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### ROLE OF GOVERNMENT INSTITUTIONS, REGULATED MARKETS, COMMISSION AGENTS AND TRADERS IN MARKETING OF RAISINS WITH SPECIAL REFERENCE TO WESTERN MAHARASHTRA

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#### ABSTRACT

*Government Institutions, Regulated Markets, Commission Agents and Traders are the controlling centres of raisin marketing in western Maharashtra and have an important role not only in stimulating production and consumption, but also accelerate the face of economic development. Modern economic development involves a high degree of functional and vocational specialization and therefore requires an efficient marketing system of agricultural products that has been provided through regulation and establishment of regulated markets for raisins. Though, regulated markets are set up to ensure fair market practices in purchase and sale of raisin produce and to provide physical prerequisites for efficient and orderly marketing. Regulated markets in western Maharashtra becoming important business centers and points for distribution of raisins. Besides these regulated markets also provide vast employment opportunities, both directly and indirectly. This paper focus role played by Government Institutions, Regulated Markets, Commission Agents and Traders in marketing of raisins.*

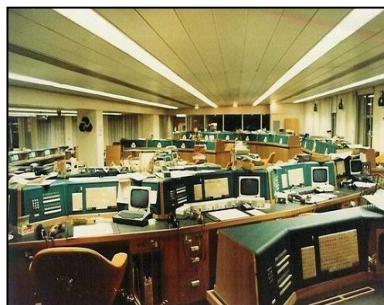
**KEYWORDS :** *Regulated Markets, Government Institution, Commission Agents, Traders, Raisins, Marketing.*

#### OBJECTIVES OF THE STUDY

- To Study various Government Institutions support raisins marketing practices.
- To Study role played by Regulated markets, Commission Agents and Traders in marketing of raisins.

#### RESEARCH METHODOLOGY -

The study is based on secondary data only. The secondary data collected through published library resources such as books, magazines, news papers and annual report of Tasgaon, Sangli and Pandharpur APMC'S



#### INTRODUCTION-

Tasgaon, Sangli and Pandharpur regulated markets are an integral part of economic structure of not only particular city but also of its surrounding regions. One of the most important works done by this regulated market committee is the development of planned and systematic market yards for the marketing of raisin products. These regulated markets with market yards have all marketing facilities at one place. Since, all basic infrastructures like auction and display

platforms, shop, office, cold-storage, drinking water, farmer's residence, service building, kitchen hall, water tank, parking space, wall compound, canteen, weigh men office, steel framework, store room, grading and analyzing laboratory, public address system, information notice board, garbage disposal system, cattle shed etc. are available at one place, these provide proper marketing environment to traders, sellers and commission agents.

### Government Institutions and Marketing of Raisins -

- Proper cold storage facility is a pre-requisite for the smooth marketing of raisin products. Storage facilities are more important in rural areas because farmers are not in a position to store their produce even for a few weeks. Generally cold storage is essential in the marketing of perishable commodities such as grapes, mango, strawberries, pomegranates and vegetables. In the study area cold-storages used for only storage of raisins and some extent for grapes. At present NCDG provides 90 percent financial assistance for the project of cold storage infrastructure at low interest rate. NABARD has also provides financial support for the project of cold-Storage. Traders and commission agents in western Maharashtra built cold-storage in market yard as well as outside the market yard. These cold storage are strongly and profitability working for rural raisin producers. Raisin producer farmers store their raisin in this cold storage up to suitable price received. Due to cold storages suitable returns are received from marketing of raisins.
- The promotion of grading and standardization and exercising quality control on raisins has been principal functions of the market regulation. Its primary aim is to protect the raisin producer from exploitation. By knowing the quality and grade of his produce, he is in a better bargaining position against the traders. This also protects the consumer by ensuring the quality of product purchases. The grading of raisin is carried out under the provisions of the Agricultural Produce Act 1937 and rules framed there under, although it is voluntary but for export raisins, compulsory grading is necessary.
- Loan provides farmers against pledging raisin produce by Maharashtra state Agriculture Marketing Board Pune. This loan facility available in Tasgaon APMC. The loan will be to the extent of 90 percent of the value of raisins with maximum limit of Rs- 5 lakhs as a concessional rate of interest 7 percent.
- The Role of central and state Governments through regulated markets is primarily to promote technology in agriculture marketing, to remove hurdles in the way of agriculture sector and to increase employment opportunities. There is huge increase in employment due to raisin marketing in western Maharashtra. Thousands of people directly and indirectly are engaged in raisin production and marketing activity in western Maharashtra. The raisins are sold in open auction. This auction is done under the supervision of responsible officer of market committee. So the chances of vary in cost of goods are lessened. After the sale of raisins, agent makes three copies of auction receipt. First copy goes to buyer, second to market committee and third one goes to agent. Each copy is signed by market committee's supervisor, buyer and agents.

### Role of Regulated Markets in Marketing of Raisins-

The raisins are weighed by authorized license holder so there is no any mal-practices in weighing. Weighing the receipt of the weight is issued to the raisins owner, second to market committee and third is kept by weigh manit self. Then agent gives the payment slip/receipt to the raisins owner by reducing charges of labour, weight etc. Second copy of the payment slip is given to the market committee. At the same time agent kept the third copy with him. Market committee verifies the amount on the receipt with them and with the owner. If there are any shortage amounts in owner's slip, it is adjusted by telling the agent. For the effective public auction certain protocol is maintained e.g. buyer has to sign when he is present for the first auction. These signed buyer/traders only can participate in the further auctions. The auction is carried by classifying the quality of the raisins in categories like 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup> Class. The role played by market committee's in marketing of raisin is as follows:

- i) Supervise the behavior of those who enter the raisin market for transacting business.
- ii) To grant, renew, refuse, suspend or cancel license for marketing raisins.

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- iii) Provide necessary facilities for the marketing of raisins within the market in the market area.
  - iv) Regulate and supervise the auctions of raisins accordance with the provisions and procedure laid down under the rules according to Act and bye-laws of Market committee.
  - v) Regulate the making, carrying out and enforcement or cancellation of sales, weigh men, delivery, and payment to be made in respect of raisins.
  - vi) Take all possible steps to prevent adulteration and to promote and organize grading and standardization of the raisins produce.
  - vii) Collect, maintain, disseminate and supply information in respect of production, sale, storage, processing, prices and movement of raisins including information relating to statistics and marketing intelligence as may be required by the Director.
  - viii) Carry out publicity about the benefits of regulation, system of auction sale, facilities provided in the market area.
  - ix) Provide for settling disputes arising out of any kind of transactions connected with the marketing of raisins and all matters ancillary there to.
  - x) Keep a set of standard weights and measures in the market against which weigh men and measurement may be checked.
  - xi) Inspect and verify scales, weight and measures in market areas and also the books of accounts and other documents maintained by the licensees in such, manner as may be prescribed.
  - xii) Employ the necessary number of officers and servants for the efficient implementation of the provisions of this Act, rule and bye-laws of the market committee.
  - xiv) Provide cold-storage facilities in the market area.

### **Role of Commission Agents in Marketing of Raisins**

Raisins commission agents act as representatives as their raisin producer farmers. They do not purchase raisins and therefore, do not own it. They merely negotiate the purchase and sale. They sell service to their principals and not the raisins. They receive income in the form of commission or brokerage. They serve as buyers or sellers in effective bargaining. A commission agent takes license from the market committee. A commission agent normally takes over the physical handling of the produce, arranges for its sale, collects the price from the buyers, deducts his expenses and commission and remits the balance to the raisins seller. The commission agent keeps an establishment of a shop, cold storage and a rest house for his clients. He renders all facilities to his clients. Commission agents play following role in marketing of raisins.

- i) They act as bankers of the raisin producer. They retain the sale proceeds and pay to the raisins producers as and when the latter require the money.
- ii) They provide cold storage facility and advance loans against the stored raisins up to 75% of its value. Marketing federation of pune also provides loans to raisin producer against the stored raisins. Commission agent helps the raisin producer farmers for getting loans from marketing federation of Pune.
- iii) They advance up to 50% of the expected value of the raisins as raisin producer farmers to enable them to meet their production expenses.
- iv) They encourage to raisin producer farmers to adopt modern methods of raisin production.
- v) They encourage to raisin producer for enhancing their raisins quality.
- vi) They try to get maximum price to raisins in open auction sale.
- vii) They provide information to the raisins producer farmers about total production, quality, rate and marketing process, by which raisin producer take the decision about the sale of their product.
- viii) They arrange, if required by the raisin producer farmers for the transportation of the produce from the processing unit to market.
- ix) They help the raisins producer farmer in times of personal difficulties.

They advertise the raisins to getting national and international market. It also enables prospective buyers to know the quality of the raisins and decide about purchase of raisins. Newspaper, T.V., Radio are main media for advertisements.

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### Role of Traders in Marketing of Raisins

Raisins products move from producers to consumers through marketing agencies. A very small proportion of raisins produce moves directly from raisins producers to consumers. Most of the raisins products move to consumers through several agencies and channels. The role played by marketing agencies and traders in the raisins marketing system is quite indispensable as these perform important marketing functions. They also help in expanding the markets for raisins products and add value to the products. Raisins cannot be produced in all the areas because of variations in agro-climate conditions. Hence, there is need for their movement from producers to consumers through marketing agencies.

Traders are those individuals who take title to the raisins they handle. They buy raisins and sell on their own and gain or lose, depending on the difference in the sale and purchase prices. They may, moreover, suffer loss with a fall in the price of the raisins wholesalers and retailers. Majority commission agents act as traders in western Maharashtra. They take license of commission agents and also registered as traders in APMC.

The traders play a vital role in marketing raisins which are as follows.

- i) They assemble the raisins from various localities and areas to meet the demands of buyers.
- ii) They sort out the raisins in different lots according to their quality, size and color prepare them for the market.
- iii) They equalize the flow of raisins by storing them in the peak arrival seasons and releasing them in the off- season.
- iv) They regulate the flow of raisins by trading with buyers and sellers in the various markets.
- v) They finance the raisins produce farmers so that the latter may meet their requirements of production inputs.
- vi) They assess the demand of prospective buyers and processors from time to time, and plan the movement of the goods over space and time.
- vii) They provide transport facility to raisin producer farmers from the raisins processing units to cold storage or market.
- viii) They encourage to raisins producer farmers to adopt scientific methods of raisins production and storage methods.
- ix) They guide to raisin producer farmers reduction in storage and transit losses at the farm level.

### CONCLUSION-

APMC's in western Maharashtra should improve the efficiency of the raisin marketing, commission agents should pay the amount of sale proceeds of raisin as per rules of APMCs, commission agents and organized markets jointly advertise the raisin products, Government Institutions, commission agents and traders should develop collectively raisin export market, commission agents should adopt promotional activities for further sale; are major suggestion for improvement and betterment of raisin marketing in western Maharashtra.

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