

Know your market

Inside this issue:

Introduction	1
Present AMS	1
Regulations	1
OCEIL & NBT	1
Organized & Big B's	2
Indian food market	2
Experts saying	2

Regulations

1. Forward Contracts Regulation Act 1952
2. Prevention of food adulteration Act 1954
3. Essential commodities Act 1955
4. Export (Quality Control and Inspection) Act 1963
5. Standard of weight and measures Act 1976
6. Consumer Protection Act 1986
7. Bureau of Indian Standard Act 1986

Extract from Study on Fruits and vegetables marketing infrastructure. NIRD

Introduction

I *Cause for fluctuating prices :-*

1. Low efficiency in market channel.
2. Inadequate market infrastructure.

II *Present condition*

1. 85% of organized market handled by pre-harvest contractors
2. 80 % of mango market in AP by PHC s (Das & Ghosh '96)
3. By self marketing 43-85 % additional returns achieved (Subramanyam '86)
4. Per capita consumption of fruits min 120g/day actual 74g (ICMR New Delhi)
5. Per capita consumption of Vegetables min 300g/day actual 207g (NIN Hyderabad)

Present Agricultural marketing System

- Agri co-operative marketing societies (In four Tier)
Local , District level, State level and Apex (NAFED)
- Regulated markets APMC (under state Agricultural marketing regulation Act)
7161 Market yards / sub market yard (Whole sale)
4091 Rural Periodical market (retail and whole sale)
- Public trading and Future trading
Forward market commission (middle level)
Dep. Of Consumer Affair (Apex)
MO Consumer Affair
Food and Public Distribution
Govt. of India

Online Commodity Exchange of India Ltd. And National board of Trade has the national status among 19 commodity exchanges which has permission of future trading in 42 commodities.

GreenExchange.in

GreenExchange.in

Organized markets (six retail chain market)

1. *Hyper market 24*
2. *Super market 358*
3. *Super centre*
4. *Ware house dubs*
5. *Discount stores 464*
6. *Convenience stores 240*
7. *Pop & Mom Store*

Rangarajan says , (1997)

Storage for Fruits and Vegetables Only 10% on available & Processing 1% in India . Malaysia 83%, Philipines 78%, Brazil 70%

For Fruits and Vegetables 14 000 market yards needed to achieve 30 % of food market in India

Chengappa says (2007)

- 5 Million whole sale traders
- 11.2 Million Retailers of Agri Commodities
- 3.7 Food Retail outlet having turnover of 7400 billion
- 17 Million unorganized vendors

Big B's in Market

- Food world
- Nilgris
- Subheksha
- Fab Mall
- Giant
- E chapals & E Sagars—ITC
- Krishi Vihar - M&M
- Aadhaars - Godrej Agro
- Kisan Sansars - TATA
- Reliance Fresh - Reliance

Farmers Share on consumer rupee

Market	Veg	Fruit
Ahmedabad	41—69	25—53
Chennai	40—61	41— 68
Kolkata	46 —61	56-82

High % means low efficiency in marketing system

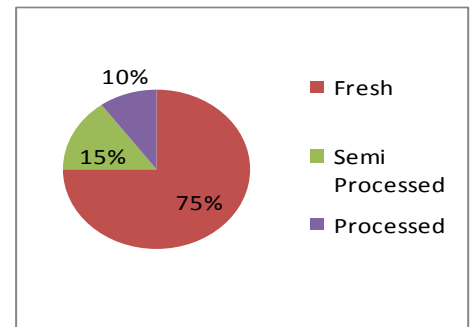
Facilities for efficient trading in Rural Periodical Market (RPM) is absent

7161 Market yards/ sub market yard

are ill equipped, inadequate and mis-managed

APM regulation on contract farming hampered farmers linkage with the upcoming market

INDIAN Food Market



35 000 Modern rice mill

20000 Pulse polishing mills

5198 Fruits and Vegetable Processing unit

400 Fish Processing unit

Doing 8% of food Product processing in INDIA