

Role of Agricultural Produce Market Committee In India

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Abstract- This exploration paper shows Web administrations based business process administration framework, created to help showcasing of farming produce. For accomplishing significance to genuine practice, we deliberately take after the business procedure recommended in show act that is gotten ready for usage in all the Agricultural Produce Marketing Committees (APMC) all through India. [1]Our proposition uncovered different business functionalities clarified in the demonstration, as Web benefits that can likewise use the current IT framework of the APMCs. With the assistance of previously mentioned and some other outside Web benefits, a broker can execute a total exchanging business process. We take after Web benefit organization details to accomplish our destinations. We additionally exhibit an entire business process that is started by a rancher with a portable PDA including exchange of a rural create in the commercial center.

Keywords- Virtual Marketing, Direct Marketing.

I. INTRODUCTION

The agricultural sector has been one of the most important sectors of Indian economy and continues to be a main stay of life for majority of the population. [2]In APMC Market contain three ways to sell the product such as:

Direct Marketing: Agriculturists' Markets were acquainted with a view with dispose of the go between and mastermind offices for the ranchers to offer their create specifically to the shoppers at sensible rates settled each day. By virtue of the plan, both the ranchers and the purchasers are profited. The produce move quickly from farmers to consumers due to absence of middlemen. If 17 farmers directly sell their produce to the consumers, it not only saves losses but also increases farmers' share in the price paid by the consumer.

E-Trading: The idea of E-exchanging or 'Virtual Market' is imaginative and test. Virtual Markets for rural items are particularly in their early stages yet with new innovative advancement, field comes about are experiencing critical amendment and refinement. Different states have changed the

APMC Act on the lines of the Model Act and the Rules under the Act accommodates e-exchanging.

However the target of ignoring of decent amount of shopper rupee to maker has remained a separation dream. The advantages of increment underway and efficiency, has not permeated down to the cultivating group due to multilayer promoting framework. Presently, the expansion underway and efficiency in agribusiness has brought about higher attractive surplus in instance of numerous harvests. In this way, agribusiness division needs logical framework and effectively working markets to drive development and financial thriving in rustic zones of the nation. Moreover, in the name of welfare, government organizations like co-operatives and other service oriented organizations have been given a blind eye when it comes to its financial prowess and viability factors. The APMC's are also brought under the preview of service oriented policy of the government with service as the prime objective. The post liberalization era do not advocate the policy of free goodies to any sector, therefore the time has come to analyze the investments made from out of tax payer's money.

Some of the salient features of the APMC Model are as follows [3]:

- Facilitates contract farming model.
- Special market for perishables.
- Farmers, private persons can set up own market.
- Licensing norms relaxed.
- Single market fee.
- APMC revenue to be used for improving market infrastructure.

II. LITERATURE SUREVY

EXISTING SYSTEM

Current Scenario: More than three-fifths of India's populace draws their work from horticulture that adds only one-fifth to its GDP. There ought to be evident genuine worries about effective working of this part both as far as its yield efficiency

and its advertising. While yield and efficiency are supply side factors, markets give a middle of the road interface amongst makers and last request by purchasers. Productively working markets add to welfare of makers and buyers. Mediations in local farming markets can influence the effective assignment of assets adversely accordingly making residential rural division less aggressive in universal markets. This impact can get additionally amplified through mediations in the outskirts exchange arrangements. Productive rural markets can likewise be a strong instrument for neediness decrease.

Major issues and concerns:

- Price setting mechanism not transparent.
- Market information not easily accessible.
- Too numerous middle people bringing about high cost of products and ventures.

Condition of Existing Market:

- Restrictions on movement of goods inter-state and even intra-state.
- Weak governance of APMCs - management not professional.

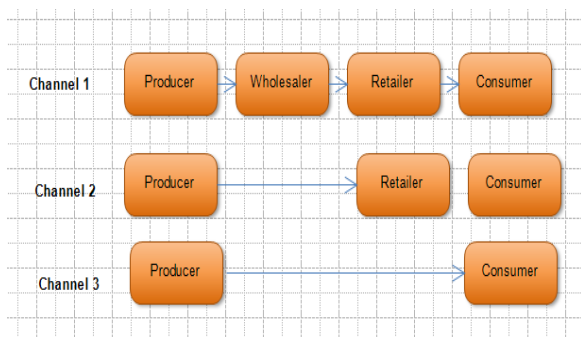


Fig. 1 APMC Marketing Channels.

Channel 1: contains two delegate levels - a distributor and a retailer. A distributor ordinarily purchases and stores expansive amounts of a few makers' products and afterward breaks into the mass conveyances to supply retailers with littler amounts. For little retailers with constrained request amounts, the utilization of wholesalers bodes well.

Channel 2: contains one delegate. In purchaser showcases, this is regularly a retailer. The shopper electrical products advertise in the UK is run of the mill of this course of action whereby makers, for example, Sony, Panasonic, Canon and so on offer their merchandise specifically to vast retailers and e-rears, for example, flipkart, Amazon. which at that point offer onto the last customers.

Channel 3: is known as an "immediate showcasing" channel, since it has no middle person levels. For this situation the producer offers specifically to clients. A case of an immediate advertising channel would be a processing plant outlet store. Numerous occasion organizations likewise advertise direct to customers, bypassing a customary retail middle person - the movement agent[5].

III. PROPOSED SYSTEM

We are going to develop next version of APMC project using spring and Hibernate language. In this research contain Entry gate pass and exit gate pass contain similar type of price system in the market. All goods service contains equally distributed price system.

- Administrative product work.
- Manage Product definition.
- License Registration.

[4]In this Agricultural sector of APMC intended to be responsible for:

- ✓ Ensuring straightforwardness in estimating framework and exchanges occurring in advertise zone..
- ✓ Ensuring installment for rural create sold by ranchers around the same time.
- ✓ Promoting agricultural processing including activities for value addition in agricultural produce.
- ✓ Setup and promote public private partnership in the management of agricultural markets.

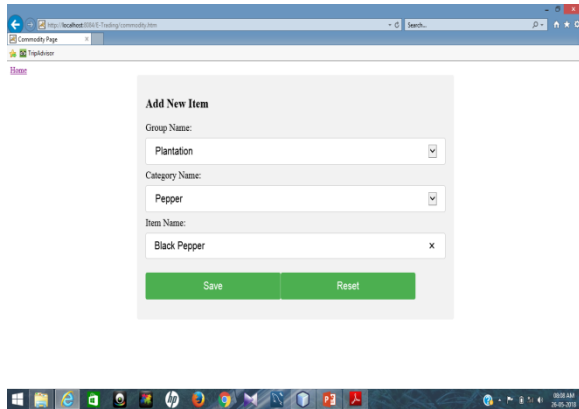
The Project contains following implementation modules:

Administrative product work:



In this Module APMC secretary going to add all administrative details Such as Add country, add Region, Add State etc.

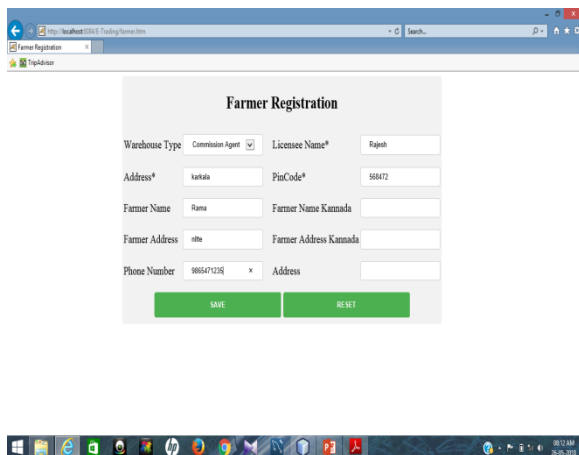
Manage Product definition:



The screenshot shows a web browser window with the URL 'http://localhost:8080/Trading/communitiy.htm'. The page title is 'Commodity Page'. Below the browser window, there is a form titled 'Add New Item'. The form has three main sections: 'Group Name' with a dropdown menu showing 'Plantation', 'Category Name' with a dropdown menu showing 'Pepper', and 'Item Name' with a text input field containing 'Black Pepper'. At the bottom of the form, there are two green buttons: 'Save' and 'Reset'.

In this module Administrative Add some Details about type of product, rate of product, group name etc.

License Registration:



The screenshot shows a web browser window with the URL 'http://localhost:8080/Trading/Service.htm'. The page title is 'Farmer Registration'. Below the browser window, there is a form titled 'Farmer Registration'. The form has several fields: 'Warehouse Type' (Commission Agent), 'License Name*' (Rajsh), 'Address*' (kankala), 'PinCode*' (560472), 'Farmer Name' (Rama), 'Farmer Name Kannada', 'Farmer Address' (shra), 'Farmer Address Kannada', 'Phone Number' (985547235), and 'Address'. At the bottom of the form, there are two green buttons: 'SAVE' and 'RESET'.

IV. CONCLUSION

Agricultural committee is very helpful to the formers and single price based system. As the shortage of supply of agricultural commodities with increase in prices, so productivity needs to increase. Improvement in the management of supply chain would lead to overall growth of economy and in our implementation modules helps liberate farmers from problems related to middleman.

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