

Socio-Economic Features of Intermediaries and Transaction Pattern of Agricultural Commodities in Narwal Mandi, Jammu

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Abstract

Narwal Mandi, Jammu – one among the three fruit and vegetable terminal markets in Jammu and Kashmir (the other two being Parimpora, Srinagar and Nowpora, Sopore) and is situated in the southern area of Jammu city. The research incorporated both the primary as well as secondary data collection methods. In the research 26 carrying and forwarding agents were selected through purposive sampling for the collection of primary information with the help of structured schedule and the secondary information was collected from Directorate of Horticulture (Planning and Marketing), Jammu and APMC Narwal, Jammu.

Keywords: Forwarding agent, marketing efficiency, Commodity, Regulated Market

Jammu & Kashmir State is predominantly an agrarian economy with about 80% of its population engaged in agriculture and allied sectors. The agro-climatic diversity of the State varying from sub-tropical in Jammu, temperate in Kashmir and cold arid in Ladakh, makes it ideal for the cultivation of horticultural crops i.e. fruit, vegetables, spices, plantation crops, floriculture etc. The goal before the Agriculture Production Department is to enhance the income of farmers and to generate employment in agriculture and allied sectors. The strategy adopted for this purpose is to increase production and productivity of the crops and to enable farmers to diversify their crop production so as to take advantage of market opportunities. The main role of the department is to help farmers to adopt better technology and to facilitate establishment of infrastructure for farm production and marketing. New avenues are being explored for investment.

The department is also promoting diversification of agricultural crops to motivate farmers to move towards low volume-high value crops like vegetables, medicinal plants and niche products like saffron, rajmash, zeera, mushrooms etc. Agriculture has, after a very long time, occupied centre stage in the economic and administrative discourse in the State at a time when all seemed lost due to the dwindling interest of the younger generation in agriculture activities. The concerted efforts of the Agriculture Production Department have triggered a new hope among the people, which promises profitability and dignity in the agriculture as an occupation.

The major fruit grown in the State are apple, mango, walnut, almond, pear, cherry, apricot, peach, plum etc. Kashmiri apple is famous both in taste and appearance. It has gained fame in the export market and fetches a very good return. The major vegetables grown in the state are onion, potato, tomato,

turnip, mutter, radish, carrot, green vegetables etc. and spices like chilies, garlic, turmeric etc. As per Horticulture Department an area of 3.55 lakh hectares was reported under major horticulture crops for the year 2013-14 with 68.35 percent area under fresh fruits. Production of fruit during 2013-14 was 20.74 lakh metric tonnes comprising of 18.41 lakh million tonnes of fresh fruit and 2.33 lakh million tonnes of dry fruit. Export of fruit outside State for the year 2013-14 as per Directorate of Horticulture (P&M) was 12.03 lakh metric tonnes and import of fruit & vegetable during the same year was recorded to be 5.09 lakh metric tonnes (*Digest of Statistics 2013-14*).

Narwal Mandi

The Fruit and Vegetable Market Narwal is one of the terminal markets of Jammu And Kashmir State. It is situated in the southern area of Jammu city. The market is well connected with roads and National Highway 1A (Jammu by-pass). It was established in the year 1980 with a present area of 374 (kanals) approx. The total numbers of shop sites are 513 with 7 auction phars. The transport facility for public is matador service. In the Narwal mandi there are 298 commission agents with 300 number of buyers outside the state. There are two traders association viz, Fruit Association Narwal Mandi, Jammu and Vegetable Association Narwal Mandi, Jammu. The banks associated with Narwal Mandi, Jammu are The Jammu and Kashmir Bank limited and Central

Bank of India. There are two cold storages present in Narwal Mandi, Jammu namely: Bahu Cold Store and KC Cold Store both having the capacity of 4000 MT. (APMC Narwal, Jammu)

MATERIALS AND METHODS

The present study applied tabular and graphical representation of the collected data for interpretation and drawing meaningful conclusions.

RESULTS AND DISCUSSION

The Table 1 and Fig. 1 represent the age, experience and product dealing of carrying/forwarding agents. It has been found that average age and experience of 26 commission/forwarding agents is 47.69 years and 22.73 years respectively. Whereas the average age and experience of 13 carrying/forwarding agents from Narwal Fruit Mandi is 52.77 years and 27.62 years respectively with the eldest respondents in Narwal Fruit Market is having age of 70 years and the highest experience that the respondents have is 40 years. Similarly the average age and experience of rest 13 carrying/forwarding agents evaluated from Narwal Vegetable Mandi is 42.62 years and 17.85 years with the eldest respondent in Narwal Vegetable Market is having 62 years and the highest experience that the carrying/forwarding agents in Narwal Vegetable Market has 35 years.

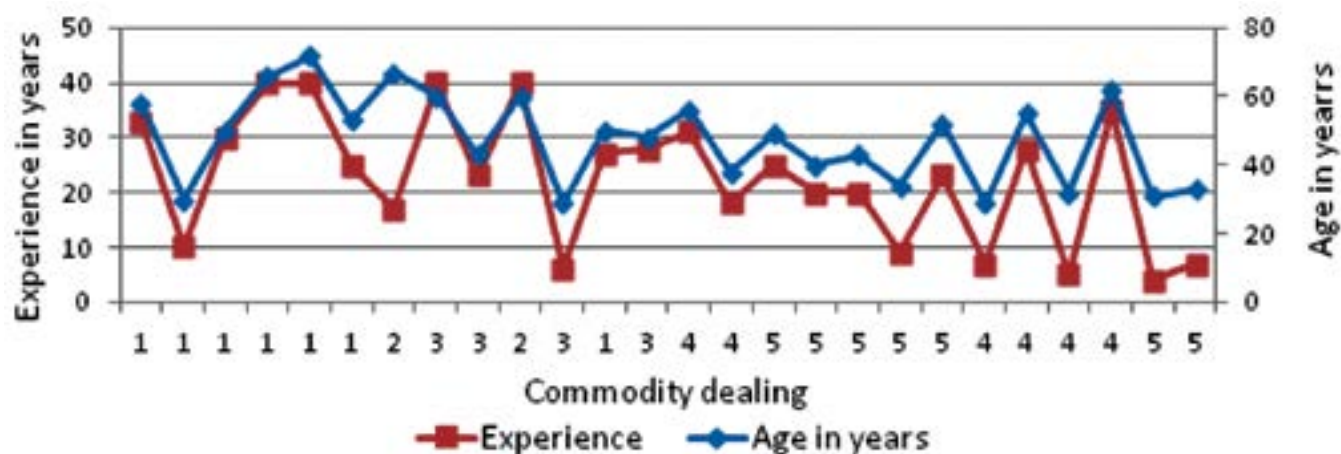
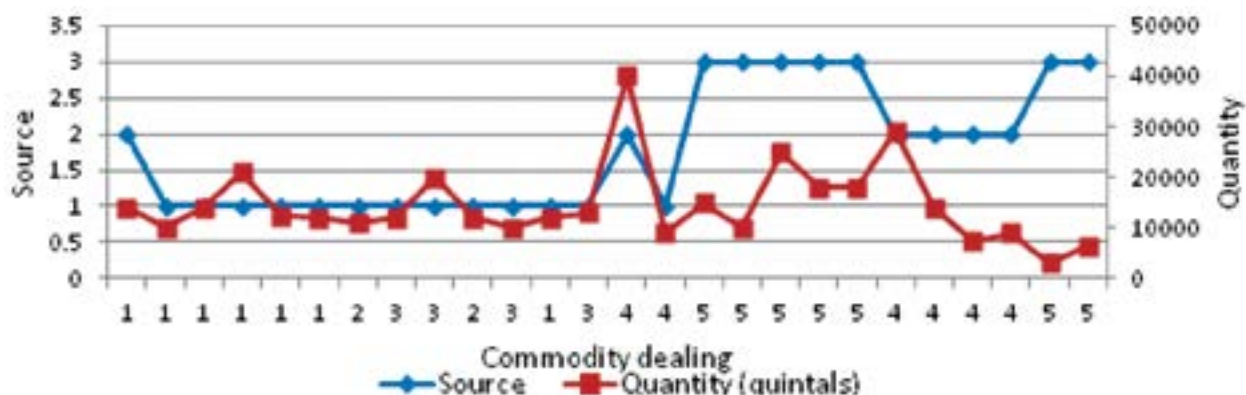


Fig. 1: Age, experience and product dealing of the respondents

Note: - Commodity dealing (1 denotes Fresh and Dry Fruits, 2 denotes Apples, 3 denotes Fresh Fruits, 4 denotes Vegetables and 5 denotes Onion and Potatoes.)

Table 1: Age, experience and product dealing of the respondents

Product	Age in years	Experience
Fresh and Dry fruits	58	33
Fresh and Dry fruits	30	10
Fresh and Dry fruits	50	30
Fresh and Dry fruits	66	40
Fresh and Dry fruits	72	40
Fresh and Dry fruits	53	25
Apples	67	17
Fresh fruits	60	40
Fresh fruits	43	23
Apples	60	40
Fresh fruits	29	6
Fresh and Dry fruits	50	27
Fresh fruits	48	28
Vegetables	56	31
Vegetables	38	18
Onion + Potatoes	49	25
Onion+ Potatoes	40	20
Onion + Potatoes	43	20
Onion + Potatoes	34	9
Onion + Potatoes	52	23
Vegetables	29	7
Vegetables	55	28
Vegetables	32	5
Vegetables	62	35
Onion + Potatoes	31	4
Onion + Potatoes	33	7
Average	47.69	22.73

**Fig. 2: Source of purchase and quantity of commodity dealing of respondents**

Note: Commodity dealing (1 denotes Fresh and Dry Fruits, 2 denotes Apples, 3 denotes Fresh Fruits, 4 denotes Vegetables and 5 denotes Onion and Potatoes.)

The Table 3 and Fig. 2 represents the source of purchase and quantity of commodity dealing by the respondents. It is found that there are three different sources from where respondents get their commodity, viz., Growers, Intermediaries & Growers and Intermediaries & Growers from outside state. The commodities like Onion and Potatoes are mainly brought from outside state whereas fresh and dry fruits are mainly sourced by local (state) growers to these carrying/forwarding agents.

Table 3: Source and quantity of commodity dealing of respondents

Product	Source	Quantity (quintals)
Fresh and Dry fruits	2	14000.00
Fresh and Dry fruits	1	10000.00
Fresh and Dry fruits	1	14000.00
Fresh and Dry fruits	1	21000.00
Fresh and Dry fruits	1	12400.00
Fresh and Dry fruits	1	12000.00
Apples	1	11000.00
Fresh fruits	1	12000.00
Fresh fruits	1	20000.00
Apples	1	12000.00
Fresh fruits	1	10000.00
Fresh and Dry fruits	1	12000.00
Fresh fruits	1	13000.00
Vegetables	2	40000.00
Vegetables	1	9000.00
Onion + Potatoes	3	15000.00
Onion + Potatoes	3	10000.00
Onion + Potatoes	3	25000.00
Onion + Potatoes	3	18000.00
Onion + Potatoes	3	18000.00
Vegetables	2	29000.00
Vegetables	2	14000.00
Vegetables	2	7500.00
Vegetables	2	9000.00
Onion + Potatoes	3	3000.00
Onion + Potatoes	3	6500.00

Note: Source of commodity (1 denotes Grower, 2 denotes Grower + Intermediaries and 3 denotes Outside J&K.)

Pattern of sale of commodity by the respondents

The Table 4 and Fig. 3 represents the pattern of sale of commodity by the carrying/forwarding agents. It is clear from the table and figure that 100% respondents are selling their commodity on commission basis i.e., each and every carrying/forwarding agent is charging some commission from growers/sellers and buyers. However some of the carrying/forwarding agents are first purchasing the products from farmers and sell later on by their own to buyers which contribute to 28.8% of respondents. These respondents are selling these bought commodities either in cash or credit.

Table 4: Pattern of sale of commodity by the respondents

Product	Commission	Cash	Credit
Fresh and Dry fruits	1	1	1
Fresh and Dry fruits	1	1	1
Fresh and Dry fruits	1	0	0
Fresh and Dry fruits	1	0	0
Fresh and Dry fruits	1	1	1
Fresh and Dry fruits	1	1	1
Apples	1	1	1
Fresh fruits	1	1	1
Fresh fruits	1	1	0
Apples	1	0	0
Fresh fruits	1	0	0
Fresh and Dry fruits	1	0	0
Fresh fruits	1	0	0
Vegetables	1	0	1
Vegetables	1	0	0
Onion + Potatoes	1	0	1
Onion + Potatoes	1	0	0
Onion + Potatoes	1	0	0
Onion + Potatoes	1	0	0
Onion + Potatoes	1	0	0
Vegetables	1	0	0
Vegetables	1	0	0
Vegetables	1	0	0
Vegetables	1	0	0
Onion + Potatoes	1	0	0
Onion + Potatoes	1	0	0

Note: (1 denotes yes & 0 denotes no)

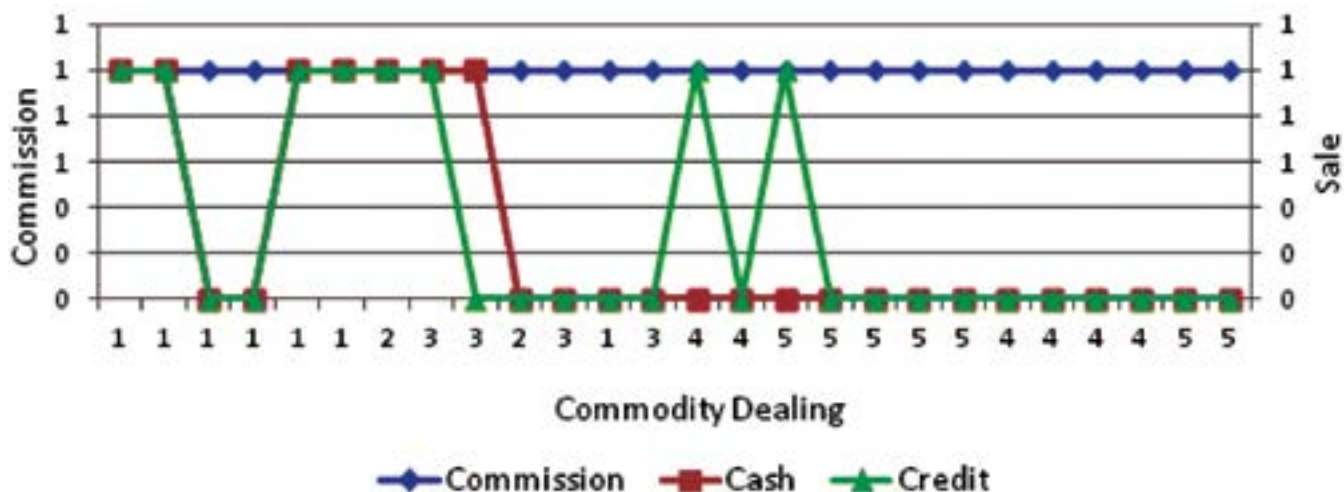


Fig. 3: Pattern of sale of commodity by the respondents

Note: Commodity dealing (1 denotes Fresh and Dry Fruits, 2 denotes Apples, 3 denotes Fresh Fruits, 4 denotes Vegetables and 5 denotes Onion and Potatoes)

CONCLUSION

The study concludes that the buyer fixes the prices at which the commodity is to be sold, the intermediaries are too many present in marketing channels which increases price spread. Moreover the carrying/forwarding agents and growers are facing canteen, dispensary, infrastructure and storage problems which need to be upgraded. The study analyzes that commission and forwarding agents provides platform to the growers and buyers for the exchange of commodities which take place mainly through auctions. These auctions are either hidden or open or both, depending upon the nature of commodity. For this linkage provided to farmer and buyer these carrying and forwarding agents are charging commissions in certain percentages from either farmers or buyers or from both. The percentage of commission charged is fixed as well as flexible depending upon the nature of commodity and relations between the carrying/forwarding agents and farmers or buyers.

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