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“AN ANALYSIS OF PADDY MARKETING THROUGH APMC'S IN RAICHUR DIST .”

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Abstract:

Agriculture occupies a vital position in the state economy engaging about 55.89% of the total working force according in 2001 census. The contribution the sector in the state domestic product (SDP) at constant and current prices is 10.20% and 29.70% respectively in 2010-11. This paper highlights production arrivals, Prices and values of paddy through APMC's in Raichur District following APMC's Raichur, Sindhanur Manvi, Lingasugur, Devodurga. The study is under taken for the period of often six years i.e. form 2006-07 to 2012-13. The objectives of the study are to analyze the present situation and prospects of marketing, the value transacted and price of paddy commodities. In this study simple statistical techniques such as percentage change for been used. The study emphasis that formers should sell there agriculture produced in APMC yard for better price. It also suggests arrivals should be increased in the study area.

KEY WORDS:

Agriculture , paddy Arrivals, Value transacted , APMC's Raichur.

INTRODUCTION

Raichur district is an administrative district in the Indian state of Karnataka it is located in the Northeast Part of the state and is bounded by Yadagiri District in the North Bijapur and Baglakot District in the Northwest Koppal District in West Bellary District in South Meheboob Nagar and Karnool District of Andra Pradesh in the East. The district is bounded by the Krishna River on the North and Tungabhadra River on the South.

According to the 2011 census Raichur District as a population of 1,924,773.00 this gives it a ranking of 246 PH in India (out of total 640) the district has a population density of 228 in habitants per Square Kilo Meters (590/59mi). Its population Growth rate over the decade 2001-2011 was 15.27%. Raichur has a sex ratio of 992 females for every 1000 males and the literacy rate of 60.46 %.

Raichur District has 5 talukas Raichur ,Devodurga,Lingasugur,Manvi and Sindhanur. The capital of the district is the city Raichur. Which is 409 Km from the State Capital Bangalore. All the 5 Talukas mention the above are well irrigated with water form Tungabhadra Dam on the Tungabhadra River and Narayanpur Dam on the Krishna River. Raichur is known for the Paddy field and its Rice is an extremely superior quality. Raichur has numerous rice miles which exports high quality rice to different countries. The district has 46.03 % of area irrigated.

The total geographical area is 83,5843 hectares (8383 Sq Km) arid 5,41,135 hectares is cultivated area totally there are 697132 hectares land holdings in the district. The district is classified into two agro climatic zones 705 mm average elevation 1335ft above MSL temperature 450 C Max 180 C Min.

The district is a museum of crops literally all the crops grown in the district and we have crops

grown in all 3 seasons during the year kharif, Rabi and summer. Although the predominant season is Kharif of the cultivation area of 541135 hectares 192964 hectares is irrigated by various source being canals and remaining 348171 hectares is rainy fed area, the paddy crop is cultivated under the area of 142700 hectares the total production is 738172 million tones yield per Kg/ hectare is 4404.

Market and prices place very important role in any economic system. The price relation ship has a major influence on decision relating to the type and volume is agricultural production activity prices enable us to respond stimulus and produce goods and services effectively and changing price force to adjust moderate consumption. Production and marketing are the two important basic elements in the system of agriculture. Agriculture marketing is as critical to better performance in agriculture as forming it self. In efficient network of agricultural marketing is vital link between formers and consumers. Agricultural marketing is increasing importance after launching a new economy policy and consequent of opening up of India's market to the world. The main objectives of establishment of regulated market are to ensure fair prices to producers. The Karnataka agriculture produce marketing regulatory act 1966 was enacted and was given effect from 01-05-1968. In Karnataka there are 7246 regulated market. There are 504 regulated markets among them 152 are principal markets and 352 are sub markets. Karnataka occupies 6th place in the number of regulated markets compare to other states in India. In Raichur district 4 principal regulated market 9 are sub markets.

IMPORTANT MARKETS OF PADDY

Karnataka : Bangalore, Bhadravathi, Davangere, Gangavathi, Sinahanur, Manvi, T.Narasipur, Bangarpet Manglore, Mysore, Tumakur, and Bellary

Raichur District have 5 APMC's each APMC has notified more then 50 agricultural commodities under the resolution the market yard has provided a free and careful supervised platform for conducting sale operation by producer sellers, with their personal involvement in the operation, the formers can directly sell there produce in the yard. It provides number of services to agricultural produces such as grading, packing, storage, processing, standardization credit supply market information, insurance etc

The structure of APMC in Raichur District has a major representation consists agriculturists, traders, co-operative societies, local self government and state government representatives.

OBJECTIVES OF THE STUDY

1. To know the marketing system of paddy.
2. To analyze the progress of arrivals, Price and value transacted of paddy commodity.
3. To know the marketing cannels existing in the marketing of paddy.

Criteria for selection of channels

There are many marketing channels involved marketing of paddy the following are the criteria for the selection of efficient marketing channels

1. The channel which ensures reasonable return to producer is considered to be good are efficient
2. Transportation cost in that channel.
3. Commission charges and market charges received by the intermediaries such as, trader's commission agents, whole sellers and retailers.
4. Financial resources
5. The shorter channels with minimum market cost should be selected.

DATA AND METHODOLOGY

The methodology for the study is both descriptive and analytical in nature the study is based on secondary data only. Secondary data was collected form APMC Raichur district report and internet sources, journals, books. The study is under taken from the year 2007-08 to 2012-13.

**TABLE-I
PADDY ARRIVALS IN RAICHUR DISTRICT APMC'S**

(Quintals in lakhs)

year	Manvi	Raichur	Lingasugur	Sindhanur
2007-08	265678	562864	53569	2437756
2008-09	793361	491763	53241	2038137
2009-10	649806	677791	218669	1298066
2010-11	928627	1195417	228169	2457127
2011-12	1036928	905686	178348	2690053
2012-13	427014	568754	126802	2686091

Table – I shows arrivals of paddy in lack quintals from following APMC Manvi,Raichur,Lingasugar,Sindahanur for the period between 2007-08 to 2012-13. The table shows there is a steady increase in the arrivals of paddy due to the reasons that the formers sell there produce at the village level itself due to more transportation cost, lack of knowledge etc. may formers sell there produce to neighboring states like Andhar Pradesh, Tamilnadu, for higher price. How ever Sindhanur APMC Paddy arrival is more compare to other talukas.

**TABLE-2
TOTAL VALUE OF PADDY ARIVALS IN FOUR APMC'S**

Year	Total Value of Paddy Arivals (in Crores)			
	Sindhanur	Manvi	Raichur	Lingasugur
2007-08	142.35	15.63	6.79	2.86
2008-09	183.03	50.55	1.95	4.2
2009-10	126.49	55.62	13.86	22.44
2010-11	203.96	73.57	34.83	16.45
2011-12	229.9	90.96	27.21	18.74
2012-13	379.38	63.4	19.11	14.05
Total	1265.11	349.73	103.75	78.74

The above table shows that transactional value of paddy taluka vise. The total value of paddy in Sindhanur Taluka is 1265.11 corers which is highest total value compare to other talukas in Raichur District APMC's. It is 349.73 in Manvi Taluka. 103.75 in Raichur includes Devodurga sub market and 78.74 cores in Lingasugur Taluka.

FINDINGS

The reasons for decrease and increase in the arrivals of paddy is not only due to the reasons that the formers sell there produce at the village level it self due to various reasons but formers they do not bring the produces to the APMC the quantity is very less and transportation cost is very high may formers sell there produce to neighboring states like Tamilnadu, Andhrapradesh, Keral, and Maharastra. Because higher price at the village itself. It is observed that Sindhanur Taluka quantity of arrivals is less in Lingssugur Taluka.

SUGGESSION

- 1.Harvest paddy at proper time of maturity
- 2.Market the paddy after grading to get higher returns
- 3.Get the market information regularly from www.agmaknet.nic.in before marketing the produce.
- 4.Store the paddy during post harvest period and sell it when prices are favorable
- 5.Select the shortest and efficient marketing channel to get higher share in marketing.

CONCLUSION

At present the central Government had fixed Rs.1310/Qtl paddy. While State government extended a support price of Rs.290/qtl thus pre qtl Paddy was fixed at Rs. 1600. But formers are not satisfied due to cost of production. Any way it reflect the fact that agriculture produces in this reason most of the formers prefer to sell paddy commodity in APMC market yard because it ensures the reasonable price to there product as well as it is convenient to sell there product in may ways like trader system direct sale etc. some formers sell there produce at the village level and some formers sell there produce traders of neighboring states Tamilnadu, Andhara pradesh for higher price.

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