

Comparative Study of Pre and Post Computerization of Agriculture Market Committee: Case Study of Jal Gao District

Mr. Awate Deepak Ganpat*

Associate Professor, B. P. Arts, S.M.A. Science and K. K. C. Commerce College, Chalisgaon District-Jalgaon,
Maharashtra

Abstract – Agriculture in India, since ages was drilled once in the past on an endurance premise as the town men were independent, individuals traded their products and enterprises with the kindred town men on a deal premise. Gradually and gradually with the development of methods for correspondence, transport and storerooms, agriculture has accepted its situation as cash and benefit arranged business. Rancher develops those harvests that bring them a prevalent worth this was quite encouraged by the great markets and advertising. Markets and advertising of produce is considered as an indispensable piece of agriculture, as people, associations and horticultural based research establishments are urged to make greater investment in the innovation to increment agrarian generation.

The agrarian advertising includes two words Agriculture and Marketing. Agriculture implies exercises focused on the utilization of normal assets for the self-utilization and human welfare. Promoting hints a progression of exercises engaged with moving the merchandise (here agrarian produce) from generation (here farmlands) to the utilization. Therefore, showcasing goes about as a scaffold joining the makers to the consumers.

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INTRODUCTION

Subsequently the articulation "Agricultural Marketing" meets up. Farming showcasing remembers promoting capacities for association with the agriculture, offices and its productivity, cost and value spread and market incorporation, producer's excess, and so on. The horticultural promoting framework is a connection between the homestead and the non-ranch parts.

NATIONAL COMMISSION PRE AND POST ON AGRICULTURE

The NCA: National Commission on Agriculture characterizes Agricultural Marketing as a procedure which begins with a choice to create a saleable homestead ware and includes every one of the parts of market structure of framework, both the practical and the institutional, in view of the specialized and monetary contemplations and incorporates the pre and post-gather tasks, amassing, evaluating, capacity, transportation and the distribution". ICAR: Indian Council of Agricultural Research characterizes „Agricultural Marketing is involvement of 3 significant capacities, to be specific (an) Assembling (Concentration) (b) Preparation for utilization (Processing) and (c) Distribution".

Agrarian promoting is a multi-dimensional movement including into an assortment of pre and post gather capacities giving a smooth channel commencing rural produce to cross from the homestead level to the consumers through a line of delegates. This viewpoint can be accomplished by making makers mindful of the market mechanism and they guzzle a light of polished skill in their exercises. Additionally, agrarian advertising has likewise to consider the part of infrastructural requirements and coordination's dimensions at the different levels.

FEATURES OF AGRICULTURAL MARKETING

Agrarian marketing has changed characters and vivacious component that vacillates with the developing horticultural creation and the marketing excess. It underpins our economy and joins our nation into a solitary chain profiting the general public and the nation everywhere, in a way like:

1. **Farming Marketing – A Social Pervasive Function** Agricultural marketing has similar elements of marketing however just contrast is that the capacities are relevant to the agriculture part like obtaining,

- buying, selling, putting away, moving and scattering of the agrarian products that joins all the channel individuals with the consumers along these lines horticultural marketing is profiting social orders.
2. Increased Source of Employment Agricultural marketing goes about as an employment source to the individuals utilized in wholesaling, retailing, warehousing, correspondence, transport and other rural marketing exercises of horticultural produce in addition to likewise constructing business enterprise of farming marketing.
 3. Making Farmers More Conscious Agricultural marketing has spread education, mindfulness and data among the ranchers for the centrality of embracing imaginative methods of horticultural generation and is consistently attempting endeavours for more salary and better expectations of living. Thus, the editing design likewise changed all the while as a rancher is never again directed and tricked by what he requirements for his very own utilization however what is receptive to the market as far as the value got by him.
 4. Different Benefits to Consumers Marketing middle people between the ranchers and the consumers have prompted a quick movement of produce that outcome in various advantages to the makers as to get most ideal returns, decrease value contrasts between the makers and a definitive consumers and to make accessible every one of the results of homestead inception to the consumers at sensible cost without debilitating on the nature of the produce.
 5. Eased Market Surplus Marketed surplus is the measure of rural produce that is brought to the market available to be purchased after what is held by the makers for their own utilization. With the reception of mixture seeds, great methods for water system and unrivalled gather strategies in addition to rehearsing agriculture according to trim, spot, season and the financial condition, it is to some degree agreeable to give a right estimation of the showcased surplus to the ranchers.
 6. Precise Treatment of Agricultural Produce Agricultural marketing discernment laid accentuation for a legitimate stockpiling and taking care of offices with the utilization of fitting mechanism and the uses of cleaning specialist both on-cultivate and off-ranch areas. This made improved readiness among the makers to utilize and profit advantages of appropriately storing and dealing with their produce and therefore this methodology expanded the life and the nature of the agrarian produce.
 7. Expanded Consumption of Farm Products Virtuous rural marketing system accentuation on the utilization of the best seeds, right gathering strategies, store evaluated item by sparing it from the pervasion and dodging debasement and distortion bring about the great nature of produce that bring better cost and certainty to the ranchers. This at last outcomes in intensified utilization of the homestead items among the countrymen.
 8. A Conducive Atmosphere for Agriculture Produce Market Committee The very ramifications of horticultural marketing have constrained Governments in undeniably all the more acquainting and amending the APMC: Agriculture Produce Market Committee Acts and the enactments as indicated by the need of the time and the need. They now more stick to sensible and considerable measures of benefits to the ranchers with overhauling essential infrastructural amenities at farming markets.
 9. Simple Availability of Marketing Credit and Finance A various Banks and Agricultural Credit Financial Institutions likewise hold the agrarian marketing thought by making basic openness of the bank credit and fund like the budgetary items, administrations, venture recommendations and business dares to the famers for advancing farming marketing.
 10. Empowering farmers with knowledge on price forecasting, high price period, best priced market, quality parameters, pre & post-harvest technologies and value addition for different agricultural commodities and export opportunities for doubling their income through 'Market-led Agriculture'

HISTORICAL PERSPECTIVE CONCERNING AGRICULTURAL MARKETING

Approximately 4000 years back in Mesopotamia (present day Iraq) valley individuals came into contact with the agriculture. At first it was by chance when individuals tossed seeds of grasses (fundamentally accidentally it was Wheat) into the field and after some time the gather was prepared to eat. Despite the fact that because of ignorance they ate in a crude structure, however routinely rehearsing and experimenting they adapted new assortments of agriculture produce and furthermore how to process and cook them before eating.

Furthermore, at some point or another we notice an adequate amount and nature of produce that we see today. Presently question emerges a family can't eat all the produce that they have, neither do they don't have considerable produce to nourish their families and at same time they needed something new scope of farming items, so they began trading their rural produce alongside the animals. This prompted the introduction of a „Barter System“ of horticultural produce. „A Barter framework is a proportional of blessing giving as well as trading or redistribution of merchandise or animals“ for example trades of items as well as creatures among relatives, neighbourhoods or with the kindred town men. As first and foremost there was no kind of cash to be traded with the ware. Be that as it may, developing lines before long began printing their very own monetary standards. Presently money in any structure is utilized to buy the agrarian item. With expanding populace and an enormous family to help consequently there required a space or a spot where such exchanges of rural produce could happen. This prompted the introduction of a „Bazaar“ or a „Market“. As an outcome these spots eventually in future with changes became perfect areas for the marketing of striking agri-produces.

AGRICULTURAL MARKETING IN INDIA

In India as well, agriculture, markets and its hardware are age old customs that is being rehearsed from ages to ages. This could be effectively found in our „Harappa or Indus Valley Civilization“ that were likewise agriculture based and they too had farming markets in its underlying structures. Late coming developments and traditions likewise very soon incepted farming markets in an exceptionally peaceful structure. In the greater part of the Indian towns horticultural market was in its least difficult structure. Here purchasing and selling of the produce occurred. There were periodical markets called as „Haat“ or „Bazaar“ or „Fairs“ (Mela). These business sectors („Haat“) amass once in a week or a month at a particular point in a town or town, where move of little horticultural surplus from leafy foods to grains and some residential creatures happens between the makers and the consumers.

Then again agriculture involves a significant situation in India's economy. Horticultural item additionally gets a significant financial worth both to the people in question and the nation. For every one of these advances a sound spot and environment is pre essential that encourage a static marketing stage to help the farmer's creation. In spite of the fact that in the previous occasions because of those current conditions, it was exceptionally incomprehensible and even not in any way conceivable to think or to give a sheltered and a protected spot for the workers for produce marketing. Simultaneously during those past periods the Indian rural marketing was in its least adolescent stage, it was just selling between

the ranchers and the consumers and no centre men and no marketing.

The marketing performance received by ranchers during those prior occasions was:

1. Quantities and characteristics of rural homestead items promoted by the ranchers were low.
2. Sale of surplus produce by the ranchers was restricted to the towns or at the most in the close by towns or to vagrant dealers. Indeed, even a few produces was 22 offered to the moving vendor voyager who move all around selling products alongside the farming produce close and there.
3. During those days because of the customary rehearsing of agriculture and its marketing, there was low advertised surplus per ranch and absence of streets, transport and other correspondence offices further break down the horticultural marketing structure.
4. Farmers sold their 80-90% of their surplus produce following the gather because of money needs, to reimburse the obligations and the absence of on-ranch storerooms.
5. The most normal mode by the ranchers for transport was either bullock or camel trucks. As an outcome, they needed to invest significant measure of energy in marketing their little surpluses that brought about extensive wastage of produce because of decay and spillage.
6. Farmers typically conveyed their surpluses to the business sectors in free structure or pressing materials that were either excessively not accessible or were unreasonably expensive. As a result, the ranchers endured overwhelming misfortunes during stacking, transportation and emptying of agrarian items.
7. In the business sectors the ranchers needed to pay a variety of charges, for example, Chhani, Dharmaday, Dalali, Karda and Tolai and different sorts of expenses that were subjectivity dictated by the brokers or by the purchasers and that also modify much of the time according to their desire

OBJECTIVES OF THE STUDY

1. To strengthen the farmers endeavours through making of required pre and post gathering agri. framework that expansion

access of ranchers to quality sources of info, stockpiling, showcase offices and so on and empowers ranchers to settle on educated decisions.

PRE AND POST COMPUTERIZATION OF AGRICULTURE MARKET

The Vision of the Department of Agricultural Marketing and Agri Business is to guarantee reasonable cost to the cultivating network who are deserted in the focused marketing situation and the mission of accomplishing this is by authorizing the current demonstration and rules most successfully and furthermore by concocting, executing new advancements planned for decreasing pre and post collect misfortunes through fitting strategies and energize esteem expansion. Green Revolution activities accomplished independence by expanding nourishment grains generation. At the same time, a few activities have been taken to advance agricultural marketing in the state. Agricultural Marketing framework assumes a vital job in cultivating and supporting the beat of rural economic improvement. Marketing is as basic to better execution in horticulture as cultivating itself.

Agribusiness Business is a procedure, which begins with a choice to deliver a saleable ranch ware and it includes every one of the perspectives identifying with pre and post-gather tasks including reviewing, esteem expansion, bundling, preparing and transportation. These tasks increase the value of homestead produce. The Department of Agricultural Marketing, which is working since 1977, with the principle goal of Regulation of Agricultural Marketing, was renamed in the year 2001 as Department of Agricultural Marketing and Agri. Business so as to concentrate on different exercises like Agri Export, Post-Harvest Management, Food Processing, and so forth.

PRESENT SCENARIO OF AGRICULTURAL MARKETING IN INDIA

The disadvantages of the previous agrarian marketing idea prompted the enormous improvements in current horticultural marketing monitoring the privileges of Indian workers. This was upheld by the Governments, marketing proficient establishments and alert and mindful residents of the nation.

The present mechanisms existing in Indian rural marketing structure are:

1. The present rural marketing structure in the nation rotates around the enactment and the enforcement of different Legislations to ensure the premiums of the makers and direct market functionaries in the rural marketing channel.

2. Homestead creation and showcased surplus expanded complex receiving new innovations of generation. This expanded promoted surplus motivated rancher to become cost cognizant.
3. Guideline of rural marketing structure and the establishments of RMs got an extreme change the rancher marketing rehearses as far as closeout of their produce in RMs to sell around 70% of the showcased overflow, rather than town deal or free deal.
4. Guideline of business sectors helped in lessening charges and they have now gotten institutionalized. Deal slips with real weight, evaluation of produce, time and date of offer buy and the real value mentioned were additionally given.
5. Outlandish charges, non-institutionalized loads and gauges and unmerited methods for the produce quality confirmation were carefully controlled.
6. RMs pulled in ranchers because of the arrangements of storerooms, staying offices in the rest house, speedier methods for transportation and correspondence and the most recent data about the costs of horticultural items.
7. Ranchers had the option to decrease their value chances by benefiting the office of the MSP: Minimum Support Price or the BPS: Bonus Price Scheme.
8. Farmer's co-agents and association join ranchers under one umbrella.
9. Despite such huge numbers of changes pervasive in the present rural marketing structure, there still exists some adherence under progress by the ranchers

Table No. 1

Difference between the Traditional and the Modern Agricultural Marketing System

S. No.	Traditional Agricultural Marketing	Modern Agricultural Marketing
1	Production-Oriented	Consumer - Oriented
2	Fragmented Production Units	Physical, Information & Control Units
3	Multi-Layered Channel	Integrated Structure Channel
4	Undifferentiated Product	Differentiated Product
5	Focus on Distributive Function	Focus on Processes
6	Minimal Grading	Grading and Private Labeling
7	Minimal Value-Added	Value Creation
8	Predominance of Wholesaler	Predominance of Retailer
9	Producer-Push Market	Consumer-Pull Market
→	Specific Features	Food Safety
		Traceability
		Logistics as Backbone
		ICT as Enabler
		Global Outsourcing

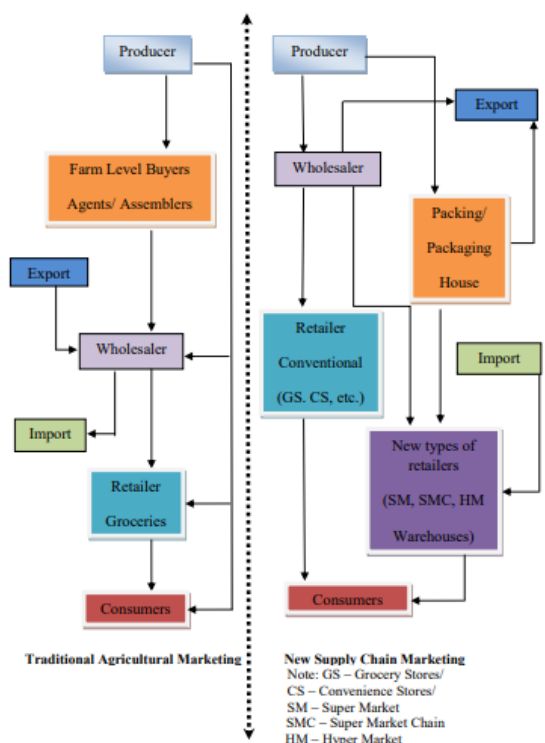


Figure No. 1 Transformation of Traditional Agricultural Marketing to New Supply Chain Management

SIGNIFICANCE OF AGRICULTURAL MARKETING

Horticultural marketing assumes a noteworthy job in animating the farming generation and its utilization because of the mechanical leap forward in the contributions of the agriculture and in this manner

expanded in devouring rural produce. On the other hand the development and progress of non-agrarian area additionally too continues on assets separated from the rural part, similar to the physical assets to ensure supplies of nourishment and the crude materials for the agriculture based economy and the money related assets for the investment in non-horticultural economy and the agriculture economy. The essentialness emerging out from the uses of farming marketing are us under:

- Best utilization of Input Resources and Output Management:** An efficient farming marketing framework prompts the improvement of the asset utilized and the yield management. Be that as it may, able marketing can likewise add to an expansion in the attractive surplus by downsizing misfortunes emerging out of the wasteful preparing, stockpiling, transportation and the appropriation. A well-planned farming marketing framework can adequately disseminate accessible supply of the advanced sources of info and in this way support a quicker pace of development in the agrarian area.
- Sustenance of Socio-monetary Livelihood:** Agricultural marketing is a wellspring of the direct and the aberrant employment to the a large number of individuals in India. Individuals like the Traders, Commission Agents, Wholesalers, Retailers, Weighmen, Packagers, Transporters and the staff of the horticultural marketing prompted organizations are exclusively utilized because of the nearness of this agrarian marketing structure running right from the homestead terrains to the end clients.
- Increment in Farm Income:** A creative horticultural marketing system ensures the ranchers better costs for the homestead items and actuates them to put their surpluses in the acquisition of the cutting edge inputs with the goal that the efficiency and the generation may increment. This again brings about an expansion in the advertised surplus and the pay of the ranchers.
- Improved Production:** Competence Agricultural marketing carries new advancements to the peasant's doorsteps by the helpful data sources, for example, embracing new, logical and specialized information in the devices and the equipments, better methods for water system strategies, upgraded manures and furthermore pass on advantages of free after deals administrations and the modest accessibility of the stuff or support

workshops at last brings an improved creation proficiency.

5. **Development of Agro-based Industries:**

An improved and proficient agrarian marketing framework helps in the development and the development of the agro-based ventures and animates by and large financial development. Numerous businesses like the Rice, Wheat, Sugar, Jute, Cotton, Edible oils and the nourishment preparing relies upon the agriculture for the stockpile of the crude materials. Basically such kinds of enterprises are in the edges of the urban communities or the wide open that aides in the provincial and the financial developments of those specific regions other than giving the employment openings and income to the nation.

6. **Intensification of Markets:**

An effective and well-hitch horticultural marketing framework extends the market for the rural items by taking them to the remote corners both inside and outside the nation, i.e., to the territories that are arranged extremely far away from the creation focuses. This spreading of horticultural markets and the sub-agrarian markets helps in expanding request of the farming produce consistently and accordingly ensures a higher pay to the makers.

7. **Upgraded Standards:**

The an ever increasing number of individuals use the improved and the handled agrarian wares, it identifies with their extravagance and solace of the life style. Dynamic agrarian marketing is causing richness and luxury expectations for everyday comforts. At the point when the individuals more appreciate the products of the agrarian marketing they thusly are paying more cash to the associations occupied with the agro-marketing of the produce, along these lines despite what might be expected the nation's monetary development is likewise supported simultaneously

CONCLUSION

India is the biggest farming economy of the world. Today, India positions second in the worldwide in ranch yield. In India agriculture and united parts like ranger service and fisheries represented 16.6% of the GDP: Gross Domestic Product, about half of the all-out workforce. As today India underpins 16.8% of the world's populace on 4.2% of the world's water assets and 2.3% of the worldwide land. Around 51% of India's topographical zone is as of now under development when contrasted with 11% of the world normal. Further downpour bolstered dry terrains establish 65% of the all-out net planted region. As

indicated by the worldwide study made in the year 2011, India stands second on the planet as far as yield in billion in US \$ 303.382, Composition of India's GDP from agriculture (18.1 in %) and the complete level of worldwide horticultural yield is (7.1%). As indicated by The Economic Survey of India 2013, our nation positions tenth in the worldwide farming exporter. It said that according to WTO: World Trade Organization data, worldwide fares and imports of farming and nourishment items in 2011 remained at United States Dollar 1.66 trillion and United States Dollar 1.82 trillion individually. India's offer in this is 2.07 percent and 1.24 percent individually. Along these lines, looking to the above measurements and according to the reports created by the World Economic Forum, India is a boss agrarian economy and focuses for marketing of horticultural products comprehensively can't be cultivated without connecting India as significant giver.

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Corresponding Author

Mr. Awate Deepak Ganpat*

Associate Professor, B. P. Arts, S.M.A. Science and
K. K. C. Commerce College, Chalisgaon District-
Jalgaon, Maharashtra