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## A STUDY ON CENTRAL COORDINATED VEGETABLE MARKET IN PARAVAI MADURAI: PROSPECTS AND PROBLEMS WITH SPECIAL REFERENCE TO FARMERS

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### ABSTRACT

*India is an agriculture based country. Hundreds of vegetable types are grown in all parts of India. Poor efficiency in the marketing channels and inadequate marketing infrastructure are believed to be the cause of not only high and fluctuating consumer prices, but also of the consumer rupee reaching the farmer. There is also massive wastage, deterioration in quality as well as frequent mismatch between demand and supply both spatially and over time. Taking these prevailing issues into account, this study attempts to examine the various aspects of marketing vegetables in the wholesale markets with an extensive objective to improve marketing efficiency. Marketing of vegetables is complex especially because of perishability, seasonability, and bulkiness. Therefore, in order to boost up the vegetable market and to raise the level of income of the growers. It is essential to improve the current marketing practices.*

### KEYWORDS

coordinated vegetable Market Paravai, farmers opinion, level of satisfaction, service facility.

### INTRODUCTION

India is an agriculture based country. Hundreds of vegetable types are grown in all parts of India. The efficiency of marketing for vegetables in India has been of significant concern in the recent years. Poor efficiency in the marketing channels and inadequate marketing infrastructure are believed to be the cause of not only high and fluctuating consumer prices, but also of the consumer rupee reaching the farmer. There is also massive wastage, deterioration in quality as well as frequent mismatch between demand and supply both spatially and over time. Taking these prevailing issues into account, this study attempts to examine the various aspects of marketing vegetables in the wholesale markets with an extensive objective to improve marketing efficiency.

### ORIGIN OF THE STUDY

In Madurai, many vegetable markets are located in the heart of the city. Most of these markets have to operate under regulations imposed by the traffic authorities and are under constant threat from the district administration, especially; from Madurai Corporation. The threat perception is more acute to this complex due to it's proximity to the revered Sri Meenakshi Amman Temple. In order to clear the way for the visiting pilgrims of the temple, the trader had felt that it was inevitable to shift the existing marketing location, site to a new site. Against this backdrop, the coordinated association has instituted the Madurai central coordinated vegetable market at Paravai, Madurai which is located on Dindigul- Madurai National High ways in the year 2009.

### STATEMENT OF THE PROBLEM

Marketing of vegetables is more complex in nature in comparison with the other field crops because of special traits like highly perishable nature, seasonality and bulkiness, which needs special care and immediate disposal. The marketing system for vegetables is now in the hands of middlemen. The middlemen exist at various levels between the farmers and the consumers and exploit through malpractice in weighing, handling and payments. It is, therefore, felt necessary to evolve an alternate marketing strategy where both growers and consumers could be benefited. The Coordinated vegetable market was established in the year, 2009, 1<sup>st</sup> July. It was established exclusively for vegetables at Madurai at a total cost of Rs.26 core. Everyday, vegetables are being transacted benefiting 300 wholesalers and 3000 consumers. Madurai coordinated vegetable market receives vegetables from the districts of Ooty, Madurai, Theni, Dindigul, Virudhunagar and Ramanathapuram which contributes more than 60 % of the vegetable production in the state. And they supply vegetables to different parts of the country like Delhi, Bangalore, Kerala, Hosur, Karnataka, Nasik, pune, Kodaikanal, Coimbatore, Tirunelveli, Thoothukudi, Dindigul and in and around Madurai. Successful operation of coordinated vegetable commercial market depends upon the location of the Market, nature, type, quantity and quality of agricultural produce being brought by the farmers for sale, price fixation mechanism, availability of functional infrastructure facilities such as grading, weighing, storage etc.,. The facilities should, therefore match the requirement of the farmers and the customers.

This study focuses particularly on the coordinated vegetable market and examines various aspects of the market, including the functions, infrastructure marketing practices.

### OBJECTIVES

1. To analyse the socio economic profile of the farmers in central coordinated vegetable market.
2. To assess the performance of coordinated market, with particular reference to services.
3. To analyse the level of satisfaction of farmers in the coordinated vegetable market.
4. To point out deficiencies and to offer suitable suggestion for the efficiency of the central coordinated vegetable market.

### METHODOLOGY

This study is based on both primary and secondary data. The primary data had been collected by administering a well structured interview schedule. The stratified random sampling techniques are adopted for selecting farmers. A sample of 200 farmers has been selected.

### PROFILE OF THE RESPONDENTS

An attempt has been made to analyse the marketing system, services of the central coordinated vegetable market. The profile of the respondents is classified based on individual, family and career variables. Percentage analysis tool is used to analyse the profile of the sample respondents.

TABLE – 1: CLASSIFICATION BASED ON THE RESPONDENTS

| Variables              | Classifications            | Number of respondents | Percentage |
|------------------------|----------------------------|-----------------------|------------|
| Age                    | Below 25 years             | 6                     | 3.0        |
|                        | 26 To 35years              | 43                    | 21.5       |
|                        | 35 To 40years              | 67                    | 33.5       |
|                        | Above 40years              | 84                    | 42         |
| Education              | Illiterates                | 70                    | 35         |
|                        | Up to 10 <sup>th</sup> std | 130                   | 65         |
| Family business        | Below 20                   | 52                    | 26         |
|                        | 20 to 30                   | 134                   | 67         |
|                        | Above 30                   | 14                    | 7          |
| Annual income          | Below Rs50,000             | 38                    | 19         |
|                        | Rs50,000 to Rs1,00,000     | 62                    | 31         |
|                        | Above Rs100000             | 100                   | 50         |
| Ownership of land      | Own                        | 153                   | 76.5       |
|                        | Tenant                     | 34                    | 17.0       |
|                        | Both                       | 13                    | 6.5        |
| Area under cultivation | Below 1 acre               | 56                    | 28         |
|                        | 1 acre to 2 acres          | 64                    | 32         |
|                        | Above 2 acres              | 80                    | 40         |
| Mode of sales          | Through Wholesaler         | 119                   | 59.5       |
|                        | Through village Merchant   | 14                    | 7.0        |
|                        | Through local traders      | 67                    | 33.5       |

Among the total respondents, 42% of the respondents belong to the age group of above 40 years, 33.5% of the respondents belong to the age group of 35 – 40 year, 21.5% of the respondents belong to age group of 26-35 years, while 3% of the respondents belong to the age group of below 25 years.

It could be observed that, 65 percent of the respondents had completed their 10<sup>th</sup> standard and 35 percent of the respondents were illiterates.

It is clear that, 67 percent of the respondents have business experience of 20 to 30 years, 26 percent of the respondents have business experience below 20 years and 7 percent of the respondents have business experience over 30 years.

It is observed that, out of the total respondents 50 percent of the respondents have an annual income of above Rs.1,00,000 and 31 percent of the respondents have an annual income of Rs 50,000 to Rs. 1,00,000 and 19 percent of the respondents have an annual income below Rs.50,000.

Out of total respondents 76.5 percent of the respondent's have own land, 17 percent of the respondent have land on rental basis and 6.5 percent of the respondent have both own and rental land.

It is observed that the distribution of the sample of farmers are according to the area under cultivation. Out of 200 respondents 40 percent belong to the group of farmers who use more than two acres of land, 32 percent belong to the group of farmers who use between 1 acre and 2 acres of land and 28 percent belong to the group of farmers who use less than 1 acre of land.

Out of 200 respondents 59.5 percent sell their vegetables through wholesaler, 33.5percent sell their vegetable through local traders, 7 percent sell their vegetable through village merchant.

### LEVEL OF SATISFACTION TOWARDS SERVICES

In this study an attempt has been made to analyse the farmers satisfaction towards marketing services of the central coordinated vegetable market. Intensity value tool is used to analyse the services of the central coordinated vegetable market.

TABLE 2: AVAILABILITY AND NON AVAILABILITY OF FACILITIES IN THE COORDINATED VEGETABLE MARKET

| S.No | Facilities      | Available | Not Available |
|------|-----------------|-----------|---------------|
| 1    | Market office   | ✓         | -             |
| 2.   | Stalls          | ✓         | -             |
| 3    | Storage         | ✓         | -             |
| 4    | Cold storage    | -         | ✓             |
| 5    | Vehicle parking | ✓         | -             |
| 6.   | Road            | ✓         | -             |
| 7    | Street light    | ✓         | -             |
| 8    | Water supply    | ✓         | -             |
| 9    | Sanitary        | ✓         | -             |
| 10   | Canteen         | ✓         | -             |
| 11   | Rest room       | ✓         | -             |
| 12   | Conference hall | -         | ✓             |
| 13   | Tele phone      | ✓         | -             |
| 14   | Bank            | -         | ✓             |
| 15   | ATM             | ✓         | -             |
| 16   | Notice Board    | -         | ✓             |
| 17   | Weighing        | ✓         | -             |
| 18   | Grading         | ✓         | -             |
| 19   | Price display   | -         | ✓             |
| 20   | Computer        | ✓         | -             |

The Table 2 reveals the farmers' response towards the facilities available in coordinated market. Farmers opinioned that cold storage, conference hall, bank, Notice board, price display facilities are not available in the coordinated vegetable market.



**SERVICES**

The opinion of the farmers is ascertained with an objective to the standard of service practices that is adopted in the coordinated vegetable market.

**TABLE 3: FARMER'S SATISFACTION TOWARDS SERVICE FACILITIES OFFERED IN THE CENTRAL COORDINATED VEGETABLE MARKET**

| Sl. No | Services  | Strongly agree | Agree | Un decided | Dis Agree | Strongly Disagree | Intensity value | Rank |
|--------|---|----------------|-------|------------|-----------|-------------------|-----------------|------|
| 1      | No delay in payment                               | 41             | 78    | 69         | 11        | 1                 | 747             | II   |
| 2      | Officials are cooperative and cordial             | 23             | 99    | 47         | 31        | 0                 | 714             | IV   |
| 3      | Officials help in arranging credit facility       | 21             | 63    | 72         | 41        | 3                 | 658             | V    |
| 4      | Trade practices followed are fair and just        | 71             | 101   | 16         | 10        | 2                 | 877             | I    |
| 5      | Officials are keen on developing personal rapport | 47             | 71    | 44         | 31        | 7                 | 720             | III  |

Source: Primary data

On the basis of the ranks given by the respondents towards services, **'Trade practices followed are fair and just in their service'** has scored the highest intensity value of 877. **'No delay in payment'** has ranked the second with the intensity value of 747. **'Officials are keen on developing personal rapport'** has got the third with the intensity value of 720. **'Officials are cooperative and cordial'** has remained in the fourth place with intensity value of 714, **'Officials help in arranging credit facilities'** has taken the fifth with intensity value of 658.

**LEVEL OF SATISFACTION TOWARDS SERVICES WITH REGARD TO PERSONAL, FAMILY AND CAREER VARIABLES**

The researcher has made an attempt to analyse significant relationship between the level of satisfaction towards services of coordinated vegetable market with regard to personal, family and career variables with the use of kruskal wallis test.

**TABLE 4: RELATIONSHIP BETWEEN PERSONAL, FAMILY AND CAREER VARIABLES AND THE LEVEL OF SATISFACTIONS TOWARDS SERVICES**

| Level of satisfaction | Variables                 | H     | D.O.F | Table value | Result |
|-----------------------|---------------------------|-------|-------|-------------|--------|
| Services              | Age                       | 4.834 | 3     | 7.815       | NS     |
|                       | Educational qualification | 3.890 | 1     | 3.841       | S      |
|                       | Family business           | .593  | 2     | 5.99        | NS     |
|                       | Annual income             | 5.608 | 2     | 5.99        | NS     |
|                       | Ownership of land         | 2.383 | 3     | 7.815       | S      |
|                       | Area under cultivation    | 5.444 | 3     | 7.815       | NS     |

With regard to relationship between personal variable, family variable, career variable and the level of satisfaction towards services, it had indicated that educational qualification, ownership of land had significant relationship. While age, family business, annual income, area under cultivation had insignificant relationship between variables and the level of satisfaction towards services.

**FINDINGS****PERSONAL PROFILE**

With regard to the age, it is found out that, 42 percent of the respondents belong to the age group of over 40 years. With regard to the educational qualification, it is observed that, 65 percent of the respondents had completed up to the 10<sup>th</sup> standard. With regard to the family business, it is clear that, 67 percent of the respondents have business experience of 20 to 30 years in their family business. With regard to the annual income, it is observed that, 50 percent of the respondents have an annual income above Rs.1,00,000. With regard to ownership of land, it is observed that 76.5 percent of the respondents have their own land and 17 percent of the respondents have lands on rental basis. With regard to area under cultivation, it is found out that 40 percent of the respondents have more than 2 acres, 32 percent of the respondents have 1 acre to 2 acres while 28 percent of the respondents own below 1 acre for cultivation.

With regard to mode of sales, out of the 200 respondents 59.5 percent sell their vegetables through wholesalers, 33.5 percent sell their vegetables through local traders, and 7 percent of the respondents sell their vegetables through merchants. With regard to mode of transport, it is found that, out of 200 sample farmers, 9.5 percent of farmers use own tractor and 5 percent use hired tractor, 5 percent of farmers used own lorry and 34 percent used for hire, 4.5 percent of farmers used mini lorry for own and 42 percent for hire.

**LEVEL OF SATISFACTION TOWARDS SERVICES**

On the basis of the ranks given by the respondents towards services, **'Trade practices followed are fair and just in their service'** has scored the highest intensity value of 877. **'No delay in payment'** has ranked the second with the intensity value of 747. **'Officials are keen on developing personal rapport'** has got the third with the intensity value of 720. **'Officials are cooperative and cordial'** has remained in the fourth place with intensity value of 714, **'Officials help in arranging credit facilities'** has taken the fifth with intensity value of 658.

With regard to relationship between personal variable, family variable, career variable and the level of satisfaction towards services, it had indicated that educational qualification, ownership of land had significant relationship. While age, family business, annual income, area under cultivation had insignificant relationship between variables and the level of satisfaction towards services.

**SUGGESTIONS**

Based on the functions the research purports to present the following suggestions to better the performance of the coordinated vegetable market.

- Farmers feel that banking facilities should be provided in the central coordinated vegetable market and it should be made easily accessible and within the reach of every one in need.
- The information service is a part of the infrastructure facilities. The farmers do not get information about ruling prices in the market. Adequate arrangements should be made for getting clear information regarding the market conditions as well as ruling prices. Price display to be arranged.

**CONCLUSION**

Marketing of vegetables is complex especially because of perishability, seasonability, and bulkiness. Therefore, in order to boost up the vegetable market and to raise the level of income of the growers. It is essential to improve the current marketing practices.

As strongly recommend by the National Commission on Agriculture.

**"It is not enough to produce the vegetables; it must be satisfactorily marketed"**

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