

Agricultural Marketing and Storage: In terms of center

Dr. RAJESH AGRAWAL
Gurukul College, Raipur (C.G.)

Preamble: -

Agricultural Cooperation Organization and other technical services, the supply of agricultural inputs to farmers under the agricultural production has an important role to increase. Farmers Cooperative organizations purchase additional product grading, processing, storage and marketing Heetu Suvidhayne also provides postharvest. In rural areas, while maintaining the supply line and the distribution of consumer goods including essential commodities equally profitable services is also being provided. These Avshyktaaane to meet the national working at the village level primary Cooperative Development Corporation is providing assistance to cooperatives. Additionally corporation to create your personal storage facility for construction of warehouse, to expand existing capacity and the renewal of rural godowns / Central sector to upgrade/corporation sponsored scheme Mandi, district, regional, state and national level employed cooperative marketing societies is also providing assistance. Indian government that the 10th Five-Year Plan from 2002 to 2007 during the period in rural Godamo construction / renovation/expansion Kradit Linkd subsidies for the scheme was approved in 2002 to provide. In addition to other entrepreneurs eligible under the scheme of construction of rural godowns can be served by the cooperatives.

Thus, according to the rules and practices of cooperative societies in the country's grain storage. In these states, including Chhattisgarh. This is how the storage and construction of these warehouses, the storage, etc. What is the rule, this is the research presented.

1. Construction of warehouses / renovation / expansion :-

Corporate sponsored schemes and 50 tons and 100 tons Kanendraiy sponsored scheme for rural warehouses Nimaaarn commonly primary societies and marketing cooperatives by 250 tonnes to 5,000 tonnes of aid for construction of warehouses and in special cases on the basis of competence 10,000 tons and above capacity for large size Godamo assistance is provided. Kanendro primary cooperatives at the village level as the growth in the developing nations. C. V. Free. Office for the sale of consumer goods store room and wherever necessary in rural warehouses secretary or manager provides support for the creation of habitat. The Corporation's primary cooperatives non - debt transaction development plan and encourages the warehouses full utility. Capital Investment Subsidy Scheme (Rural storage scheme) under minimum capacity of 50 tons without limitation rural godowns building / renovation / expansion assistance are provided to the maximum capacity of 10,000 tons, but the subsidy is received.

2. State the previous fiscal year. C. V. Free. Support provided by :-

The Corporation's 1962-63 debut at various levels in the cooperative sector in the creation of scientific storage facilities and continuous series of attempts. As a result of these combined Pryasane assistance provided by the Corporation and the ownership of Cooperatives, with a storage capacity of 56096 rural and Godamo 9602 marketing year 1962 increased from 63 to 11 million tonnes by the end of March 2004 was 141.19 million tonnes. Corporation Godamane building / renovation / extension programs for various storage under total has been provided total assistance of Rs 68362.19.

3. The Government of India for cooperative storage plan :-

Government of India, Ministry of Agriculture, Marketing and inspections undertaken by the Ministry of Rural Godamane construction / renovation / extension of a capital investment subsidy scheme for rural NCDC storage plan With the pace has been. Under the scheme for all states (northeastern states, mountainous regions, SC. ??SC / ST. Tribes excluding cooperatives) 25 percent subsidy and northeastern states, mountainous regions, Anu. SC / ST. Tribes cooperatives subsidy is 33.33 per cent.

5. Eligibility criteria and procedure :-

Through state funding

Committees eligible for assistance Rjistrar warehouse cooperatives (r. C. S.) Will have to apply. NCDC offices and departments of state cooperative set of applications Regional offices of the service covers. Based on recommendations from the State Government NCDC The program approved construction of warehouses / repair / renovation assistance is granted.

Direct funding under the Scheme for the financial management :-

In the last three Warshae without any erosion of share capital with cash benefits for at least three co-operatives to whom they are employed by Warshae least two Warshae and less than 1.5 times the net profit to be in a position to provide security, they Committees will still be eligible to receive direct financial assistance. NCDC proposal in the prescribed form Can be sent to the Regional Offices.

The meaning and definition of agricultural marketing :-

Meaning :-

General marketing term refers to all marketing functions and services by which the final consumer goods producer is Pahucti, the cooperative processes of marketing under the aggregation, packaging, transportation, storage, selection and category standardization, financial risk management, advertising, etc. The series of connecting the output of the consumption is included in all Kdihya marketing.

Cooperative Marketing Federation of the definition and classification of agricultural life in ancient times - used for subsistence agriculture. Family needs all things - food grains, pulses, cotton, oilseeds, vegetables were produced on his farm. Family requirement arising or resulting goods less in the event of shortages, and would barter with other farmers. The marketing of goods in the period before the farmers were not problems. Like agricultural marketing was not developed. Due to the increase in the volume of agricultural production, technological development and urbanization have caused many problems in the marketing of Kadyanno began, which farmers and consumers before the sale of surplus production in the amount of food required to purchase at the right Price Problems was prominent. These Smsyaaane delivered agricultural marketing. In place of livelihood from subsistence agriculture business commercially accepted.

Cooperative marketing means :-

'Cooperative Marketing Federation is put Kriyaaane means used by all farmers from agricultural production is to reach the final consumer. "" These actions to collect their grading and marketing cooperative authentication, mandis and markets to sell them to move to and including their sale. Agricultural marketing and trading functions.

(1) Coles and owl :-

Food Marketing is the means to perform all business activities, by which the flow of food Vshuaane initial agricultural production space and services (form of farming) is to consumers. Agricultural marketing is part of both goods and services.

(2) Moore, Johal and Khusrau :-

Food marketing is inserted under and all business activities. For grains from producers to consumers who Ph?uchane (storage) space (transport), as (erection) and ownership changes at various times in marketing Madyamane action is marketed by. These actions are guided by Kimtane in independent professional practice. Thomson's approach is more comprehensive.

Agricultural equipment and tools in the modern definition of agricultural marketing achievement is also included. According to Spinks - finishing under the Agricultural Marketing (processing) industries finishing produced from raw material supply and marketing of goods, and the policy relating to the assessment of the demand side is also included.

The importance of cooperative marketing :-

Rich businessmen than Indian farmers are poor and uneducated. They are ignorant of the latest agricultural production, information does not have the proper knowledge of complications of modern marketing. The importance of agricultural marketing itself is increased.

The following variables -

(1) Use of technical knowledge has increased the volume of agricultural production, but the production growth Kriskoe optimum income received from the sale of manufactured goods that may be well-organized marketing system.

Behavioral economics :-

Dr. D. C. Agrawal and Dr. S. C. Jain (bit. B. Publications) Agra page 181 and inspires them to increase production. To increase the income of farmers will increase the national income and expenditure on development works in the country, the more funds will be available.

(2) Agricultural Marketing food and other items available in the country and his home town are able to get that far. Reasonable time and at reasonable prices is not able to get that. There is more than the cost of the marketing process. So much the prices of goods are not available in the required quantity and at the time of their marketing costs in excess of the country's economic growth is malignant.

(3) Economic development plans of the country depends on the success of the agricultural marketing. Of the population depends on agriculture to reduce poverty, prevent rising prices of essential commodities, earning more foreign exchange schemes etc. efficient marketing of agricultural commodities in the country must be arranged.

(4) The country's economic growth is also essential for industrial development. Raw material for the country's major industries - such as sugarcane, cotton, jute etc. is derived from agriculture. Reduce the cost of goods produced and exported them overseas to earn foreign exchange through increased marketing knowledge is helpful. Marketing of agricultural commodities produced and needs of consumers change as their knowledge of the offers.

(5) Agricultural Marketing the country's inhabitants (producers, marketing intermediaries, persons engaged in finishing etc.) to maintain a reasonable standard of living is helpful in revenue. To obtain more income than the amount of the country's residents to purchase industrial goods which is to develop industries in the country's economic development is helpful.

(6) Countries in agriculture - production output means for accomplishing the set goals - such as fertilizers, pesticides, medicines, agricultural equipment, etc. What time and must be available at reasonable prices. Becomes possible only when there is proper marketing in the country.

Type of marketing :-

Currently, the marketing system is found in India :-

Local markets :-

India, most of the farmers in the villages produce is sold in an estimated 60 percent wheat in Punjab, 25 percent cotton and 70 percent to 80 percent in wheat, oilseeds and Uttar Pradesh, 40 percent cotton and 75 percent oil seeds g is given only

in selling. In villages, the villages produce sold moneylender or pawnbroker, village or city merchants or tradespeople to buy their Adhtiye, farmers often are forced to sell produce in the villages, because the lender for the loan remains. Sometimes it happens that when Mahajan lend farmer decides that it will sell the crop itself.

Irregular Mndian :-

Buying and selling of these Mnndio often is ancient law. There is not a certain commercial terms in these Mnndio. They found that a large number of intermediaries. These markets all commissions, brokerage, weighage endowment as many cuts. Commodity price is often fixed broker and jobber. It shows not know illiterate farmer.

Regular markets :-

These markets follows the purchase - is selling. State Farm produce is regulated under the Act is to take these operating license, commission and other deductions etc in these markets has been fixed and the deal is open bidding in India Genhu? regular cotton, sugarcane, jute etc. Farmers markets are found in markets all with fraud and they would not yield a fair value becomes available.

Cooperative marketing societies :-

Societies take part in the marketing of agricultural commodities have commencement, these committees gather its members selling produce sufficient value is obtained.

State trade :-

In India by the state agricultural marketing materials are also important location is obtained, such as state agencies - the Food Corporation of India at harvest time zones near Mndio establishes its special centers.

Where produce is bought at the price set by the government.

Collection and storage system :-

Storage house refers to the special arrangements for the storage of goods in the context of agricultural marketing means farmers producing storage housekeeping Surkshti to the collection and storage of goods on debt service is to provide security. Withholding food to the farmers to generate power.

In 1956, for the construction of storage facilities in the country, agricultural production Corporation Act was passed. Under the Act, a national cooperative development in the country and Warehousing Corporation and State Warehousing Corporation has been established. Suvidhaane collection and storage of this type in the country's development in all three areas - public (FCI, cooperative and private, cooperative and State Warehousing Corporation), cooperative and private sectors is in. In all three areas, and the number of warehouses for storage capacity continues to increase.

Central and State Warehousing Corporations Home for the development of warehouses for the storage Suvidhaaane - location of the building in the country and spread their nets. In March 1999, 458 Kanendrai warehouse storage warehouse State Warehousing Corporation and 1371 were corporations. The total storage capacity is 18395 mt.

Marketing Information Service :-

In the marketing process, marketing information service is also essential marketing functions. In marketing is working. Upon receipt of marketing information to various entities marketing process is smooth and easy to operate. Marketing information service markets all the prevailing price in the market for sales volume of commodity arrivals, prices, etc. Knowledge of the potential buyers which includes the purchase - sale is necessary to make decisions. Farmers in India and the market prices of various crops in different mediums such as information about their inward news papers, radio, television, etc. are provided regularly.

Commendable work in this direction is being controlled by the agricultural produce markets all but still lack such information is found in villages. Due to illiteracy and Ajtrnta the information does not reach ordinary farmers. Therefore, new measures are needed in this direction.

Using standard weight measure of weight :-

Weight gauge in the current system where controlled markets all Naptul Distribute standard is used. The redundant by the uncontrolled markets all small traders are. This is the case in the villages bordering Hanto. Distribute Naptul and conditions. Naptul first government to deal with the situation and Distribute standard divide and Naptul Act passed in 1939. Distribute these access control markets all across the country have been mandatory. Distribute dissemination of these Mitrki system now also popular in the rural areas have become. To supervise and control the use of these Distribute Naptul departments have been established in all states.

Agricultural insurance programs :-

Such as natural calamity of various agriculture - Ativrishti, drought, hail, fire, storm affected by the diseases and the levied varies. These natural Apdao extent of potential losses caused to farmers by the method of defense is called agricultural insurance. As the amount of life insurance installment simple common man's life makes just as much protected by farmers under the agricultural insurance premiums of the insurance payments due to natural disasters or animal died when his crop destroyed waste resulting from the heavy indebtedness and protects.

Public procurement and support pricing :-

Government growers and their produce to fair value less cost to consumers through the public distribution system aimed at providing food commodity per year, based on the recommendations of the Commission for Agricultural Costs and price

are. FCI declared crop production buys directly from farmers at a price. And then they need through the public distribution Pranali sells consumer.

Marketing staff training facilities :-

Agricultural Marketing agricultural marketing staff has many drawbacks. So they must be trained. Although currently the training in Nagpur and Hyderabad and Lucknow where Kanendra marketing department and senior officers are trained nearly 7,000 individuals have been trained. However, in this direction by increasing the number of training Kanendro more staff should be trained.

Marketing Research & Surveys :-

Marketing research and surveys to improve marketing arrangements should be made so as to address the crew. And he tried to look away. A directorate under the Ministry of Agriculture, Government of India Kanendraiy is marketing and Directorate. The Agricultural Marketing Agricultural Horticulture and Animal Husbandry of the things that makes recommendations based on the survey AND RESEARCH variety Kanendraiy government frames rules the functioning of the Directorate is slow. The rapid expansion and diversification of the survey work should be brought.

In conclusion it can be said that the agricultural economy is of particular significance in the system of sales. If the farmer does not own the reasonable cost of materials not her economic situation could improve. In India, where there is a need to increase the agricultural production on the other hand, yield even greater need is to improve sales of its goods to the farmer to get a reasonable price.

The official purpose of marketing :-

Segments of society - producer, consumer, intermediary and marketing studies for the government are different. Additionally, each class not meet the marketing objectives.interests are opposite to each other. The third section of the society Marketing - Mediator - the official sales and marketing wants to make profit. The government's objective in terms of marketing by producers to manage product sales due to the advantageous price. Items to consumers at reasonable cost in the amount necessary to provide better pricing and marketing services to mediators so that all sections of society together Skeen flourishing.

(1) Producers :-

Farmers marketing-purpose - the proper and orderly marketing of productive farmers is the sale of goods produced on the farm as possible to get maximum benefit. Farmers form the object produced from the amount of benefit depends on the volume and price. The amount of income of the farmers from farm production policy and influence the capacity to be a good marketing method of selling products from farmers, so farmers get a fair price for the item is also intended to enhance the product so good marketing method The increase in production of goods in the country is self-sufficient

in food production in the country is considered necessary to create.

(2) Consumer marketing objective :-

The marketing system in the country aspire for consumer goods, which they like food oilseeds, pulses and variety of items appropriate to provide the required amount at the minimum price. Unlimited needs with limited income consumers want. Efficient marketing system is considered reasonable in prices of essential commodities.

(3) Marketing :-

Mdhystho involved in the marketing objective of marketing is the hope of moderating the marketing system which he made in the marketing process, marketing functions and services to provide the maximum benefit. Marketing is the process by marketing Mdhystho. Marketing Marketing mediator in action until then lived until he receives a fair price for their services. When not receiving the proper amount of marketing process benefits Upane marketing intermediary business other than the business is trying to get the country's marketing system is disorganized damage to the interest of both the producer and the consumer is payable.

(4) Marketing to government :-

Government for the purpose of marketing system is the best marketing system means a minimum price at which consumer goods provided the necessary amount of reasonable quality, reasonably priced products while reminding producers increase production inspire and marketing intermediaries for services rendered by them to receive the appropriate amount given the three sections of the society to develop together.

Different theoretical purpose of marketing - has become the practical purpose of individual and class.

Cooperative Marketing Federation of management and organization of the committees set up in Chhattisgarh

The purpose of the repository creation

The purpose is the repository are built :-

1. Farmers Merchants Provide consumers and individuals collection of objects.
2. Fulfillment of Kadyano overhang and decline in prices of other reasons to lower.
3. Fire from theft and other reasons to protect the collector from Nuksano.
4. Scientific storage of goods quality and quantity of items to be deleted during the storage location.
5. The articles 50 to 75 percent of the product price Sngrhnkrtao deposits as loans provided by the bank.

Storage issues :-

Merchants through personal interviews, it was discovered that a major problem for them is the storage of purchased goods. Cooperative Marketing Federation according to plan appropriate repository and traders in each market for the provision of adequate outlets must be by Mandi. This scheme often repository and stores were built in each market, but the market is not enough, given the number of traders. Due to the inadequate system, so he does not get all the traders also purchased the storage and management of goods, in particular discomfort. The result is that some traders in the market have to warehousing and storage has to Adikanash open terraces. Which is not justified from the standpoint of security. It is certain that not every trader the facility may be provided. But at least the appropriate arrangements must be wholesale traders because they are often more volume purchase value.

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