

# A Case Study on Performance of Regulated Market Committee, Junagarh in Kalahandi District of Odisha

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**Abstract** – The study was made to have an insight into the performance of direct marketing of agricultural commodities through regulated markets. The Regulated Market Committee, Junagarh, Kalahandi has been established by the state government in defunct development department vide their Notification No. 32769 dt. 07.02.1960 under provision of section 3(1) of the Odisha Agricultural Produce Market (OAPM) Act. It is one of the oldest RMC in the state which started functioning from 31.11.1960. The area of operation of the RMC is confined to 3 blocks. i.e., Junagarh, Dharmagarh, Golamunda under Dharmagarh Revenue Sub-Division. It deals with direct marketing of fibres, cereals, pulses, oilseeds, narcotics, gur, vegetables, animal husbandry produce, forest products, spices and condiments. At present, ten number of market yards are in operation under R.M.C., Junagarh. Paddy procurement has been increasing over the years except for the year 2011-12 due to drought. The R.M.C Junagarh provides grading equipments/ electronic weighing scales/ Tarpaulins to paddy and cotton procurement operation. The procurement of cotton has been unanimously declining over the years due to decrease in acreage under the crop in the concerned area. The R.M.C Junagarh is undertaking awareness campaign among farmers in its market areas regarding paddy/ cotton procurement as per the food and procurement policy issued by Central and State Government from time to time. Demonstration on Fair Average Quality (FAQ) determination of paddy at market yard/ Block level is conducted.

**Keywords** – RMC, Direct Marketing, Procurement, Notified Commodities, Grading.

## I. INTRODUCTION

Agricultural production is seasonal in nature. During a particular season, crops are produced in bulks which are to be distributed throughout the year keeping pace with demand. A good marketing system can link both surplus and deficit regions, reduce price fluctuation, assure incentives actions of farmers and at the same time protect consumers from speculative actions of farmers and at the same time protect consumers from speculative actions of dishonest traders. The present analysis was taken to identify the major marketing channels, analyze the marketing efficiency and various constraints of marketing faced by the paddy growers and suggest possible remedies. The analysis was conducted in Kalahandi district of Odisha. Four major marketing channels were identified out of which, Producer – Wholesaler (local) - Commission agent (distant) – Retailer-Consumer, was found to be the most effective channel through which farmers transacted about 60.00% of their marketed surplus and channel, Producer-Retailer

(local) - consumer, was found to be most efficient, having an efficiency of 1.61 [2].

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### Status in Kalahandi

No. of society participation-14.

Quantity of paddy (in QT) by society-90, 769.97.

Total quantity (OSCSC) in Qtl-90, 769.97.

No of miller participation-29.

Total quantity of paddy (in QT)-90, 769.97.

The Regulated Market Committee, Junagarh has been established by the State Government in defunct Development Department vide their Notification No. 32769 dt. 07.02.1960 under provision of section 3(1) of the Orissa Agricultural Produce Market (O.A.P.M) Act. It is one of the oldest Regulated Market Committee in the state which started functioning from 31.11.1960 [1].

## II. OBJECTIVES OF RMC JUNAGARH

The aims & objectives of Market Committee are to

1. Establish as many as market yards as possible in order to extend market regulation facilities to maximum numbers of farmers in the market area.
2. Provide modern basic amenities in these market yards necessary for effective sale and purchase of agricultural produce in accordance with the provision of O.A.P.M. Act and Rules.
3. Eliminate middlemen & number of malpractice like under weightment, unauthorized and unjust deductions & unfair price setting etc.
4. Ensure fair & remunerative price to the farmers for the produce in commensuration with quality & quantity.
5. Ensure cash as well as cheque payment in spot to the farmers.
6. Awareness campaign for the farmers for better processing of paddy and to get better remunerative price.

### Notified Commodities

The Regulated Market Committee (RMC), Junagarh in the district of Kalahandi, Odisha deals with the direct marketing of commodities as mentioned in Table 1. It

includes fibres, cereals, pulses, oilseeds, narcotics, gur, vegetables, animal husbandry produce, forest products, spices and condiments.

Table 1. Notified Commodities at Regulated Market Committee (RMC), Junagarh in the district of Kalahandi

Sl. No.	Category	Commodities covered
<b>SCHEDULE-A</b>		
1	Fibres	a) Sun-hemp b) Jute
2	Cereals	a) Paddy (Husked and Un-husked) b) Ragi c) Wheat
3	Pulses	a) Red gram b) Black gram c) Green gram d) Horse gram e) Bengal gram f) Hill gram h) Khesiri
4	Oilseed	a) Groundnut (Shelled and Unshelled) b) Linseed c) Niger d) Mustard
5	Narcotics	Tobacco
6	Gur	Gur
7	Vegetables	Onion
8	Animal Husbandry Produce	Poultry
9	Condiments and Spices	a) Garlic b) Coriander c) Chillies
<b>ADDITIONAL COMMODITIES NOTIFIED</b>		
10	Pulses	a) Jhired No.10593/AC Dt.27.06.89 b) Kating
11	Gur and Sugarcane	Sugarcane No.18683/Co Dt.13.9.93
12	Grass, Fodder, Forest and Other	Mohua Flower No.18683/Co Dt.13.9.93
13	Grass, Fodder, Forest and Other	Kendu Leaves No. 2361/Co Dt. 22.11.93
14	Fibre crops	Cotton

#### Staff Position

There are forty number of different category of employees both, regular and irregular working in the Regulated Market Committee (RMC), Junagarh.

Table 2. Staff Position in Regulated Market Committee (RMC), Junagarh

Sl. No.	Category of Staff	No. of Post
1	Secretary (On deputation)	1
2	Additional Secretary	1
3	Accountant	1
4	Market Supervisor	2
5	Computer Operator	1
6	Market Sirkar	2
7	Yardman	8

Sl. No.	Category of Staff	No. of Post
8	Peon	2
9	Choukidar	3
10	Under D.L.R	19
	TOTAL	40

### III. INCOME AND EXPENDITURE

The revenue income and expenditure of the RMC, Junagarh for the last five financial years has been presented in Table 3. It was observed that the expenditure has been increasing gradually over the years. But, there has been wide fluctuation in the revenue income of the RMC. This may be due to poor management of the market committee. The committee of management was constituted vide Government of Odisha, Cooperation Department Notification No. 13786 dated 16.10.2007. The term of the committee has been expired on 21.11.2010 and new committee has not been constituted till date.

Table 3. Income and Expenditure Status of RMC, Junagarh

Sl. No.	Financial Year	Revenue Income (in Rs)	Revenue Expenditure (in Rs)
1	2009-10	4,06,06,000.00	60,48,436.00
2	2010-11	3,65,54,811.00	68,78,618.00
3	2011-12	2,33,84,200.00	79,57,875.00
4	2012-13	4,33,08,914.00	93,71,850.00
5	2013-14	3,67,08,240.00	1,13,41,491.00
6	2014-15	3,18,82,693.00	1,24,00,166.00

### IV. INFRASTRUCTURAL FACILITIES AVAILABLE IN THE DIFFERENT MARKET YARDS

At present, ten number of market yards are in operation under R.M.C., Junagarh. The name and infrastructural facilities available in these market yards are presented in Table 4.

Table 4. Infrastructural Facilities Available In the Different Market Yards of RMC, Junagarh

Sl. No.	Name of the Market Yard	Facilities Available
1	Main Market Yard, Junagarh	250 MT godown- 3 nos. 150 MT godown- 1 no. 500 MT godown-1 no. Open platform- 4 nos. Auction hall, Framers rest shed Drinking water facilities, Electricity facilities Office building and Conference hall Staff quarters- 6 nos., GCI cover shed- 3 nos. Weigh bridge- 1 no., Small godown- 4 nos., Toilet block, Tube well
2	New Market Yard, Junagarh	500 MT godown-5 nos. 1000 MT godown - 4 nos. 250 MT godown- 1 no., Open platform- 4 nos. Weigh bridge- 1 no., Market shed- 5 nos.

Sl. No.	Name of the Market Yard	Facilities Available
		Drinking water facilities, Cattle shed Staff quarters- 3 nos., GCI cover shed- 2 nos. Cement concrete road, Watchman shed Farmers Information Centre, Toilet block.
3	Dharmagarh Sub-market Yard, Dharmagarh	400 MT godown-1 no. Open platform- 2 nos. Staff quarters- 1 no. Auction hall, Weigh bridge, Office room, GCI cover shed- 2 nos., RCC cover shed, Electricity facilities, Toilet block.
4	Habaspur Market Yard, Habaspur	250 MT godown- 1 no. Open platform- 2 nos. Covered Auction hall- 2 nos. Drinking water facilities, GCI cover shed RCC road, RCC cover shed, Weigh bridge
5	Charbahal Market Yard, Charbahal	500 MT godown-2 nos. Open platform- 4 nos., Drinking water and Electricity facilities, Weigh bridge, Internal approach road, RCC cover shed, Office, Tube well, Covered Auction hall, GCI cover shed- 3 nos.
6	Behera Market Yard, Behera	250 MT godown-1 no. Open platform- 2 nos. Tube well, Covered Auction hall, GCI cover shed- 1 no
7	Uchhala Market Yard, Uchhala	250 MT godown-1 no. Open platform- 1 no., Tube well
8	Tal- Jaring Mini Market Yard	250 MT godown-1 no. Open platform- 1 no., Tube well
9	Meriabandli Market Yard	250 MT godown-1 no., Boundary wall Open platform- 1 no., Tube well.
10	Boxi-Tulasipali Mini Market Yard	250 MT godown-1 no., Boundary wall Open platform- 1 no., Tube well.
11	Ghotia Market Yard	1000 MT Godown- 2 nos., Office building RCC Cover sheds-2 nos., Open platform Boundary wall, Electricity facilities, Drinking water facilities, Weigh bridge Pucca Road, GCI cover road.
12	Tumura Market Yard	1000 MT Godown- 2 nos., Office building RCC Cover sheds-2 nos. Electricity facilities, Drinking water facilities, Weigh bridge Pucca Road, GCI cover road

#### *Paddy and Cotton Procurement Position*

The paddy and procurement position for the last five years under R.M.C. Junagarh is presented in Table 5. Paddy procurement has been increasing over the years except for the year 2011-12 due to drought. The procurement of cotton has been unanimously declining over the years due to decrease in acreage under the crop in the concerned area [2, 4].

Table 5. Procured quantities of Paddy and Cotton by R.M.C., Junagarh (In Quintals)

Sl. No.	Year	Paddy Procurement (Rabi and Kharif)	Cotton Procurement
1	2010-11	15,43,819.33	10,677.00
2	2011-12	8,17,374.42	20,287.87
3	2012-13	18,19,440.26	19,613.00
4	2013-14	17,11,890.05	13,480.87
5	2014-15	20,33,503.00	7531.74

#### **V. GRADING EQUIPMENT'S AVAILABLE**

The R.M.C. Junagarh provides grading equipments/ electronic weighing scales/ Tarpaulins etc to each paddy and cotton procurement operation. In. kharif 2015-16, the RMC has provided grading equipments to each MY/ PPC. The list of the grading equipment supply is presented in Table 6.

Table 6. Available Equipments for Grading at R.M.C Junagarh

Sl. No.	Name of the Equipment	Available Quantity (No.)
1	Electronic Weighing Scale	302
2	Moisture Meter	52
3	Agricultural Kit Box	44
4	Mini Grader	44
5	Simple Divider	45
6	Tarpaulin	324
7	Gaslight	44
8	Set of Seives	44
9	Water drum	146

#### **VI. AWARENESS AMONG FARMERS**

The RMC Junagarh is undertaking awareness campaign among farmers in its market areas regarding paddy/ cotton procurement as per the food and procurement policy issued by Central and State Government from time to time. Demonstration on Fair Average Quality (FAQ) determination of paddy at market yard/ Block level is conducted. Besides, farmers are being motivated to switch on to other agricultural produce such as wheat, onion, green gram, black gram as well as vegetables so as to fetch them better price of their produce. Modes of awareness campaign are like-Beating of drums in villages, loud-speaker announcement, printing and distribution of leaflets/ pamphlets with specification of F.A.Q. paddy, putting up posters in wall, wall writings, hanging of flex banners, road writing, hooding etc. for awareness of farmers to sale their paddy in market yard only so as to enable them to get M.S.P. of their produce.

#### **VII. CONCLUSION**

The Regulated Market Committee (RMC), Junagarh in the district of Kalahandi, Odisha deals with the direct marketing of commodities including fibres, cereals, pulses, oilseeds, narcotics, gur, vegetables, animal husbandry produce, forest products, spices and condiments. It provides grading equipments/ electronic weighing scales/ Tarpaulins

etc to each paddy and cotton procurement operation. The expenditure of RMC, Junagarh has been increasing gradually over the years. But, there has been wide fluctuation in the revenue income of the RMC. This may be due to poor management of the market committee [7, 8]. Proper management by the market committee and awareness creation among the stakeholders would help in smooth running of the RMC and would help in maintaining standard of living of the farmers of the area.

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