

# PERFORMANCE OF REGULATED MARKET IN TIRUVANNAMALAI DISTRICT IN TAMILNADU

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## **ABSTRACT:**

*The main motive of the Agricultural marketing and Agricultural business is to ensure the fair price to the farming commodity scenario and the mission of achieving this is by enforcing the existing act and rules most effectively and also reducing pre and post harvest losses through appropriate methods and encourage value addition. Green Revolution for food grains production simultaneously, several initiatives have been taken to promote agricultural marketing in pivotal role in fostering and sustaining the tempo of rural economic development. Agri- Business is a process, which starts with a decision to produce a saleable farm commodity and it involves all including grading, value addition, packaging, processing and transportation. The main purpose of forming regulated market is to eliminate the unhealthy trade practice, to reduce marketing expenses and to provide fair prices to the farmers.*

**Key Words:** *Agricultural produce, commodity, marketing committee (APMC), Malpractice*

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## **INTRODUCTION**

In India, Agriculture is playing very vital role in economic development and also it is back bone of the nation. Agricultural produce's marketing is difficult process to the farmers. The main purpose of forming regulated market is to eliminate the unhealthy trade practice, to

reduce marketing expenses and to provide fair prices to the farmers. Several initiatives have been taken to promote agricultural marketing in pivotal role in fostering and sustaining the tempo of rural economic development. The main activities to establishment and maintenance of Uzavar Sandhigal for the benefit of farmers as well as consumers, to create marketing opportunities for small and marginal farmers in cultivation of fruits, vegetables and flower storing and export, grading of agricultural produces in the regulated markets and at farm holdings to help the producers to get remuneration, create awareness among the farmers about the benefits of grading, marketing, value addition an processing , training , publicity and propaganda, to set up agricultural export zones for promoting export of agricultural produce by increasing the area under management and other infrastructure required and information on prices prevailing an international market, to take-up AGMARK grading of agricultural, animal husbandry and forestry products for the benefit of the consumers, and to set up modern cold storage facilities to enable the farmers to store and sell their produce at favorable price and food processing industries are promoted to minimize wastage of agricultural products to increase employment opportunities and to enhance foreign exchange. This paper makes an attempt to “a study on performance of regulated agricultural market in tamilnadu an overview.

#### **CURRENT TRENDS OF THE STUDY:**

Agricultural marketing commodities marketing in Tiruvannamalai APMC plays very crucial role in protecting the interest of birth producers and consumers. The growth of the agricultural produce marketing committee (APMC) has been tremendous during the year 2016-2017. The sub-markets have grown exponentially in subsequent years. Now the APMC Tiruvannamalai covered around 92 percent of farmers. The relative grown of this APMC is almost twenty times during the year 2017-18 if compared to the date of establishment. Tamilnadu state agricultural marketing board having main office at Bangalore is empowered to regulate and control the APMC Tiruvannamalai .it controls and manages the co-ordination of activities all agricultural produce markets in the state. The appropriate regulated markets create the feeling, confidence and receiving fair play in the minds of the cultivators and their moods in which they are most ready to accept new ideas and new techniques, new forming methods and strive to improve their agricultural practices. Keeping in view the significance of

agricultural regulated market, the present study is examined the performance of agricultural commodities in this regulated market.

### **OBJECTIVES OF THE STUDY:**

**The objectives of the study are as follows:**

- To study the existing structure of regulated market in Tamilnadu.
- To study the existing structure of regulated market in Tiruvannamalai district.
- To study the working of regulated markets in Tiruvannamalai district.
- To know the opinion of the farmers with regard to functioning of the regulated markets in Tiruvannamalai district.
- To give suggestions to prevent the exploitation of the farmers by over income the handicaps in the marketing of their products.

### **NEED FOR THE STUDY**

The agricultural farmers produce varieties of commercial crops and food grains for selling purpose. They ordinary contact with the agent for this acts of business the farmers mostly get least price for their produce.

- ❖ To eliminate the illegal agencies the regulated market takes interest to help the farmers to get reasonable maximum price for their commodity.
- ❖ The village farmers generally will be deceived by the middle agency and purchasers of the goods. This has to eliminate by the regulated markets.
- ❖ To overcome the basic problems like farmers who will enter the APMC with their carts and bullocks will be facing problems for fodder and drinking water.
- ❖ Many types of malpractices made by price agencies.
- ❖ To overcome the barriers of the loan system and arrangement of go down for the farmer's commodity.
- ❖ The farmer's difficulties are mainly avoided by the APMC who cancel their commodity through the APMC.
- ❖ To remove the barriers of formers at any time producer can sell his commodities through the APMC market and can get price immediately.
- ❖ APMC can provide the loan on the basis of produce to the farmers.

- ❖ Recommended for APMC market legal weigh men and copies of the rewards will be handed over to each and every farmer.

### **ADVANTAGES OF REGULATED MARKETS**

Regulated markets are recognized markets by the government. Hence almost all farmers believe this type of marketing. The following are the some of the general advantages:

- ❖ Fair price
- ❖ Real weigh men
- ❖ Proper plat form
- ❖ Recognized buyers and sellers in the market
- ❖ Prompt payment with legal receipts
- ❖ Go down facilities
- ❖ Rest room
- ❖ Water supply

### **THE FOLLOWING ARE SOME IMPORTANT ADVANTAGES**

- ❖ Pledge loan scheme
- ❖ Resolving fund scheme
- ❖ Suitable market cuss
- ❖ Market intervene scheme
- ❖ Market information and dissemination system
- ❖ Housing scheme under HUDCO plan and Rajiv Gandhi Yojana

These are advantages for the farmers by the regulated markets. If any disagreements are found, which will decided by the committee according to Law.

### **DISADVANTAGES OF REGULATED MARKETS:**

Disadvantages are as follows

- Some of the farmers have not been satisfied with the composition of marketing committee because of some improper co-operation of APMC staff.
- Farmer's are not advised by the staff of APMC when and why farmers should revise the list of commodities.

## **METHODOLOGY**

Methodology is that the terribly robust and necessary foundation for any systematic analysis or investigation or discovery. Methodology is imperative to administer the small print of the investigation and technique adopted by the research worker or investigator to find out of tangible facts and issues of the work. This paper may be a personal sensible analysis one All info and information has been gathered from meeting several sorts of farmers (i.e. interview method) returning to APMC Tiruvannamalai to sell their manufacture. This research worker went through secondary sources like reports, web search, journals, news magazines articles etc. the information collected from basic on performance of varied categories of farmers WHO visited APMC Tiruvannamalai within the analysis of knowledge applied math tools are accustomed gift the information.

## **FINDINGS AND SUGGESTIONS**

- ❖ Growth analysis of arrivals shows that there was increased in arrivals of ground nut in two selected market of changing trend of farmers about change in salted utilization of the production of the paddy
- ❖ In the analysis of pledge loan scheme it was observed that not many farmers made use of the regulated market scheme computation where is given to those formers who lose their working capacity fully or partially at the time of cultivation work due to some miss happening
- ❖ The Govt. of Tamil Nadu through the APMC market committee implemented the pledge loan scheme for the welfare improvement of the list financial life holder of the agricultural sector but the researcher regrets to inform to the public that neither in selected markets nor in state as a whole were not expected level owing to attention given by the implementing authority.
- ❖ Failure of rainfall and the change of atmosphere in the Sengam talk of Tiruvannamalai district.

## **CONCLUSION:**

The agricultural turn out market committee provides complete management of legal selling of agricultural turn out of farmers. Once independence it's a best progressive think about the sphere of agriculture. This selling system is best origination with longer vision which may give value savings, increasing honest value and higher cognitive process farmers and therefore the trained employees of APMC ought to build an intensive study of agricultural setting before deciding the selling methods. Then everyone will expect a good work flow within the regulated markets.

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