

Rajasthan State Agriculture Marketing Board : Its Problems and Prospects

Abstract

The term agricultural marketing is composed of two words-agriculture and marketing. The marketing of agricultural commodities is different from the marketing of manufactured commodities because of the special characteristics of agriculture sector, Which affect the supply and demand of agricultural products in a manner different from governing the supply and demand of manufactured commodities. The special Characteristics which are different from the manufacturing sector are:

- Perish ability of the product
- Seasonality of Production
- Bulkiness of Products
- Difficulty in Standardization and Grading.
- Variation in Quality of Products
- Irregular supply etc.

Keywords: Composed, Manufacturing, Standardization, Preservation

Introduction

To overcome all these problems, government of India adopted a number of measures to improve the system of Agricultural marketing, the important one being establishments of regulated markets, construction of ware house for storage and preservation, provision for grading and standardizing of produce, standardization of weights and measures, etc. To monitor the work of regulated markets, it became imperative to evolve a strong and efficient marketing system. The pre-requisite for this was the constitution of Agricultural marketing Boards.

Rajasthan State Agriculture Marketing Board

Rajasthan Government promulgated Rajasthan Agriculture Produce Market Act in the year 1961 which came into force in the year 1964. To start with there were only nine market committees in the State. The number of such committees has gone unto 131 by now. There are 312 sub yards under the principal market yards at present. A wide network of market regulation has been provided all over the state.

Out of the 131 regulated markets, 15 markets are under super class category and 28 markets are under 'A' class category, 17 markets are in 'B' class 44 are in 'C' class and the remaining 27 have been classified as 'D' class markets.

Objectives of The Study

1. To study the weaknesses in the present marketing system in Rajasthan
2. To analyze the relevant problems of RSAM
3. To suggest necessary modifications of marketing system and remedial measures.

Weaknesses in The Present Marketing System

RSAMB is doing a lot for the development of market, its infrastructure, but still the Agricultural marketing is suffering with various weaknesses and problems. The weaknesses in general in the marketing system in Rajasthan are as under:

Illiteracy and Under-Developed People

Rajasthan state is basically a rural based economy. In general, with almost half of the population being illiterate, the adoption of modern marketing practices is difficult and stands as a hindrance in the efficient marketing system.

Grading and Standardization

RSAMB is suffering with the problem of grading. If the grains are graded properly and the small, medium and big grains are separated, the big grains will be the best quality and will be sold at a higher price, while the small grains too will be sold at MSP. Since all the farmers cannot have this facility at their place so this facility can be made available at a centralized place i.e. at the mandi level, which is lacking.



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Lack of Storage Facilities

Storage facility in a long way can help the farmers to retain the produce till the favorable price is available in the market.

Assembling and Selling Facilities

It has been observed that some of the mandis are still lacking the facilities of proper covered sheds. At certain places/mandis, either the on the one hand and many a times, the produce is rejected on account of higher moisture content more particularly in case of paddy.

Market Linked Transportation

The survey of the farmers coming to the mandi revealed that the major source of transportation to the mandi was the tractor. Only a few farmers bring the produce to the mandi by carts pulled by ponies/horses or the buffalo males bullocks. More over since some of the mandis has been shifted to the new places away from the city congestion in the open area and are still not well connected with the transport system and thus create problem for them. As such the market link transportation system needs to be improved.

Sale in Villages

Many a times, the farm produce is not brought to the mandi and is sold in the village. In such a case both the Sheller owner and the farmers are gainers. Farmers will save the money to be incurred on transportation, while the mill owner the commission. The major loser in this case could be the regulated market and the arhtiyas, who will loose their commissions.

Problems Faced by RSAMB

It conclude that RSAMB is doing a lot of work to improve the condition of farmers by improving the agricultural marketing structure, reduction of marketing costs, by lowering the margins of intermediaries, improving the transportation system of constructing new roads, development and repair of roads and creating the facilities in the mandis for the farmers, shop keepers etc. But till today the desired results are not available and a lot of work still needs to be done. The solution to these problems can help in increasing the efficiency of the board.

Suggestions for Modification/Improvement of Marketing System

Agricultural marketing suffers from certain problems. There is therefore a strong need to plug these and improve upon the system for which certain improvements / modifications have been suggested/recommended.

The production process is complete only when the produce has been marketed at a ruminative price. It is imperative that the marketing activity should be guided by certain principles, which could help in increasing the income to the farmers.

It is suggested that while selling the different varieties of the produce, all the varieties should be sold separately. The farmers could get a higher price because of the purchaser's preferences for specific varieties. This would help farmers getting the higher price if marketed separately.

The transportation system which may help the marginal and small farmers could be improved or it could be market linked transportation system. Efficient transport facilities need to be developed.

Storage facilities in the production area as well as in the mandis need to be improved so that the farmers are not compelled to indulge in distress sale.

One of the prime problems faced by the farmers and more particularly the paddy farmers is about the moisture content. . In the absence of sufficient drying place, it becomes a serious problem for the farmer to take back and bring the produce after drying, hence this problem of the farmer should be properly redressed and the crop with more moisture content or defective/discolored and damaged grains be accepted. Strict limit on this account should be avoided.

Remedial Measures

The board is doing a lot but the desired results are not available because of the various problems faced by the RSAMB. Therefore some suggestions which may help improve the system are being made.

Regarding the higher moisture content in paddy and percentage of discolored and damaged paddy grains, the problem should be solved taking the positive approach.

The market Committee should help the farmers in getting their payments as early as possible and they should not be asked to visit the mandis again and again on this count. The board should take the initiative to coordinate with the procurement agencies to make the payments to the farmers in a time bound manner.

Market information and market intelligence needs to be improved. Statistical wing at the RSAMB headquarter may be created which should collect the prices of various agricultural commodities be collected and disseminated to the various marketing committees in the state. The gap period of the information the farmers receive could be reduced significantly.

The aims and objectives and the policies of RSAMB should be very clear. The approach of Co-operative marketing, Organic farming and the Contract farming could be clearly spelled out. The role of their representatives in the governing body could also be spelled out clearly. The problems of the multifarious board could be properly spelled out and redressed.

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