



MAHARASHTRA STATE AGRICULTURAL MARKETING BOARD : CHALLENGES AND PROSPECTS

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Abstract-

The present paper is focuses on challenges before MSAMB. Maharashtra State Agricultural Marketing Board The Maharashtra State Agricultural Marketing Board, Pune has been established on 23rd March 1984, as per the provision of Sec.. 39 (A) of the Maharashtra Agricultural Produce Marketing (Development and Regulation) Act of 1963. During the year under report, Maharashtra State Agricultural Marketing Board has completed 33 years of its dedicated service to farming community. Maharashtra State Agricultural Marketing Board is very much proud of the developmental work it has done through its last 33 years work in the field of Agricultural Marketing in the State of Maharashtra. During the year under report Marketing Board has implemented various projects, schemes, new program for farmers & farmer cooperative organization to modernize & strengthen the Agricultural Marketing. The customer or merchant gets benefit to purchase the product at one place and government price. Due to this market all types of wages or expenses related with to sell its product is on merchant not on farmer. Farmers are enjoying the benefit to sell his product to merchant or not at decided price. Government decides the price of different agricultural product so that at all level price is same. This market protect to farmers against the misleading or unfair trade practice. The agricultural market is very much helpful to the farmer and the customers or whole seller merchant because all types of goods are available on one place.

Keywords- Agricultural, Marketing, Farmer Organization, Marketing Board

Introduction-

Maharashtra State Agricultural Marketing Board (MSAMB) to undertake the Integrated Environmental and Social Assessment (IESA) study for the Maharashtra Agricultural Competitiveness Project (MACP) in the state. MSAMB is implementing the MACP in Maharashtra with the support of the Government of Maharashtra (GoM) and the World Bank. Prior to MACP implementation, MSAMB has proposed to carry out an Integrated Environmental and Social Assessment (IESA) study to assess the environmental and social concerns associated with the proposed project interventions and factor in the key learnings in the project planning and implementation.

India is the Agricultural country and 65 % to 70 % people are related with agriculture. They are totally depending upon monsoon. They also believe in luck. In the past when money is not available means Barter systems the farmers used exchange their goods with others and take that goods which he required. So there is no need to agricultural market. But at now the money is a main thing and satisfy the human wants through money. So farmer needs the market when he sold his product to customer with protection. Agricultural Marketing is an area for the "second generation" of green revolution problems. Indian Marketing is undergoing a significant metamorphosis because of economic liberalization and globalization. Infrastructure development is the critical factor for determining the success of marketoriented strategy and macro-economic policies in developing countries. Both national and global players are trying to capture the urban markets of India, which has already reached a saturation level, and it is extremely difficult to tap the urban markets with high profit margin. In export market, a firm has to face challenges from Multi-National Corporate (MNCs), other foreign companies and domestic firms of the concerned export markets. While urban market or export market is difficult to plough, rural market is relatively easy and feasible to cultivate, in India. They buy the agricultural product to desire quantity and desire quality.

Objective of the study-

1. To study the Profile Maharashtra State Agricultural Marketing Board
2. To study the challenges before Maharashtra State Agricultural Marketing Board.
3. To study the Financial Progress of Development of Maharashtra State Agricultural Marketing Board

Methodology of study-

The study is based on secondary data. The secondary data have been collected from journals, text book, publications such as Maharashtra State Agricultural Marketing Board published in annual reports and collected from various web sites.

MSAMB Profile

The Maharashtra State Agricultural Marketing Board (MSAMB), Pune was established on 23rd, March 1984, under section 39A of Maharashtra Agricultural Produce Marketing (Development & Regulation) Act, 1963. MSAMB has done pioneering work in the field of Agricultural Marketing in the State and achieved success in various areas. MSAMB is having an important role in developing and coordinating agricultural marketing system in the State of Maharashtra. Agriculture Produce Market Committee REGULATION Agriculture produce means all produce (whether processed or not) of agriculture, horticulture, animal husbandry, pisciculture and forests as specified in the schedule. The APMCs were established by the State Govt. for regulating the marketing of different kinds of agriculture and pisciculture produce for the same market area or any part thereof. The Maharashtra Agricultural Produce Marketing (Development & Regulation) Act was passed in the year 1963, with a view to **regulate the marketing of agricultural and pisciculture produce in market areas.** **52 Constitution:**

Every market shall consist of:

1. Agriculturists residing in the market area and being 21 years of age on the date specified from time to time by the Collector in this behalf
2. Traders and commission agents holding license to operate in the market area.
3. Chairman of the co-operative society doing business of processing and marketing of agriculture produce in the market area. Chairman of the Panchayat Samiti within the jurisdiction in which the market area is situated, President or Sarpanch of the local authority within the jurisdiction of which the principal market is situated. Deputy Registrar of Cooperative Society of the district, the Assistant Cotton Extn. Officer or where there is no such officer the district Agriculture Officer of the Department of Agriculture.

The Act provides for establishment of Market Committees in the State. These Market Committees are engaged in development of market yards for the benefit of agriculturists and the buyers. Various agricultural produce commodities are regulated under the Act. At present there are 305 APMCs with main markets and 603 sub markets.

Major programs of Implementation:

1. To advise the market committees for making improvements in their functioning and make available financial assistance for the same, so as to develop better agriculture marketing system. Maharashtra State Agricultural Marketing Board, Pune Annual Report, Year 2016-2017 4
2. To make available the necessary technology to various Fruits & Vegetable Marketing Cooperatives and also help them to set up their projects such as Pre-cooling and Cold Storage, Value Addition Centers, etc.
3. Import various types of Seeds, Samplings, Bulbs, and Agro-chemicals etc. as per the demand of farmers and to make them available at reasonable rates.
4. Computerization of action process & office activities of APMCs.
5. Software development and implementation for various activities of State Marketing Board, Directorate of Marketing & APMCs.
6. To arrange and organize the Seminars, Workshops, Training programs, etc. for officials & non officials of APMC's. on the subjects related to Agril Marketing
7. To promote setting up of Hi-tech Agro projects in the State in Co-operative sector and help them for domestic as well as export marketing of their products.
8. To participate in & organise various exhibitions related to agriculture & Agricultural Marketing.
9. To give financial assistance at low interest rate to APMCs for implementing the agricultural produce pledge finance scheme.
10. To arrange for sending samples of agro produce of farmers to prospective foreign buyers and give the latest information regarding export to farmers & farmers associations. Also undertake commercial export of agro produce on behalf of farmers

CURRENT AGRICULTURE TRADE SCENARIO OF MAHARASHTRA

Agriculture is the mainstay of the state of Maharashtra. Maharashtra's economy is predominantly agrarian. It is the main occupation of the people. Both food crops and cash crops are grown in the state. Principal crops include rice, jowar, bajra, wheat, pulses, turmeric, onions, cotton, sugarcane and several oil seeds including groundnut, sunflower and soybean. The state has huge areas, under fruit cultivation of which mangoes, bananas, grapes, and oranges are the main ones. The total irrigated area which has been used for crop cultivation is 33,500 square kilometers. The agriculture in state is predominantly rain-fed. The state has 24 per cent of drought-prone area of the country. However state has potential

for growth in agricultural sector in spite of challenges. Agriculture & allied activities sector plays an important role in the economic development of the State. The share of agriculture & allied activities sector in the total Gross State Value Added (GSVA) is about 12.2 per cent during 2016-17 as against 15.3 per cent during 2001- 02 which shows declining trend over the period, whereas major portion of the population is still dependent on this sector. Reduction in average size of agricultural holdings, increasing number of marginal & small farmers, dependency on monsoon & weather, low productivity are the major concerns of the agriculture sector in the State. Though, the share of the allied activities in the Agriculture & allied activities sector is comparatively less, its contribution with reference to livelihood is of immense importance. The increasing consumption of fruits & vegetables, milk & milk products, poultry, meat, fish and flowers due to changing lifestyle indicates substantial growth potential. This potential needs to be tapped to the greater extent for enhancing farmers' income. The land utilization statistics for 2016-17 depicts that of the total 307.58 lakh ha geographical area of the State, the gross cropped area was 232.24 lakh ha while the net area sown was 169.10 lakh ha (55.0 per cent). Sustainable Development Goals envisages promotion of sustainable agriculture and ensuring availability & sustainable management of water. Accordingly, the major initiatives like, enhancement of crop productivity, improving yield and quality of horticulture & floriculture, reducing cost of cultivation, integrated farming system approach, promotion of group farming, soil & water conservation for moisture security, creation of quality infrastructure for storage and processing to control wastage, post-harvest technology for value addition, promotion of value addition chain, promoting export of agriculture produce, agriculture credit and risk mitigation are incorporated in the Vision 2030 document of the State. Horticulture holds on an average 30 per cent share in Gross State Value Added (GSVA) of crop sector.

Challenges before Maharashtra State Agricultural Marketing Board

1. Maharashtra State Agricultural Marketing Board-The second challenge is for Extension to continue to provide an example by demonstrating the required knowledge, skills, and attitudes within our own organization. We might call this a rededicated initiative to "practice what we preach and preach what we practice."
2. "focus" strategy concentrating on one subject matter area such as interpersonal skill development necessary to build relationships or developing negotiation skills through learning partnerships.

3. Storytelling as a strategy to introduce new ways of thinking and doing things in food chain working relationships.
4. Team building to include special teams to handle relationship building and cooperation to meet strategic marketing opportunities and threats that arise.

Conclusion

As facilitators, we in Extension must recognize that adversarial (control-oriented) marketing approaches are increasingly giving way to more positive "win-win" (commitment-oriented) approaches seeking mutual gain in working relationships. Relationship building and associated knowledge, skill, and attitude development become vital keys to our clientele's success. This surfaced need calls for Extension leadership initiatives in teaching and learning programs concentrating on awareness, knowledge, and skill development in these areas. The general outcomes of such programs center on increasing traditional farm income and revenue stability, and securing new marketing opportunities in Maharashtra State Agricultural Marketing Board

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