse the causal relationship between the study variables namely Innovative practices, Financial Process, Technology, Marketing Strategies and Effective Performance

REVIEW OF LITERATURE

Venkatachalam (2003) directed a study on framework and agricultural advancement in Karnataka state. The study for the most part focused on the optional information at state level for all the real states in the country in regards to agricultural advancement and major infrastructural factors, for two timeframes. Results of the study uncovered that, however Karnataka State has accomplished an amazing growth rate in the general infrastructural improvement contrasted with different states in the country, the agricultural foundation advancement was not equitably disseminated inside the State. Accepting that the dimension of agricultural growth rate has a positive solid relationship with the general improvement when all is said in done and the agricultural advancement specifically, the unequal circulation of framework would result in territorial awkward nature influencing the welfare of the individuals.

Chahal and Kataria (2008) led a study on the impact investigation of foundation and motivating forces on trade in regulated markets of Punjab. The study was led in three areas, to be specific Jalandhar, Patiala and Sangrur which were chosen haphazardly. The auxiliary information on creation and acquirement of paddy and wheat and infrastructural offices influencing the volume of trade were gathered for the period from 1980-81 to 2005-06. The results demonstrated that there was a stamped change in every one of the parameters influencing the volume of trade in the regulated markets. The average area served per regulated market diminished after some time, which thus guaranteed better marketing performance. The connection between's regulated markets for wheat and paddy were evaluated at 0.647 and 0.645, separately, and were noteworthy measurably. The coefficients of connection of paddy acquisition with average number of towns per regulated market and area served were assessed to be - 0.626 and - 0.643, separately. The particular figures for wheat and rice were evaluated to be - 0.616 and - 0.640. It was reasoned that the improvement of different infrastructural offices was related decidedly with the enlargement of trade in the regulated markets. The market arrivals of paddy had expanded from 4,432 thousand tons in 1980-81 to 13,794 thousand tons in 2005-06.

Kerur et al. (2008) directed a study on the performance examination of regulated markets in Karnataka. The averages and compound growth rates were figured to determine the growth performance of the regulated markets regarding physical and financial indicators, for example, market functionaries, market arrivals and commodities turnover of chose markets in Karnataka. The results uncovered that among the market functionaries in the state, traders represented about 16.26 percent pursued by hamals (15.41%), exporters (11.73%), merchants (10.95%), retailers (10.65%) and commission operators (9.59%). As far as

market arrivals, jowar from oats had demonstrated positive growth rate (2.23%), groundnut from oilseeds (-1%) and cotton (- 6.89%) had indicated negative growth rate because of low efficiency and low prices.

RESEARCH METHODOLOGY

Details regarding the research design, data collection questionnaire, sampling plan, area of the study and statistical tools used are mentioned in this chapter.

Research Design

Research design is purely and simply the framework or plan for a study that guides the collection and analysis of the data. The research design indicates the methods of research i.e. the method of gathering information and the method of sampling study is descriptive in nature.

Sampling Design

Sampling design comprises four major areas: Population, Frame, Sampling method and Sample size estimation.

Research Tools Used for the Present Study

- ➢ ANOVA

NULL HYPOTHESIS

ANOVA

H_{01}: There is no significant difference between age groups with regards to the Innovative practices, Financial Process, Technology, Marketing Strategies and Effective Performance.

H_{02}: There is no significant difference between education groups with regards to the Innovative practices, Financial Process, Technology, Marketing Strategies and Effective Performance.

DATA ANALYSIS

The present chapter helps to analyze and interpret the data. The data gathered from the respondents is evaluated and interpreted to arrive at a conclusion for the research.

ONE WAY ANOVA (AGE)

H_{01}: There is no significant difference between age groups with regards to the Innovative practices, Financial Process, Technology, Marketing Strategies and Effective Performance.

Table - 1

VARIANCE		SUM OF SQUARES	DF	MEAN SQUARE	F	SIG
Innovative Practices	Between Groups	237.453	3	79.151	5.774	.001
	Within Groups	2700.647	197	13.709		
	Total	2938.100	200			
Financial Process	Between Groups	34.093	3	11.364	.766	.514
	Within Groups	2921.917	197	14.832		
	Total	2956.010	200			
Technology	Between Groups	43.958	3	14.653	1.284	.281
	Within Groups	2247.604	197	11.409		
	Total	2291.562	200			
Marketing Strategies	Between Groups	61.027	3	20.342	1.144	.332
	Within Groups	3502.526	197	17.779		
	Total	3563.552	200			
Effective Performance	Between Groups	135.779	3	45.260	2.103	.101
	Within Groups	4239.126	197	21.518		
	Total	4374.905	200			

* Significant at the 5% level

Analysis:

It can be seen from the above Table – 1 that null hypotheses are rejected as the p values are lesser than 0.05 levels for Innovative practices. For all other dimensions, since the p value is greater than 0.05 null hypotheses is accepted.

Discussion:

There is no significant difference between age groups with regards to the Innovative practices.

There is significant difference between age groups with regards to the Financial Process, Technology, Marketing Strategies and Effective Performance

ONE WAY ANOVA (EDUCATION)

H$_{02:}$ There is no significant difference between education groups with regards to the Innovative practices, Financial Process, Technology, Marketing Strategies and Effective Performance.

Table - 2

VARIANCE		SUM OF SQUARES	DF	MEAN SQUARE	F	SIG
Innovative Practices	**Between Groups**	400.519	3	133.506	10.364	.000
	Within Groups	2537.580	197	12.881		
	Total	2938.100	200			
Financial Process	**Between Groups**	89.503	3	29.834	2.050	.108
	Within Groups	2866.506	197	14.551		
	Total	2956.010	200			
Technology	**Between Groups**	32.353	3	10.784	.940	.422
	Within Groups	2259.209	197	11.468		
	Total	2291.562	200			
Marketing Strategies	**Between Groups**	327.139	3	109.046	6.638	.000
	Within Groups	3236.413	197	16.428		
	Total	3563.552	200			
Effective Performance	**Between Groups**	128.856	3	42.952	1.993	.116
	Within Groups	4246.050	197	21.554		
	Total	4374.905	200			

* Significant at the 5% level

Analysis:

It can be seen from the above Table - 2 that null hypotheses are rejected as the p values are lesser than 0.05 levels for Innovative Practices and Marketing Strategies. For all other dimensions, since the p value is greater than 0.05 null hypotheses is accepted.

Discussion:

There is no significant difference between education groups with regards to the Innovative Practices and Marketing Strategies.

There is significant difference between education groups with regards to the Financial Process, Technology and Effective performance.

CONCLUSION

The agricultural produce market committee protects farmers by offering control over their agricultural produces. Post independence the method is the best progressive factor in the field of agriculture. This marketing system, in the longer run, if utilized properly, can provide cost savings, increases fair price and better decision making of farmers and the trained staff of APMC should make a thorough study of agricultural environment before deciding the marketing strategies. Then people can expect amazing work flow in the regulated markets.

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