

ISSN - 2321 - 9831
Issue - IV, Volume - I, July - December - 2014

International Research Journal of
Commerce, Management & Social Sciences

IRJCMSS

Department of Commerce & Research Center

Gramonnati Mandal's

Arts, Commerce & Science College,
Narayangaon, Taluka-Junnar, District-Pune,
Maharashtra, India.



NAAC - Re-accredited 'A' Grade College Affiliated to Pune University
ID. No. PU/PN/AC/100/(1993)

Website : acscnarayangaon.com
Email - acsc232@gmail.com

**International Research Journal of Commerce,
Management and Social Sciences**

ISSN : 2321-9831

Issue-IV Volume-I July-December 2014

Index

Sl. No.	Name of Research Paper & Researcher	Page No.
1 ✓	Model Act: Answering Problem of Agricultural Marketing Dr. Barhate G. H.	1
2	Foreign Direct Investment in Retail Sector Prin. S. S. Shewale, Prin. D. B. Shinde, Prin. S. D. Wackchaure	5
3	A Critical Analysis of Policyholders' Behaviour in Satara Division Pertaining to LIC of India Dr. Dattatraya T. Chavare	10
4	Corporate Governance in India: An Introspection Prin. S. E. Chaudhari	17
5	Customer Relationship Management : Pressing Need of Business Organisations Dr. H. D. Thorat, Dr. Daniel Penkar, Prin. Sanjay Mali	22
6	Corporate Governance in Urban Cooperative Banks of India Dr. D. M. Gujrathi, Dr. J. R. Bhor, Dr. Anil Bhavsar	28
7	Entrepreneurship and Economic Development Dr. Takalkar S. D., Hedich Divsalar	32
8	An Analytical Study of Organizational Culture and Burn Out Stress Syndrome in Selected BPO Organizations Shweta Jain	36
9	A Critical Review of E-Marketing Rupesh Dhumaji Bansode	42
10	Problem of Psychological Maladjustment in the Novels of Anita Desai A. K. Londhe	50
11	Efficiency Audit : An Assessment Of Business Enterprises Dr. Bhosale J. P.	53
12	Effective Communication: An Antecedent in Performance Appraisal System Dimple Buche	59
13	Need for suitable Human Resource Management Policies and Practices in Public Transport Sector Pradnya B. Vhankate	64
14	Impact of Culture on Business Ethics S. R. Pagare	68
15	Why Planning Commission Failed? Avinash R. Natekar	73
16	Impact of Assessee base on Service Tax Revenue: A Comparative Study of Pune Zone and the Country Dr. Khandare M. B.	78
17	Evaluation of Food Security and Public Distribution System in Nanded District Kiran Gangadhar Bhise, Dr. B. R. Suryawanshi	85
18	A Comparative Study of E-Banking with Traditional Banking Vaishali S Doshi	89
19	Commerce Education- Issues and Perspective Dr. G. M. Dumbre	93
20	The Consumer Movement In India Gadhe D. P.	97
21	Business Research: Key Aspect of Business Future Dr. Shirish Nana Gawali	100
22	Responsibility Accounting Dr. S. V. Ghumare	104

TABLE OF CONTENTS

1)	STRATEGIC MANAGEMENT IN DISSEMINATING BUDDHISM OF THAI BUDDHIST MISSIONARY MONKS - Phra Soravit Ahipanyo (Duangchai)	1-3
2)	Buddhist Good Governance to Corporate Governance: Buddhist Wisdom for Development of Economy and Society - Dr. Uthai Satiman	4-8
3)	Organization Learning and Knowledge in Buddhism -Dr. Kanda Pongpha	9-13
4)	Project Management at Low Cost Airlines A study to possibility establishing Low Cost Airlines in Yemen - Ali Mohsen Ali AL-sharif	14-18
5)	Women Entrepreneurs and Information Communication Technology ('Ict') In Yemen - Nasr Mohammed Hamed Alsakkaf - Dr. Vilas Epper	19-25
6)	The University Administration System in Yemen And India - Sonia Mohammed Farea Ali	26-29
7)	Changing Paradigm of Managerial Skills in 20 th Century: In The Context Of Small Scale Enterprises - Dr. Ashok Shrirame - Lakshita Soni	30-34
8)	Practices and Performance of Entrepreneurs in Agro-business India - Exploratory Research - Dr. Sanjay Aswale	35-40
9)	Issues of Women Entrepreneurship in Rural India - Dr. G. H. Barhate	41-44
10)	Women Entrepreneurship in India Sagar D. Bhalekar	45-48
11)	An Effectness of Entrepreneurship in Hotel Industries - Dr Sunil J Bhavsar	49-54
12)	Entrepreneurship Strategies in Emerging Economies Kishor P. Bholane	55-57
13)	Working Capital Management versus Capital Expenditure Management: An Empirical Study - Dr. Bhosle Pandurang Tatyasaheb	58-63
14)	AGRIPRENEURSHIP Birajdar S. G.	64-66
15)	Entrepreneurship and Human Resource Management - Dr M B Biradar - Atish U Rathod	67-69
16)	Women Entrepreneurship: - Selected Issues - Dr. Arjun P. Borade	70-75
17)	Entrepreneurship Challenges and Opportunities in India - Dr.D.B.Borade	76-78
18)	Entrepreneurship and Rural Development - S.P. Budhawant	79-80

Model Act: Answering Problem of Agricultural Marketing

Dr. Barhate G. H.

Head, Dept. of Commerce and Research Centre,

C.D.Jain College of Commerce, Shrirampur.

Email: - ghbarhate@rediffmail.com

Mob: 9423461534, 7588005519

Introduction:

Indian economy has diversified in industrial and service sector. Agriculture still occupies important place. It provides raw materials to agro based industries and contributes 14.6% share in GDP. In the rural area 70% income generated through agriculture sector. The exports from this sector constitute 15 to 20% out of total exports. Agriculture provides developmental inputs to trade, commerce, transport, rural development etc. However, only to call "Produce More" is not sufficient, but it requires efficient marketing system. Agriculture Produce Market Committees provides useful facilities regarding agriculture marketing. In the modern times it requires more freedom to the agricultural producers. Model Act gives comprehensive scope in selling of agricultural products.

Objectives of the Study:

1. To study importance of agricultural sector in Indian economy.
2. To study Agricultural Marketing.
3. To study Maharashtra Agriculture Produce Market (Regulation)Act 1963
4. To study problems faced by agro producer-seller.
5. To study Model Act, the State Agricultural Product marketing (Development and Regulation) Act,2003

Agricultural Marketing:

The two basic elements of an agricultural system are production and marketing. Production is the main function of agriculturist. However, marketing of agricultural surplus and its system is beyond the control of agriculturists and he is unable to determine agricultural produce prices in the existing marketing system. "Marketing is a link between producers and consumers, marketing plays a very importance role not only in stimulating production and consumption but also in increasing the pace of economic development. Its dynamic functions are thus of primary importance in promoting economic activities and for this reason it has been described as the most important multiplier of agricultural development"³ The Problem of agricultural produce marketing has been raised after modernization of agriculture. For fair return for agricultural produce it is necessary formation of adequate marketing machinery. Hence, the success of any agricultural development programme rests ultimately on the efficiency of the marketing system. According the National Commission on Agriculture, "Agricultural marketing is a process which starts with a decision to produce a saleable farm commodity and it involves all aspects of market structure of system, both functional and institutional, based on technical and academic considerations and includes pre and post harvest operations, assembly, grading, storage, transportation and distribution"⁴

Background information on agriculture policy/APMC

The Government is of the opinion that the proposed APMC Act Amendment will address the loopholes of the prevailing APMC Act and strengthen the current marketing system by bringing professionalism and competitive attitude into the system. This, it claims, will be a boon to farmers. At present, we are witnessing an agrarian crisis where farmers are committing suicide across the country due to indebtedness over crops, less yield, and crop loss due to heavy rains in some parts of the country and severe drought in others. In this critical moment, the state government should ideally introduce programmes which will support the farming community.

To speed up the process of privatizing the APMC Act – privatizing APMC act, the central government has gone to the extent of threatening the State Governments by canceling grants meant for certain schemes/subsidies if the state government delays or fails to implement the APMC model act.

Main Features of APMC Model Act

The two main features of the APMC Model Act 2003 are:

- 1) Privatisation of the agricultural sector by encouraging private and special markets and contract farming. Any individual or group can start these markets and the special / private market traders can directly purchase produce from the farms.
- 2) Centralization of power within the state government through nomination of representatives of the market committee.

Maharashtra Agriculture Produce Market (Regulation) Act, 1963:

The basic objects towards the regulation of markets is saving the producer- seller, from the clutches of the trader, middlemen and other market function arise operating in the markets for agricultural produce. With this view various states have passed an Act for regulating the market of agricultural produce. The object of this Act was to improve the economic conditions of the producer- seller by checking the rampant malpractices restored by the middlemen. With this view Maharashtra State Government has also passed an Act in the year 1963. With the implementation of the Act the various regulated markets have come into existence at various District as well as Tahsilis paces of the states. In the Maharashtra State total numbers of villages are 40106 covered under the regulations. Out of six regions Aurangabad is the first and covered 7989 villages, followed by Nagpur 7928 villages, Amravati 7079, Nasik 6212, Pune 5803 and Mumbai is least in this context. 876 Agricultural produce market committees are established in Maharashtra covering 278 principal markets and 598 subsidiary markets.

The Maharashtra agricultural produce marketing (Regulation) Act, 1963-Overview:

The work of unification of various market laws of the state began soon after the formation of Maharashtra state on 1st May 1960. But this process took five years and finally the present Act came into force from 25th May 1967. Accordingly various states prepared their separate acts.

Features of the act:

Open auction or open agreement.

1. Licensed weigh men with standard metric weights and measures.
2. Market amenities.
3. Prohibited unauthorized deduction and Regulate deductions as per law.
4. Dissemination of the current prices and movement of goods in the market.
5. Rules provide for prompt payment of the price to the seller.
6. Sub-committees for the settlement of disputes between the sellers and buyers.
7. Representation of producer-sellers on the committee.
8. Prohibit wholesale trade of the notified commodities outside the market yard.

Problems faced by the Producer-seller:

Regulated markets are mainly formed for the purpose of safeguard their economic interest and control selling purchase activities of agricultural produce, prohibited malpractices, prompt payment to farmers etc. However, these market committees unable to safeguard the producer-sellers' interest. Following problem faced by them.

- Wrong weighting procedure
- Late payment.
- Non standard grading system.
- Non application of rule regarding minimum support price particularly when prices are declined
- Heavy purchases expenses- such as various commission, weighing and measuring charges.

Charging for levy a 30% from producers- sellers, even though it is not permitted by the Hon. Aurangabad High Court.

MODEL ACT : The Agricultural Produce Marketing (Development & Regulation) Act,2003. Agricultural marketing is witnessing major changes world over, owing to liberalization of trade in agricultural commodities. To benefit farming community for the new global market access opportunities. The internal agricultural marketing system in the country needs to be integrated and strengthened. "In this context government of India in the Ministry of Agriculture appointed an expert committee on 19th December 2000 followed by an Inter Ministerial Task Force to review the present system of agricultural marketing in the country and to recommend measures to make the system more efficient and competitive. They suggested various reforms relating to agricultural marketing system as well as in policies and programmes for development and strengthening of agricultural marketing in the country".⁶ The Ministry of Agricultural, Government of India accordingly set up a committee under the chairmanship of Shri K.M. Sahni, additional secretary, Dept. of Agriculture and Co-Operative to formulate a model law on agricultural marketing in constitution with the state. The draft model legislation was fully discussed by the committee at Pune on the 78th and 9th September 2003 and finalized.

Main Features of the Models Act:

The draft model legislation titled the --- State Agricultural Produce Marketing (Development and Regulation) Act,2003.

- 1 Provides for establishment of private market/yards in a one or more market area U/S 45.
 - 2 State government may be notification declare any market as "Special Market" or "Special Commodity Market" after consideration of turnover, serving large area and special infrastructure requirement for particular commodity.
 - 3 Implementation of one licensing policy. Process industries, companies exporters, any private or public company can purchase agricultural produce at where.
 - 4 Purchasing party should pay national market cess only (Levy market fee) whether agricultural produce brought from the state or outside the state into the market area. Such levy/Cess fixed by the state government subject to minimum Rs. 0.50 and maximum Rs.2.00 for every hundred rupees of the price. It is collected at once only. In the process of resold, not necessary to pay levy changes.
 - 5 There is no any deduction from producer sellers.
 - 6 The State Government declares any specified space including any structure, enclosure, open space, or locating in the market area to be a market yard, as the case may be.
 - 7 Formation of direct purchase centers.
 - 8 Public private partnership in the management and development of agricultural markets.
 - 9 Provides separate constitution for special markets for commodities like onion fruits, vegetables, flower etc.
 - 10 Publish & circulate for time the data of arrivals and rates of agricultural produces slandered wise bough in to the market area for sale as prescribed. The agricultural producers can take appropriate decision regarding sales of their product in the market.
 - 11 Contract farming is possible; contract farming sponsor shall registrar himself with the market committee or with a prescribed officer U/s 38(1). It is an agreement between processing and or marketing firms, market intermediaries and the farmers for the production and support of agricultural products under forward agreement frequently at predetermined prices. "the basis of such arrangement is a commitment on the part of farmer to provide a specific agricultural commodity in quantities and quality standards determined by the purchaser and commitment on the part of registered dealer/ businessmen to support the farmers production and to "purchase the commodity".⁵
- The main advantage for farmers is that the sponsor will normally undertake to purchase all produce grown within specified quality and quantity parameters, often predetermined rates. The farmers

can receive advanced techniques related with particular product. In many instances, the larger companies provide their own extension support to contracting farmers to ensure production according to specialization.

12. It will not be necessary to bring agricultural produce covered under contract farming to the market yard / submarket yard / private yard and it may be directly sold to contract farming sponsor from farmers field U/s 40(1).

13. The price of the notified agricultural produce brought in the market yard / submarket yard / private yard shall be paid on the same day to the seller at the above place (U/s 41) (2) (a). In case purchaser does not make payment under clause (a), he shall be liable to make additional payment at the rate of one percent per day of the total price of the agricultural produce, payable to the seller within 5 days U/s 41(2) (b). In case the purchaser does not make payment with additional payment to the seller under clause (a) and (b) above, within five days from the date of such purchase, his license / registration shall be deemed to have been cancelled on the sixth day and he shall not be permitted to operate under this Act for period of one year from the date of such cancellation".

14. Prohibition of commission agency in any transaction of agricultural commodities with the producers.

15. it redefines the role of present Agricultural produce market committees to promote alternative marketing system.

16. Proper grading by following standards. It would facilitate pledge financing, e-trading, direct purchasing, export forward future trading, warehouse facility.

Conclusions:

Through Indian economy has diversified if the share of agriculture in GDP is 14.6%, it provides source of live hood to 65 to 70 cores of Indian population. Agriculture also provides food and raw materials. Agriculture in Indian suffers from many problems like low productivity, defective marketing practices, lack of finance and storage facilities etc. The main problem of defective marketing was solved through development of cooperative marketing in 1960s. But this system developed many systemic ills which harmed the producer farmer. The trader pocketed bulk profit while the farmers received only 70% of the total sale proceeds. In order to overcome this problem the central government persuaded the states to enact model acts for agricultural produce marketing. These acts have been passed in various states. The model act provides for liberalized trade in agricultural produce and it reduces the burden of the farmers regarding various commission, taxes and deductions. The implementation of this act could increase the income of the farmers by 30 to 35%. The farmers would be empowered as they would have liberty to sale their produce wherever they please. As private companies and individuals are also allowed to purchases. Govt. should form private yards and implement the Model Act strictly.

References:

1. Dr. C.Rajendra Kumar and Dr. Sanjay S. Kaptan, Rural Marketing New Dimension, Adityan Publishers and Distributors, New Delhi, 2006, P.P. 5,6
2. A.Shrama Prasad, Agricultural marketing in India, Mittal Publications, Delhi, 1985, P.5
3. Ibid P. 22.
4. Govt. of India, Ministry of Agriculture and Irrigation, Report of the National Commission of Agriculture, Part XII, supporting services and incentives, New Delhi, 1976, P. 110.
5. A Shrama Prasad, Agricultural-Marketing in India, Op-Cit, P.24
6. Model Act, The -- State Agricultural Produce Market Committee (Development and Regulation) Act, 2003 P.1
7. Ibid P. 22.
8. Ibid P. 33. 9. Ibid P. 58,59.
9. Ibid P. 33.