



## “ROLE OF TASGAON AGRICULTURE PRODUCE MARKET COMMITTEE IN MARKETING OF RAISINS.”

Dr. J. G. Mulani

Associate Professor & Head , Department of Commerce,  
M.V.P. Kanya Mahavidyalaya Islampur.



### ABSTRACT

Tasgaon Agriculture Produce Market Committee (APMC) plays vital role in raisin marketing all over India. Tasgaon APMC provides various types of amenities to raisin producers and agent of yard like fencing, office building, farmers rest house, canteen, cold storages and banks. Hard attitude and experiments of farmers and favourable weather condition, raisin production increased tremendously in western Maharashtra. Due to huge raisin production, there is problem of marketing of raisins. Since 1985 raisins were sold through brokers, commission agents and by wholesale dealers. From Tasgaon Tahasil of Sangli district raisins are sent to Mumbai, Chennai and Delhi and Kolkata markets. But raisin producer farmers does not get better price by such marketing. On 13th March 1994 revolution took place in raisin marketing in Tasgaon Tahasil.

The Tasgaon APMC extend loan facility to raisin producers, which is less expensive as compared to bank loan. But this loan facility adopted by only Tasgaon APMC in western Maharashtra. Maharashtra state Agriculture Marketing Board has started plastic crates subsidy scheme. This scheme implemented by Tasgaon APMC. Raisin exhibition arranged successfully by Tasgaon APMC. There are new advanced raisin market centre established in near about 30 acres area. New center are being built with all the advanced facilities in upcoming year.

**KEYWORDS:** APMC, Raisin, Marketing, Farmers, Price.

### INTRODUCTION

Up to 1980, raisin was not produced in India. India depended upon foreign countries in respect of raisins. During 1982 year in Tasgaon Tahasil of Sangli District. Late Vasantrao Aarwe, Late Ganpatrao Mehtre, Mr. Namdeo Mane and Mr. Shripad Dabholkar prepared 100 Kg raisins with the help of local engineers. These four experts played vital role in raisin production in India. After that Mr. Vasantrao Aarwe went to Delhi and showed the 100 Kg prepared raisins to the scientists of Indian Institute of Agriculture Research. At that time the scientist were shocked. They were not ready to believe the quality raisins produced by these Indian farmers. These farmers visited America for observation and study of raisin process, dipping method, techniques and drying method of raisin making. After that in 1983 they did experiment of raisin shed, type of grapes for raisin making, use of dipping oil, spray system for drying and developed new and proper technique of raisin making in India. Raisin auction sale have been started in Tasgaon regulated market on 13th March 1994. Late. Adv. R. R. Patil, Late Vasantrao Aarwe, Late Ganpatrao Mehtre, Mr. Namdeo Mane, Late. Mahadeorao Hingmire, Ashok Bafna and Raju Kumbhar took efforts to start auction sale in Tasgaon. It is first raisin auction market in India. Later on, Sangli, Phandharpur, Nashik and Solapur APMCs started raisin auction sale.

#### • METHODOLOGY –

The present study is based on both the primary and secondary data. The primary data were collected from records of Tasgaon Agriculture Produce Market Committee. The secondary data were collected from books and annual reports of Tasgaon APMC.

#### • OBJECTIVE OF THE STUDY

The objectives of the study are to find out role of Tasgaon APMC in Marketing of raisins.

#### • Establishment and Development of Regulated Markets In India.

Though the establishment of regulated markets was started during 1930s, the program got momentum only after the independence. The number of regulated markets which before the commencement of first five year plan was only 236, increased to 715 in march 1961, 5766 in April 1986, 6809 in March 2000 and further to 7157 in March 2010.

**Table 1.1 Total Regulated Markets in India**

Year	Number of Regulated Market
1951	236
1956	470
1961	715
1966	1012
1971	2320
1976	3528
1981	4446
1986	5766
1990	6217
1995	6752
2000	6809
2005	7077
2010	7157

Source: Economic Survey, Government of India 2010.

Table 1.1 shows organized marketing of agricultural commodities that have been promoted in the country through a network of regulated markets. At the end of 1950 there were 236 regulated markets in the country. It reaches 3528 in the year 1976 and 7077 in the year 2005. On 31st March 2010 number of stands at 7157. The advent of regulated markets has helped in mitigating the market handicaps of producers or sellers at the wholesale assembling level, but the rural periodic markets in general and the tribal markets in particulars, remained out of its development ambit.

#### • Establishment and Development of Regulated Markets in Maharashtra.

Regulation of agricultural produce market is of prime importance in Maharashtra so far as it ensures proper returns to the farmer for his produce. Besides safe guarding the farmers from possible malpractices and exploitation, it provides better prices for the produce. Under the Bombay Agricultural Produce Market Act 1963 sale and purchase of the regulated commodities are controlled by the respective market committees.

Table 1.2 Division wise Break-up of APMCs in Maharashtra

Sr. No.	Division	Principal Market	Sub. Market	Total
1	Konkan	20	42	62
2	Nasik	38	89	127
3	Pune	38	103	141
4	Aurangabad	29	63	92
5	Latur	56	85	141
6	Amravati	55	93	148
7	Nagpur	48	71	119
8	Kolhapur	21	57	78
	Tatal	305	603	908

Source – Maharashtra State Agricultural Marketing Board Report

Table 1.2 Shows division wise break up 148 APMCs in Amravati division, 141 APMCs in Nasik and Latur division each. 62 APMCs in Konkan division. Total APMCs in Kolhapur division are 78 in which include APMCs in Sangli districts total. APMCs in Pune division are 141 in which include APMCs in Solapur districts. There are 908 with the principal markets and submarkets.

• **Establishment and Development of Tasgaon Agricultural Produce Market Committee.**

Tasgaon Agriculture Produce Market Committee established vide Maharashtra Government Notification no. 5264/45 dated 27/1/1948, [The area under market committee is 11 acres and 100s q. (Gunta)]. There are various types of amenities available to producers and agents of yard like Fencing office building, Shetkari Nivas, Canteen, and Warehouse Building, Banks etc. In the beginning committee has completed the construction work of 25 shops having site 200 sq.ft. and 270 sq. ft. which have been rented to the traders commission agents and multipurpose co-operative societies. At present 160 shops have been rented to the commission agents.

• **Raisin Marketing in Tasgaon APMC:**

The Tasgaon APMC established for regulating the marketing of different kinds of agricultural produce on 27th Jan, 1948 as well as regulating the raisin and marketing from 13th Mar, 1994 which is the first APMC in India regulating raisin sales. Following table shows total sales of Raisin in Maharashtra and share of Tasgaon APMC in total sales.

Table No. 1.3  
Total sales of Raisins in Maharashtra and share of Tasgaon APMC

Year	Total Production in Maharashtra	Share of Tasgaon APMC		
		Sales (In Tones)	Percentage of Total Sales	Turn over (Amt in Rs.)
2006 – 07	50,000	22,000	44	115
2007 – 08	90,000	17,000	19	80
2008 – 09	95,000	30,000	32	146
2009 – 10	85,000	28,500	34	170
2010 – 11	90,000	26,200	29	210
2011 – 12	1,05,000	31,500	30	346
2012 – 13	1,60,000	48,000	30	320
2013 – 14	1,30,000	47,500	37	300
2014 – 15	1,05,000	45,390	43	500
2015 – 16	1,85,000	71,350	37	651
Total	10,95,000	3,67,440	34	2838

Source – Record of Tasgaon APMC

Note – Percentage Figures have been rounded off.

Table 1.3 shows that in the year 2006 – 07 there was 50,000 tones raisins produced in Maharashtra and share of Tasgaon APMC having 22,000 tones (44%) From the year 2007-08 share of Tasgaon APMC of raisins marketing decreased due to raisin auction sale started in Sangli, Pandharpur and Nashik APMCs. From the year 2014 – 15 share of Tasgaon APMC of raisins marketing increased because of higher prices. Today raisin auction sale arranged by Tasgaon, Sangli, Pandharpur, Nashik and Solapur APMC's in Maharashtra and share of Tasgaon APMC of Raisin marketing is 35 percent because Tasgaon market is the biggest and remunerative prices received to raisins producer farmers. In the year 2015 – 16 there was Rs 520 crores sales turnover in Tasgaon APMC which is highest turnover in Maharashtra of raisin marketing. This analysis shows the unique and immense role of Tasgaon APMC in raisin marketing.

### Prices of Raisins in Tasgaon APMC

Regulated markets for raisins established in Tasgaon of Sangli district. Commission agent marketing green and yellow raisin in Tasgaon regulated markets, where in auction method of sales has been followed. The traders and wholesalers from the different places in the country take part in open auction sales market. The raisin producers first contact with the commission agent, their sale of produce and after his consent handover the sample of their raisin for auction. The price is given according to the quality, uniformity and grade of raisins. Price is also affected by demand and supply of raisin.

**Table – 1.4**  
**Prices of Raisins In Tasgaon APMC (Rs/Kg)**

Year	Green Raisins			Yellow Raisins		
	Minimum	Maximum	Average	Minimum	Maximum	Average
2006 – 07	60	155	72	45	125	80
2007 – 08	35	131	60	45	100	70
2008 – 09	40	95	55	45	85	65
2009 – 10	60	143	70	70	162	95
2010 – 11	85	190	125	90	155	110
2011 – 12	125	254	140	135	180	135
2012 – 13	60	201	80	90	172	115
2013 – 14	85	260	160	95	180	130
2014 – 15	70	180	135	75	150	115
2015 – 16	75	140	110	80	125	100

Source – Record of Tasgaon APMC

Table 1.4 indicates that minimum prices of green raisins from 2006 – 07 to 2015 – 16 was Rs 35 to 125 per kg and maximum price between Rs 95, to Rs 260 per Kg whereas average prices per kg was Rs 55 to 160. Minimum prices of yellow raisins from 2006 – 07 to 2015 – 16 was Rs 45 to 135 per Kg and maximum prices between Rs 85 to 180 per Kg. Average prices of yellow raisins per Kg was Rs 65 to 135 in last ten years. From the above table and analysis, it can be interpreted that prices of green raisins are higher than the yellow raisins due to huge demand for green raisin from domestic as well as foreign market. It is also observed that prices of green and yellow raisins goes up from 2011 – 12 to 2013 – 14 due to less production.

### ROLE OF TASGAON APMC IN MARKETING OF RAISINS.

- **Loan facility against mortgage of the cold storage receipt.**

With the development of cold storage facilities in the western Maharashtra, raisin producers can now meet 70 to 80 percent of their credit needs by placing the raisins in the cold storage. Boosts extend the financing facility to farmers against the mortgage of the cold storage receipt. Banks provides loan @ 10 percent to raisin producer farmers which is unaffordable. But MSAMB provides funds to APMC's as raisin mortgage loan from the year 2006-07. The APMCs extend loan facility to raisin producer @ 6 percent which is less expensive as compared to bank loan. But this loan facility adopted by only Tasgaon APMC. This scheme has lessened the financial problems of the framers and of market middlemen. As a result, the tendency to sell the produce immediately after the

production have been checked to some extent. The following table shows that loan facility extended by MSAMB to Tasgaon APMC.

**Table 1.5**  
**Loan Extend by MSAMB under agriculture Produce Mortgage Loan to Tasgaon APMC**

<b>Year</b>	<b>Loan Sanctioned</b>	<b>Loan Disbursed</b>	<b>No. Beneficiary</b>	<b>Outstanding Loan</b>
2006-07	10000000	10000000	120	00
2007-08	30000000	1,14,17,500	200	00
2008-09	30000000	1,40,52,500	191	00
2009-10	30000000	1,23,60,500	139	00
2010-11	40000000	3,70,00,000	221	00
2011-12	-	-	-	-
2012-13	20000000	1,50,00,000	175	00

Source – Records of Tasgaon APMC.

The table 1.5 shows that Rs. 1 crore loan sanctioned by MSAMB to Tasgaon APMC in the year 2006-07 and total loan disbursed by Tasgaon APMC to 120 raisins produce farmers against mortgage of their raisin. From the year 2007-08 to 2009-10 Rs. 3 crores loan sanctioned by MSAMB each year and Tasgaon APMC disbursed Rs. 1,14,17,500 in the year 2007-08, Rs. 1,40,52,500 in 2008-09 and Rs. 1,23,60,500 in the year 2009-10. 4 crores loan sanctioned by MSAMB & Tasgaon APMC disbursed loan of Rs. 3.70 crores to 221 raisin producer farmers. 1046 raisin producer farmers take benefit of this loan. In the year 2010-11 Tasgaon APMC repaid loan within time, so they have received Rs.8.45 lakh rebate on this loan. Tasgaon APMC done all expenses for getting rebate from MSAMB Pune and all rebate distributed to 221 raisin producer farmers. In western Maharashtra only Tasgaon APMC has implemented this loan scheme. Sangli and Pandharpur APMCs has not implemented this scheme. For the benefit of raisin producer farmers, these loan facility is implemented by all APMCs. The loan provided under this scheme @ 6 percent interest per annum, which is less than the rate of interest of bank and credit co-operative society.

#### • Plastic Crates Subsidy Scheme

To increase the use of plastic crates by farmers, MSAMB has started plastic crates subsidy scheme. Plastic crates are most essential for raisin production. After harvesting, grapes are collected in plastic crates and these crates are carried from vineyards to raisin shed. Plastic crates used at the time of cleaning, washing and grading of raisins. For purchasing plastic crates. This scheme implemented by Tasgaon APMC. For Purchasing plastic crates Tasgaon APMC provides 55 lakh subsidy to 1100 raisin producer farmers which is highest subsidy in Maharashtra.

#### • Raisin Exhibition-

For the first time in the country, 4 day long exhibition of raisin held in the year 2012 in Tasgaon of Sangli district. The exhibition is organized by Sakal Media Group, Pune with Tasgaon APMC and SangliTasgaonBedana Merchants Association as sponsors and West coastHerbocompany co-sponsor.

#### Establishing Advanced Raisin Marketing Center by Tasgaon APMC

There are new advanced raisin market center established in near about 30 acres area near Sangli – Tasgaon road. New buildings are being built with all the advanced facilities. This work will be completed in upcoming year.

For this centre the expenditure of 60 to 70 crore will be done by Maharashtra state agriculture marketing federation and government. This center will include all the facilities which farmers need. Moreover this work is under observation of market committee administration for better quality. In upcoming year this work will be completed & will be ready to use for farmers. All facilities will be available for farmers, commission agent, shopkeepers & merchants. 150 small & big shops will be built for raisin marketing. Moreover there will be guest house, parking zone, petrol pump, branches of different banks, ATM centers, transport offices & pre cooling units

etc. As well as there will be facility to export raisin to various countries. This export centre is useful for farmers, commission agents, shopkeepers & merchants. Market committee had announced in public for booking & registering the shops. Many people have registered their names for this. Shops will be distributed as soon as the work completes.

#### CONCLUSION:

Tasgaon APMC is an integral part of economic structure of not only particular city but also of its surrounding regions. One of the most important works done by Tasgaon APMC is the development of planned and systematic market yard for the marketing of raisin products. Tasgaon regulated market with market yard have all marketing facilities at one place. These provide proper marketing environment to sellers, traders and commission agents. In the year 1994-95 raisin market turnover was only (13000 tones) Rs. 25 crores in Tasgaon APMC, now it reaches (1,85,000 tones) Rs. 651 crores.

#### BIBLIOGRAPHY

- 1.Agrawal A.N. (1991), 'Indian Economy', Wiley Eastern Ltd New Delhi.
- 2.Anita H.S (2000), 'Agricultural Marketing'. Mangal Deep publications, Jaipur.
- 3.Datt Ruddar, Sundharam (2011), 'Indian Economy' S.Chand and company Ltd. New Delhi.
- 4.Davar Rostam S (1991), 'Modern Marketing Management', Universal Book Stall, New Delhi.
- 5.Anand J.C. (1997), 'Indian Raisin Industry and its future. Felicitation vol.2
6. Atibudhi H. N. (1998), "Role of Market Committee in Regulating Malpractices and Increasing Producer's Share in Consumer's Rupee : A Comparative Study in Kakigopal and Satsankh Market Orrissa", Indian Journal of Agriculture Marketing, Vol – 12.
- 7.Balaji P., Padmanaban N. R., Sivakumar S. D. and Chinnaiyan P. (2001), 'Price Spread, Marketing Efficiency and Constraints In Marketing of Groundnut in Tiruvannamali, Tamil Nadu', Indian Journal of Agriculture Marketing, Vol – 15.
- 8.Balappa S. R. and Hugare L. B. (2002), 'Economics of Production and Marketing of Tomato in Karnataka' Indian Journal of Agricultural Marketing, Vol – 16, No. 2.
- 9.Annual Report of Tasgaon APMCs.
- 10.Annal Report of MSAMB
- 11.Annual Raport of APEDA



**Dr. J. G. Mulani**

Associate Professor & Head , Department of Commerce, M. V. P. Kanya Mahavidyalaya  
Islampur.