

## **CHANGING PATTERN OF AGRICULTURAL MARKETING AND GROWTH IN ARID RAJASTHAN**

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Agricultural marketing occupies a key position in the economy of the countries like India, because it mobilizes latent economy energy for the fullest utilization of productive capacity and also provides a base for economic integration. The present system of agricultural marketing is a reflection of contemporary spatial organization of economy, as well as of social and political conditions. Therefore, there is a need to study the changing pattern of marketing system which not only unfold the entire growth ecology of the system but also provide a base for development or planning.

Development of markets and marketing or market place exchange system is a result of a long play of factors, geo-economic as well as sociocultural and historical. Therefore, there is an argent need to study the temporal aspect of the development of marketing systems in order to understand their present nature.

Although the history of the growth of marketing in Rajasthan is very much similar to that of northern India, yet it has its own characteristic features which can be explained by systematic analysis of the pattern of agricultural marketing in :

- i. Ancient Period,
- ii. Medieval Period,
- iii. British or PreIndependence Period, and
- iv. Modern or PostIndependence Period.

### **ANCIENT AND MEDIEVAL PERIOD:**

In primitive cultures, when man was a nomade and used to meet his needs by haunting or making use of forest products, there was no question of any sort of reciprocal exchange. The various types of economic systems (including) exchange have their beginning with the development of social institution. Infact, "the exchange system is nearly on one aspect of regularities of social relationship". Belshaw, (1965) The market place exchange

systems in India is as old as its civilization, but no systematic account is available. The present analysis is based on scattered historical references and a preliminary attempt to trace the important from the Vedic period to successive periods of Indian and Rajasthan history.

The popular system of exchange was barter. The thing given in exchange was called *nimana*, and one received for it, *nimeya*. Patanjali refers to the guiding principles in all barter transactions, namely, the invariable nature of the ratio. The valuation was determined on the basis of one portion of *nimeya* (the thing to be bought) with several portions of *nimana* (thing to be given in exchange) (Puri, 1957). Although coins were also in use, such as *satamana*, *Savarna*, *Sabna*, *Karaspana*, with its lower denomination as *ardha* or half *pada* quarter, quarter etc. In all transactions, there were three persons, the person who gives the person who takes and the person who watches.

During early medieval period the region under study was inter-linked with other parts of the northern India. As per records the principal articles of interstate trade in the 17<sup>th</sup> century, according to Nainsi, there were cloth, tobacco, grains and salt places were interconnected with roads for such trade include Jalore, Phalodi and Merta which were all parts of the Jodhpur state. Banjaras played an important role in the maintenance of the outward and inward flow of commodities. Dastari records of 1783 A.D. show that their arrival at Jodhpur was welcomed, particularly if they were brought during famine. In that year, Maharaja of Jodhpur bestowed a pearl necklace and a robe of honour on Dhanna, Durga, Moti and their leader Nanu who came to Jodhpur with grains. (Sharma, G.N.).

Pali described by Tod as the connecting link between the sea-coast and the northern India. The commercial centres of erstwhile Jodhpur state were Jodhpur, Leirta, Parvatsar, Nagour, Didwana, Pachpadra, Phalodi, Piper, Balotra (Hunter). These centres are still important markets of the region.

Hanumangarh is a railway junction well connected by road also with all the important trade centres of the district. A big Mandis being constructed here by the Bhakra Mandi Development Board. Sadul Shahar, Gujrat and Sangria are other important markets of the district which are located on the railway routes & also well connected by road. Much of the property of the area is due to Baniyas (traders) born in the area who go all over India and beyond its borders engage in trade. These traders keep up connection with their villages and return from time to time in search of health, to marry their children and for rest and recreation when they accumulated wealth. The main items of imports are rice, wheat, tobacco, sugar,

cotton, textiles, oils, gold, silver, tea, coffee, coal, etc. Items of exports are wool hides, skin boues, gypsum and agricultural produce.

### **BRITISH OR PRE INDEPENDENCE PERIOD**

The British period may be considered as a period of exploitation of resources, that too for the sake of foreigners. But at the same time, this was a period of economic development in terms of agriculture, industry, transportation and marketing. Among the important fundamental contributions made by the Britishers were, development of roads and railways in various parts of the country, thus helped in growth of new market centres. A structural change was taking place in the field of agricultural production and marketing. The crop pattern underwent remarkable changes and subsistence farming was giving way to commercial farming, local, regional and terminal market centres for various commodities were established. But the marketing systems was still primitive and the marketable surpluses of the majority of the producer – seller were meagre. The farmers were at the mercy of money lenders and various practices in selling method, price fixation, weight, payment, quantity, market allowances, market charges, accounts, etc. were prevalent.

The trade centres developed during medieval period still not only service but also grown and have become important trade centres. The trade/market centres of this period was Jodhpur, Pali, Nagour, Efarmer, Jhunjhunun, Bikaner, etc.

In fact British period may be considered as a period of growth in the field of agricultural markets. The trade was expanded interstate cooperation has developed and due to improvement in transportation system more and more producers have started to visit market centres either for sale of their product or purchase of.

### **POST INDEPENDENCE PERIOD**

#### **AGRICULTURAL MARKETING BEFORE REGULATION :**

Immediately after independence market regulation has not been introduced but traditional marketing system which was prevalent during medieval and British period continued till the introduction of regulation. The traditional system of agricultural marketing was trade oriented.

#### **HEAVY VILLAGE SALES OF AGRICULTURAL COMMODITIES :**

A majority of farmers in India sell a large part of their produce in villages which results in low returns for their produce. The extent of village sales varies from area to area, commodity to commodity and also with the status of farmer. The factors responsible for village sales are :

- a) Farmers are indebted to village moneylanders, traders or land lords. They were often force to sell the produce to them at low price.
- b) Transport Bottlenecks : Many villages are not connected by roads. It is difficult to carry the produce in bullock carts to markets which are often situated at long distances.
- c) There is a small quantity of marketable surplus.
- d) Pershiability of the product : Most of the pershiable products needd to be marketed in villages because of their low keeping' quality.

**i. POST – HARVEST IMMEDIATE SALE BY FARMERS :**

A majority of the cultivators tend to sell their produce immediately after the harvest at the low prices prevailing at that time.

The reasons for the existence of post harvest immediately sale of produce by farmers are :

Poor retention power of the farmers arising out of their pressing needs for the payment of land revenue.

Inadequate storage facilities available in the villages, either private or public.

Fear of loss of the produce by fire, theft and other climates.

**ii. INADEQUACY OF INSITTUTIONAL MARKETING INFRASTRUCTURE AND LACK OF PRODUCERS ORGANIZATION**

Farmers were disorganized and marketed their produce individually. Because of their low bargaining power, they had to deal with traders having a strong organization. The reason for the lack of organisation among them which in turn, was responsible for their poor bargaining power are :

- a) Caste feeling among the farmers, Agriculture is generally carried on by caste persons.
- b) Locational disadvantage and difficulty in bringing them under one organisation.
- c) Difference in the size of holdings and the surplus available with farmers.
- d) The marketing aspect was not given due to consideration by the farmers because of their ignorance.

**iii. EXISTENCE OF MANY MIDDLE MEN**

The marketing of agricultural products is a business which does not attract any restriction, such as social or governmental, for entry as market middlemen.

There is a number of middleman between the producer and the consumer.

**iv. LACK OF RELIABLE AND UP TO DATE MARKET INFORMATION :**

There was no reliable channel for the communication of price information, to producer farmers. In the absence of this information, farmers depended on the hearsay reports which they received from the village merchants. In such an uncertain situation farmers sold the produce right in the village at low prices.

**v. LOW MARKETABLE SURPLUS OF A LARGE VARIETY OF PRODUCTS :**

Most Indian farmers grow a number of crops, both in the Kharif and the Rabi seasons. Not only this, they also produce a number of varieties of each crop. That is why the products available for sale with these farmers are many in number, through the quantity of produce, they receive very little attention from traders.

**vi. ABSENCE OF GRADING AND STANDARDIZATION OF PRODUCE :**

A large number of farmers have little knowledge of the practice of the grading of the produce prior to its sale. They usually mix up superior and inferior quality products to make a single lot. As a result, they get a lower price for their produce. In the absence of grading, there is the practice of deliberate adulteration of products by traders as well as farmers during the marketing process.

**REGULATION OF AGRICULTURAL MARKET IN ARID RAJASTHAN**

In order to ameliorate above mentioned conditions the need for setting up a market regulation was felt and an agricultural marketing organization was created in the state of Rajasthan in Department of Agriculture in the year 1936. The marketing organization was headed by a State Marketing Officer and 2 Assistant Marketing Officers. Their main functions were (1) marketing survey and investigations (2) establishment of regulated markets. Work pertaining to collection and dissemination of market intelligence, grading, etc. was also undertaken.

The present functions of the State Agricultural Marketing Organizations are as under:

- (a) Markets Survey and investigation with a view to spot light the weakness and drawbacks of the existing system of Marketing.
- (b) Grading and Standardization including setting up of grading centres, Agmark grading laboratories, commercial grading at the producer's level and development of grading consciousness among the producers and consumers.
- (c) Collection and dissemination of market intelligence including ordinary and secondary wholesale prices, retail prices and collection of information regarding arrivals, exports,

stocks, e.t.c. in different markets all over the State and compilation of these into a weekly review, Broadcast of daily prices and weekly reviews over All India Radio.

(d) The suggestion and implementation of market reforms including the administration of Rajasthan Agricultural Product Market Act, 1961.

### GROWTH OF REGULATED MARKETS IN ARID RAJASTHAN:

In 1961, the regulation of agricultural markets was started in Arid Rajasthan. Nagour was the first regulated market in the region established in 1961. But in 1964, their number reached upto 10, of these six in Ganganagar district and four in Pali district. In very next year, i.e. 1965, 11 more markets have been included in this category. The following table indicates the pattern of the growth of regulated markets in the region under study.

**Table: 3.1 Growth Of Regulated Markets Kums In Arid Rajasthan**

1964	Sriganganagar, Kanpur, Kesrisinghpur, Raisinghnagar, Hanumangarh, Gajsinghpur (Seiganganagar), Pali, Sojat Road, Rani, Sumerpur (Pali).	10
1965	Bilara, Piper City (Jodhpur), Kuchaman City, Marta City (nagour), Vijainagar, Sangaria, Padampur, Sadulshahar, Pilibanga, Nohar, (Ganganagar)	11
1967	Ehinmal (Jalore), Neem Ka Thana, Sri Madho pur (Sikar). Bikaner, Nokha (Bikaner), Nagaour (Nagour), 9 Jait ran (Pali), Sikar, Fateh pur (Sikar), Surajgarh (Jhunjhunun), E(armer & Balotra (Barmer)	3
1968	Jodhpur (Jodhpur)	1
1969	Sadulpur (Churn)	1
1976	Sardar Shahar (Churu), Chirawa (Jhunjhunun)	2
1977	Churu, Taranagar, sujangarh (Churu), Didwana (Nagour)	4
1978	Jhunjjhunun, Nawalgargh (Jhunjhunun), Dungaragarh (Churu)	3
1979	Sanchore (Jalore), Rawatsar, Anupgarh (Ganganagar), Degana (Nagour)	4
1980	Jalore (Jalore), Lunkaransar (Bikaner), Suratgarh (Ganganagar), Ratangarh (Churu)	4
1982	Gharsana (Ganganagar), Jaisalmer (Jaisalmer)	2
1986	Goluwala (Ganganagar)	1
1987	Jetsar (Ganganagar)	1
1988	Ridmalsar (Ganganagar)	1
	Total	57

Sources Rajasthan State Agricultural Marketing Board, Jaipur.

It becomes clear from the above table that there are 57 primary markets (HUMS) in the region. The yearwise growth of sub-yards is given in the following table.

**Table : 3.2 The Yearwise Growth Of Subyard In Arid Rajasthan**

Year	Name of the District with Secondary Market	Total
1964	Sojat City (Pali)	1
1965	Hanumangarh Town, Dholipal (Sri Ganganagar)	2
1966	Tibbi, Dabliwal, Bajiwayala, Gogamari, Phephana (Sri Ganganagar), Ranipura (Jalore)	6
1967	Ajeetgarh, Kanwat, Ringuss (Sikar), Mundwa Kuchera (Nagour),	6

	ftnoopshahar (Sri Ganganagar)	
1968	Laxmangarh, Ramgarh (Sikar), Pilani (Jhunjunun), Kosana, Raipur (Pali), Jausar, Fadbazar, Rani Bazar (Bikaner), Ramsinghpur (Sri Ganganagar)	9
1969	Jayal (Nagour)	1
1971	Nimaj, Kushalpur, Anandpur Kalu (Pali)	3
1972	Sidhmukh (Churu), Sri Ganganagar)	2
1974	Gachipura, Borawad (Nagour)	2
1975	Bhagat ki Kothi, Pawata (Jodhpur), Marwar (Pali), Rain (Nagour), Eayat, Ghorimanna (Banner)	11
1977	Nawa, Makerana, Parabatsar (nagour), Rarnsin (Jalore)	4
1978	Losal (Sikar), Khetri (Jhunjunun)	2
1979	Dundlod (Jhunjunun), Mathaniya, Osiyan (Jodhpur)	3
1980	Bali (Pali), Sindara, Chohatan (Earner), Rajaldesar (Churu), Jhakarawali ( Sri Ganganagar)	5
1981	Bisau, Mandawa (Jhunjunun), Bishangarh, Ahore, Rayala, Eiagra, Bakra Road, Siyaia (Jalore), Talwara, Ratewala (Sri Ganganagar)	10
1982	Udaipurwati (Jhunjunun), Khajuwala (Bikaner), Sukhchainpura, Rawta (Sri Ganganagar)	4
1983	Khinwara (Pali), Shiv, Siran, Jasol, Samdari (Barmer), Pokaran (Jaisalmer)	6
1984	Palsana (Sikar), Gudhagod Ji (Jhunjunun), Guramalni (Barmer)	3
1985	Bead (Sri Ganganagar)	1
1986	Falodi (Jodhpur)	1

Source Rajasthan State Agricultural Marketing Board, Jaipur.

### **REGULATED SYSTEM OF AGRICULTURAL MARKETING :**

After regulation and development the producer generally followed will be that producers – sellers first bring the producer to the market. The buyers will be given time to inspect the produce and give their bids and the producer will be sold to the highest bidder after payment. The bidding will be conducted by an auctioneer and his staff who will be employees of the Market Committee. The final transaction will be entered in the auction register of the Market Committee which the buyer & seller will be required to sign. After the auction will be weighed and delivered to the buyer who will be required to prepare the sale account in books prescribed by the Market Committee in triplicate of which one copy will be given to the seller, one in the Market Committee office and the third returned by him. The payment will also be made to the buyer on he same day. This produce is given to the highest after taking the consent of the seller farmer. This method is performed to any other method because it ensures fair dealing to all parties, and because the farmers bring a superior quality

of produce receive a high price. In all the regulated markets, the sale of the produce is permissible only by the open auction method.

The merits of the open auction system of regulated marketing are as follows :

- a) A sale by this method inspires confidence among the buyers and sellers. The seller is able to follow bidding easily.
- b) The auction series as a marketing place for the supply of and demand for goods.
- c) It disposes of the market supply promptly.
- d) A wide variety of goods are available to buyers for selection.
- e) The auction method reduces the number of salesman needed in the process.
- f) The buyers of the small lots are not put to a disadvantage against the buyers of large lots.
- g) All the sections interested in the sale and purchases are well informed about the prevailing prices and can take judicious decisions about the sale and purchase of agricultural commodities.
- h) The payment of the price of the goods is made immediately after the sale if an auction has been completed.

The functionaries involved in regulated marketing are producers, retailers' middleman, merchant middleman, whole sellers, agent middleman, commission agents, brokers, spechulative middleman, Haumals or labourers, weighmen, graders and transport agency.

The present system of agricultural marketing in the region under study is beneficial to farmers as well as to traders also. In regulating marketing system state government also gets funds in the form of market fee which can be utilized for the development of market yard and other rural development programmes.