

**MARKETING OF TURMERIC
IN
SANGLI DISTRICT**

**A THESIS
SUBMITTED TO THE UNIVERSITY OF POONA
FOR THE DEGREE OF DOCTOR OF PHILOSOPHY**

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PREFACE

This study is the outcome of three and a half years of research carried out at the Fergusson College, Poona 4. My stay at Sangli for a period of ten years and interest in the field of marketing led me to the present subject. The training in Social Science Research Methods that I had when I was a Junior Research Fellow in the Gokhale Institute of Politics and Economics during 1960-61 stood me in good stead in the formulation of the plan of the present thesis.

This work presents an overall picture of the development and the present functioning of the turmeric marketing system in Sangli district. As such, it is descriptive-analytical in nature. I have drawn upon several sources—Reports and publications of the Government of India and other bodies—for information and statistical data. However the emphasis, all through, has been on collecting data from the primary sources and on interviews-in-depth of the functionaries in the market and the officials of the market committee. In this connection I must make a special mention of Mr. Kolse, Assistant Secretary and Statistical Officer of the Agricultural Produce Market Committee, Sangli, and Mr. Rasiklal Balchand, a leading merchant in turmeric. I profited, in no small

measure, from discussions with them. I thank them for their cordiality and co-operation.

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I owe much of this work to the patient and able guidance of Dr. A. S. Nadkarni, under whom I had the privilege of doing this research. The pleasing mannerism that characterised his criticism and suggestions kept me in good spirits. I owe him more than what my acknowledgement may seem to convey here.

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