

**AGRICULTURAL MARKETING
IN INDIA**

AGRICULTURAL MARKETING IN INDIA

(with Special Reference to Co-operative
Marketing of Agricultural Produce in India)

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P R E F A C E

One of the optional subjects prescribed for the examination for the award of the Higher Diploma in Co-operation by the Bombay Provincial Co-operative Institute on the recommendation of the Co-operative Training College, Poona, is Agricultural Marketing. It has been a difficulty with the teacher and the student to find a suitable text-book which covers the entire syllabus. Students choosing Agricultural Marketing as their optional subject are thus placed at a great disadvantage as compared with other optional subjects like advanced accounting and auditing or advanced banking. The need for a book on the subject is the greater in view of the fact that the syllabus prescribes a number of topics which can only be found in larger works on marketing, official publications, journals and magazines which are not easily accessible to students. There are no doubt excellent standard works written by American authors but written as they are against the background of economic conditions in America, much of the matter contained in such works is not easily comprehended by an ordinary student of Indian Agricultural Marketing. They can at best be used by advanced students and teachers as works of reference.

There is dearth of books on Agricultural Marketing written by Indian authors. Books on the subject written by Hussain and Mukerji have gone out of date. Marketing in India written by Prof. K. L. Govil is intended for advanced students of economics and commerce and as such does not cover the syllabus. Most of the material on Agricultural Marketing is found in the survey reports published by the Central Agricultural Marketing Department, but most of these reports are out of print and are not at present available in the market. Some of the topics prescribed are to be found in "Fairs, Markets and Produce Exchanges" of the A. M. A. series which is also not available, and hence it is freely drawn upon to form the subject-matter of a few chapters.

I cannot too strongly emphasize the importance and imperative necessity of training more students at the College well

versed in the subject of Agricultural Marketing so that a reserve of trained personnel be available for being drafted into the service of market committees, marketing co-operatives, which are steadily on the increase in the various States. If students are to be encouraged to take up Agricultural Marketing for their study it is necessary that the genuine difficulty experienced by them in the matter of finding out a suitable text-book should forthwith be removed.

My writing the present book is therefore a humble attempt to overcome this difficulty. In the preparation of this book I have drawn upon various sources as the bibliography attached at the end would indicate. The marketing survey reports of the Central Agricultural Marketing Department though old are the best available sources and I have made free use of them. Wherever possible, I have also indicated the sources of information in the body of the book at appropriate places. I take this opportunity to acknowledge the deep debt of gratitude I owe to the numerous writers and authors of articles and reports from whose works and writings I have drawn inspiration and material. In presenting the material I have persistently endeavoured to maintain a simple and lucid style and to make the subject as interesting as I possibly could stripped of all technicalities even at the risk of some repetition of the subject-matter. From the contents of the book it will be observed that I have covered the whole syllabus prescribed for the examination. I have done my best to make the book as accurate, useful and interesting as possible. I am however conscious that in spite of my efforts the book is not entirely without shortcomings. I could not bring the statistical matter up-to-date on account of unavailability of latest information. Moreover, there has been for various reasons some delay in the publication of the book.

The book consists of two parts. The first part contains 14 chapters and the second part 10. The first part is devoted entirely to a discussion of the principles and functions of Agricultural Marketing while the second is concerned with the practical aspects of the subject-matter in India. A special feature of the book is a detailed account of the working of Marketing Co-operatives in some of the several States in the Indian Union. One chapter is devoted to a comparative study

of the working of marketing co-operatives in India, the U.S.A., and Denmark. The book concludes with a chapter detailing the part played by the State in the development of Agricultural Marketing in India showing achievements to its credit. In order to enhance the utility of the book I have appended at the end the bare texts of the legislative enactments of the Bombay State on Agricultural Marketing and Warehousing as also the bare text of the Agricultural Produce Grading and Marking Act, 1937, passed by the Central Legislature for ready reference. Thus the book can with advantage be used by market committees, marketing co-operatives and other general readers interested in the promotion of Agricultural Marketing in India. A glossary of technical terms and a set of model questions also are included in the appendixes. Thus the book contains material useful to students reading for courses leading to the award of a certificate or a diploma in co-operative schools and colleges and also to students reading for the B.Sc. degree in Agriculture. Junior members of the staff of marketing departments would also find in the book ample material that will enable them to get better equipped for their work. In preparing the book I have received assistance from various institutions and individuals. I am grateful to Shri V. L. Mehta, Hon'ble Minister for Finance and Co-operation, Bombay State, for obtaining expeditiously the permission of the Government of Bombay to reprint the bare texts of Enactments passed by the Bombay State Legislature which will be found in the appendixes. Similarly, my thanks are due to the Union Government for the permission accorded to reprint the bare text of the Agricultural Produce Grading and Marking Act, 1937. I am thankful to the authorities of the Agricultural Credit Department of the Reserve Bank of India for having allowed me access to the various administration reports on the working of co-operative societies in various States in India and to the marketing staff of the Bombay Co-operative Department for their ungrudging help in making available to me information on various subjects whenever I needed it. I must not also fail to express my sense of gratitude to all those institutions and the State Co-operative Departments that readily furnished to me the necessary information and reports concerning their working useful for my purpose.

Dewan Bahadur H. L. Kaji, President of the Indian Co-operative Union, has laid me under deep obligation by contributing a foreword to the book. Similarly, Dr. V. K. R. V. Rao, Director of the School of Economics, Delhi University, has obliged me by contributing an introduction to the book. I must also express my sense of obligation to Dr. Shirname, the Director of Marketing & Inspection, Union Government, New Delhi, for having favoured me with a note of observations on the book. In a similar way, my thanks are due to Prof. D. G. Karve for having encouraged me to go ahead with my work after examining certain portions of the material contained in the book. A word of special gratitude is due to Shri D. A. Shah, Principal of the Co-operative Training College, Poona, for the special interest he took in the book. He went through every chapter of the book with me and made several valuable suggestions which have certainly added to the utility of the book. In fact Chapter IX in Part II of the book was written at his suggestion. Finally I must thank the India Printing Works for the painstaking manner in which the work was executed despite certain handicaps.

K. R. KULKARNI

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