

A Study of Cooperative Marketing and Its Opportunities for Economic Development in India

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Abstract – Part of cooperative marketing society has been shrunked as of late because of different economic and specialized components. In show cooperative ecosystem cooperative marketing has been decreased to useless level as supply chain management has extended its compass and mechanical mediation has developed the extent of marketing past constrained skyline. In such changed situation manageability is prime worry for cooperative marketing society.

Cooperative marketing social orders are requested by the agriculturists themselves and the advantages are circled around the parts subordinate upon the measure of the create promoted by them. Rustic marketing cooperatives have going up against a couple of issues, their display isn't up to the engraving in view of lacking working capital, customary techniques for marketing, nonattendance of particular support, untrained staff, and nonappearance of sponsorship from summit marketing social orders.

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INTRODUCTION

The foundation of co-agent marketing societies was another progression which has been taken to beat the issues emerging out of the present arrangement of marketing agricultural create. The targets of economic development and social equity can be encouraged by channelizing agricultural create through cooperative establishments.

Private organizations command the Indian food grains trade. Farmers gripe of the marketing framework since they get bring down costs, due primarily to high marketing charges and the pervasiveness of acts of neglect. The endeavors of the administration to enhance the marketing arrangement of agricultural commodities have been just incompletely fruitful in making sound conditions for logical and productive marketing. Additionally, the advance of managed markets isn't uniform in all regions. The requirement for reinforcing co-agent organization has, along these lines, been perceived for the marketing of the delivery of farmers and for making inputs accessible for them at the correct cost and time. The co-agent organizations are relied upon to work as contenders of private traders in the market. These organizations pool the create of the little farmers having a little surplus to advertise and enhance their dealing power. They have additionally helped government organizations in the execution of the approach choices bearing on the acquirement and dispersion of food grains and other basic commodities.

A co-agent sales association is an intentional business organization set up by its part benefactors to advertise cultivate items by and large for their immediate advantage. It is represented by fair standards, and funds are allocated to the members based on their support. The members are the proprietors, administrators and supporters of the commodities and are the immediate recipients of the investment funds that collect to the society. No mediator stands to benefit or misfortune to the detriment of alternate members.

Co-agent marketing organizations are associations of makers for the aggregate marketing of their deliver and for anchoring for the members the points of interest that outcome from vast scale business which an individual cultivator can't anchor in light of his little attractive excess.

In a co-agent marketing society, the control of the organization is in the hands of the farmers, and every part has one vote independent of the quantity of offers acquired by him. The benefit earned by the society is appropriated among the members based on the amount of the create showcased by him. As it were, co-agent marketing societies are built up with the end goal of on the whole marketing the results of the part farmers. It stresses the idea of commercialization. Its economic intentions and character recognize it from different associations. These societies look like private business organization in the technique for their

activities; yet they vary from the capitalistic framework primarily in their intentions and organizations.

The cooperatives territory has accepted a foremost part in the economy of the country and has been proposed as a major piece of national economy. It has made basic responsibilities in agro-taking care of, dissemination of data sources like manures, space and marketing. The cooperative marketing has three unique properties that separation from different business. They are part asserted; parts managed and create part benefit. Marketing cooperatives deals with the marketing of agrarian handling, for instance sustenance grains and business items. Marketing cooperative are similarly serves to meet the essentials of the agriculturists. The Cooperative marketing has introduced differing good conditions on the agriculturists.

In any case, instead of marketing their deliver freely, they exhibit it together through one organization. An in number marketing cooperative have achieved, better expenses for agrarian plan. Marketing Cooperatives are incorporated into marketing of compound excrements, pesticides, country device and gears and plant things.

IMPORTANCE OF CO-OPERATIVE MARKETING

According to the Reserve Bank of India "a cooperative marketing social request is a camaraderie of cultivators confined essentially with the true objective of urging the parts to promote their create more advantageously than possible through the private trade".

The National Commission on Agriculture, sketched out provincial marketing as "a technique which starts with a decision to create a saleable farm item and it incorporates all parts of business structure of system, both utilitarian what's more institutional, in light of particular and budgetary considerations and joins preand post-reap tasks, gathering, exploring, space, transportation and appointment, et cetera".

Likewise, cooperative marketing might be recognized as an approach of marketing of creator which engages the makers to promote their deliver at better costs, joined by the arrangement of anchoring better marketing organizations, and finally giving to change in the desire for regular day to day existence of parts. It is imperative to take note of that a social request including a gathering of people essentially with the true objective of offering items changed by other can't be known as a cooperative marketing social request.

Composed marketing is of impressive hugeness to the economy of a nation. Actually, an efficient co-agent marketing structure is a basic pre-imperative for expansive scale increment in co-agent credit. Under the yield advance framework, there is a move in the

accentuation from land to trim as the principle security, and connecting of credit with marketing would give a constructed – in system for recuperation of generation advances too.

Aside from the over the overarching obstacles in agricultural marketing can be explained through co-agent marketing framework in a nation like India. The accompanying are a portion of the essential reasons which legitimize the foundation of co-agent marketing structure.

- To beat the acts of neglect.
- To diminish the cost – spread between the maker and the shopper.
- For vast scale development of co-agent credit.
- For joining.
- To enhance the economic states of the makers by fortifying his haggling power.
- To instruct the farmers.
- To conquer the issue of undesirable cooperation of multi-national organizations in local marketing.

National Agricultural Co-Operative Marketing Federation (Nafed)

NAFED is the government organization of state level zenith cooperative marketing societies in India. It was built up on second October 1958. The objects of NAFED are to sort out, advance and create marketing, preparing and capacity of agricultural deliver, appropriation of agricultural apparatus actualizes and different sources of info, embrace entomb state, import and fare trade, discount or retail all things considered and to act and help for specialized exhortation in agricultural generation for the advancement and the working of its part and cooperative marketing, handling and supply societies in India.

At show, the league has 836 members of which 781 are essential marketing/preparing societies. The piece of the membership as on March 31, 2010 is given in the accompanying table

Category	Total Number of Membership
State level marketing federations	25
Apex level marketing federations	03
State level tribal and commodity federations	24
Primary Marketing / processing societies	781
Government of India	01
NCCF and other national level cooperative organizations	02
TOTAL	836

Table 1 : Composition of Membership in NAFED.

CAPABILITIES OF COOPERATIVE MARKETING

Reliable with the committee on cooperative marketing, there are certain one of a kind attributes added to cultivating marketing which isn't the same as that of delivered items. They are shown underneath.

- perish Ability of the Product – Most of the farm things are transitory in nature, the period transforming from two or three hours to very few months.
- seasonable Production – Farm things are mainly regular and can't be changed all as the year progressed.
- bulkiness of Products – The typical for bulkiness of by and large farm things makes their transportation and space troublesome and absurd.
- variation in Quality of Products – There is a considerable assortment in the idea of rustic things which makes their assessing and organization to some degree testing.
- irregular Supply – The supply of agrarian things is faulty and sporadic in light of the dependence of agrarian preparing on customary conditions.
- small Size and Scattered Production – Farm things are arranged all through the country and a substantial bit of the creators are of minimal size.
- processing – Most of the property things must be dealt with after their usage by a conclusive purchasers.

PLAN OF COOPERATIVE MARKETING

The Committee on Cooperative Marketing suggested that "the what's to come case of mixture of marketing co-operators should be a two level structure, with the apex social request at the state level, fundamental marketing social request at the mandi level and appendages of pinnacle social orders at the district or nearby level. National Agricultural Cooperative Marketing Federation (NAFED)

The NAFED is a chosen mixture of state level zenith co-specialist marketing social orders in India. It was made in 1958 with its focal station in New Delhi. It's manager limit is to encourage the activities of state cooperations, what's more renders counsel and concentrated course to them. The class in like manner embraces convey and between state trade.

Indian Marketing Federation-These alliances limit at the state level and are proposed to fill in as pinnacle organizations in light of a legitimate concern for the

cooperated social request parts. They are in like manner foreseen that will get provincial sources of info and distinctive stock required by the farmer for movement through co-operator organizations inside the state. They are in a general sense involved with discount or syndication assignment of compound manures, managed products like iron and steel, and customer stock like solid, sugar, light oil, wheat, rice, bistro, seeds, cultivating achieves, bug showers, drain powder, et cetera. They in like manner process agrarian deliver, embrace development of go-downs, changing units, and gathering plants for manures. They similarly co-ordinate crafted by cooperative marketing social orders and work in close collaboration with government division worried about marketing of green process, plant inputs, normal supplies, et cetera.

Territory or Regional Marketing Societies - The central or region marketing social orders are required to encourage the limits of fundamental marketing social orders both concerning marketing of provincial change and dissemination of country basics and client stock and in like manner embrace planning, and where key between region trade et cetera. In obvious practice these social orders are generally possessed with the scattering of plant preparing necessities like fertilizers and essential client articles.

Fundamental Agricultural Marketing Societies (PAMS) - The basic marketing social orders are all around put at the helper business or discount gathering focuses. Then again, in relatively few states, marketing social orders were requested at the headquarters of the piece or Taluka with their district developing to square or a Taluka all things considered.

CONCLUSION

If the business achievements and figures of Indian mark fed interminably since organizing of the new state are totally observed, in all probability, it may be resolved that mark fed is perseveringly powerful being created of the welfare and life standard of the minor and medium farmers, taking after the headings and oversees of the state government, additionally in like manner got triumph in fulfilling its focuses. This has engaged mark fed to get various rewards on national level, thusly mark fed and the state is tremendously satisfied. This, and additionally mark fed is guaranteed and occupied with getting new strategies and much gainful courses for improvement of its business works out.

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