

## Geographical Analysis Of Agriculture Marketing: “A Case Study Of Goa Bagayadar Sahakari Kharedi Vikri Saunstha Maryadit”

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### ABSTRACT:

*Agriculture marketing covers the services involved in moving an agricultural product from the farm to the consumer. These involves planning, organizing, directing and handling of agricultural products in such a way as to satisfy farmers, intermediaries and consumers. Agriculture marketing can be defined as the performance of all business activities included in follow of products from the beginning of agricultural production until they are in the hands of consumers. It is more than just selling a commodity and receiving payments but it consist of a supply chain which combines capital items such as land and livestock, labor, purchased inputs, equipments, transportation, advertising, processing and selling (wholesaling and retailing). This integrates the follow of goods and information in response to consumer demand, from the farm through the delivery to the consumer.*

*In Goa agricultural marketing is undertaken by several primary or local markets, secondary markets, terminal markets, fairs, regulated markets, agricultural co-operative societies. The present study is an attempt to undertake Geographical analysis of Agriculture Marketing: “A Case Study of Goa Bagayatdar SahakariKharedi Vikri Saunstha Maryadit”.*

**Key words:** Agriculture, Marketing, Consumers, Co-operative Societies Markets. Horticulture.

### INTRODUCTION:

Agriculture marketing covers the services involved in moving an agricultural product from the farm to the consumer. These involves planning, organizing, directing and handling of agricultural products in such a way as to satisfy farmers, intermediaries and consumers. Agriculture marketing can be defined as the performance of all business activities<sup>1</sup> included in follow of products from the beginning of agricultural production until they are in the hands of consumers. It is more than just selling a commodity and receiving payments but it consist of a supply chain which combines capital items such as land and livestock, labour, purchased inputs, equipments, transportation, advertising, processing and selling (wholesaling and retailing). This integrates the follow of goods and information in response to consumer demand, from the farm through the delivery to the consumer. Marketing functions are specialized activities performed in accomplishing the marketing process. Agriculture marketing characteristics include bulkiness, perishability, wide varietal deference, seasonality, dispersed production and processing needs foconsumption.

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In Goa agriculture marketing is undertaken by several primary markets, secondary markets, terminal markets, fairs, agricultural cooperative societies and deal with the purchase of coconuts, cashew nuts, copra, kokum sol and seeds, ottabao sol, betel nut, pepper, paddy, etc.

### **OBJECTIVES OF THE STUDY:**

The study is undertaken keeping the following objective in mind:

1. To understand the evolution of Bagayatdar Agriculture marketing in Goa
2. To examine the nature and functional aspects of agriculture marketing in the study region.

### **DATABASE:**

The study is basically based on the primary data collection by survey and personal interviews with the employees of the society. The secondary data was collected from the sources like books, society's annual report magazines, internet, etc.

### **METHODOLOGY:**

The methodology followed includes:

1. Choosing the topic and forming the title and objective of the study
2. The collection of primary data through field work
3. Further the collected data is separated by tabulation of data
4. Application of cartographic techniques is done to represent the data diagrammatically.

### **REVIEW OF LITERATURE**

Pathak, (2009) in his research paper said that contribution of agriculture in improvement of a nation is constituted by the increase of the products within the sector itself as well as the agricultural development allows the other sectors to develop by the goods produced in the home and foreign markets.

Reardon and Barret, (2000) in their study stated that when market reforms the commodity prices increase, stimulating a growth in production, especially of the export crop. The increase in price facilitates the establishment of supermarket chains, cooperatives, export oriented schemes, processing zones and general stimulation of agro industrialization in developing countries.

Royce, (2004) described that even though state agencies continue to be the main buyers of output and suppliers of input limiting cooperatives management authority within.

Hota, et.al., (2002) documented that cooperatives occupy an important place in Indian economy in terms of their coverage of rural producers, business turnover and contribution to economic welfare of their members as well as to rural economy of our country.

## DATA COLLECTION AND ANALYSIS OF CASE STUDY

The society was registered on 31<sup>st</sup> July 1964 in the name of ‘Central Supari Sahakari Kharidi Vikri Society Limited’ at Ponda Goa with an initial capital of Rs 10500 contributed by 116 members. It made progress with increasing members and share capital along with government support. With this the society also made an increase in the number of employees with the rising profit. The different commodities or agricultural goods which are supplied by the farmers include coconuts, betelnuts, kokum sols and seeds, copra, pepper, ottabao sol, cashewnuts and paddy. At present it has several branches namely at Ponda, Curchorem, Canacona, Valpoi, Sanquelim, Mapusa, Pernem, Shiroda, Margao, Arlem, Assnora, Mardol, Marcel and Bicholim with its head office at Pona. The society sells its products within the state, neighbouring states and international market.

The agricultural products are demanded on a very wide scale for various purposes. Based on their demand and supply the prices vary. Prices of agricultural commodities are set up by the Kolhapur market with a daily change. The society shares its profit with its shareholders as dividend yearly. The agriculturist also gets financial support from the government schemes and feel encouraged to carry out agricultural activity.

Society also aims high to prosper in future working with its own objectives and principles. No doubt agriculture all over is an important economic activity and this has been helpful for Goan economy from the historic times. These agricultural commodities are of great importance to different uses. Agricultural marketing acts as a mediator to reach farm goods from the farmers to the non-farmers and for the non-farmers to get the goods without going out searching to individual farmers.

When the society was registered on 31<sup>st</sup> July 1964 in the name of ‘Central Supari Sahakari Kharidi Vikri Society Limited’ at Ponda Goa with an initial capital of Rs 10500 contributed by 116 members. In the first year of operation itself the membership increased to 250 and share capital went upto Rs 31800 including contribution of Rs 15000 from government of Goa. The area of operation was limited to entire state of Goa. The society was successful with some profit. During the year 1975 a revolutionary change took place as government decided to merge Goa coconut producers cooperative. Further due to the increase in the paid up capital the name of the society was changed to Goa Bagayatdar Shakari Kharidi Vikri Saunstha Maryadit, which is a semi government cooperative society. Further the society established its own premises at different parts of Goa. At present the society has its supermarkets, outlets based in the market yards of Goa state agriculture marketing board. Here buying, storing and selling of different agricultural commodities are done along with the grading of the product. The society also has its own objectives and working principles.

Commercial Business activities of the society were established with a view of trading betel nuts from the state of Goa. However due to competition in market and changing government policies the society also started spreading in buying and selling of agricultural products like betel nuts, cashew nuts, coconuts, copra, paddy, pepper, ottabao sol, kokum sol and seeds; processing of products; selling of agricultural inputs like HYV seeds, fertilizers, agricultural equipments and irrigation system. Also selling of grocery and consumable items; disbursement of loan through credit counters.

Table no. 1

Years	No. of employees	No. of shareholders	Net profit in lakhs	Dividend in %
	Fig. 1	Fig. 2	Fig. 3	Fig. 4

1975-76	36	862	0.50	4
1980-81	83	2653	1.54	10
1985-86	128	4416	1.41	4
1990-91	180	5544	4.85	8
1995-96	243	6836	7.18	7
2000-01	221	8285	-162.4	0
2005-06	267	8669	4.08	4
2010-11	286	9434	50.58	5
2014-15	337	9920	92.99	8

Source: 51<sup>st</sup> Annual report Goa Bagayatdar Sahakari Kharedi Vikri Saunsta Maryadit

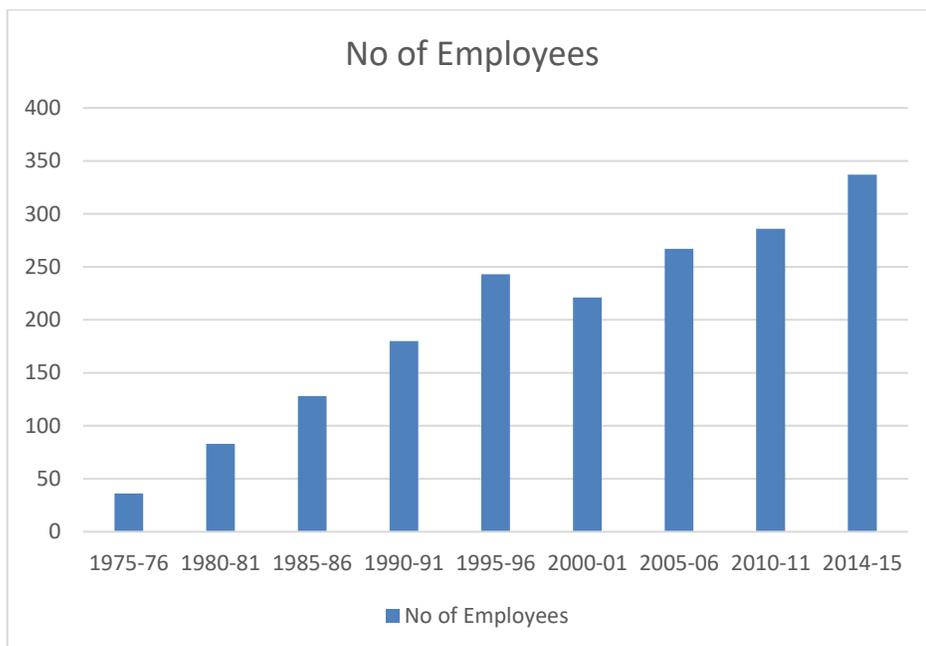


Fig. 1



Fig. 2

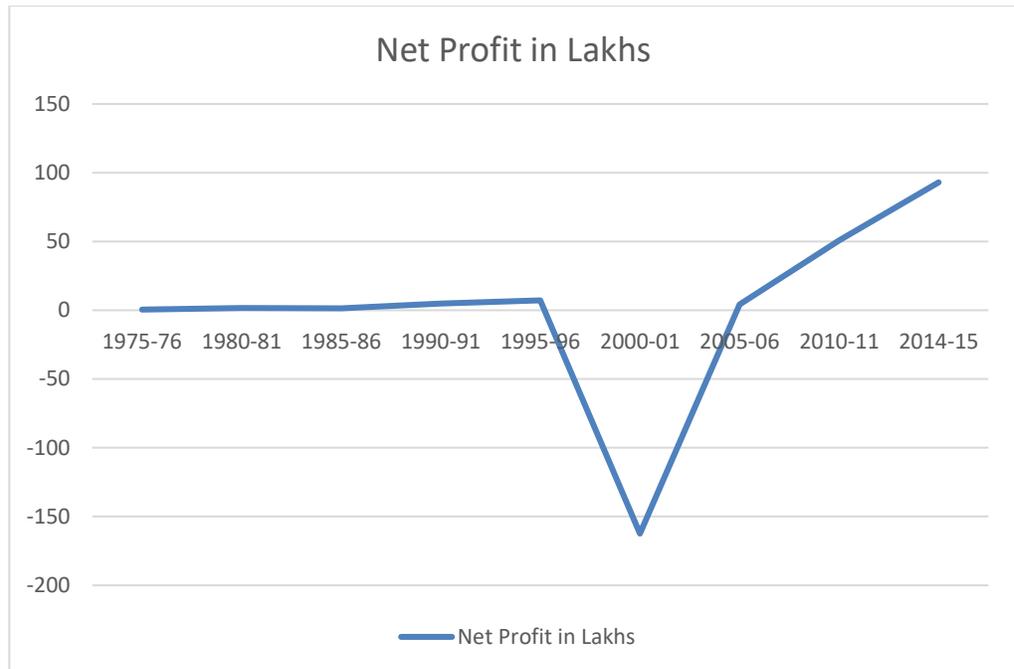


Fig. 3

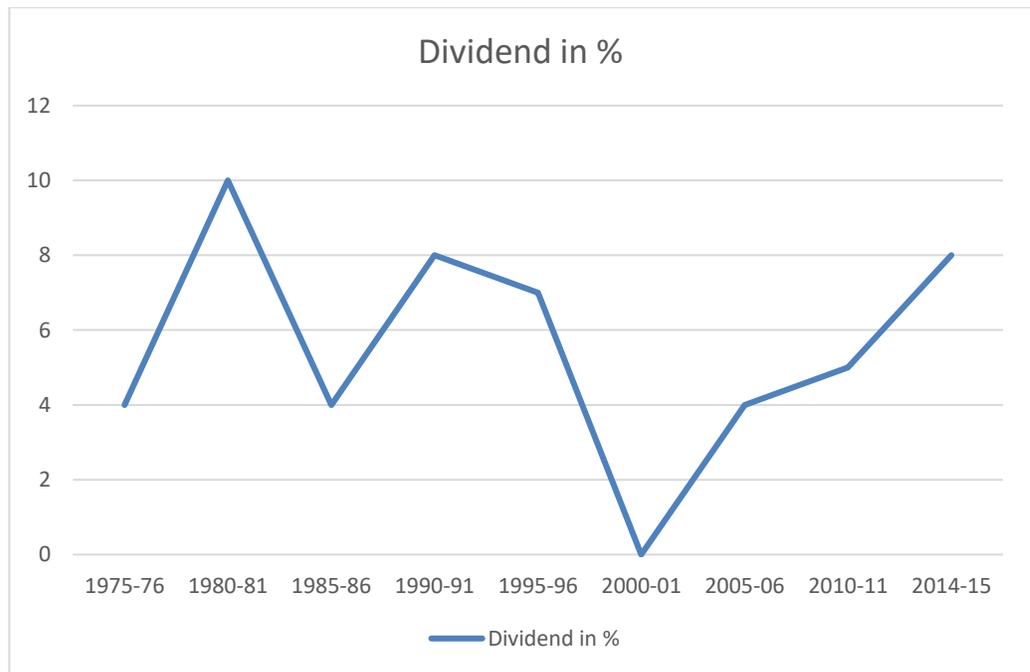


Fig. 4

In the 50<sup>th</sup> year the society has 14 branches with 337 employees increased from 12. The number of shareholders of the society also increased to 9920 where the yearly profit is been shared among shareholders with a fluctuation in every year in the form of dividend.

All the branches of the society transport their agricultural products to Ponda branch for further processing and packaging to store and sell as per the demand.

The demand for the commodities is not only within the state but national and international based on different commodity such as paint factory, tobacco factory, ayurvedic medicine, eatable manufacturing, etc. The rate for the agricultural commodity is given by the Kolhapur market. The rates depend upon the quality difference and sizes. Separation of betel nuts are been done by the machine and its storage is done after heating it inside the room where heat is provided from burning of sulphur by pouring water outside the room for a day which keeps it fresh.

Coconuts are sought based on their size fixing in jute bags. The dry coconut i.e kopra is measured in kilograms along with its quality. The best quality betel nuts also goes in the international market.

Other commodities are seasonal. Based on their harvesting seasons the prices are fixed up. Kokum seeds are demanded in Maharashtra in oil extracting industry and preparation of ayurvedic medicine.

The society also provides fertilizers, insecticides and farming equipments at a subsidized rate for its members. Directorate of agriculture through the society implemented various welfare facilities. The society also provides good facilities to its employees and its members.

Besides this the society gained awards from Central government and The Goa State Co-operative Federation as the best co-operative society in 1999, Goa State Co-operative Award in 2001, NCDC Award for Co-operative Excellence in 2002.

## **CONCLUSION:**

Agriculture all over the world is an important economic activity for the development of the country and has been in the economic history of Goa. Soon after Goa's liberation this society was established as an agriculture marketing unit for crop production and accumulation. But as years went on more agricultural commodities were purchased from the farmers. The location of their marketing centers helps the nearby big and marginal farmers to produce and sell the agricultural commodities. Also because of betel nuts demanded in the international market it helped in international trade. The prices vary because of demand and supply. With joint working of Directorate of agriculture and the society, it provides various welfare facilities for the farmers which further prove that farmers get encouraged to carry out agricultural activity, further leading to the prosperity of the farmers and the society.

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