

Agricultural Marketing in Punjab and North East India with Special Reference to Manipur

Dealluck Irengbam

Singhania University, Pachheri Bari, Jhunjhunu, Rajasthan, India

Abstract

Agriculture marketing system in developing countries like India can be understood to compose of two major sub-system viz. product marketing and input marketing. The factor in the product marketing sub system include farmers, wholesales, importers, marketing cooperative regulated market committees and so on. The inputs sub- systems includes input manufactures, importers, related associations and other who make available various form production inputs to the farmers. Agriculture marketing plays an important role in accelerating the pace of economic development in addition to stimulating production and consumption. Agriculture marketing development of region in measured by the strength and efficiency of the linkages established in various sectors to operate the production and business cycle.

Keywords

Agricultural Marketing, Problem face- Punjab and Manipur, Economic Development.

I. Introduction

From the very early stages of development of the human society, exchange has become an indispensable part of human civilization. Even before the introduction of the money economy termed as "barter system" based on direct exchange of goods for goods. With the introduction of money as the medium of exchange, there came a change in the farming pattern from the self-sufficient village economy to the market economy of production for the market. Trade there was, both in ancient and medieval India as today; international and overseas and that fairly on a large scale. According to Thomson (1951) the study of agricultural marketing comprises all the operations and the agencies conducting them, involved in the movement of farm produced foods, raw materials and their derivatives such as textiles from the farms to the final consumers and the effect of such operations on farmers middlemen and consumers. Agriculture marketing system in developing countries including India can be understood to compose of two major sub-system viz. product marketing and input(factor) marketing. The factors in the product marketing sub- system include farmers, villages/ primary traders, wholesalers, processors, importers, exporters ,marketing co-operatives, regulated market committees and retailers. The inputs sub-systems includes input manufactures, distributors , related associations, importers, exporters and other who make available various form production inputs to the farmers. National Commission on Agriculture defined agriculture marketing is a process which starts with a decision to produce a saleable farm commodity and it involves all the aspects of market structure or system, both functional and institutional, based on technical and economic consideration and includes pre and post harvest operation assembling, grading ,storage, transportation and distribution . Agriculture marketing plays an important role in accelerating the pace of economic development in addition to stimulating production and consumption.

II. Agricultural Marketing in Punjab, India

Punjab State Agricultural Marketing Board was established on 26th May, 1961 under the Punjab Agricultural Produce Markets Act, 1961 with an objective to control and supervise the marketing network of sale, purchase, storage and processing of processed or nor processed agriculture animal husbandry and forest produce. There are 145 Agricultural produce Market Committees in the State established under the Act. There are one principal market yard, one or more sub market yards and seasonal purchase centres in each market committee. Punjab State Agricultural Marketing Board (PSAMB) excercises superintendence and control over the Agricultural Produce Market Committees (APMC'S).

III. Objective of Agricultural Marketing in Punjab

1. To analyze the various commercialization of agriculture.
2. To study about marketing agricultural/ production market / demand oriented.
3. To suggest price stability.
4. To providing transparent and competitive market environment.
5. To provide export facilities.

IV. Problems of Agricultural Marketing in Punjab

1. Technology have improved but it has not gone to the rural levels as it is confined to urban areas alone.
2. There are several loopholes in the present legislation and there is no organized and regulated marketing system for marketing the agricultural produce.
3. High Post Harvest Losses.
4. Inadequate markets and marketing infrastructure.
5. Lack of institutional capacity to deliver proper market services.
6. Agricultural production not demand oriented.

V. Improvement of Agricultural Marketing in Punjab

1. A separate ministry of agriculture marketing has been created.
2. Establishing the markets under private sector allowed for healthy competition with public sector.
3. There is no checking practice therefore, the weights and balances used by the village dealers are generally faulty. About 60 per cent of the farmers at village level said that the wheat was overweighed by the village dealers. It is suggested that their weights and balances should be checked properly by the concerned authorities and defaulters should be penalized.
4. It was observed that the procurement centers run by the Pakistan Agricultural Services and Storage Corporation (PASSCO) and the Food Department were lacking transportation facilities, storage facilities, funds etc. The procurement centers should be provided with these facilities for their better functioning.
5. The location of the procurement centers is changed every year. It is therefore, suggested that the procurement centers should be permanently located so that the farmers may be sure about sale of their produce at these centers.

VI. Agriculture in the North East Region (NER), India

North East Region of India comprising of the states of Arunachal Pradesh, Assam, Manipur, Meghalaya, Mizoram, Nagaland, Sikkim and Tripura representing a distinct agro-climatic zone of the country. The region occupies nearly 8 per cent of total geographical area and supports nearly 3.8 per cent of the country's population as per the 2001 census. More than 80 per cent of the people in these states are dependent on agriculture and allied activities but with poor resources base and low economic status with limited investment capacity. Since agriculture sector is dominant in this region, development policy for these states needs to assess with reference to its performance, contribution and role.

VII. Agricultural Marketing in Manipur

Agriculture is the dominant occupation of the people of Manipur. It is not only the main source of livelihood of the overwhelming majority, but also a tradition and a way of life that moulds the socio-economic status of the people. More than half (52.2 per cent) of total working population of the state are directly dependent on agriculture for their livelihood. Agriculture has been the most important occupation of the people and provides almost the entire food requirement of the people. This sector also provides raw materials for limited agro-based industries like Sugar Mill, Paper Mill etc. The nature of agriculture in the valley differs from that of the hills due to the differences in physical configuration climatic pattern, fertility of the soils and differential technological and scientific development. The valley having stretch of fertile level land, well distributed rainfall, fair communication and marketing system along with easy access to modern technology, favours prosperous agricultural activities. Paddy the main dominant crop of the valley. It is the main staple food of the people. Economic condition of the people is therefore dependent on the production of paddy from their agricultural fields. In the hills, on the other hand, both shifting cultivation and terrace farming are practiced on the slopes having limited subsistent production. The methods and implements used in agriculture are of primitive types. But of the late, Government has taken up development programmes to increase agricultural production in the hills and valley through innovations and modernization of the agricultural practices.

VIII. Objectives of Agricultural Marketing in Manipur:

1. To analyze the various crops production in Manipur.
2. To study about the consumption of chemical fertilizers
3. To examine about the socio-economic factors of the cultivators.
4. To suggest some remedial measures to overcome the problems.
5. To suggest establishment of post harvest handling centre for vegetables and agro horticultural commercial complex.
6. To provide common facilities for grading, packing, display and sales of the processed food products in the food emporium.

IX. Problems of Agricultural Marketing in Manipur

1. Raw material monopoly by rival competitors.
2. Lack of basic tricks of the business.
3. In Manipur has not been systematically organized.
4. There are about 30 assembling markets and 103 primary markets and no regulated markets in this state.
5. Road transport is the only means of transport for farm products to distant places as there is no rail link in the state.
6. Over cautious attitude of bankers; many projects are delayed which lead to cost over run and project failure.

7. There are no warehousing and cold storage facilities.

X. Measures for Improvement of Agricultural Marketing in Manipur

The above mentioned problems give us a clear picture of a defective agricultural marketing system in Manipur. A defective marketing makes the farmer to produce only output.

A. Co-operative Marketing

In a state like Manipur where the preponderance of small farmers exists and where the existence of so many problems in respect of agricultural marketing, co-operative marketing would be the only and right solution in this respect formation of co-operatives not only bring the farmers under an umbrella but it also strengthen them to make effective agricultural marketing for their produce.

B. Public Distribution

It has a great role to play in the field of agricultural marketing. The objective of public distribution system to procure produce directly through its outlets at fair price and to distribute throughout of its activities, the marketing of agricultural produce would be more effective and the farmers as well as final consumers would not be deprived of by the presence of too many intermediaries.

C. Regulated Markets

The next important measure is related to the establishment of regulated markets. The objective of regulated markets is to remove ill market practices to reduce marketing charges and to ensure fair prices for the farmers. The regulated market is managed by a committee of representatives from the State Government farmers. They issued licences, fix brokerage rates and ensure use of standard weights.

D. Storage Facilities

Proper storage is an important aspect of agricultural marketing. To carries agricultural produce outside the village, it is necessary to provide adequate storage facilities to hold till better price is not offered. A proper and adequate storage not only enhance the bargaining power of the farmers but it is also ensuring better prices for agricultural produce.

E. Transport Facilities

An essential requirement is the availability of transport which can carry agricultural produce to markets at low cost, easily and speedily.

F. Financial Assistance

It is required for meeting operating expenditures relating to agricultural farming, to maintain livelihood and for improving holding capacity of produce to make the best use of marketing opportunities.

XI. Conclusion

Economic development of region is measured by the strength and efficiency of the linkages established in various sectors to operate the production and business cycle. These are backward and forward linkages constituting financial assistance, transport and communication network for mobility of output in various trade channels. In the interest of public welfare, the government in the marketing system, directly or indirectly, the extent of intervention depends on the objectives of government and to the extent of defects and malpractices prevailing in the system. The

state government has taken several steps to improve the conditions of agricultural marketing. To organize agri-business effectively is to conduct product specific surveys successfully for ensuring marketability and the type of venture to be set up.

References

- [1] Dr.Robita Sorokhhaibam, Brahmacharimayum Tarunbala Devi, "Agricultural Marketing and its impact in North East India with special References to Manipur", Interdisciplinary Journal of Research in Business, Vol. 1, 2011.
- [2] Prof. M.S.RAO, (2008), "Where Knowledge is Wealth, Problems and Prospects in Agricultural Marketing", [Online] Available: <http://www.profrmsr.blogspot.com>
- [3] "Agricultural Marketing System in the Punjab", Report produced under the project Agriculture Marketing Information Service publication. No. 01/2006. Directorate of Agriculture (Economics and Marketing) punjab 21- Dawis Road, Lahore, 2006.
- [4] G S Oinam, "Mind Your Manipur," Part 3 , Journalist based in New Delhi. [Online] Available: <http://www.e-pao.net>.
- [5] Nasir Nadeem, (2011), "Study of wheat marketing in Punjab with Particular reference to Multan Division", Economic review. [Online] Available: <http://www.findarticles.com>
- [6] "Punjab State Agriculture Marking Board", [Online] Available: <http://www.mandiboard.nic.in>
- [7] Rajagopal, "Rural Marketing System in the North Eastern States: Problems, Diagnosis and Strategy Perspective", Chapter-2, Agricultural Marketing system in North Eastern States, [Online] Available: <http://www.planningcommission.nic.in>



Dealluck Irengbam, At present Ph. D on the thesis entitled, "Productivity of India Agriculture". Inter State Variation under Singhania University, Pacheri Bari (Raj.) Jhunjhunu. BA Economic (hons.), Panjab University passed out 2007, MA Economic, Panjab University passed out 2009, Attended in the National Seminar on Management of Natural Resources and Environment in India Organized by GAD

Institute of Development Studies, Amritsar on October 23-24, 2010.