

Infrastructure Status and Future Requirements of Periodical Markets in Odisha

K.C.Gummalomath¹, Shalendra² and P.Sharma³

Abstract

The present study was conducted to know gaps in infrastructure of Gram Panchayat markets in Odisha and to suggest measures for improvement in the functioning of these markets. Markets selected for the study were grouped into two categories viz., small and big markets based on quantum of arrivals and number of users. Findings of the study revealed that arrivals of all the agricultural produce were four to five times higher in big markets as compared to small markets, except in case of arrivals of oilseeds and fruits. Similarly, the number of vehicles arriving during market days were also on the higher side for big markets. Among the users, on an average, 1823 and 3560 farmers visited small and big markets respectively. The study also analysed the gaps in infrastructure requirement in these markets in terms of utilities for the convenience of the consumers etc. Budget estimates for providing these infrastructures was on an average, Rs.90.14 lakhs for large markets and Rs.33.45 lakhs for small markets. The targeted improvement of activities is suggested based on the gaps in core infrastructure such as cover shed, drying platform, cleaning and grading facilities etc. Provision of services, facilities and outlets for the improved collection, market preparation, transportation and sale of agricultural produce is also suggested. The study suggested that in order to achieve the goal of providing Good Marketing Practices in periodical markets, Regulated Market Committees should take over the ownership and maintenance of markets. As per the budget provisions made in the 13th Finance Commission, the average budget earmarked for developing each market amounts to Rs.40 lakhs. In view of this, the small markets fall within this prescribed budget and hence may be developed solely using the funds from the Commission. For large markets, additional budget may be provided by State Marketing Board or Department of Agricultural Marketing.

Introduction

Indian agriculture has made significant progress since independence in terms of agricultural production but the challenge to convert it into higher profitability for the farmers remains to be tackled. This can only be achieved by integrating the production of agricultural commodities by providing effective and efficient marketing arrangements. Such arrangements should also ensure remunerative prices to the

¹ Deputy Director, MANAGE, Hyderabad.

² Research Officer, National Institute of Agricultural Marketing, Jaipur

³ Senior Scientist (Agril. Economics) Directorate of Soybean Research, Indore.

producers and consistent supply of food to the consumers at reasonable prices. In view of the liberalization of trade, globalization of markets, increased income of consumers, awareness of safe and quality food, etc, effective and efficient marketing of agri-produce has become vital for the overall development of agriculture and the rural economy.

Above all, agricultural markets are the mirror of a nation's agriculture. The quantity and quality of foodstuff available to the population at large is governed primarily by the arrivals of various commodities into these markets. This has implications not only on the product attributes of cost and quality but also on the larger canvas of the relationship between the cropping pattern and the food plate of the consumer. Production of crops in tune with the market demand is the need of the hour. At the same time remunerative price is the major determinant of cropping pattern to get in tune with market demand. In the absence of this incentive, a situation of scarcity or imports might arise. Agriculture markets, hence, also serve as the places for creating awareness among the entire supply chain of the consumers' demands and force them to respond to the changes. The basic objective of setting up of a network of physical markets has been to ensure reasonable gains to farmers by creating an environment for fair play of supply and demand forces and to regulate the practices to ensure transparency. A distinct type of marketing system is prevailing in the state of Odisha which makes it even more vital for the overall development of agriculture in the state. It is observed that, the ownership structure and operational pattern of the markets in the states is heterogeneous with numerous combinations comprising of Regulated Market Committee (RMC), Gram Panchayat Market, markets operated by municipality, private players, etc (Sharma, 2011).

The network of 1000+ markets spread all across the State can play a significant role in the development and strengthening of the agricultural marketing system to accelerate and rejuvenate agricultural growth. It is mainly the Gram Panchayats operating at the grass root level which are very effective in efficient and quick clearance of perishable products like fruits and vegetables.

Periodical markets mainly deal with trading of fruits, vegetables and other agricultural commodities such as food grains etc. Trading of non-agricultural commodities also takes place in these markets but its volume of business may not be as much compared to agricultural produce. These markets are usually located in large villages catering to a cluster of villages of the hinterland of the market. Successful operation of these markets depends upon the location of the markets; number of customers visiting the market; nature, type, quantity and quality of agricultural produce being assembled for sale, systematization of the price fixation mechanism,

etc. These markets usually serve twin purposes viz., as pooling centres for agricultural produce to be sent to urban markets and as retail outlets of agricultural and non-agricultural goods for the consumers in the villages surrounding the market.

The paper is an outcome of a consultancy assignment of the National Institute of Agricultural Marketing, Jaipur to study various aspects of Gram Panchayat markets in Odisha with the following specific objectives:

1. To study the present status of infrastructure development in Gram Panchayat markets in Odisha
2. To study the infrastructure gap in the identified Gram Panchayat markets
3. To prescribe the agricultural market infrastructure along with budgetary requirement in the identified Gram Panchayat markets
4. To make recommendations to improve the Gram Panchayat agricultural marketing system in the state of Odisha

Methodology

The study deals with the modernization of rural periodical markets in Odisha. As indicated by the Government of Odisha, an amount of Rs 60 crores has been earmarked for modernization of 150 markets. The budget is made available by the Cooperation Department of Odisha under the 13th Finance Commission (for the year 2012). Out of 150 markets, 20 RMCs were selected for the study as per the requirement of Odisha State Agricultural Marketing Board. OSAMB indicated the markets under hinterland of 20 RMCs where the requirement of infrastructure was less as compared to volume of arrivals. Data were collected from both primary and secondary sources. For collection of primary information, a structured questionnaire was prepared and the Secretaries of the 20 selected RMCs were given training for providing information in the prescribed format. The information in the prescribed format was provided by the officials of respective regulated market committees.

The gaps in infrastructure were identified through an assessment and based on this, budgetary requirement for each market was prepared. Information on various parameters such as arrival of commodities and livestock and the requirement of infrastructure was sought from the respective markets. Despite provision of prescribed formats for indicating the status of infrastructure in the respective periodical markets, inconsistencies were observed in a few markets. Hence to overcome such inconsistencies, some assumptions were made based on the observations made for the area to be developed depending on the number of users. The rates of civil cost estimates were provided by the Odisha State Agricultural Marketing Board. These rates were taken into account while calculating the budget

required for setting up of various infrastructure in respective markets. Emphasis on budget allocation to road connectivity and civic amenities was given in order to ensure hygiene and cleanliness in the market.

Agricultural Marketing System in Odisha

The Market Regulation Scheme in the State of Odisha came into force after the enactment of Orissa Agricultural Produce Markets Act 1956 and the Rules made there under in 1958. There were only 15 Market Committees during 2nd FYP which have now grown to 65 by the end of the XI Five Year Plan. A separate Directorate of Agricultural Marketing has been established and started functioning independently from 1996.

Orissa State Agricultural Marketing Board is the apex Agricultural Marketing Institution in the state responsible for creation of marketing infrastructure, supervision and control over the Regulated Market Committees (RMCs) of the state. It was established in the year 1984 under the amended provisions of the Orissa Agricultural Produce Markets Act, 1956 (OAPM). The board functions under the Chairmanship of the Minister-in-Charge, Department of Cooperation. The objective of the board is to ensure payment of fair price to the farmers, with necessary infrastructure for efficient marketing. The OSAM Board has undertaken massive extension activities like organizing farmers' awareness campaigns and exhibitions to educate the farmers on their rights and the marketing facilities available for them.

Establishment of Regulated Market Committees (RMCs) and Market Yards

Under the provisions of the Orissa Agricultural Produce Market Act, 1956, Regulated Market Committees (RMCs) have been established in the State for regulation of buying and selling of agricultural produce. There are 65 RMCs covering 55 Revenue Sub-Divisions of the State. The Chairman of the RMC is the Collector/ A.D.Ms / Sub-Collector in the respective market hinterland.

Markets and Market Yards

There are 65 RMCs in Odisha state which include 53 Principal Market Yards, the rest being sub-market yards. Besides, there are 567 temporary market yards exclusively for Paddy Procurement. Out of 314 Blocks, 111 Blocks do not have any RMC or a Market Yard. The RMCs are making efforts to upgrade the facilities in the existing market yards and the Gram Panchayat markets are operated and maintained by RMCs. Efforts are also being made to establish new market yards in the state.

These market yards have gained importance since they are being utilized for paddy procurement operations throughout the state.

Krushak Markets

Krushak Markets have been established to help small farmers sell their produce directly to consumers to help in better value realization for their produce by eliminating middlemen. There are 43 Krushak Bazars, out of which 32 are functional, which comprise 17 fully functional and 15 partially functional (weekly *hats*) Krushak Bazars.

Fruits and Vegetable markets

Retailing and wholesaling of fruits and vegetables takes place mainly in bi-weekly and weekly markets. Hence, there is a need to develop large scale wholesale markets at appropriate places in the state. A study by World Bank summarized the existing agricultural marketing system in Orissa schematically in the following diagram (Fig1).

The study further revealed that the proportion of marketing through various channels differs from commodity to commodity (Table 1). Regulated Market Committees are set up to facilitate marketing of surplus from farmers. However, in Orissa the average percentage of surplus marketed through RMCs stands at only 20% and rest of the marketable surplus is routed through other channels.

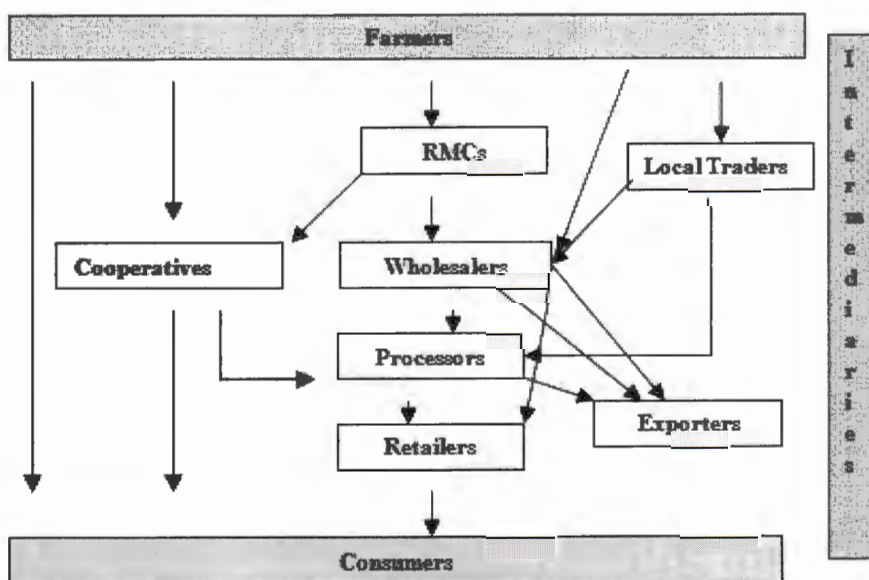


Fig.1 Agricultural Marketing Channels in Odisha

Table 1. Market Destination for Farmers in Odisha

Crop	Market Destination (%)				
	Wholesale Market	Village Market	Directly to Processors	Trader at farm-gate	Coop and others
Rice	9	29	5	57	0
Maize	46	16	1	37	0
Tomato	56	13	0.03	26	5
Potato	58	18	0	20	4
Mango	48	19	0	28	5
Turmeric	45	1	0	54	0

The study by the World Bank also revealed that, accessibility to markets is an important factor influencing farmers to take their produce to the market. It is estimated that a 10% increase in the market access index will reduce the probability of farm-gate sales by 0.03% in Orissa. These results suggest that improvements in market facilities and in better road connectivity (including a decrease in distance to markets) will induce farmers to sell more in the market instead of farm-gate. Moreover, a mechanism of operationalizing marketing of horticulture produce through RMC markets should be in place. This can be executed by setting up of full-fledged wholesale market for F&V and commodity specific markets with requisite infrastructure.

Operation and Management of Markets

There are 398 wholesale markets and 1150 rural periodical markets in the state. Of the total 1548 markets reported, 45 principal markets and 269 sub-market yards are under regulation as on 31.03.2011 (GOI, 2012). The area covered by each regulated market is 495.88 sq km and the requirement of total markets in the state is 1982 as per the recommendations of National Commission on Agriculture. As per OSAMB, there are regulated Markets having 53 principal market yards and 375 sub market yards, in total 428 market yards operated under regulated market committees in 194 blocks of the state. There are 576 temporary market yards for paddy procurement functioning under Market Committees.

A peculiar situation prevails in the state of Orissa in terms of ownership and management of markets. There are markets under different ownership and management like:

Particulars		Ownership				
		Private	Traders	GP	Municipality	RMC
Management	RMC					
	Municipality					
	GP					
	Traders					
	Private					

Source: Field Survey

There are the markets owned and managed by RMCs, Municipalities, Gram Panchayats, and private persons/ associations. The Gram Panchayat markets (GP) are mainly weekly or bi-weekly rural haats / shandies operating either on GP land or private land, operated by RMCs, GPs or leased out to private persons. Of the total GP markets, about 328 markets have been handed over to RMCs for management, where minimum facilities for the smooth trade of the commodities exist. In majority of the rural haats, retail as well semi-wholesale trade takes place for agricultural commodities besides trade of other daily household items. Although RMCs have taken over the 328 GP markets for management, they are yet to provide facilities at the market for smooth marketing of the produce by farmers. RMC markets are managed by market sarkar or yardman.

Similarly, municipal markets have started as retail markets in the semi-urban or urban localities and managed either by municipal organizations or leased out to private persons. The persons who have taken the markets on lease dominate the market and will decide in providing space to the farmers / traders and also in selling of farmers produce. It was also observed that the lessee (both in municipal and GP markets) colludes with the local traders and often does not provide adequate or pivotal space to farmers for sale of their produce and hence, farmers under distress are resorting to sell their produce to local traders at through away prices.

There are a few markets in the state where trade activity started as an assembling and forwarding point for vegetables or fruits grown in the locality. The traders from other parts of the state or other states gradually developed them as a private market managed by associations of traders. These markets operate either during the night (such as Panichatra and Bargarh markets), or during early morning hours (Barabati market). Though these markets provide a prime access point to the farmers for sale of their vegetable/ fruit produce, they are devoid of basic market infrastructure facilities. Traders generally dominate the markets in terms of pricing of the produce and the local traders act as agents of the buyers from outside the district or state, and farmers invariably have to depend on these local agents for sale of their produce.

A study by Vaswani et al (2011) indicated that in private markets traders fix the price at the start of the market which depends mostly on distorted auctions and / or individual negotiations. The traders and farmers do their transaction without intermediation by the market committee or sometimes through commission agents. The collection of market fees / tax from the farmers/traders is being monitored by the market committee. The other major problem faced by the farmers is non-availability of weighing machines and they are forced to accept the eye estimate weightment of the traders/ wholesalers. In most of the markets the conditions are unhygienic and there are no water, sanitation and toilet facilities for the traders and farmers in the market place. There is no grievance redressal mechanism in place and the markets are generally controlled by people with muscle power and the grievance redressal is being done in their own unlawful ways which poses another threat to the traders and farmers for their trading in these markets.

The prevailing marketing system is grossly inefficient and unorganized, where farmers do not have access to market for sale of their produce and resort either to sale of their produce to local traders at abysmally low prices or do not cultivate vegetables. Consumers also have to pay higher prices for the commodities they purchase.

Vaswani *et. al.* (2011) also reported that required amenities are not available in the non-RMC markets whereas, the RMC markets remain unutilized by vegetable traders and farmers. Data on the markets studied indicate that about 24% of the traders have permanent shops in the markets, and another 19% traders have been allotted open trading space. Further it was noted that only 9% and 24% of the markets have toilet and water facilities. The study also indicates that market infrastructure and facilities at private markets are far from adequate. Only 31% of the markets have basic facilities of sheds for traders, and the rest of the markets do not have such facilities and thus traders usually trade in the open space. Only 21% of the markets have grading and warehousing facilities which are also not in good shape.

Results and Discussion

General Characteristics of Rural Periodical Markets in Odisha

In the case of Orissa State, the rural periodical markets are having a very typical kind of operation and maintenance as compared to the rest of the country. This is revealed from the data presented in Table 2. A perusal of the nature of markets reveals that most of these markets are either assembly markets (60%) or retail markets (30%). Among these markets, about 75 percent of the markets are operating under the ownership of Gram Panchayat and the remaining 25 per cent are under the

ownership of RMCs. However, the operation and management of all the markets is with the RMC operating in the region. These markets were brought under the purview of the RMC mainly to initiate the functioning of the market in an organized manner and to provide bare minimum infrastructure required.

Table 2.General Characteristics of Rural Periodical Markets in Odisha

S. No.	Particulars	Value
1	Assembly Markets	60%
2	Retail Markets	30%
3	Other Markets	10%
4	RMC ownership	25%
5	GP Ownership	75%
6	RMC O&M	100%
7	Area of the market yard	4.24 acres
8	Villages Served	28
9	Distance	11km
10	Bank Distance	4 km

Status of Infrastructure

The status of market infrastructure in the selected 20 markets was analyzed on overall basis and the results are presented in Table 3. It is revealed from the table that, basic facilities such as auction platforms (both covered and open) (pindis), weighing scales, animal sheds were very meager and hardly 1-5 per cent of the markets had these facilities. Similarly, in the case of civic amenities, only 15 per cent of the markets had rest house, five per cent of them had water turf for animals and none of the markets dealing with livestock had fodder shops. The situation was satisfactory with respect to an internal road wherein 80 per cent of the markets were having it. Office-cum-godowns and drinking water facilities were available with 55 per cent of the markets, while 40 per cent of the markets had a boundary wall. About 80 per cent of the markets did not have waste disposal structures and hardly 15 per cent of the markets had a toilet facility, an essential civic amenity. The gap with respect to core/basic infrastructure and civic amenities was prominent in the case of markets selected for the study. Hence, there is a need to modernize these markets with requisite civic amenities and infrastructure as per the local needs. Provision of such infrastructure will bring in orderly marketing of agri produce in the region.

Table 3. Status of Infrastructure of Rural Periodical Markets in Odisha

S.No.	Infrastructure	Unit	Availability
1	Boundary Wall	Per cent	40.00
2	Office cum Godown	Per cent	55.00
3	Shops	Number/market	4.85
4	Pindi Open	Number/market	5.55
5	Pindi Closed	Number/market	1.65
6	Auction Platform Open	Number/market	0.45
7	Auction Platform Closed	Number/market	0.2
8	Drinking Water	Per cent	55.00
9	Toilet	Per cent	15.00
10	Parking	Per cent	25.00
11	Road Connectivity	Per cent	80.00
12	Internal Road Connectivity	Per cent	30.00
13	Weighing	Number/market	2.1
14	Waste Disposal	Per cent	20.00
15	Canteen	Per cent	5.00
16	Animal Shed	Number	1.15
17	Veterinary	Per cent	5.00
18	Loading/ Unloading	Per cent	5.00
19	Water Turf	Per cent	5.00
20	Fodder Shop	Per cent	0.00
21	Rest House	Per cent	15.00

Details of Market Functionaries

In the case of Periodical markets, the farmers are also considered as crucial functionaries in the market, mainly due to their dual role performance, one as a seller of the commodity and the other as a retailer. An attempt was made to assess the number of market functionaries in the selected 20 periodical markets of Orissa and the results of the same are depicted in the Table 4. It is observed from the table that, consumers in large numbers visit the market during a particular market day (1716 Nos./market) mainly for retail purchase of fruits and vegetables. Apart from individual buyers, the institutional buyers also visit the market. Similarly in the livestock market, farmers bring their livestock for sale and turn out in large number (434/market) and also some farmers visit the market to buy animals. Due to prevalence of market circuit in the radius of 15-20 km., outside traders (81/market), animal buyers (290/market) and local traders (88/market) visited in large numbers to carry out trading in fruits and vegetables and for trading in animals. Apart from this, the retailers (137/market) are inevitable market functionaries who operate in each of the markets in the circuit. The retailers consist of small and marginal farmers who also act as sellers on a market day.

Table 4. Status of Market Functionaries in Rural Periodical Markets in Odisha (per market)

S. No.	Market Functionaries	Number
1	Farmer Functionaries	332
2	Animal Farmers	434
3	Outside Traders	81
4	Local Traders	88
5	Retailers	137
6	Consumers	1716
7	Animal Buyers	290

Market Circuits

Generally the periodical markets operate once or twice a week and this is a common feature throughout the country. The circuit operates for all the days in a week. This circuit has evolved naturally from time immemorial mainly to cater to the needs of the consumers within a short distance. It is also easier for the producer to bring the commodities to the market by covering the minimum distance. Hence, the distance of market circuit (coverage) for selected markets was worked out. The market circuit measured was in the range of 15-21 km (average distance) (Table 5) and there was perfect integration of markets during the day of operation. The farmers, traders and retailers were able to connect to all the markets in the circuit due to relatively shorter distance to be covered for different markets in the circuit.

Table 5. Average Distance of Various Markets of the Market Circuit in the Market Hinterland of RMC

S. No.	Market Circuits	Distance (Km)
1	Monday Market	20
2	Tuesday Market	17
3	Wednesday Market	16
4	Thursday Market	15
5	Friday Market	17
6	Saturday Market	19
7	Sunday Market	21

Vehicle Pressure

The vehicular traffic (Table 6) was typically dominated by bicycles (62%) in the rural areas as it is one of the cheapest modes of transport. With the advent of

automobiles in the recent days, Motor Cycles (27%) are also the popular mode of transport for carrying the produce. Auto rickshaws (3%), Tempos (2.5%) and trolleys are other means through which the farmers are able to transport their produce from the place of production to the markets. The villagers near the main road often used trucks for bulk transport of their produce and it is interesting to note that, till today the bullock cart is also used for this purpose.

Table 6. Status of Vehicle Pressure in Rural Periodical Markets in Odisha (per market)

S. No.	Vehicles	Number	%
1	Cycles	576	62.4
2	Motor Cycles	255	27.6
3	Auto	27	2.9
4	Tempo	23	2.5
5	Mini Trucks	7	0.8
6	Trolley	25	2.7
7	Trucks	4	0.4
8	Bullock Cart	6	0.7
			100

Classification of Markets

The classification of the markets selected for the study was done by taking into account the arrivals of agriculture produce and also based on the number of users. Both the criteria were used keeping in view the inconsistency in reporting the arrivals of three to four markets. As per the information received from the Odisha government, the total fund available for the development of 150 periodical markets is Rs.60 crores which works out to be Rs.40 lakhs per market. However, the classification of markets also revealed that around seven markets operate on the scale of proper wholesale markets and hence, allocation of funds is on the higher side for such markets.

The markets were grouped into two categories viz., small and big markets. The various parameters of these markets were assessed, and the results of the same are presented in Table 7. It is revealed from the table that, there are 13 small markets and 7 big markets of which most of the small markets are assembly markets (9 numbers), while four markets among the big category were retail markets. Operation and management of all the markets across the categories was vested with the respective RMCs, whereas, the ownership of the majority of markets is with Gram Panchayat (11 & 4).

Table 7. Classification of Markets selected for the Study

Particulars	Market Type	
	Small	Big
Total number of Markets	13	7
Assembly	9	3
Retail	2	4
Others (Farmers, etc)	2	0
Ownership and Operation and Management		
RMC	2	3
GP	11	4
Average Area in Acres	3.73	5.10
Average Arrivals in Quintals (on a market day)		
Cereals	134	365
Pulses	41	200
Oilseeds	219	225
Vegetables	420	1136
Fruits	41	57
Animals (Numbers)	423	1786
Fish	28	65
Villages served (Numbers)	29	26
Village Distance (Km)	10	16
Vehicle Status (Numbers)		
Cycle	513	693
Motor Cycle	162	429
Auto	16	44
Tempo	25	19
Trolley	28	18
Mini Truck	5	10
Truck	4	4
Bullock Cart	8	1
Users (Numbers)		
Farmers and Consumers	1823	3560
Market Functionaries	245	363

The average area available with the markets was 3.73 acres in the case of small markets and 5.10 acres in the case of big markets. The arrivals of all the agricultural produce were four to five times higher in big markets as compared to small markets, except in case of arrivals of oilseeds and fruits. Similarly, the numbers of vehicles arriving during market days were also on the higher side for big markets except tempo, trolley and bullock carts which were over numbered in small markets. In both the markets, the major means of transport have been bicycle and motor cycles. Since the distance to be covered is hardly 10-15 km, these means were convenient to carry the small marketable produce at a cheaper rate. Interestingly, the average number of villages served was higher in the case of small markets (29) than big markets (26).

Among the users, on an average, 1823 and 3560 farmers visited small and big markets respectively. The number of market functionaries were high in the case of big markets (363) as compared to small markets (245). However, considering the quantum of arrivals, the number of market functionaries seems to be higher in the case of small markets as majority of them were assembly markets.

Infrastructure Requirements, Gaps and Budget Estimates

Periodical markets mainly deal with trading of fruits and vegetables including marketing of other agricultural commodities. Provision of trading of non-agriculture commodities is also there but confined to a certain proportion of the total volume of business. These markets are located in big villages comprising of cluster of villages as a hinterland of the market. Successful operation of these markets depends upon location of the markets, number of customers visiting the market per day, nature, type, quantity and quality of agricultural produce being brought by the farmers for sale, systematization of the retail price fixation mechanism. Availability of functional infrastructure facilities, availability of utilities viz. electricity, water, garbage disposal/ cleaning facilities and last but not the least services/ facilities for the convenience of the consumers viz. parking, grievance redressal mechanism etc. are also important.

Category wise Budget Requirement for developing Rural Periodical Markets

The results given in Table 8 reveal that on an average, large markets required Rs 90.14 lakhs and small markets Rs 33.45 lakhs for development/ expansion infrastructure. As per the budget provisions made in the 13th Finance Commission, the average budget earmarked for developing each market amounts to Rs 40 lakhs. In view of this, the small markets fall within this prescribed budget and hence may be developed solely using the funds from the Commission. For large markets, the budget requirement of over and above Rs 40 lakhs may be met from funds available with the respective RMC.

Table 8. Budget Requirement according to the size of Market

S. No.	Market Name	Amount (Rs Lakhs)
Large Markets (N=7)		
1	Barikpur	113.73
2	Bamapada	55.03
3	Champurua	46.63
4	Saraskana	117.05
5	Kuliana	76.97
6	Balijoda	61.25

S. No.	Market Name	Amount (Rs Lakhs)
7	Bhamini	160.29
	Sub - Total	630.95
	Average	90.14
Small Markets (N=13)		
8	Kurumpuri	32.10
9	Bhaliamunda	35.80
10	Bhutiabahal	31.73
11	Pagahat	44.67
12	Nirchinla	26.49
13	Teleibani	24.82
14	Mahima	42.70
15	Rasol	41.95
16	Dantiamuham	36.47
17	Bhejaguda	28.24
18	Korukonda	27.61
19	Jarapada	26.09
20	Phiringia	36.19
	Sub - Total	434.86
	Average	33.45
	Grand Total	1065.81
Overall Average Fund (Per Market) Requirement		53.29

Conclusions and Recommendations

Based on the survey and analysis of the sample markets, recommendations for efficient operation of Rural Periodical Markets are given below:

1. Supervisory Administration: The main objective of the market administration should be to provide services to the small farmers in rural areas and the revenue should be the reward for these services. For this, operation and maintenance should be facilitated by RMCs in the region and Panchayats or local bodies should support RMCs in the process.
2. Market Operation: It is better that, Farmers' organizations such as cooperatives, Self-help groups or other kinds of groups operate the market. The rural market develops into a growth center for farmer development in the rural areas. Further the rural market should be operated in such a way that it provides incentives for the small farmers to produce more, by providing an efficient marketing outlet and by providing a form of management in which rural farmers can actively participate.
3. Infrastructure Facilities: The minimum facilities required for a rural market are (i) market sheds, (open or closed) (ii) market yard (iii) toilets (iv) drinking water (v) drainage and (vi) office. As the volume of trade increases and improved operation is sought, more facilities are required such as (vii) weighing machine (viii) roads from the market connecting with the main road (ix) cattle shed for livestock markets (x) canteen and rest house for

farmers and traders (xi) agricultural produce cleaning and grading equipment (xii) trader's shops (xiii) storage and (xiv) boundary wall/fencing. For more efficient operation of larger rural markets additional facilities are required, such as (xv) telephone, (xvi) post office, bank and electricity.

4. The promotion of agro services including artisan shops, repair shops and related industries should also form part of development of rural markets. Often construction of new facilities receives attention but the maintenance is neglected or very poorly done. Efficient market management and operation is required. For this purpose, it is important to incorporate an appropriate amount of operating costs in the budget. It is essential that the funds to be invested in rural markets should be recovered.
5. Enhanced Area: Provision of suitable land with a proper market layout to avoid congestion and allow smooth operation of marketing activities.
6. The development targets for establishing a rural market and marketing infrastructure also envisages socio-economic advancement of specific groups. When selected for socio-economic advancement the targeted improvement activities in a rural market include:
 - Demarcation of places in the market yard reserved for the sale of selected commodities by specific groups according to traditional space patterns observed in the market.
 - Provision of public transportation to the market on the weekly market day.
 - Total market chain arrangements for the provision of marketing services, facilities and outlets for the improved collection, market preparation, transportation and sale of agricultural and forest produce collected or produced by local societies.

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