

Awareness, Utilization and Satisfaction of Vegetable Growers Regarding Marketing Facilities Available at Chikkaballapura Agriculture Produce Market Committee

N. ROOPA, M. T. LAKSHMINARAYAN, M. S. NATARAJU, G. N. NAGARAJA AND M. S. GANAPATHY

Dept. of Agricultural Marketing, Co-operation and Business Management

College of Agriculture, UAS, GKVK, Bengaluru - 560 065

E-mail : nroopa16@gmail.com

ABSTRACT

The present study was carried out to know the awareness, utilization and satisfaction of vegetable growers regarding the marketing facilities available at Chikkaballapura Agriculture Produce Market Committee (APMC). Ninety vegetable growers who had supplied their produce to Chikkaballapura APMC during 2016-17 were interviewed using a pre-tested schedule. All the vegetable growers (100.00%) were aware of the facilities like market and sub yard, bidding system, mode of payment, auction platforms, shop-cum-godown, electronic weighing machines, administrative office, water, roads, street lights and parking available at Chikkaballapura APMC. Cent per cent of the vegetable growers (100.00% each) have utilized facilities like market and sub yards, auction platform, street lights, shop-cum-godowns and roads at Chikkaballapura APMC. A majority of the vegetable growers were fully satisfied with the facilities like, mode of payment (96.67%), market and sub yards (93.33%), bidding system (93.33%), shop-cum-godowns (93.33%), auction platforms (90.00%), street light (77.77%), electronic weighing machines (58.89%), and administrative office (56.66%) at Chikkaballapura APMC. Price fluctuation of produce, lack of maintenance of raitha bhavan, ware house, cold storage, guest house, roads, toilets, parking space canteen and non-availability of water were the problems faced by all the vegetable growers (100.00%) at Chikkaballapura APMC. Fixing minimum price for produce, good maintenance / renovation of raitha bhavan, ware house, cold storage, guest house, roads, toilets, parking space and canteen and provision of water were the suggestions offered by all the vegetable growers (100.00%) to overcome their problems at Chikkaballapura APMC.

Keywords: Awareness, Utilization, Satisfaction, Marketing facilities

THE importance of marketing in agriculture is very well illustrated by saying, 'a good farmer has one eye on the plough and the other eye on the market'. This is true when agriculture is mainly for subsistence and now, even Indian agriculture is becoming commercialized. In these days of commercial agriculture, it will be more appropriate to say, 'a good farmer has only his hands on the plough but both eyes on the market' (Junagond *et al.*, 2011). An efficient system of marketing is essential for the economic development of a country. Thus, marketing plays a vital role in improving the income of farmers. In this context, the role of APMC is pivotal in promoting the agricultural marketing. The major functions of APMC are granting, renewing, suspending, refusing, suspending or canceling license supervising and regulating the auctions of notified agricultural produce

in accordance with the rules and bye-laws provide necessary facilities for the marketing of agricultural produce in the APMC promote and organize grading and standardization of the agricultural produce ensuring payment for agricultural produce sold by farmers on the same day ensuring transparency in pricing system and provide storage and warehousing facilities in the market area.

Chikkaballapura APMC was established on October 12, 1967 and it has a market yard of 28.31 acres of land. The APMC has three sub-market yards located at Peresandra, which consist of about 4.5 acres, whereas Sidlaghatta submarket and Melur sub market does not have any land. Vegetables are the major commodities traded in Chikkaballapura APMC. Vegetables traded in APMC are tomato, potato,

cabbage, cucumber, onion, ridge gourd, beetroot, carrot, beans, capsicum, chilly, radish, cauliflower, brinjal, knoll-khol, little gourd, bottle gourd, bitter gourd, snake gourd, ginger and okra. Every Monday, sheep and goat shandy will take place in Peresandra and Sidlaghatta sub market yard. Three hundred and fifty nine traders, 165 commission agents, 130 hamals, eight processors and five weighmen are working at Chikkaballapura APMC.

The sale of agricultural produce in Chikkaballapura APMC is undertaken by open auction, which ensure a fair and competitive price for the agricultural produce and prevent the cheating of farmers by market functionaries. The sale is carried out under the supervision of an official of the market committee.

Chikkaballapura APMC provide marketing facilities to the farmers such as auction platforms, raitha bhavan, shop-cum-godowns, weigh bridge, electronic weighing machine, warehouse, cold storage, administrative office, pump house, canteen, shade trees, guest house, water facility, roads, toilets, street lights, parking facility etc. In this context, the present study was taken up with the following specific objectives:

1. To know the awareness of vegetable growers regarding the marketing facilities available in Chikkaballapura APMC
2. To find out the utilization of marketing facilities by the vegetable growers
3. To know the satisfaction of vegetable growers regarding the marketing facilities at Chikkaballapura APMC
4. To document the problems faced by vegetable growers at Chikkaballapura APMC

METHODOLOGY

The present study was carried out purposively in Chikkaballapura district, since it is one of the major vegetable producing districts in Karnataka state and also it is located in the vicinity of Bengaluru city. The study was confined to Chikkaballapura APMC located at Chikkaballapura town in Karnataka state.

Chikkaballapura APMC was purposively selected for the study from among the four APMCs functioning in Chikkaballapura district, since number of vegetable arrivals are more in Chikkaballapura APMC (22 Nos.) compared to Chintamani (14 Nos.), Bagepalli (9 Nos.) and Gowribidanur (3 Nos.) APMCs.

The maximum arrivals of three vegetables to Chikkaballapura APMC during 2016-17 were tomato (8719.9 t), cabbage (5218.8 t) and cucumber (5033.6 t), hence 30 tomato growers, 30 cabbage growers and 30 cucumber growers (who had supplied their produce to Chikkaballapura APMC during 2016-17) formed the sample. The total sample constituted 90 vegetable growers who had supplied their produce to Chikkaballapura APMC.

The research design adopted for this study was ex-post-facto technique, since it is a systematic empirical inquiry for measuring the phenomenon which has already occurred and is continuing.

A total of 18 marketing facilities (Table 1) were available at Chikkaballapura APMC. Each marketing facility was presented to the vegetable growers and was asked whether they were 'aware' or 'not aware' of the marketing facility. The vegetable growers were also asked to mention whether they have 'utilized' or 'not utilized' the marketing facilities available at Chikkaballapura APMC. As many as 16 marketing facilities (Table 2) were utilized by the vegetable growers at Chikkaballapura APMC. Further, the vegetable growers were asked to mention whether they were 'not satisfied', 'partially satisfied' or 'fully satisfied' with respect marketing facilities utilized by them at Chikkaballapura APMC. The collected data was scored, tabulated and analyzed using frequency and percentage.

RESULTS AND DISCUSSION

1. Awareness of vegetable growers regarding the marketing facilities available at Chikkaballapura APMC

Table 1 presents the data on the awareness of vegetable growers regarding the marketing facilities available at Chikkaballapura APMC. It is observed

from Table 1 that 18 marketing facilities were available at Chikkaballapura APMC.

All the vegetable growers (100.00%) were aware of the facilities like market and sub yard, bidding system, mode of payment, auction platforms, shop-cum-godown, electronic weighing machine, administrative office, water, roads, street lights and parking available at Chikkaballapura APMC. A majority of the vegetables growers were aware of facilities like toilets (86.67%), weigh bridge (63.33%) and Raitha Bhavan (60.00%) available at Chikkaballapura APMC. Half

of the vegetable growers (50.00%) were aware of the guest house facility available at Chikkaballapura APMC, while less than half of the vegetable growers were aware of the facilities like canteen (46.67%) and warehouse (10.00%).

On the contrary, all the vegetable growers (100.00%) were not aware of cold storage facility available at Chikkaballapura APMC. A majority of vegetable growers were not aware of the facilities like warehouse (90.00%) and canteen (53.33%) available at Chikkaballapura APMC, while half of the vegetable growers (50.00%) were not aware of the guest house facility available at Chikkaballapura APMC. Less than half of the vegetable growers were not aware of the facilities such as, Raitha Bhavan (40.00%), weigh bridge (36.67%) and toilets (13.33%) available at Chikkaballapura APMC.

The vegetable growers regularly visits Chikkaballapura APMC for selling their produce utilizing the marketing facilities available at APMC. Hence, majority of the vegetable growers were aware of most of the marketing facilities available at Chikkaballapura APMC.

More or less similar findings were observed by Bhandari and Mishra (2012), Kishore (2012) and Veeresh (2016).

2. Utilization of marketing facilities by vegetable growers at Chikkaballapura APMC

The results in Table 2 reveals that the vegetable growers had utilized 16 marketing facilities available at Chikkaballapura APMC. All the vegetable growers (100.00% each) have utilized facilities like market and sub yards, auction platform, shop-cum-godowns, roads and street lights at Chikkaballapura APMC, while majority of the vegetable growers had utilized the facilities like parking (88.88%), toilets (75.55%), electronic weighing machine (58.89%), administrative office (56.66%), electronic weighing machine (56.66%) and water (52.22%) available at Chikkaballapura APMC. Less than half of the vegetable growers had utilized the facilities such as, raitha bhavan (33.33%),

TABLE 1

Awareness of vegetable growers regarding the marketing facilities available at Chikkaballapura APMC (n=90)

Marketing facilities	Vegetable growers			
	Aware		Not aware	
	No.	%	No.	%
Market and sub yards	90	100.00	-	-
Bidding system	90	100.00	-	-
Mode of payment	90	100.00	-	-
Auction platforms	90	100.00	-	-
Raitha Bhavan	54	60.00	36	40.00
Shop-cum-godowns	90	100.00	-	-
Weigh bridge	57	63.33	33	36.67
Electronic weighing machine	90	100.00	-	-
Warehouse	9	10.00	81	90.00
Cold storage	-	-	90	100.00
Administrative office	90	100.00	-	-
Canteen	42	46.67	48	53.33
Guest house	45	50.00	45	50.00
Water facility	90	100.00	-	-
Roads	90	100.00	-	-
Toilets	78	86.67	12	13.33
Street lights	90	100.00	-	-
Parking facility	90	100.00	-	-

TABLE 2
Utilization of marketing facilities by vegetable growers at Chikkaballapura APMC (n=90)

facilities	Vegetable growers			
	Utilized		Not Utilized	
	No.	%	No.	%
Market and sub yards	90	100.00	-	-
Auction platforms	90	100.00	-	-
Raitha Bhavan	30	33.33	60	66.67
Shop-cum-godowns	90	100.00	-	-
Weigh bridge	9	10.00	81	90.00
Electronic weighing machine	53	58.89	37	41.11
Warehouse	3	3.33	87	96.67
Cold storage*	-	-	90	100.00
Administrative office	51	56.66	39	43.34
Canteen	27	30.00	63	70.00
Guest house*	-	-	90	100.00
Water facility	47	52.22	43	47.78
Roads	90	100.00	-	-
Toilets	68	75.55	22	24.45
Street lights	90	100.00	-	-
Parking facility	80	88.88	10	11.12

*Under renovation

canteen (30.00%), weigh bridge (10.00%) and ware house (3.33%) available at Chikkaballapura APMC.

The vegetable growers have utilized almost all the marketing facilities available at Chikkaballapura APMC, except cold storage and guest house, which were under renovation. The marketing facilities are utilized by vegetable growers since they are very essential for the marketing their produce efficiently. Hence, almost all the marketing facilities are utilized by the vegetable growers at Chikkaballapura APMC.

Similar findings were reported by Joshi (2014), Lamay Bin Sabir (2016) and Veeresh (2016).

3. Satisfaction of vegetable growers regarding the individual marketing facilities at Chikkaballapura APMC

The data in Table 3 reveals that a majority of the vegetable growers were fully satisfied with the facilities like, mode of payment (96.67%), market and sub yards (93.33%), bidding system (93.33%), shop-cum-godowns (93.33%), auction platforms (90.00%), street light (77.77%), electronic weighing

TABLE 3
Satisfaction of vegetable growers regarding the marketing facilities at Chikkaballapura APMC (n=90)

facilities	Vegetable growers					
	Fully Satisfied		Partially Satisfied		Not Satisfied	
	No.	%	No.	%	No.	%
Market and sub yards	84	93.33	6	6.67	-	-
Bidding system	84	93.33	6	6.67	-	-
More of payment	87	96.67	3	3.33	-	-
Auction platforms	81	90.00	9	10.00	-	-
Raitha bhavana	-	-	30	33.33	60	66.67
Shop-cum-godowns	84	93.33	6	6.67	-	-
Weigh bridge	6	6.67	3	3.33	81	90.00
Electronic weighing machine	53	58.89	-	-	37	41.11
Warehouse	3	3.33	-	-	87	96.67
Cold storage*	-	-	-	-	90	100.00
Administrative office	51	56.66	-	-	39	43.34
Canteen	-	-	27	30.00	63	60.00
Guest house*	-	-	-	-	90	100.00
Water facility	-	-	47	52.22	43	47.78
Roads	-	-	42	46.67	48	53.33
Toilets	-	-	68	75.55	22	24.45
Street lights	70	77.77	-	-	20	22.23
Parking facility	-	-	63	70.00	27	30.00

*Under renovation

machines (58.89%), and administrative office (56.66%), whereas 6.67 and 3.33 per cent of the vegetable growers were fully satisfied with the facilities like weigh bridge and warehouse available at Chikkaballapura APMC, respectively.

Table 3 also reveals that 75.55, 70.00 and 52.22 per cent of the vegetable growers were partially satisfied with the facilities like toilets, parking and water, respectively. Less than half of the vegetable growers were partially satisfied with the facilities such as, roads (46.67%), raitha bhavan (33.33%), canteen (30.00%), auction platforms (10.00%), market and sub yards (6.67%), bidding system (6.67%), shop-cum-godowns (6.67%), mode of payment (3.33%) and weigh bridge (3.33%) available at Chikkaballapura APMC.

All the vegetable growers (100.00% each) were not satisfied with the facility such as cold storage and guest house, while a majority of the vegetable growers were not satisfied with the facilities like, ware house (96.67%), weigh bridge (90.00%), canteen (60.00%), raitha bhavan (66.67%) and roads (53.33%). Less than half of the vegetable growers were not satisfied with the facilities like, water (47.78%), administrative office (43.34%), electronic weighing machine (41.11%), parking (30.00%), toilets (24.45%) and street lights (22.23%) available at Chikkaballapura APMC.

It can be inferred from the results of Table 3 that majority of the vegetable growers were fully satisfied with the facilities like market and sub yards, bidding system, shop-cum-gowdowns, auction platforms, street lights, electronic weighing machines and administrative office. While, a majority of vegetable growers were partially or not satisfied with the facilities such as, toilets, parking, water, ware house, weigh bridge, canteen, raitha bhavan and roads. The authorities should improve the facilities, which were quoted as partially and fully satisfied by the vegetable growers leading to effective and efficient marketing of the produce at Chikkaballapura APMC. Similar findings were reported by Bhandari and Mishra (2012) and Veeresh (2016).

4. Problems of vegetable growers at Chikkaballapura Agricultural Produce Market Committee

Price fluctuation of produce, lack of maintenance of raitha bhavan, ware house, cold storage, guest house, roads, toilets, parking space and canteen, and non-availability of water were the problems faced by all the vegetable growers (100.00% each) at Chikkaballapura APMC (Table 4). Malpractices in weighing (41.11%), political intervention (30.00%), non-availability of timely market information (16.67%) and improper management of APMC (13.33%) were the other problems faced by the less than half of the vegetable growers at Chikkaballapura APMC. The above problems may be addressed by the APMC authorities and the government to overcome the problems of vegetable growers at Chikkaballapura APMC. Similar problems were faced by the farmers as reported Veeresh (2016) and Anitha (2017).

TABLE 4
Problems faced by vegetable growers at Chikkaballapura APMC (n=90)

Problems	Vegetable growers	
	No.	%
Price fluctuation of produce	90	100.00
Lack of maintenance of Raitha bhavan	90	100.00
Ware house	90	100.00
Cold storage	90	100.00
Guest house	90	100.00
Roads	90	100.00
Toilets	90	100.00
Parking space	90	100.00
Canteen	90	100.00
Non-availability of water	90	100.00
Malpractices in weighing	37	41.11
Non-availability of timely market information	15	16.67
Political intervention	27	30.00
Improper management of APMC	12	13.33

*Multiple response

5. Suggestions of vegetable growers to overcome the problems at Chikkaballapura APMC

Fixing minimum price for produce, good maintenance / renovation of raitha bhavan, ware house, cold storage, guest house, roads, toilets, parking space and canteen, and provision of water were the suggestions offered by all the vegetable growers (100.00%) to overcome their problems at Chikkaballapura APMC (Table 5). Strict action against illegal weight deduction (41.11%), restriction of political intervention (30.00%), providing timely market information (16.67%) and proper management of APMC (13.33%) were the other suggestions offered by less than half of the vegetable growers to overcome their problems at Chikkaballapura APMC. The above suggestions should be addressed / implemented by the authorities of APMC and the government for the effective functioning of Chikkaballapura APMC.

TABLE 5

Suggestions of vegetable growers to overcome the problems at Chikkaballapura APMC (n=90)

Suggestions*	Vegetable growers	
	No.	%
Fixing minimum price for produce	90	100.00
Proper maintenance/Renovation of Raitha bhavan	90	100.00
Ware house	90	100.00
Cold storage	90	100.00
Guest house	90	100.00
Roads	90	100.00
Toilets	90	100.00
Parking space	90	100.00
Canteen	90	100.00
Provision of water	90	100.00
Strict action against illegal weight deduction	37	41.11
Providing timely market information	15	16.67
Restriction of political intervention	27	30.00
Proper management of APMC	12	13.33

*Multiple response

All the vegetables growers expressed that there is fluctuation of price for their produce, hence there is a need by the government to fix minimum support prices for various vegetables. Chikkaballapura APMC should arrange for proper weighing system and other essential marketing / infrastructural facilities / modern amenities viz., good maintenance / renovation of raitha bhavan, ware house, cold storage, guest house, roads, toilets, parking space, canteen, provision of water etc., so that the vegetable growers may opt to sell the vegetables at Chikkaballapura APMC. Working of existing government regulated markets also needs to be professionalized by promoting public-private partnership in the management. Appropriate legal framework is also required to promote direct marketing and contract farming arrangements as alternative marketing mechanism. Therefore, there is a need to formulate new model policies for agricultural markets.

REFERENCES

- ANITHA, B. T., 2017, An Analysis of functioning of Regulated Market - A Case Study of Hiriyur APMC, *M.Sc.(Agri.) Thesis* (Unpub.), Univ. Agri. Sci., Bangalore.
- BHANDARI, P. AND MISHRA, A. K., 2012, A study on satisfaction level of farmers towards APMC of Dhamtari District. *International Journal of Science of Research*, **3** (12) : 1844 - 1847.
- JOSHI, G. R., 2014, Farmers satisfaction towards performance of APMC, *Economic and Business Review*, **2** (8) : 111 - 117.
- JUNAGOND, MAHESH M. AND HUGAR, L. B., 2011, Market structure for vegetable markets in Karnataka - A Case study of Raichur vegetable market. *International Research Journal of Agricultural Economics and Statistics*, **2** (1) : 87 - 90
- KISHORE, M. S., 2012, Performance analysis of APMC, Mysore. *MBA (ABM) Thesis* (Unpub.), Univ. Agri. Sci., Bangalore
- LAMAY BIN SABIR, 2016, Customer satisfaction parameters for fruits and vegetables, *International Journal of Advancement in Engineering and Technology, Management and Applied Sciences*, **3** (2) : 6 - 18.
- VEERESH, T., 2016, Performance analysis of APMC, Tumukuru, *M.Sc.(Agri.) Thesis* (Unpub.), Univ. Agri. Sci., Bengaluru.

(Received : May, 2018 Accepted : September, 2018)