

Economic Structure and Marketing Function in India's Madhya Pradesh: A Case Study

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ABSTRACT

Krishi upaj mandi has played a very important role in the marketing of agricultural commodities products. Which have also improved the economic structure of the farmers. The agricultural products are directly and indirectly related to marketing functions. The processes of economic activities are completed with the completion of the marketing process. The mandi is well sound developed the organization structure and the marketing committee is well regulating the market of the working of the mandi. In the mandi also administrative staffs are well sound and staff provide the service to the farmers and licensors for the functionaries, they are fully satisfied to farmers because they provide duty well and functionaries. When we talk the number of farmers trend, the trend of farmers arrival are increasing means the number of farmers is rising with time and farmer are taking interest to sale their produce in mandi yard, there are also increasing trend found of marketing functionaries except for hammad and weigh men. In mandi storekeeper and hammad do not want work whole year.

Key word: Agriculture; Mandi; Marketing function; Marketing structure.

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1. INTRODUCTION

The agriculture sector is the largest employer in India's economy but contributes to a declining share of its GDP (17 percent) in 2013-14 India ranks second worldwide in farm output The long-term growth prospective of the Indian economy is positive due to its young population corresponding low dependency ratio, healthy savings, and investment rates, and increasing integration into the global economy. The economy of India is the seventh-largest in the world by nominal GDP and the third-largest by purchasing power parity (PPP) (Srivastava and Shukla, 1995). This is mainly on account of

deficiencies in the agricultural marketing system such as lack of amenities in the market, transport bottlenecks, lack of scientific storage system, lack of competitive conditions in the markets, lack of grading, etc. As a result of these, the producer is not able to get a fair price in the market (Sahu, 1995).

In comparison to wholesale prices, retail prices in different consumption centers display divergent trends in different markets. Due to regional differences in consumption patterns and supply conditions the prices and their movements vary across the major markets (Khunt *et. al.*, 2009). Imperfect market conditions, restrictions on the movement of agricultural commodities due to infrastructural constraints, transport costs and local taxes, etc. influence the retail price trends across the major markets and consumption centers. Differences in tastes and in varieties consumed across the centers also pose problems for the comparison of retail prices (Naik *et. al.*, 1995).

Krishi Upaj Mandi (Regulated market) has played an important role in the marketing of agricultural commodities products, which have improved the economic status of farmers. The agricultural products are directly and indirectly related to marketing functions. The processes of economic activities are completed with the completion of the marketing process (Jain, 1994). The producer of agricultural commodities product collector has always to think over which farm product to be sold, (1) In how much quantity to be sold? (2) Which time or period is to be sold? And (3) what price to be sold? And (4) which market is to be sold? The answer to this question can be solved if the producer has well acquaintance with the proper functioning /working of the regulated market.

The modern marketing process involves mainly four elements, namely (i) Product, (ii) Price, (iii) Promotion, and (iv) Place. Product element relates to the problems of demand and supply, estimated by the purchaser of the product. The quantity of the product also has an important role in its marketing. The pricing efficiency of any product is another essential component (Banakar *et. al.*, 1995). The third element, of promotion sale, relates to the different methods of advertising, which indirectly enhance the quantum of sale of the product. This element is not presently considered, important to product-market of agricultural commodities. Place element implies to the stability of the market to another market and assists in their integration.

Thus the pricing efficiency has a direct bearing in efficient marketing of agricultural product in the present area.

The importance of an efficient agricultural marketing system is well recognized in providing remunerative prices to the farmers for their produce (Rao *et. al.*, 1993). The presumption is that by regulation, physical infrastructure in the market places (yards) for trade, proper weighment etc., ensures fair prices to the farmer. The Sixth Plan (1980-85) mentions that "a well spread out and regulated infrastructure of marketing which will ensure fair price to the produce in open market conditions and help in eliminating non-functional marketing margins of intermediaries" is the most essential part of the marketing system to promote agricultural development (Bogoviz, 2006). The Plan further recommends that (a) the regulated market system be further expanded, by bringing more markets and commodities within the scope of regulation; (b) arrangements for enforcement and inspection be strengthened to ensure better trade practices like open auction and regulated marketing charges; and (c) rural market should be developed and where such facility is not available within a reasonable distance, new centers be established.

In Madhya Pradesh there are 538 regulated markets of which 256 are the main wholesale market (Krishi upaj mandi) and 282 submarket yards; modern approach has been adopted with the

establishment of Madhya Pradesh State Agricultural Board December 2000, the chairman of the board is, Agricultural Minister of the State. The regulation of mandies was imposed during the year 1972, through passing the Act known as Krishi Upaj Mandi Adhiniyam. The development of the mandies could not be attained due to the lack of proper supervision and implementation of the bylaw of Mandies Adhiniyam.

The efficient performance of regulated markets, in a way, is clearly indicated by their ability in attracting the farmer's produce. The extent of consciousness generated by regulated markets among the farmers could be measured by the quantum of market arrivals. Market arrivals form an index of the farmer's willingness to participate in regulated markets (Rohal *et. al.*, 1990). The regulated markets have taken cognizance of the offering of the farmers at the hands of merchants and introduce many measures, which are beneficial to the farmers. The main aim of the regulated market is to ensure a reasonably positive price for the farmers. Moreover, correct weighment and cash payment are guaranteed by regulated markets. The existence of a regulated market can be justified, only when a reasonable number of farmers utilize the markets to get the before said benefits. The efficiency of the regulated market depends on the volume of agricultural primitive attracted by them. Hence, an attempt has been made to identify and analyze the factors which influence the market arrivals.

The working efficiency of Krishi Upaj Mandi (KUM) or Agricultural Regulated Market (ARM) relates directly to the income of producers, Farmers may fetch a higher price for their product which is to be sold in a mandi if working of the mandi is efficient. Efficient marketing leads to the optimal process of operating. The process of marketing may be efficient if the system and approach, to solve the problems of agricultural marketing are to be conducted and performed properly.

The efficiency of KUM could be an asset through critical analysis of questions like - (1) Are these agencies being provided full facilities to perform their function properly? (2) Is the primary producer getting a fair price for his produce? (3) Have the traders being provided the storage facilities in the mandi area at a nominal charge? Such questions may be answered after scrutinizing, the working, and facilities provided to the various functionaries, thus the study on the working of datia Krishi Upaj Mandi has been undertaken.

2. Material and methods

This chapter deals with the scientific approach for fulfilling the objectives of the study which include (i) the study area (ii) selection of the mandi, (iii) selection of different mandi functionaries, (iv) Collection of the data and, (v) analytical tools applied to achieve the objectives of the study.

2.1 The study area

Madhya Pradesh state consists 51 districts. Out of which Datia district was selected purposely for study.

2.2 Selection of mandi

Out of 256; Krishi Upaj Mandies in the Madhya-Pradesh the Krishi Upaj Mandi Datia was to be selected purposely looking to the specific objective.

2.3 Coverage of the Mandi Area

Almost all villages of Datia tehsil are being covered by Krishi Upaj Mandi Datia under the mandi act as notified. Under Krishi Upaj Mandi Datia 3 sub-mandi are functioning viz. Sewda, Bhandar, Datia.

2.4 Selection of mandi functionaries

From the different license holders of various functionaries of mandi, There are 199 traders, 124 processors, 98 small traders, 120 hammals, 21 weighmen, and 10 storekeepers working in the KUM, Datia. A sample was selected at random for this study. The details of the selected sample as 15 traders are in the interview. The traders of different categories, handling different types of commodities were contacted. Some traders are related to agricultural commodities and some were linked with vegetable produce and some traders are related to both commodities. Some trader was also milled owner and processor too. 10 small traders were interviewed here small traders were also categorized as traders. Some small traders deal the whole year and some traders deal only in a specific season, some small traders were linked with agricultural commodities and some were linked with vegetable production, and some were linked with both. In mandi small traders act sometimes as a buyer and sometimes they act as a seller, it depends on market condition and arrival of produce and its price. Small traders were not always as a buyer, it changes his nature according to the situation. Sometimes small trader holds the product and he resale at the same market or other places to the same produce.

There is 124 person licensed to deal as a processor. For the purpose of the study 15 processes are randomly selected and interviewed, the interview was based on pre-designed proforma. These processes are related various kind of commodity, some processor related with grain, oil, dal, etc. some are related only with agricultural commodity and other are related both categories commodities.

There were 15 hamalls interviewed at random, a number of hamalls vary according to season to season. Some hammals work in mandi the whole year and some works only a specific season. Maximum numbers of hamalls were found in the summer season. There were also 5 weighmen and 2 store keepers' interview their working habit was like hammals.

2.5 Collection of data

Both primary and secondary data were collected for the study. The primary data were recorded, from the sample functionaries, performing different activities in the mandi area. Questionnaires were prepared for recording the information from a sample, concerned with, respect to the nature of the commodity handled, the quantity of the produce, transacted, a number of the personal employed by the functionaries, storage facilities, etc. The secondary/data were collected, from the office of the mandi, which covers, mandi arrivals, prices of the different commodities.

The commodities arrivals and their prices of Krishi Upaj Mandi Datia were collected for 2006-2007 to 2015-2016. The data of arrivals and its prices for ten years was so numbered some that in this study only major arrival of crop commodities was shown in tables.

2.6 Method of analysis

The simple method of percentage and regression was used for analysis. The primary and secondary data, mostly the tabulation method was used in summarized data. The value of the mandi arrivals was

computed, to find out the percentage composition of high-value commodities in the total income of the mandi.

3. RESULT

3.1 The structure of Krishi Upaj Mandi

In Krishi Upaj Mandi, Datia following organizational set up was found.

3.1.1 Market regulate committee

There is a committee that regulates the market working process. This Committee was formed on an election basis for 5 years, this committee member was selected from the whole tehsil on the basis of domicile. This committee has the following members, 1-3 members among traders and 8-10 members among farmers. This committee regulates the work process of mandi, the regulate the work rules of mandi according to mandi rules (Mandi Sanhita). There is a head person (adhyaksha) of mandi. he is public of nominated and elected by-election, voted by farmers, traders, and common people of the local area (mandi area). Head is selected for 5 years. There was also a deputy head (upadhyaksha) which was selected by committee members only, upadhyaksha was a member of the market regulation committee (Table 1).

Table 1. Regulate Market Committee , KUM, Datia

S.No	Member	Name	Village/address	Validity of member (year)
1.	Head (adhyaksha)	Smt. Rajpati kamariya	khairi	5
2.	Depty head (upadhyasha)	Mr. Dharmveer dangi	Upray	5
3.	Farmer	Mr.mahesh lodhi	Nayakheda	5
4.	Farmer	Mr. Lakham ahirwar	Sadawara	5
5.	Farmer	Mr. Rajesndra khushwaha	Sewani	5
6.	Farmer	Mr. Shobaran parmar	Jigana	5
7.	Farmer	Mr. Hariram ahirwar	Bohara	5
8.	Farmer	Smt. Saroj Yadaw	Bhagore	5
9.	Farmer	Smt. Lachho patwa	Bahadurpur	5
10.	Farmer	Smt. Ramba pal	Bajani	5
11.	Trader	Mr. Lakshmikant	Datia	5
12.	Hamal	Mr. Ramesher sahu	Datia	5

3.1.2 Administrative Staff Structure

There is also an administrative set-up found and its structural members were fulfilled by Madhya Pradesh State Agriculture Marketing (Mandi) Board, Madhya Pradesh. There were the following members one Secretary, two-person as an inspector, six-person as a sub-inspector, one person as a clerk grade I, three-person as a clerk grade II, two-person as a clerk grade III, six-person as a peon, one man as an electrician and one driver and one computer operator were working at Krishi Upaj Mandi Datia during the inquiry for study.

3.1.3 License holders market functionaries

These were that persons whom working marketing functions and they have license for marketing work for Krishi Upaj Mandi Datia (Table 2, 3).

Table 2. List of marketing functionaries Krishi Upaj Mandi Datia.

Year	Trader	Small trader	Processor	Weigh man	Hamal	Store keeper
2004-05	181	170	52	37	207	5
2005-06	233	230	80	41	219	5
2006-07	240	38	80	34	175	5
2007-08	268	90	94	11	156	6
2009-10	3001	64	112	17	131	6
2010-11	233	62	74	15	123	8
2011-12	255	120	112	10	105	9
2012-13	259	191	100	9	94	8
2013-14	269	191	161	9	93	9
2014-15	280	121	160	9	93	10
2015-16	299	124	159	21	160	10

Table 3. Statistical analysis of marketing functionaries' numbers.
The analysis show following result

Functionaries	Trader	Small trader	Processor	Weigh men	Hamal	Store keeper
Intercept	212.4	124	47.09	35.4	203	3.87
Coefficient	7.28	0.46	10.09	-2.67	-10	0.58
SE	25.5	65.15	18.45	8.91	31	0.60
R ²	0.49	0.6	0.78	0.72	0.56	0.91

3.1.4 Trader

At present in Krishi Upaj Mandi Datia 40.79 percent functionaries are working as trader. Graph of number shows the number of traders are increasing with respect to time.

3.1.5 Small Trader

In Krishi Upaj Mandi Datia 16.91 percent functionaries are working as Small trader. Graph shows the numbers of small traders are increasing with time.

3.1.6 Processor

At present in Krishi Upaj Mandi Datia 21.69 percentage functionaries working as Processor. The graph of number trends shows the Processors numbers are increasing with time.

3.1.7 Weigh men

At present in Krishi Upaj Mandi Datia 2.86 percent functionaries are working as weighmen. Graph shows the numbers of Weighmen are decreasing with time.

3.1.8 Hammal

At present in Krishi Upaj Mandi 21.82 percent licenseries are working as a hammal. Graph of number of trend shows the number of hammals are decreasing with time.

3.1.9 Storekeeper

At present in Krishi Upaj Mandi Datia in few number present as storekeepers. Only 1.36 percent functionaries are storekeeper which is smallest number of functionaries present in Krishi Upaj Mandi Datia. Graph of trend shows the number of Store-keeper are increasing with time.

3.2 The marketing functions performed by the Krishi Upaj Mandi

There are different marketing functionaries groups are found, which have their own specific function detail as follows.

(i) Marketing functionaries

(ii) Function of marketing functionaries

3.2.1 Marketing functionaries:

Marketing functionaries are the component of market which perform specific marketing functions details are as follows:

3.2.1.1 Primary producer

There are two types of primary producers, 1. Primary producer local; 2. Primary producer outside. Primary producer (local)- In this group those producer come which are living near the mandi area and they often sale their forest and agricultural product in Krishi upaj mandi, these group of farmers/producers never go outside of mandi for sell his produce, mean they prefer more for selling their produce.

Primary producer (outside)- In this group of producers belonging outside the mandi area, they always not preferring mandi for the sale of their produces. Sometimes they also prefer sub-mandi for sale their produce. This group of producers mostly prefer the local markets to sell their produce. The local weekly market is main selling place for the primary producer (outside), farmers/small farmer/primary producers of Datia area they used to sell their produce for money for daily needs buying purpose.

The presence of the commission agent is not regularly recorded for 10 years, whenever the commission agent is found, it's only one number observed in Krishi Upaj Mandi Datia. The primary seller sale their produce, through Katcha Commission Agent. They pay the commission at the rate of rupee one, per hundred worth of produce. They are mostly a permanent commission agent, after consideration that (1) They assist, to offer the higher price of the produce (2) They facilitate to make the payment on the same day and (3) They also advanced the same amount, whenever needed. Thus a close association is being established, between the primary producer and Katcha commission agent.

3.2.1.2 Small traders

They are the small traders belonging to the Mandi area, as well as, outside the Mandi area. They purchased the commodity in small quantity, from the small producer in the villages and bought the same to sell in Krishi Upaj Mandi Datia; they are also called "Kochia. Thus they gain in buying and selling prices. They have also business relations with the Katcha Commission agent of the Mandi. They reside in the village and have the purchase of farm and forest products from nearby villages. They are license holder functionaries of the mandi. The number of small traders varies according to

season to season. Datia Krishi Upaj Mandi is secondary mandi for some forest produces, which means some forest produce is brought from other primary mandies. The small trader has less capacity to make the advances whenever needed by the primary producers. They have relatively incomplete information about the mandi. During the inquiry for study in Krishi Upaj Mandi Datia the number of licenses small traders found 124. Out of these small traders, 10 were selected randomly for interview. The interview was based on proforma which was designed for study.

3.2.1.3 Trader

There are 299 licenses wholesale traders recorded at the time of study in Krishi Upaj Mandi Datia. They are related only to specific commodities, some are related to only agricultural and some traders are related to forest produce and some traders are related with all arrivals of mandi, mean related with both agricultural and forest produce. The number of wholesale traders was not constant during the whole year, their numbers vary according to season to season, during the study there was a tendency reported that as the arrivals increasing in the Krishi Upaj Mandi Datia there was also an increase in wholesale traders. There was also a specific feature recorded that a number of wholesale traders affect the prices of commodities. If there is more number of traders there is more probability to getting higher price and vice-versa also possible. This is even present due to the presence of competition among the traders during an auction of relating commodities. Traders and the numbers of traders are the main prices determining factors of any commodity in Krishi Upaj Mandi. They're also seen that the price of any commodity may be higher or less than the Minimum Support Price as announced by the Government of India. In Krishi Upaj Mandi the producer may get more price than MSP it depends on the quality as well quantity of produce. If any producer has good quality and higher quantity he can get more price than MSP in Krishi Upaj Mandi if producers have good quality but in not more quantity than there is no guarantee to getting higher price and if the producer has a large number of products but not in good quality then he could not able to get than that of MSP.

3.2.1.4 Processor

There is 159 person licensed to deal as a processor. For the purpose of the study 15 processors are randomly selected and interviewed, the interview was based on pre-designed proforma. The processors are related to various types of commodities, there are following categories were found; processors related to grain commodity, oil, dal, etc. Some are related only to agricultural commodities and some are related to both categories of commodities. Some processor works a whole year and some processor works only specific season. Maximum numbers of processors were related to agricultural commodities, especially paddy and oilseed commodities.

3.2.1.5 Weigh men

Weigh men are license holders. Their functions begin after the completion of the auction. They use the weigh measures and weigh provided by the mandi office. The number of weighing men is about 24. In a normal market period, about 50% of weight measurers are engage. In Tamarind market season, more weight measures are required. Normally three weigh men are needed for one

weighment. Thus, it is apparent that the average number of weigh men had full employment during, the months of the Tamarind market period.

The weigh men in paid at the rate of 3 rupees per bag by each buyer and seller, the weigh men had, registered association, and no new entrance, is allowed by the association. The substitute for aged weighmen is allowed by taking either his son or relative. Three weigh men are needed for one weighing measure and the division, of the weighing charge did not made among the three weigh men. The association has been assigned to distribute the total weighing charges of a day among all the weigh men. Thus in the slake season, of the market arrival, the weigh men got a very nominal amount. On the other hand, during the peak season, the weigh men obtained a relatively higher amount. However the opinion the most of the weigh men association, expressed that they must get a fixed amount, through the mandi for their job, The weigh men to write the correct weight, of the produce on the mandi receipt in duplicate. This practice may be adopted for those commodities in which Government imposed some restrictions or to save the taxes by the traders. Mandi committee has not provided any mechanical device for weighing the market arrivals especially in peak season.

3.2.1.6 Hammal

When the market arrivals reached the mandi, unloading work is to be performed by another market functionary namely hamal. They are license holders. Normally they have been engaged for a year start with Deepawali by commission agent. Hamel mainly performed the work of loading and unloading produce in the mandi. Their charges are paid by the owner of the product in accordance with the following rates (1) 2 rupees per bag to carry one place to another, (2) 2 rupees per refilling charges, (3) 2 rupees per bag to carry, and tagging the bag, (4) 2 rupees per bag to load the truck. A group of 4. or 5 hammals worked for a trader/commission agent, The total charges for a day are divided equally into 4 or 5. The hammal has its own knife and suja. The thread for bagging is provided by the trader/commission agent. The average number of hammals recorded was 150 per year, the number of hammals found higher during the summer season.

3.2.1.7 Storekeeper

The storekeeper is also a licensaries functionary. In Krishi Upaj Mandi Datia there were 10 storekeepers were working during the study. Its payment/income depends on the engaging trader, the trader made payment according to the volume of its keep commodity in the storeroom. If his much volume of store material there was greater in payment on an average the storekeeper gets Rs 100-150 per day.

3.2.2 Function of marketing functionaries

The efficiency of the marketing systems relates to the working of the different types of the market function performed in a market. Thus the working of the different market functions is to be examined.

The exchange function of any commodity in the market is to be performed after completing the selling and buying functions. A product is offered for sale in the market or mandi by the primary producer or secondary seller. The farm products are bought for sale by (1) The primary producers belonging to the area of the mandi (2) Small traders or secondary sellers who purchased products in the weekly markets in interior areas and (3) Secondary sellers who bought products from the other primary markets, the average quantum and volume of the all commodities purchased or handled during the year was observed nearly 87 thousand ton. The different types of buyers namely oil and pulses wholesale buyers worked the function of the buying of mustard, linseed, gram, pea, and other oil seeds. These buyers are too employee to facilities work smoothly and are being paid at the rate of Rs 3000/-to 7000/- per month. Another group of buyers belongs to all commodities. They performed the functioning of the buying for all commodities. They engaged two employees for performing their functions.

3.2.2.1 Transportation

The movement of agricultural products from producing centers to market areas and from connected areas to consumer centers is to be done through the physical function namely transportation. The agricultural products are generally transported through bullock carts, tractors, trucks, from the rural areas to the Datia market. The primary producer having more than 10 quintals marketable surplus bought their produce by bullock cart or tractor. The small traders/traders mostly use trucks. Similarly, secondary sellers transport the agricultural commodities belonging to the nearby district through trucks. The agricultural products are bought through trucks and tractors during the rainy season from the district market.

The agriculture and vegetable products are transported in very small quantities during the month of the rainy season that is July and August from the rural area of the mandi because the approach roads are not available to the primary producers. The lack of infrastructural facilities restricted the movement of the agricultural and forest produce from producing areas to the mandi.

The cost of transportation varies due to the quantity of the produce, distance from the village to Mandi or distance from one market to another market, and the means of transportation. Paddy being a major commodity of the mandi is being transported through a bullock cart (wooden wheel) by primary producers from the interior area is very costly. The unit cost of transportation as paid by the primary producer can be minimized by providing a big size rubber wheel bullock cart or tractor and pucca road. The transportation function initiates the manpower for loading and unloading. There are some agriculture products which are consumed as such like wheat, jowar, another serial. Most of the agricultural products are to be processed before consumption. In both situations storage function is essential. The agricultural products which are process need more storage facilities as compare to non-process agricultural products.

Transportation through rubber wheel bullock carts is relatively cheaper and takes less time although the initial investment cost is high. The big producers commonly used their tractor trolleys for transportation of their farm produce to Mandi. The tractor-trolley is cheaper than the carts.

3.2.2.2 Storage

Another physical function of marketing is storage. The storage function is performed by the store keeper at various levels. It is observed that more than 50 percent of gram was stored, during April, May, and March, and the same percentage was noticed during January, April, and June for Datia mandi. In oilseed commodities Like mustard, is the major crop to be stored which accounts 50% storage during January, February, and December. Thus most of the agricultural commodities required storage facilities. during December, January, February, March, and April.

In Datia mandi storage facilities are provided by mandi Samiti and mostly offered their availability as secondary sellers, wholesale traders, and mill owners 30 godowns with the capacity of 4000 tonnes each at the rate of average Rs. 7000/-per six months.

The mostly mandi traders have their own storage facilities and some of the traders have offered storage facilities also. It is observed that on average their godown is being owned by one trader and their average capacity per godown varies from. 4 metric tonnes to 25 metric tonnes. The estimated storage cost was noticed at Rs. 500 to 8000/- per godown for a trader in case of the owned godown.

The rented godowns are used by wholesale commission agents for some period and the estimated rented charges were found 5 to 7 rupees per quintal per month. The wholesale commission agents are not provided with the required storage volume. Sometimes they have to face difficulty when sudden unexpected rains take place and their commodities are partly spoiled. They need more covered yards to face this sudden occurrence.

3.2.2.3 Financing

The third function of the facility approach of marketing is financing. Finance is needed for every function of marketing as the commodity brought in the market. Buyers or wholesale traders or commission agents are required finance to perform their functions. Mill owners are also needed the same to hold the commodity within the required inventory (stock). Traders and mill owners generally required relatively more quantum of money to stock the commodity in peak market season for processing the same in the succeeding period. They have the bank limit with the commercial banks. It is observed that on an average 7 lakh rupees per trader/miller owner in Krishi Upaj Mandi Datia. The wholesale commission agent normally the advances from the bank on their godowns recipes for a few periods.

The primary producers have not been provided any facilities for advancing the money on theirs produce bought in the market at the time of un-favourable market price. Producers have to sell theirs produce at the prevailing price in absence of the warehouse godown facility at the mandi level. The amount of the advance money is needed relatively more for those commodities which are processed and high valued products.

3.2.2.4 Market News

The communication of market collecting and maintaining the records on daily market arrivals and prices have a significant impact on the working of Krishi Upaj Mandi. Producer's expectation for the

future price for his product which will be sold in mandi normally depends on district current market arrivals and prices of the product. It is therefore essential for the mandi committee office to maintain a proper record of daily market arrivals and price. The office of the Krishi Upaj Mandi Datia maintains the record for such information for some commodities. The collected daily information is not processed properly in time to make it more fruitful to the users. The information is not put on the board. It is not provided for communication through local daily newspaper nor AIR regularly.

The services of the postage availed by these agencies in those business work which is not very urgent. Generally, phone services are used to finalize the transaction or the quantity demanded sold and the price of commodities. The future transactions are also finalized by the trader/mill owner on phone. The wholesale commission agents used the printed postcard to display the daily market prices and arrivals for the outside trader/commission agent. The daily market prices for different agricultural commodities are being published in local daily newspaper through the association of traders of grains/pulses/oils and other. The weekly market report on prices and arrivals is also published through a trade association which assists traders in making decisions on future transactions. The primary producers are aware of the market price through the neighbor producer or panchayat office. Most of the producers have faced difficulty to have the daily prices of paddy for nearby mandies. In absence of such facilities, the rational decision of marketing farm products could not be undertaken by the producer.

4. DISCUSSION AND CONCLUSION

The organizational structure of mandi is well sound, the regulate market committee is regulating the working of mandi. The administrative staffs of mandi are also well sound, staffs provide service to farmers and licensures functionaries, they are doing duty well and farmers and functionaries are fully satisfied. When we talk the number of farmers trend, the trend of farmers arrival are increasing means the number of farmers are rising with time and farmer are taking interest to sale their produce in mandi yard, there are also increasing trend found of marketing functionaries except hammal and weigh men. Storekeeper and hammal do not want work whole year.

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