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**A STUDY ON SATISFACTION LEVEL OF FARMER'S TOWARDS FACILITIES AND SERVICES PROVIDED BY AGRICULTURAL PRODUCE MARKET COMMITTEES (APMCs) IN SAGAR DISTRICT OF MADHYA PRADESH**

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**ABSTRACT**

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*The major function of the agricultural marketing system is to provide a convenient outlet to the farmers with fair and remunerative prices for their produce. Therefore, the government developed the concept of Agricultural Produce Market Committee (APMC) for development in the field of agricultural marketing. Agricultural Produce Marketing Committee is a marketing board set up by states to ensure MSP stability and prevent exploitation of farmers by big retailers. India has been under this system since the 1960s. APMC is the marketing structure for agricultural produce where all the marketing-related activities are carried out smoothly. At present, APMC has an important role in promoting agricultural marketing, the study is based on primary data collected from farmers through the questionnaires. The main objective of the study is to know the level of satisfaction of farmers with the services and facilities provided in the Agricultural Produce Market Committees of Sagar district. Hypotheses have been tested by the chi-square test, five-point Linkert scale, and weighted average method. The research results show that basic facilities and services are available in APMCs in the interest of farmers, Due to which farmers sell the maximum part of their produce in the market. However, there are some facilities in which farmers want improvement, these include toilet facility, fair bidding facility, canteen and refreshment facility, toilet and washroom facility, information display board facility, processing time, proper weighing facility, grading facility and warehouses etc. But overall the farmers are satisfied with the facilities and services provided by APMCs.*

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**Keywords:**

Agriculture Marketing,  
APMC,  
Krishi Upaj Mandi,  
Market Committee,  
Farmers,  
Facilities and Services.

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## **INTRODUCTION**

Marketing of agricultural produce is considered as an integral part of agriculture. Indian farmers are facing some problems in marketing and selling of their agricultural produces because of the long and complicated channel of distribution and malpractices present in markets. For solving the problems of farmer's, to support them and to safeguard the interest of the farmer's, Agricultural Produce Market Committee (APMCs) were constituted.<sup>1</sup> The Agricultural Produce Market Committee consists of representatives from different sections of the society which are farmers, traders, government, state, and local bodies.

APMC yard is a marketplace where agricultural produce is sold and bought and stored. The main objective of setting up APMC market is to ensure fair price to the farmers, after which they cannot be exploited and they can be provided the right price for their produce. In addition, it aims to provide all the services and facilities required within the marketing system with a guarantee of fair price and cash payment. The success of the Agricultural Produce Market Committee depends on the level of facilities and services available to the stakeholders in the market premises.<sup>2</sup> APMCs are monitored and regulated by the states by adopting the Agricultural Produce Marketing Regulation (APMR) Act. The objective of the state regulation of regulated markets is to protect farmers from exploitation by middlemen and traders as well as ensure better price and timely payment of their produce. Presently the APMC Act is applicable in most of the states, under which the states have their own Agricultural Produce Market Act.<sup>3</sup> Madhya Pradesh State Agricultural Marketing Board was established on 1st September 1972. This marketing board regulates the market committees for the all-round development of agricultural marketing in the state and also acts as a liaison agency between the market committees and the state government. The objective of the Board is to upgrade agricultural marketing so that farmers can get fair returns for their produce besides minimizing the risk of farmers. An efficient agricultural marketing system serves as the key to success in agricultural diversification.

APMC is a well-organized marketing network where farmers sell their produce and they hope that they will get the right price for their produce from this platform. At present 545 APMCs are established in the state of Madhya Pradesh for the purpose of agricultural marketing. Out of which 257 have extensive infrastructure in the main wholesale markets

yards (PMYs), also known as Krishi Upaj Mandis and the rest have low level infrastructure, known as sub-market yards (SMYs) under Agricultural Marketing. The 1972 Act provides that there should be a market area or yard in the form of Agricultural Produce Market Committee, where activities related to marketing of agricultural produce can be conducted.<sup>4</sup> There are 13 main Agricultural Produce Market Committees in Sagar district, namely Bamora, Banda, Bina, Deori, Gadhkota, Jaisinagar, Kesli, Khurai, Malthon, Rahatgarh, Rehli, Sagar and Shahgarh which are functioning for the marketing purpose of agricultural produces.<sup>5</sup>

## **REVIEW OF LITERATURE**

**Rao, G. H. S. (2009).**<sup>6</sup> in this article entitled “Experience in Agricultural Marketing in India: A Case of Regulated Markets” the author observed there is a need for better infrastructure to grow and develop some regulated markets and models should be created by the institutions in the interest of the markets. This has a profound performance impact on the rural community and will revolutionize the growing hopes among the farmers. Centralization of market forces and development of regulated markets should be the only solution. That means regulated market channel is definitely important.

**Jairath, M. S. (2010).**<sup>7</sup> in his study “Agricultural Marketing Infrastructural facilities in India: State Wise Analysis” an attempt has been made to know the status of agricultural marketing infrastructures in the states. Apart from this, introductory study has also been done by the author about some other systems related to agricultural marketing, and also mentioned policy measures to strengthen these infrastructure facilities.

**Rehman, S. U. and Selvaraj, M. (2013).**<sup>8</sup> in the research paper “Determinants of Farmer's Perception towards Regulated Agricultural Markets in Salem District” authors tries to explore the relationship between physical structure performance and functional performance. For the study a regression model has been employed to know the effect of one variable on the other along with the correlation. In conclusion, the authors found that although the marketing infrastructure is somewhat lacking in regulated markets, overall farmers have a positive attitude towards these markets. Government needs to pay more attention to improve the facilities and implementation of marketing activities in these markets to attract farmers and traders for suggestions.

**Bhandari, P. and Mishra, A. K. (2014).**<sup>9</sup> the authors in his article titled “A Study on Satisfaction Level of Farmers towards Agricultural Produce Marketing Committee of Dhamtari District” has stated that in the state of Chhattisgarh, more than 70 percent of the population is associated with agriculture related business. Farmers in Dhamtari district have a positive attitude towards selling their produce through APMC as they get proper and timely price, crop protection, proper assessment framework, protection from acts of neglect and other basic facilities in APMC. But not all farmers are able to sell their crops through APMCs, for which the author suggests that some continuous programs should be run for the awareness of farmers.

**Mallik, R. (2019).**<sup>10</sup> the author in his article “Performance of Agricultural Regulated Markets in Tripura - A Quest for Rapid Growth” throws light on the status, market actions, performance, and problems of APMCs of Tripura State. In which the author has analyzed the physical and financial performance in the regulated markets of Tripura. And finally the author in his study has made conclusions and suggestions such as the demand for more market rules and improved functioning of regulated markets in the state and the need for regulated markets in the northern region of Tripura.

It is clear from the above reviews that several studies have been done on Agricultural Produce Market Committees (APMCs). But it is observed that no attempt has been made to specifically study the role of Agricultural Produce Market Committees in the agricultural marketing system with respect to the level of satisfaction of farmers towards standard facilities and services in Sagar district of Madhya Pradesh. Since the study regarding Agricultural Produce Market Committees (APMC) in the marketing system of Sagar district has been neglected for a long time. Hence this topic is unique and different from what other researchers have done. Therefore, a study on the level of satisfaction of farmers towards the facilities and services provided by Agricultural Produce Market Committees (APMCs) in Sagar district of Madhya Pradesh is chosen for research.

## **OBJECTIVE**

To study the satisfaction level of farmers towards facilities and services provided by the APMCs.

## HYPOTHESIS

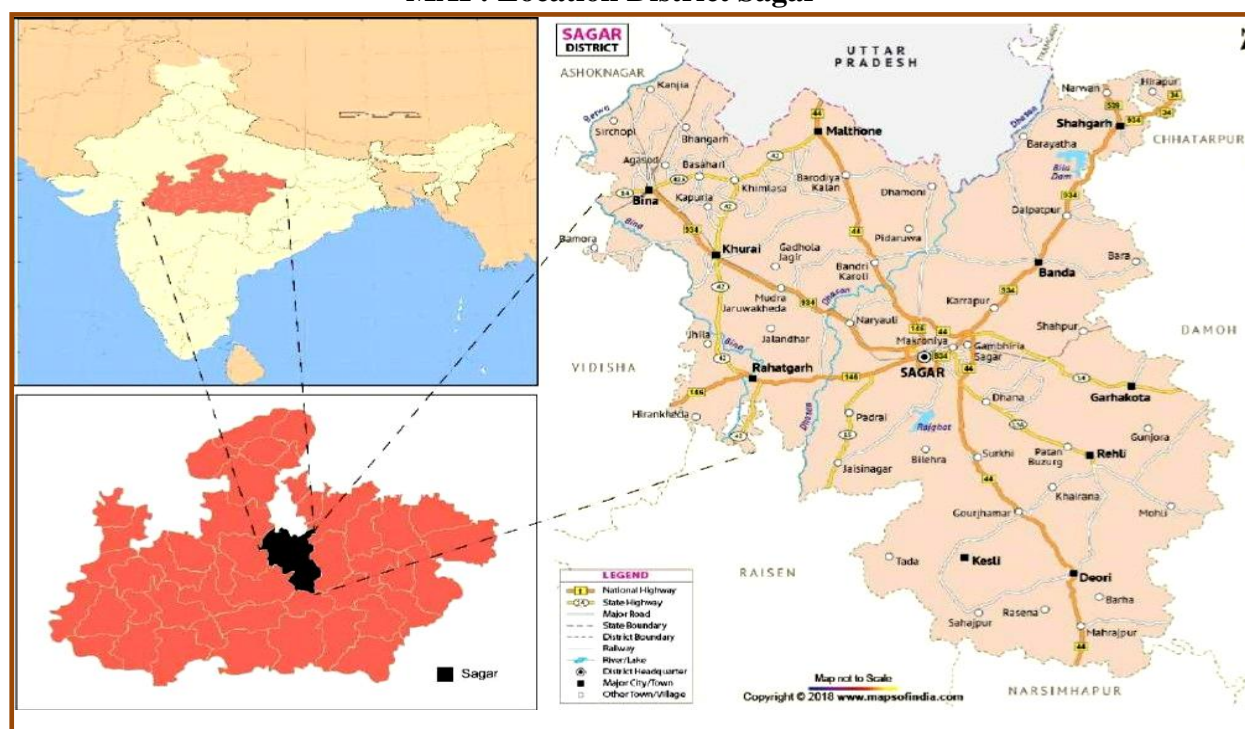
**Null Hypothesis ( $H_0$ ):** The facilities and services provided by the APMCs are not satisfactory for the farmer's

**Alternative Hypothesis ( $H_1$ ):** The facilities and services provided by the APMCs are satisfactory for the farmer's

## METHODOLOGY

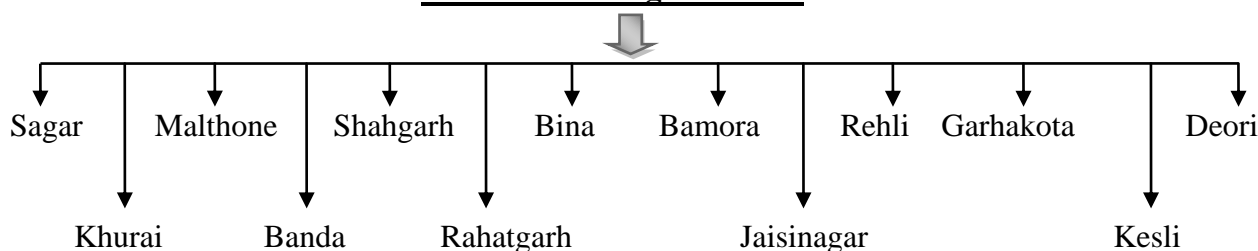
There are 13 different agricultural produce market committees (APMCs) in Sagar district of Madhya Pradesh, by Purposive (Deliberate sampling) Sampling method 5 market committees (APMCs) i.e. Sagar, Khurai, Garhakota, Kesli and Rahatgarh have been selected for study purpose and to make the research realistic, respectively 50 farmers (who sell their produce through APMC) from each APMC were selected as samples, based on the Convenience Sampling method. Total 250 farmers as sample respondent selling produce from sample APMCs, this research is relied upon the primary data collected from farmer's responses about APMCs tries to explore the perception of farmers with respect to services and facilities provided by the APMCs in research area.

MAP: Location District Sagar

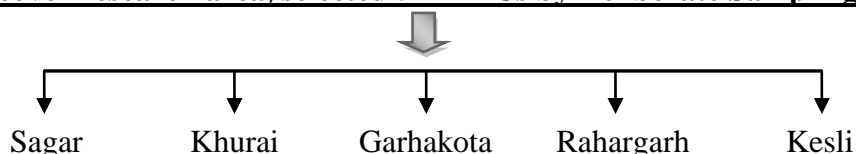


Source: Sagar District Report, (2020) "the employment potential in rural areas of bundelkhand region" Madhya Pradesh, Atal Bihari Vajpayee Institute of Good Governance and Policy Analysis, Bhopal.

**13 APMCs in Sagar District**



**To cover research area, selected 5 APMCs by Deliberate Sampling**



The primary data was collected from Sagar APMC, Khurai APMC, Garhakota APMC, Rahatgarh APMC, and Kesli APMC. This study deals with the satisfaction level of the farmers with the facilities and services provided in selected sample APMC markets from Sagar district. In which the Likert five-point scale has been used to see the satisfaction level of the farmers and the hypothesis is tested by chi-square test, where O is to be used to define the "observed value" and E is to define the "expected value", thus the following formula is used to calculate the chi-square test:  $\chi^2 = \sum \frac{(O - E)^2}{E}$  and weighted average method i.e.

Weighted average = sum of weighted terms / total number of terms =  $\sum w_{fi} / \sum f_i$ .

The socio-economic and demographic profiles and Satisfaction Level of the respondents are presented in table 1 below.

**TABLE 1: Socio-Economic/ Demographic Presentation and Satisfaction Level of the Farmer's**

Variables	Classification	Level of Satisfaction			Total (%)
		High	Medium	Low	
Age	Below 25	28	45	15	32.2%
	25 -50	32	58	22	44.8%
	Above 50	15	20	15	20%
Marital Status	Married	44	100	26	68%
	Unmarried	19	29	32	32%
Community Status	SC	40	30	17	34.8%
	ST	32	22	14	27.2%
	OBC	36	23	15	29.6%



	OPEN	10	07	04	8.4%
Educational Status	Illiterate	9	15	6	12%
	Primary school level	16	32	19	26.8%
	Secondary school level	16	26	11	21.2%
	Higher secondary school	6	33	4	17.2%
	Graduate	8	16	6	12%
	Post graduate and above	10	11	6	10.8%
Occupational Pattern	Main Occupation	30	106	44	72%
	Subsidiary Occupation	24	30	16	28%
Land cultivator wise Occupational	Own land cultivator	50	45	20	46%
	Lease land cultivator	19	30	36	34%
	both	16	20	14	20%
Land cultivator size	up to 1 hectare	19	31	11	24.4%
	1 to 2 hectare	45	51	28	49.6%
	2 hectare and above	30	18	17	26%
Annual Income from Agriculture (in Rs.)	Below 50,000	12	15	48	30%
	50000 – 100000	35	70	20	50%
	100000 and above	27	12	11	20%
Disposal Period	Before Harvest	11	25	16	20.8%
	After Harvest	45	80	23	59.2%
	Waiting for High Prices	24	15	11	20%
Percentage-wise Classification of Sales	25% of the produce	8	15	12	14%
	50% of the produce	13	22	10	18%
	75% of the produce	41	31	24	38.4%
	100% of the produce	30	27	17	29.6%
Source of Awareness	Radio	9	15	6	12%
	Daily papers	13	12	9	13.6%
	Co-farmers	24	21	11	22.4%
	Office	16	12	7	14%
	Local Traders	23	22	10	22%
	Personal Visits	19	12	9	16%
Period of Usage of APMC Markets	Upto 5	19	43	16	31.2%
	6 to 10	58	30	14	40.8%
	Above 10	49	15	6	28%
Reasons for Preferring the APMC Markets	No Commission	19	12	10	16.4%
	No Middlemen	23	12	9	17.6%
	Correct Weighment	19	13	6	15.2%
	Spot Payment	20	9	11	16%
	Reasonable Price	23	15	7	18%
	Market Facility	16	18	8	16.8%

Source: Primary Survey

Below table 2 shows the satisfaction level of the respondents with respect to the facilities and services provided by the Agricultural Produce Marketing Committees.

**TABLE 2: Satisfaction Level of the Farmer’s towards with the Facilities and Services provided by the APMCs**

Facilities & Services provided by APMCs	Farmers Satisfaction Level				
	SS(5)	S(4)	N(3)	DS	SDS(1)
Proper Bidding Process (auction platform)	35	65	84	40	26
Proper Road and Transport Facility	46	98	62	34	10
Training Programs	24	35	45	104	42
Payment System	48	95	62	32	13
Proper Handling	50	95	75	22	8
Market Accessibility	52	85	65	36	12
Garbage disposal arrangement facility	63	92	55	22	18
Processing Time Taken	32	87	75	32	24
Storage Go Downs/ Warehouse Facility	35	94	72	27	22
Cold Storage Facility	8	25	42	108	67
Proper Shed Facility	63	122	20	30	15
Canteen and Refreshment Facility	40	56	68	65	21
Restroom Facility	32	65	67	52	34
Latrine and Toilet Facility	35	95	33	55	32
Drinking Water Facility	45	125	20	35	25
Parking Facility	45	125	20	35	25
Information Notice Board Facility	33	89	50	52	26
Proper Weighing Facility	24	91	53	56	26
Grading Facility	36	75	92	29	18

Source: Primary Survey

(SS- Strongly Satisfied, S- Satisfied, N- Neutral, DS- Dissatisfied, SDS- Strongly Dissatisfied)

**DATA ANALYSIS AND RESULT**

The required data for analysis were collected from 250 farmers of five selected APMCs of Sagar district in table 3 and 4 below.

**TABLE 3: Chi-square test to measure relation between socio-economic and demographic variables of farmers and their level of satisfaction**

Sl. No.	Null Hypothesis	Test Apply	Calculated Value	Critical Value	Decision
1.	Age is independent from the level of satisfaction of the farmers	Chi-Square	4.257	9.488	<b>Accepted the Null Hypothesis</b> (Insignificant)
2.	The level of satisfaction is independent of the marital status	Chi-Square	21.665	9.488	<b>Rejected the Null Hypothesis</b> (Significant)
3.	Caste is independent from the level of satisfaction of the farmers	Chi-Square	0.240	12.592	<b>Accepted the Null Hypothesis</b> (Insignificant)
4.	The level of satisfaction is independent of the Educational	Chi-Square	30.785	18.307	<b>Rejected the Null Hypothesis</b>



	Status				(Significant)
5.	Occupational pattern is independent from the level of satisfaction of the farmers	Chi-Square	9.666	5.991	<b>Rejected the Null Hypothesis</b> (Significant)
6.	The level of satisfaction is independent of the Land Cultivator-wise Occupational Distribution	Chi-Square	18.031	9.488	<b>Rejected the Null Hypothesis</b> (Significant)
7.	Land Area Used for Agricultural Purpose is independent from the level of satisfaction of the farmers	Chi-Square	7.897	9.488	<b>Accepted the Null Hypothesis</b> (Insignificant)
8.	Annual income of the farmers is independent from the level of satisfaction of the farmers	Chi-Square	37.608	9.488	<b>Rejected the Null Hypothesis</b> (Significant)
9.	Time of Disposal of Produce is independent from the level of satisfaction of the farmers	Chi-Square	21.531	9.488	<b>Rejected the Null Hypothesis</b> (Significant)
10.	There is no significant relation between distribution of farmers according to their sales through APMCs markets and the level of satisfaction	Chi-Square	13.679	12.592	<b>Rejected the Null Hypothesis</b> (Significant)
11.	The level of satisfaction of the farmers towards the facilities provided by APMCs is independent to Source of Awareness on Market Information	Chi-Square	4.406	18.307	<b>Accepted the Null Hypothesis</b> (Insignificant)
12.	The level of satisfaction is independent to Period of Usage of Regulated Markets	Chi-Square	34.208	9.488	<b>Rejected the Null Hypothesis</b> (Significant)
13.	The level of satisfaction of the farmers is independent to Reasons of Preferring the APMCs	Chi-Square	12.832	18.307	<b>Accepted the Null Hypothesis</b> (Insignificant)
<b><i>The level of Significance = 0.05</i></b>					

*Source: Calculation by Author (from field survey)*

Above table 3 shows the demographic and socio-economic background of farmers engaged in marketing work under APMCs and their satisfaction level with respect to APMC analysis by Chi-square test.

**TABLE 4: Summary of weighted average values with respect to facilities and services**

Sl. No.	Variables	Weighted Average Values	Total / Rank
1.	Proper Bidding Process (auction platform)	3.172	793/ XIII
2.	Proper Road and Transport Facility	3.544	886/ IV
3.	Training Programs	2.58	645/ XVI
4.	Payment System	3.532	883/ V
5.	Proper Handling	3.628	907/ III
6.	Market Accessibility	3.516	879/ VII
7.	Garbage disposal arrangement facility	3.64	910/ II
8.	Processing Time Taken	3.285	821/ X
9.	Storage Go Downs/ Warehouse Facility	3.372	843/ VIII
10.	Cold Storage Facility	2.196	549/ XVII
11.	Proper Shed Facility	3.752	938/ I
12.	Canteen and Refreshment Facility	3.116	779/ XIV
13.	Restroom Facility	3.036	759/ XV
14.	Latrine and Toilet Facility	3.184	796/ XII
15.	Drinking Water Facility	3.52	880/ VI
16.	Parking Facility	3.521	880/ VI
17.	Information Notice Board Facility	3.204	801/ XI
18.	Proper Weighing Facility	3.204	801/ XI
19.	Grading Facility	3.328	832/ IX

Source: Calculation by Author (from primary data)

According to the opinion of the farmers, above table 4, clearly shows that infrastructure facilities and services status of APMCs provided to the farmers. The researcher has given rank and value by using weighted rank method.

### HYPOTHESIS TESTING

(i) After applying **chi square** method above statistical table 3 shows that, above 60% of demographic or socio-economic factors do have significant relation with the satisfaction level of the respondent farmers. And the other 38% of the factors related to demographic or socio-economic profile are insignificant with the farmer's satisfaction level. Ultimately, based on all the sub-hypothesis (stated value in the table 3); it is found that the Null hypothesis is rejected and the alternative hypothesis is accepted.

(ii) After calculating **weighted average method** above statistical table 4 shows that, facilities and services status of APMCs provided to the farmers. The researcher has given

rank and value by using weighted rank method. Most of the respondents are not very satisfied with the Proper Training programs and Cold Storage Facility conducted by Agricultural Produce Marketing Committee as their weighted average values are (2.58) and (2.196) rank given with sixteen and seventeen respectively. This result tells us that if farmers do not prefer to sell their agricultural produce through the platform of APMC these two unsatisfactory factors could be the reasons behind this. To an extent farmer neutral with want improvement in Restroom Facility, Proper Bidding Process, Canteen and Refreshment Facility, Latrine and Washroom Facility, Display Board and Notice Information Facility, Processing Time Taken, Proper Weighing Facility, Grading facility and Storage Go Downs or Warehouse Facility conducted by Agricultural Produce Marketing Committee as their weighted average value are (3.036) with 15<sup>th</sup> rank, (3.172) with 13<sup>th</sup> rank, (3.116) with 14<sup>th</sup> rank, (3.184) with 12<sup>th</sup> rank, (3.204) with 11<sup>th</sup> rank, (3.285) with 10<sup>th</sup> rank, (3.204) with 11<sup>th</sup> rank, (3.328) with 9<sup>th</sup> rank and (3.372) with 8<sup>th</sup> rank. Farmers are highly satisfied with the Proper Shed Facility (weighted average value- 3.752) with 1<sup>st</sup> rank available in APMCs because they get relax all time of selling process which also motivated to farmers as a infrastructure facility. After the calculating weighted average value researcher also comes to know that Farmers are satisfied with facilities and services provided in market committees like Market Accessibility facility (3.516) with 7<sup>th</sup> rank, Parking Facility (3.521) with 6<sup>th</sup> rank, Drinking Water Facility (3.52) with 6<sup>th</sup> rank, proper road and transport facility (3.544) with 4<sup>th</sup> rank, Proper handling charges (3.628) with 3<sup>rd</sup> rank, Garbage disposal arrangement facility (3.64) with 2<sup>nd</sup> rank, Payment System (3.532) with 5<sup>th</sup> rank.

It has been observed and proved in the research study by the researcher even today the agricultural produce market committees of Sagar district has a very important role in the agricultural marketing system because most of the farmer's are satisfied with the facilities and services provided by the APMCs. The analysis and findings above revealed that there is significant relation between facilities provided by the APMCs among farmers and levels of the satisfaction of farmers. Thus the null hypothesis ( $H_0$ ) "The services provided in APMCs not satisfactory for the farmers" **Rejected** therefore; alternative hypothesis ( $H_1$ ) is accepted.

**TABLE 5: Hypothesis Result**

Hypothesis		Remark
H <sub>0</sub>	The facilities and services provided by the APMCs are not satisfactory for the farmer's	Rejected
H <sub>1</sub>	The facilities and services provided by the APMCs are satisfactory for the farmer's	Accepted

*Note: Results of proposed hypothesis are based on the data obtained by the farmers with the help of questionnaire.*

It is proved that, the farmers are satisfied with facilities and services which are provided by Agricultural Produce Marketing Committees.

## FINDINGS

- It has been identified that out of (250) 100% of farmers, 44.8% of farmers were in the age group of 25 -50 years, and only 20% of the farmers were in the age group of more than 50 years.
- It was found among farmers, that the majority 68% farmers were married and 32% were unmarried.
- It was found that majority 35% farmers were from SC, 30% farmers were from OBC and 27% farmers were from ST category and remaining 8% were from open i.e. general category.
- It was found that majority of 49.6% farmers have agricultural land of 1 to 2 hectares, 26% farmers have 2 hectares and above and only 24.4% farmers have agricultural land up to 2 hectares.
- It was found that most of the farmers (50%) have annual net agricultural income between Rs. 50000 to Rs. 100000 and very few farmers have net annual agricultural income of more than Rs. 100000.
- It was found that majority of farmers 26.8% were of primary school level, 12% farmers were illiterate and only 10.8% farmers had post graduate degree and above.
- It was found Farmers who marketing as own land cultivators constituted 46% of the total and the lease land cultivators constitute 34% to the total farmers and 25.33% farmers are both own land and lease land cultivator.

- It was found Most of the farmers 72% are having Agriculture as their main income source and very few farmers 28% are having business as their primary source of income
- It was found Majority of the farmers sell After Harvest of their produce they constitute 59.20 % and they were followed by farmers who sold their produce before harvest they constitute 20.8 % and other 20% farmers waiting for High Prices and then sell.
- It was found Majority 38.4 percent of the peasant sell 75% of their produce through the APMC.
- It was found the main source of information awareness about regulated markets among the farmers is co-farmers they constitute 22.4 %. It is followed sources like by radio, local traders, daily papers, office and personal visits which constitute 12 percent, 22 percent, 13.6 percent, 14 percent and 16 percent respectively.
- It was found 40% of the farmers have utilized regulated markets for 6 to 10 years and it was followed by those who have been using it for upto 5 years, and above 10 years which constitute 31.2 percent and 28 percent respectively.
- It was found 18% prefer the regulated markets attracted by Reasonable Price for produce and 17.6% prefer the APMCs attracted by no middlemen's. next followed Reasons for Preferring the Regulated Markets like by no commission, correct weightment, spot payment and market facilities which constitute 16.4%, 15.2%, 16%, and 16.8% respectively.
- Most of the respondents are not very satisfied with proper training programs and cold storage i.e. farmers were not preferring to sell their agricultural produce through the platform of APMC because of these unsatisfactory reasons.
- Farmers are satisfied to some extent but they want improvement with toilet facility, canteen and refreshment facility, proper bidding process, proper weighing facility, toilet and toilet facility, information display board facility, processing time, proper weighing facility, Storage go down and grading facilities.
- And of course the farmers are highly satisfied with the proper shed facility in APMC as they are comfortable at the time of sale process; it also motivates the farmers in the form of infrastructure facility.

- Farmers are satisfied with market access facility, payment system, proper road and transport facility, parking facility, proper handling, waste disposal system and drinking water facility.

As an overall finding, it has been observed and proved in the research study by the researcher that most of the farmers were satisfied with the facilities and services provided by market committees.

## **CONCLUSION**

An Agricultural Produce Market Committee has been established to provide facilities and services to the productive farmers in the market by eliminating unscrupulous and unhealthy practices. And the main objective of the Agricultural Produce Market Committee is to create a proper environment for the farmers, so that after the bidding, the farmers can get the fair price for their produce. That is, farmers should be able to sell their produce marketing surplus through competitive bidding. There are many APMC markets in the Sagar district of Madhya Pradesh, which attract the attention of the traders and farmers, because the variety of agricultural produce produced here in large quantities and guaranteed sale at attractive rates is ensured. The efficiency of a regulated market depends on the quality of agricultural produces they attract. Therefore, an attempt has been made in this research to identify the factors (facilities and services) influencing the attractiveness of the Sagar district APMCs market and the arrival of produce. Thereafter the analysis is done. Farmers in Sagar district (Madhya Pradesh) sell a major part of their produce through APMC. The first reason behind this is that here they get the price of their produce almost equal or more than the MSP. And secondly, they get most of the facilities and services inside APMCs, which helps them to sell their produce.

During the study, it was found by the researcher that the marketing system of the APMCs of Sagar district lacked some facilities like training program for farmers and cold-storage godowns, but farmers were found satisfied with respect to most of the facilities and services which proves That the Agricultural Produce Market Committees of Sagar district have a important role in the agricultural marketing system of Madhya Pradesh.



## **SUGGESTIONS**

This research sheds light on the way to enhance the performance of these markets in future by further strengthening the provision of physical and modern facilities in the Agricultural Produce Market Committee. When everything is going online and digital there is definitely a need for innovation and APMCs increase the digital connectivity facilities in the markets to increase the income and satisfaction level of the farmers. To strengthen the marketing system of Agricultural Produce Market Committee, the government should reform its policies and take steps to modernize the APMC markets. Enabling policies also need to be implemented to encourage the purchase of agricultural commodities directly from farmers' farms and to establish an effective link between agricultural production and food processing industries. There is a need to fix quality standards for all agricultural commodities and ensure necessary grading for sale in a APMC markets in a phased manner as well as prices should be fixed on a competitive basis and there should be no monopoly and manipulation in the markets. Otherwise, questions will arise on this arrangement in future. Since the farmers have been found satisfied with this arrangement, the government should take more steps to develop and make these markets more efficient to attract more farmers.

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