

**REPORT ON THE MARKETING OF
WHEAT IN INDIA (ABD. ED.)**

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Marketing Series No. 4.



AGRICULTURAL MARKETING IN INDIA.

Report on the
MARKETING OF WHEAT
IN INDIA

(Abridged Edition)

PUBLISHED BY THE MANAGER OF PUBLICATIONS, DELHI.

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FOREWORD.

This short report tries to give some idea of the facts to be found in the larger report on the marketing of wheat in India which has already been published.

It is hoped that it may give persons engaged in agricultural work a wider outlook on the daily business of the mundis and get them to take a more vital interest in better marketing.

The report should make useful reading in the villages and schools of all the wheat growing districts throughout India. A careful study of even this short report should help all concerned with the prosperity of agriculture in this country to play some part in making the machinery of distribution more efficient and in getting better prices for the producer.

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INTRODUCTION.

This is the beginning of a series of marketing surveys as recommended by the Royal Commission on Agriculture in India. Further reports will issue shortly dealing with other important products such as rice, linseed, groundnuts, tobacco, fruits, milk, eggs, hides and skins, livestock, etc., and with special surveys in regard to Markets and Fairs and Co-operative Trading. The work of marketing investigation began in 1935 and has since then been carried on throughout the whole of India—both provinces and States. The present report is the first fruit of these All-India investigations and attempts to show as concisely and clearly as possible the essential facts regarding the marketing of Indian wheat, with the ultimate object of obtaining better prices for the cultivators.

Obviously in any attempt to raise growers' prices there is a limiting factor, namely, the price consumers are prepared to pay. This is especially so in India where millions of consumers—including growers themselves—readily switch over from wheat to barley or gram in some districts and to rice, millets or maize in others if the price of wheat is relatively high.

In countries which are largely dependent on imported food grains and where the people are, by custom, incapable of changing over from a wheat diet if it is possible, by restricting imports, to put the local producers in a quasi-monopolistic position to command higher prices. Such a course is obviously impossible in India. If the wheat grower here is to obtain a higher price it can only be done by getting for him a larger share of the price which the consumer pays. This involves a reduction in the costs of distribution which can only be effected by *making the machinery of distribution more efficient*. The main function of this report therefore is to provide a basis for constructive action by assembling in a systematic way a sufficient body of accurate information on the subject.

To collect and sort all the essential facts regarding wheat production, distribution and consumption throughout the whole Indian sub-continent has been no light task. At many points the fundamental statistics were found to be lacking or doubtful in their accuracy. At other commonly accepted points were found to be at variance with facts. Much new ground had to be broken especially in the study of

consumers' requirements. The extent to which the immediate objectives of the survey have been attained readers of the report must judge. It will, at any rate, be seen from the report that the present system of distribution is, in many directions, very wasteful and expensive and that there is scope for immediate improvement. Much can be done by growers themselves to improve matters. More can probably be done by merchants and manufacturers who are apparently as a body becoming anxious to improve their efficiency. Finally, something can be done by Provincial Governments, rulers of States and local authorities by way of providing better market places and a proper basis of sale between buyer and seller. The effective standardisation of weights and measures and regulations to ensure fair dealings between all parties whether buyers or sellers are also urgently needed.

Both growers and traders are conscious of these needs and in many places appear ready to support any action taken by the State or local authorities to remedy existing defects. This report will, it is hoped, indicate to all the interests concerned the directions in which they can individually or collectively improve the present system of marketing of Indian wheat.

The Government of India should not be regarded as assuming responsibility for all or any of the material contained in this report.

OFFICE OF THE AGRICULTURAL MARKETING ADVISER
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