



“Socio Economic Profile of the Agriculturalists and Opinion on Controlled Markets – A study of selected APMC Markets of Gujarat”

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Abstract: *This paper presents a detailed analysis of agriculturalists' opinion of regulated market or controlled market of Gujarat. The study has been conducted for selected APMC markets of Gujarat. This paper is based on primary data collection. The survey has been done for the APMC Ahmadabad, Anand, Unjha and Rajkot for 400 farmers' about their opinion for selected APMCs.*

Keywords: *Agriculturalist, APMC Gujarat.*

I. INTRODUCTION

An agriculturalist plays an important role in agrarian promotion. It is the agriculturalist who sells the extra produce either in the community or straight to the customer or in the controlled market. It is essential to know the degree of contribution of agriculturalists in removal of their products. Since the agriculturalist is the proprietor of the product his role is careful very significant and in detail, on paper his role is measured as a key role in agrarian marketing. But in repetition, his role is very imperfect and in most cases he is a still viewer of the deal and becomes a marionette in the hands of command agents and dealers.

The agriculturalist's literateness rate, info on prices, trade practices, and group picture controls his forte and his contribution in the agrarian marketing scheme. Also his conduct is skillful by his instant obligation for money and the dealers lobby in the market. After the founding of controlled markets, slow change is happening and awareness has also developed in them. This fact has been inspected by asking the agriculturalists whether he is lively, infrequently active or having no contribution in trading and the consequence of the effect has been tabularized.

II. SOCIO ECONOMIC PROFILE OF THE AGRICULTURALISTS

1. Demographic Profile:

The agriculturalists' behavior and satisfaction can be analyzed only after a thorough analysis of the demographic topographies of agriculturalists. Perpetrator agriculturalists are clandestine into three groups depending upon their level of agrarian processes as large (84), medium (128) and small (188). The demographic features recognized among agriculturalists are sex, age, community, literacy level, marital status, family type, family size, place of house, yearly revenue, knowledge in undeveloped etc.

One of the important profiles is the sex of agriculturalists. Since the sex has its own effect on the consciousness, sympathetic and availing of the current benefits in the Controlled Market, it is included as one of the variables. In general, the male agriculturalists have more exposure and participation in the practices of Controlled Markets compared to female agriculturalists. The sex wise delivery of the agriculturalists is given in Table 1

Table 1
Classification of Agriculturalists on the Basis of Sex

SEX	LARGE	MEDIUM	SMALL	TOTAL
Male	68	104	164	336
Female	16	24	24	64
Total	84	128	188	400

Source: Primary data



The table 1 shows that among 400 agriculturalists, 336 (84 %) are male and 64 (16 %) are females. Farming as business or livelihood is carried on more by men by women. Yet women are betrothed as laborers for major agrarian activities like cropping, weeding, and reaping.

2. Age:

Age is an important cause in marketing decision related with farming. Young agriculturalists have more rational capacity to assess each and every aspect of a given problem and they approach agriculture as a challenge and are also highly adaptive to changes and novelty. But the older people though not so adaptive are very much conversant. They are talented of advising and signifying new actions for the betterment of the controlled market. All defendant agriculturalists are grouped under three age groups 18-30, 30-45 and above 45. Details of age composition of agriculturalists are given in table 2

Table 2
Classification of Agriculturalists on the Basis of Age

Age	Large	Medium	Small	Total
18-30	12	20	56	88
30-45	48	56	64	168
Above 45	24	52	68	144
Total	84	128	188	400

It is obvious from the table 2 that normal of the agriculturalists 168 (42%) belong to the age group of 30-45. Among the defendants 48 (57.1%) of large agriculturalists, 56 (43.8%) of medium agriculturalists and 64 (34%) of small agriculturalists belong to this group. But among the small size agriculturalists the maximum of 68 (36.2%) belong to the age group of above 45. It is also seen that 52 (40.6%) of medium agriculturalists and 24 (28.6 %) of the large agriculturalists belong to the category of above 45.

As majority of the respondents are in age group 30-45 constituting individual majority even among large (48) and medium (56) ranchers it is found that risk taking capacity and experience are the reasons for taking large and medium operations.

3. Community:

The community indicates the social class among the agriculturalists which plays an important role in forming the mindset of agriculturalists. The occupation or profession one chooses mainly depends upon the community he belongs to. Each community has its own work-related background. So the present study takes community as one of the primary factor. In the present study, four different communities are identified.

Table 3
Classification of Agriculturalists on the Basis of Community

COMMUNITY	LARGE	MEDIUM	SMALL	TOTAL
SC	4	44	48	96
ST	28	56	68	152
OBC	28	20	56	104
OPEN	24	8	16	48
Total	84	128	188	400

Mainstream, 152 (38%) of the defendants belong to ST and least 48 (12%) belong to Open. But among the large agriculturalists equal number of agriculturalists 28 (33.3%) belong to ST and OBC a minimum of only 4(4.8%) belong to SC whereas a minimum of 8 (6.3%) and 16 (8.5%) belong to open among the medium and small agriculturalists correspondingly.

4. Level of Education:

Agricultural marketing which was a simple process in the past is now becoming highly multifaceted. The marketing process has become complicated as the majority of the agriculturalists are small, chaotic, dispersed, uneducated and have very little time and proper knowledge for the marketing of their produce. Teaching is essential for the agriculturalists to safeguard themselves against



misconducts followed by various market administrators. It is a required quality among the agriculturalists to evaluate the operative of controlled market. Educational level of agriculturalists grouped under six groups along with incidences is shown in Table 4

Table 4
Classification of Agriculturalists on the basis of Education

EDUCATION	LARGE	MEDIUM	SMALL	TOTAL
Illiterate	4	28	24	56
Up to 8th std.	12	20	36	68
SSC	20	28	60	108
HSC	24	32	44	100
Graduate	16	16	8	40
Post graduate	8	4	16	28

From the analysis it is clear that only 14 % of defendants are illiterates. All other have a minimum of 8th std. teaching ranging up to post advancement. It may be seen from the table that among the large agriculturalists mainstream 24 have completed higher secondary, and least 4 are illiterates. Among the medium agriculturalists also majority 32(25%) have higher secondary as their qualification. Illiterates and SSC amount to an equal level of 28(21.9 %) and the number of post graduates are minimum 4(3.1 %)

But among the small agriculturalists maximum 60(31.9 %) have SSC as their requirement and minimum 8(4.3%) are graduates. It is wonderful to note that only 56 among 400 agriculturalists are illiterates and this credit goes to the administration's compulsory education scheme. 68 defendants in spite of their collegiate education are engaged in agriculture.

5. Marital Status:

Marital Status among the agriculturalists is one of the important social factors. The marital status may lead to a lot of commitment and obligation among the agriculturalists. Hence it may play its own role in the assessment of the functioning of Controlled Market. The delivery of agriculturalists on the basis of marital status is shown in table 5

Table 5
Classification of Agriculturalists on the basis of Marital Status

MARITAL STATUS	LARGE	MEDIUM	SMALL	TOTAL
Married	71	105	17.6	352
Unmarried	13	23	12	48
Total	84	128	188	400

It is incidental from the table 5 that majority of the 352 (88%) are married and only 48 (12%) are single. Married people need money directly after harvest and hence their methods to controlled market depend on the monetary support given by controlled markets.

6. Family Type:

The family type plays a very important role in agriculture. It decides the number of dependent population on the income of the agriculturalists. In most cases the agricultural activities are done by the family members themselves and the entire family is engaged in this occupation. Moreover the number of children has its impact on the per capita income and standard of living of the agriculturalists. The type of family is obtainable in table 6

Table 6
Classification of Respondents on the Basis of Family type

FAMILY TYPE	LARGE	MEDIUM	SMALL	TOTAL
Nuclear	32	20	68	120
Joint Family	52	108	120	280
Total	84	128	148	400

It is evident from the table that majority of the defendants among all the categories of large, medium and small agriculturalists belong to joint family. Joint family occupies 280 (70%) and nuclear family accounts to only 120 (30%). As majority of the respondents have joint family their marketing decisions are influenced by each member of the family.

7. Family Size:

The size of the family represents the number of family members living with the defendants. Since the family size is an important demographic variable it is included in the present study. The size of the family determines the demand for agricultural produce for domestic ingesting and this in turn decide the marketable surplus. Also a large family may reduce the per capita income and increase the family promises. It may indirectly affect the marketing practices among the agriculturalists. An effort is made to classify the defendants on the basis of the size of the family.

Table 7
Classification of Agriculturalists on the Basis of Family Size

FAMILY SIZE	LARGE	MEDIUM	SMALL	TOTAL
Up to 3	14	10	22	46
3-6	33	76	85	194
Above 6	37	42	81	160
Total	84	128	188	400

It is inferred from the table that 194 (48.5%) of the defendants have 3-6 members and 160 (44%) have above six members in their family. Among the large agriculturalists 37 (44%) have more than six members in their family but among the medium and small agriculturalists 76 (59.4%) and 85 (45.2%) have only 3-6 members in their family. From the examination it is clear that least number of respondents (11.5%) have small family. Most of the respondents expect good income through sale in controlled markets in the form of high price and low marketing cost.

8. Place of House:

Agriculture and place of house are very closely related. As agriculture cannot be undertaken at any place, the location of the land and the house of the agriculturalists are very important factors under consideration

Table 8
Classification of the Agriculturalists on the Basis of Place of House

Place of house	Large	Medium	Small	Total
Rural	40	60	78	178
Urban	28	60	75	163
Semi urban	16	8	35	59
Total	84	128	188	400

Mainstream of the defendants belong to rural areas and 163 (40.8%) belong to urban areas and only 59 (14.8%) belong to semi urban areas. Among the medium agriculturalists an equal number of agriculturalists 60 (46.9%) live in rural and urban areas. As majority of respondents live in rural and semi urban areas, they find difficulty in finding good conveyance to controlled market and hence expect nearness to controlled market.

9. Main Occupation:

It is found today that agriculture is carried on as an extra income earning activity. It is found that people from various strata of occupation engage themselves in agriculture. So an attempt is made to know the number of respondents who are mainly betrothed in agriculture. Table 9 shows the main occupation of the defendants.

Table 9
Classification of the Agriculturalists on the Basis of Main Occupation

Occupation	Large	Medium	Small	Total
Agriculture	24	64	104	192
Business	32	32	28	92
Salaried Job	28	32	56	116
Total	84	128	188	400

It is evident from the table that 192 (48%) of the agriculturalists carry on agriculture as their main occupation. Next to that 116 (29%) of are engaged in salaried job and 92 (23%) in business. It is also noteworthy that majority of large agriculturalists 32 (38.1%) are doing commercial as their main occupation and 28 (33.3%) are under the paid job and only 24 (28.6%) carry agriculture as the main occupation.

But among the medium agriculturalists 64 (50%) and among the small agriculturalists 104 (55.3%) are engaged in agriculture as their main occupation. Equal amount of 32 (25%) of medium agriculturalists are engaged in business and salaried job. Fifty six (29.8%) and 28 (14.9%) of the small agriculturalists are engaged in salaried job and business respectively. The analysis reveals that more than 50% of the defendants have other main occupation because of uncertainty in agricultural income.

10. Total annual Income:

Total income of the agriculturalists represents the income earned from all possible sources during a year. Since the total annual income indicates the financial background of the agriculturalists it is included as one of the profile variable.

Table 10
Total annual Income

Income (in Rs)	Large	Medium	Small	Total
<than 50,000	0	0	32	32
50,000-1,00,000	4	12	56	72
1,00,000-1,50,000	8	28	76	112
1,50,000-2,00,000	20	84	24	128
>2,00,000	52	4	0	56
Total	84	128	188	400

From the table 10 it is noted that majority of the large agriculturalists, 52 (61.9%) fall under the group of earning an annual income of more than Rs.2,00,000. There is none among the large and medium agriculturalists earning less than Rs.50,000 and none among the small agriculturalists who are earning above Rs.2,00,000.

Among the medium agriculturalists 84 (65.6%) are in the group of earning Rs.1, 50,000 - Rs.2, 00,000, 28 (21.9%) earn Rs.100000-Rs.150000, 12 (9.4%) earn Rs.50, 000-Rs.1, 00,000 and only 4 (3.1%) earn above Rs.2, 00,000.

Among the small agriculturalists 76 (40.4%) are in the group of earning Rs.1,00,000-Rs.1,50,000, 56 (29.8 %) earn Rs.50,000-Rs.1,00,000, 32 (17%) earn below Rs.50,000 and 24 (12.8%) earn between Rs.1,50,000- Rs.2,00,000. As more than 50% of the respondents have other main occupation 368 out of 400 have more than Rs.50, 000 as their annual income.

11. Experience in Farming:

Knowledge in farming represents the years of experience of the agriculturalists in farming activities. The agriculturalists knowledge in their occupation plays a vital role in the output of their crops which in turn increases the marketable extra. Also based on their experience and expertise, they choose the disposal point, marketing channel and the time of disposal which are all very important for this study. So an effort is taken to classify the agriculturalists on the basis of their knowledge in farming.

Table 11
Classification on the basis of Experience in Farming

Experience	Large	Medium	Small	Total
<5 years	0	8	24	32
5-10 years	8	24	98	130
>10 years	76	96	66	238
Total	84	128	188	400

It is observed from the table 11 that 238 (59.5%) of the total defendants have more than ten years’ knowledge in farming. Only 32 (8%) of the defendants have less than five years’ knowledge. 76 (90.5%) of the large agriculturalists and 96 (75%) of the medium agriculturalists have more than 10 years’ experience. But in the case of small agriculturalists mainstream of them 98 (52.1%) have only 5-10 years’ experience and only 66 (35.1%) have more than 10 years’ experience. As majority of defendants (238) have more than 10 years’ experience the opinion spoken by them will be worth for the study.

12. Sources of Funds for Cultivation:

Chronic obligation is probably one of the most important barriers to the efficient agricultural marketing. Their borrowings put a pressure on the agriculturalists to sell the produce to the mercantile that supplied the credit and thus prevents the option of improving his returns by swapping to more outlets that are advantageous. Moreover, agriculturalists are under pressure to market their crop directly after harvest when prices are normally at their lowest. Moreover, the sources of funds for farming activities are the important causes of the cost of cultivation and profits in farming activities. Therefore, the source of funds becomes a significant factor of examination.

Table 12
Classification on the basis of Sources of Funds

Sources	Large	Medium	Small	Total
Only Own fund	32	28	40	100
Only Borrowed fund	24	28	76	128
Both	28	72	72	172
Total	84	128	188	400

From the study we come to know that only 100 (25%) of the defendants are using their own funds for agriculture. The remaining 300

(75%) use either rented funds only or both own and borrowed funds.

Amongst the large agriculturalists 32 (38.1%) use their own fund only, 28 (33.3%) use both own and rented funds and only 24 (28.6 %) use only borrowed funds. Among the medium agriculturalists 72 (56.3 %) use both and an equal number of agriculturalists 28 (21.9%) uses only own fund or only borrowed fund.

But among the small agriculturalists 76 (40.4%) depend on only borrowed funds and only 40 (21.3%) use their own funds and 72 (38.3%) use both. As only 25 % of the respondents have own funds others expect financial provision from controlled market for avoiding outdoor borrowing at high interest.

13. Annual income from farming:

Though the total annual income is already examined the income wholly earned in farming is also careful as an important element for analysis. Since the income earned from farming controls the economic status and standard of living of farmers it is included as one of the important profile variables. The details are signified in 13

Table 13
Classification on the basis of Annual Income from Farming

Farm Annual Income (In Rs.)	Large	Medium	Small	Total
Less than 40,000	0	0	88	88
40,000-80,000	0	12	84	96
80,000-1,20,000	4	104	16	124
1,20,000-1,60,000	52	8	0	60
Above 1,60,000	28	4	0	32
Total	84	128	188	400

The table 13 depicts that 124 (31%) of the total agriculturalists earn farm income of Rs.80, 000 - Rs.1, 20,000. There are none in the strata of less than Rs.40, 000 amongst the average and large agriculturalists but there are 88 (46.8%) of the small agriculturalists in this category.

Among the large agriculturalists the majority 52 (61.9%) earn Rs.1, 20,000 - Rs.1, 60,000, 28 (33.3%) earn above Rs.1, 60,000 and there is no one in the category of less than Rs. 80,000.

Among the medium size agriculturalists mainstream 104 (81.3%) earn farm income between Rs.80, 000-Rs1, 20,000, 12 (9.4%) earn between Rs.40000- 80000, 8 (6.3%) earn from Rs.1, 20,000-Rs.1, 60,000 and lone four (3.1%) earn above Rs.160000.

Among the small farmers 84 (44.7%) earn Rs.40, 000-Rs.80, 000 and residual 16 (8.5%) earn Rs.80000-Rs.120000. It is notable that none has farm income of more than Rs.120000. Examination reveals that level of process is highly correlated to level of income

14. Time of Marketing:

The agriculturalists may sell their produce at the time of harvest or during post-harvest season. It depends upon the urgency and the amount of money needed by the agriculturalists. Some agriculturalists market their produce even before crop. They borrow from marketing intermediaries for their marketing activities even before reaping. Since the type of marketing practice has its impact on the market influxes in the Controlled Market it is included in the present study. The distribution of agriculturalists on the basis of time of marketing is given in table 14

Table 14
Organization of the agriculturalists on the basis of Time of Marketing

Time of Marketing	Large	Medium	Small	Total
Pre harvest	0	12	47	59
At the time of harvest	20	92	133	245
Post-harvest	64	24	8	96
Total	84	128	188	400

It is clear from the table that majority of the agriculturalists 245 (61.3%) market their harvests at the time of harvest. But this fact does not hold well in case of large farmers. 64 (76.2%) of the large agriculturalists sell their merchandises during post-harvest season and only 20 (23.8 %) sell during the time of crop and no crop are sold during pre-harvest season.

Among the medium and small agriculturalists 92(71.9%) and 133 (70.7%) sell their produce during the time of harvest correspondingly. 47 (25%) of the small agriculturalists and 12(9.4%) of the medium agriculturalists sell during pre-harvest. It is notable to find that 24 (18.8%) and only 8(4.3%) of small agriculturalists sell during post-harvest season.

15. Level of Awareness about Controlled Market:

The agriculturalists differ in the level of awareness about Controlled Market. It depends on their profile, knowledge, and interest. The level of awareness about Controlled Market controls their volume of trading in it. So, it is included as one of the significant profile variable.

Table 15
Classification of the Agriculturalists on the Basis of Level of Awareness about Controlled Market

Level of Awareness	Large	Medium	Small	Total
Just knowing	4	12	28	44
Knowing	56	60	48	164
Knowing better	8	28	48	84
Knowing selected aspect	8	20	28	56
Knowing all aspects	8	8	36	52
Total	84	128	188	400

It is found from the table that 164 (41%) of the respondents are in the group of knowing. Among this the large agriculturalists amount to 56 (66.7%), medium agriculturalists 60 (46.9%) and small agriculturalists 48 (25.5 %). Among the small agriculturalists 48 (25.5%) and 28 (21.9 %) of medium agriculturalists are known better about the controlled markets. Only 52 respondents (13%) know all aspects of controlled market. This reveals crucial need for measuring farmers on welfares of controlled markets.

16. Distance of Controlled Market:

Another basic aspect of the study is the location of controlled market. Several theoretic studies have been done to clarify the location of marketplaces. Weber's pure theory may be occupied as the examination of location. This analysis will not only explain the present market ecology but also provide a base for future preparation of the controlled markets in the state.

Table 16
Cataloging of Coldness of Controlled Markets

Distance (in km)	Large	Medium	Small	Total
02 to 05	8	12	20	40
05 to 08	24	32	68	124
>8	52	84	100	236
Total	84	128	188	400

It is evident from the table that majority of farmers, 236 (59%) are at distance of more than 8 kms. and 124 (31%) are at the coldness of 5-8 kms. and only 40 (10%) of the respondents are situated at the distance of 2-5 kms. Hence, founding of controlled markets at points near to reaping points and growth of good carriage and storage ability is required.

17. Experience with Controlled Markets:

The knowledge of dealings in controlled market among the agriculturalists indicates how long the farmers have had dealings in the controlled markets.

Table 17
Classification basis of Experience with Controlled Markets

Experience (in yrs.)	Large	Medium	Small	Total
02 to 04	8	20	20	48
04 to 06	16	40	56	112
>6	60	68	112	240
Total	84	128	188	400

Source: Primary data

The table shows that 240 (60%) of the respondents have the knowledge of trading with the controlled market for more than six years. This is found to be 60 (71.4%), 68 (53.1%) and 112 (59.6%) in the case of large, medium and small agriculturalists correspondingly. Hence, it is clear that all defendants have a minimum of two years' knowledge in controlled markets.

18. Visits per Annum:

It is common to find the Controlled Markets underwater with agriculturalists and dealers during the time of crop. But the growers do come to the markets even during off season to sell their produce stored in the godowns, to get pledge loans, to release the promised crop and to seek various marketing information. The delivery of the agriculturalists on the basis of their visits to controlled market is given in Table 18

Table 18
Classification on the Basis of Visits per Annum

Visits (P.A)	Large	Small	Medium	Total
Once	8	12	16	36
Twice	32	60	124	216
More than twice	44	56	48	148
Total	84	128	188	400

The table18 shows that mainstream of the large agriculturalists 44(52.4%) visit the controlled market more than twice. Preponderance of the medium and small agriculturalists 60(46.9%) and 124(66%) commute the markets twice correspondingly. As mainstream of plaintiffs commute two times and more than two times it is obvious that implication of controlled markets is to be recognized. Necessary preparations should be expand for development of agrarian marketing by controlled markets.



19. Method of Trade

Additional imperative feature of examination is the technique of trade accepted on by the controlled markets. The two methods open auction and closed tender technique are studied in the Table 19

Table 19
Classification on the Basis of Sale

Method of sale	Large	Medium	Small	Total
Open auction	12	28	32	72
Closed tender	72	100	156	328
Total	84	128	188	400

It may be known from the table that the majority of the defendants 328(82%) opt for closed tender as method of sale. Only 72(18%) favor open auction method. As closed tender prevents the dealers from making secret profit majority of the agriculturalists prefer it.

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