

SGK GOVERNMENT DEGREE COLLEGE
VINUKONDA



FIELD VISIT

To

AGRICULTURAL MARKET YARD, VINUKONDA

Organized by

DEPARTMENT OF ECONOMICS

AT A GLANCE

I . PLACE OF VISIT:

Agricultural Marketing Yard, Vinukonda, Guntur District.

II. SCHEDULE OF VISIT:

The Field trip to agricultural marketing yard, Vinukonda guntur district was organized by the department of economics on 04.04.2022. Three faculty members and 28 students from II B.A & III B.A were went field trip. Reached the destination by 11.00 A.M . The agricultural officers explained about agricultural marketing actity.

III: OBJECTIVES OF VISIT:

The main objective of the field visits to agricultural marketing yard, Vinukonda is to familiarize our students regarding .

1. To create awareness among students regarding agricultural marketing.
2. To understand minimum support prices of agricultural products
3. Students will know the procedure of agricultural products will be stored in agricultural marketing godowns
4. Student will be acquainted with testing centers of seeds, fertilizers, pesticides in agricultural marketing yard.

IV: REMINISCENCES OF FIELD VISIT

“What people do not understand, they do not value; what they do not value, they will not protect, and what they do not protect, they will lose.” — Charles Jordan.

Agriculture is important for a country like India having more than 58 percent of its population relying on agriculture as their main source of livelihood. According to estimates, agriculture, forestry, and fishing contributed Rs 19.48 lakh crore (US\$ 276.37 billion) to gross value added during the financial year 2020-21 (Agricultural and Processed Food Products Export Development Authority - APEDA, Department of Commerce and Industry, Union Budget, 2021-22). The outbreak of COVID-19 and the subsequent slowdown in the economy will add further pressure on agriculture and allied activities as migrant workers are moving back to their native places. Though, contribution of agriculture in Gross Domestic Product of the Country has come down over years, it is still the primary source of livelihood for majority of the Indian working population. Considering the importance of agriculture, Indian Government is working on a multi-facet strategy to help its farmers achieve the ambitious goal of doubling farm income by 2022.

Indian agriculture has made impressive growth since Independence. The food grain production has gone past 300 million metric tonnes (mmt). Same is the case with production of horticultural crops which stands at 325 mmt during 2020- 21. However, the challenge is to integrate this production with market mainly when so many changes are being observed in the trade environment on account of preference of consumers and need for a transparent and competitive agriculture marketing system. The Government has also introduced so many initiatives in the recent past to make agriculture marketing system in the country effective and efficient like reforms in agricultural marketing facilitated by the Model Acts circulated during 2003 and 2017, electronic National Agriculture Market (eNAM), regulations in agri-warehousing sector and aggregation of farmers.

The country has largely gained self-sufficiency in agricultural production. There is a need to translate this into better remuneration for the producers by increasing focus on agricultural marketing sector. The agricultural marketing sector requires strengthening of supply chain through investments in infrastructure for value addition to agricultural produce, reduction in post-harvest losses, etc. A network of scientifically constructed storage infrastructure will help

farmers avoid distress sale of their produce by availing marketing credit through pledge financing and also reduce quantitative and qualitative post-harvest losses.

These days, most rural farmers have little or no knowledge about where to sell their crop at affordable price, where can be stored until a reasonable price is reached. Visiting agricultural market is one of the most tangible ways to reconnect farmers and youth with agriculture, coaching a new generation's interactions with the market system. Visiting an agricultural marketing by students can educate rural farmers to make affordable price, getting quality based price, be taught how to get seeds, fertilizers and agricultural machinery through subsidy.

Especially, the main objective of our students is to convey the benefits of Agricultural, Efficient market information can be shown to have positive benefits for farmers and traders. Up-to-date information on prices and other market factors enables farmers to negotiate with traders and also facilitates spatial distribution of products from rural areas to towns and between markets and Storage, Packaging, Time utility through the agricultural market especially to the rural farmers of Vinukonda.

The Department of Economics of S.G.K. Government Degree College, Vinukonda organised one day field-visit to the Agricultural Market Yard, Vinukonda, Palnadu District on Monday 4th April 2022. The group of 28 students from II B.A/ III BA was selected for the field trip. The students started at the college around 10.30 A.M for visit. The staff members accompanied them were Sri. G. Anjaiah, Lecturer in Economics, Sri. T. Narasimhulu, Faculty in Political Science, Sri. S. Rama Yogaiah, Faculty in History. The student reached the market around 11.00am. The Agricultural Officers explained to the students about Rythu Bandhu Card in huge detail. All the students were cleared the doubts in the Rythu Bandhu card. Later the students were shown godowns complex.

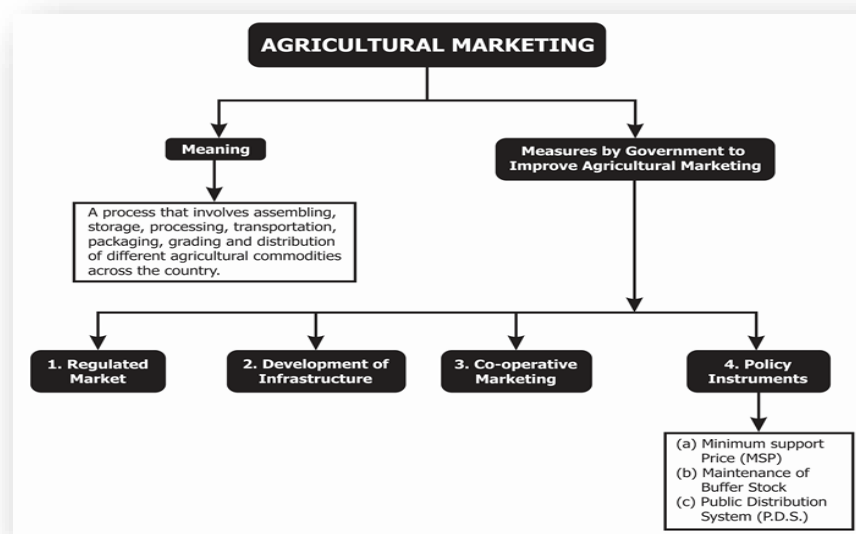
The students were explained the procedure how the farmers store their crops in the godowns. He explained that all the farmers kept their grains in the godowns with prior permission by obtaining a receipt of the crop in godown and these receipts of the stock can be used for getting short-term loans from Government and Quasi Government financial organizations. The students carefully examined the neighboring farm machinery and learned the operational procedures.

V: OUTCOME BASED DISCUSSION

The Department of Economics and Agricultural Officers explained the students about the importance of agricultural market yard through in the following aspects.

1. Increase in marketable surplus
2. Market requirement for horticultural crops
3. Price discovery and price signals
4. Shift in focus to market-led production
5. Feeding urban population
6. Making smallholdings viable

Agricultural marketing covers the services involved in moving an agricultural product from the farm to the consumer. These services involve the planning, organizing, directing and handling of agricultural produce in such a way as to satisfy farmers, intermediaries and consumers. Numerous interconnected activities are involved in doing this, such as planning production, growing and harvesting, grading, packing and packaging, transport, storage, agro- and food processing, provision of market information, distribution, advertising and sale. Effectively, the term encompasses the entire range of supply chain operations for agricultural products, whether conducted through *ad hoc* sales or through a more integrated chain, such as one involving contract farming.



Importance of agricultural marketing:

The changes experienced in the economy and agricultural sectors have made marketing important for overall development of the agriculture and welfare of the farmers. Due to the technological breakthrough, the marketable surplus of crops has become more visible in recent years leading to the requirement to follow a market-oriented approach to agriculture. Some of the changes making agricultural marketing important are as discussed below –

Increase in marketable surplus – Today India is a surplus state in many of the agricultural commodities. The availability of good quality seeds and other technological developments have helped increase production and productivity leading to increased marketable surplus of most of the agricultural commodities. More efficient and responsive markets are required to handle the increased surplus.

Market requirement for horticultural crops – Another change in Indian agriculture has been the diversification towards high value horticultural crops. Horticultural crops are bulky and perishable in nature and therefore, need proper handling to maintain their quality all through the food supply chain till it reaches the final consumer.

Price discovery and price signals – Agricultural marketing deals with the discovery of prices at different stages of marketing and also the transmission of price signals in the marketing chain specifically from consumers to farmers.

Shift in focus to market-led production – Economic development, urbanisation, liberal trade policies and consumer awareness for safe and quality food has also led to increased opportunities in agricultural sector. Farmers are expected to respond to these increased opportunities by shifting their focus from production oriented to market oriented agriculture to increase their income.

Feeding urban population – Urbanization has increased substantially due to economic growth leading to more and more people required to be fed in urban areas by rural people. This will need not only production but also sound marketing system to facilitate efficient movement of agricultural commodities from the point of production to the point of consumption.

Making smallholdings viable – Small and marginal farmers play a key role in meeting the food requirements of the growing and increasingly rich and urbanized population. The earning potential of such smallholders can be greatly improved by adopting a market oriented approach.

Liberal and integrated marketing system – The Doubling Farmers' Income (DFI) report of the GoI emphasizes on the development of an integrated 3 marketing system by developing Rural Periodic Markets (RPMs) into Gramin Agricultural Markets (GrAMs) to operate as collection and distribution centers in rural areas and by integrating markets with knowledge centers and other services like warehouse/cold storage and banks.

VI: OUTCOME OF THE FIELD VISIT

The faculty members and the students understood the use of agricultural marketing.

1. They learn the uses of agricultural marketing and will teach the same to the farmers.
2. They educate their parents and neighbors about the agricultural marketing yard and encourage them to go for test the quality of seed, soil testing and uses of godowns.
3. They will help the farmers how to get subsidized seeds, fertilizers agricultural machinery from agricultural marketing societies.
4. They will explain the farmers about the importance of Kisan Credit Cards and YSR Raythu Bandhu Cards.

VII: MINUTES OF THE MEETING PROPOSED FOR FIELD VISIT:

Minutes of the Meeting 6/2021-2022

Dated 01.04.2022

The Department of Economics, S. G. K. Government Degree College, Vinukonda met in the Department Hall on 01.04.2022 at 4 PM with Dr. K. Koteswara Rao, IQAC Coordinator, Sri. Rama K Kishore Behara, Academic Cell Coordinator and Faculty of Arts were attended to discuss the following agenda.

Agenda:

1. To collect student bio-data
2. To arrange a guest lecture
3. To organize a field visit

Resolutions

It was unanimously resolved to collect bio-data of all B.A students.

It was unanimously resolved to arrange a Guest Lecturer in the Department of Economics, History and Political Science.

It is unanimously resolved to arrange a Field trip in the month of April.

Signature of the Members

1. Sri. G. Anjaiah, Head, Department of Economics
2. Dr. K. V. S. Koteswara Rao, IQAC Coordinator
3. Sri. Rama K Kishore Behara, Academic Cell Coordinator
4. Sri. S. Rama Yogaiah, Lecturer in History
5. Sri. T. Narasimha Rao, Lecturer in Political Science

- *[Signature]*
- *[Signature]*
- *[Signature]*
- *[Signature]*
- *[Signature]*

*Seen
10/2/2022
plan for field visit*

VIII: LETTER OF ACCEPTANCE FROM THE PRINCIPAL

Vinukonda,
Date 01.04.2022.

To
The Principal,
S.G. K. Government Degree College,
Vinukonda - 522 647.

Sir,

Sub: S.G.K. Government Degree College - Department of Economics - Field
Visit in the month of April - Req. - Reg.

Ref: Minutes of the Meeting 06/2022-23 Department of Economics dated
01.04.2022.

I, G. Anjaiah, Lecturer in Economics, Department of Economics, S. G. K Government Degree College, Vinukonda, Palnadu District. As a part of the academic curriculum, the Department of Economics is planning to arrange a field visit at the agricultural market yard in Vinukonda with B.A. students during the first week of April. Hence, I request you to grant the permission to visit the agricultural market yard along with students and staff.

Thanking you,

*yes
permission for field visit
K. S. Kumar
1/4/22*

Yours faithfully,

G. Anjaiah
(G. Anjaiah)

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IX: PROBLEM FACED IF ANY-----Nil

X: LIST OF STUDENTS VISITED

IX: PROBLEM FACED IF ANY-----Nil

X: LIST OF STUDENTS VISITED

S. No.	Name of the Student	Year	Signature
1	GORANTLA AJITHA	III B.A.	G. Ajitha
2	MINNEKANTI VASU	III B.A.	M. Vasu
3	NUKATHOTI VENKATESH	III B.A.	N. Venkatesh
4	SEELAM SUNDARAMMA	III B.A.	S. Sundaramma
5	DARA RASI KUMARI	III B.A.	D. Rasi Kumari
6	YEJARLA JOHN BABU	III B.A.	Y. John Babu
7	PATRA DAVEEDU	II B.A.	P. Daveedu
8	SAYYAD MASTAN VALI	II B.A.	Mastan Vali
9	SHAIK JAVEED AKTHAR	II B.A.	SK JAVEED AKTHAR
10	MUTLURI SUSHMA RAJITHA	II B.A.	M. Sushma Rajitha
11	PAYYAVULA LAKSHMI TIRUPATHAMMA (PHC)	II B.A.	P. L. Tirupathamma
12	RAMAVATHU SIVUDU NAIK	II B.A.	R. S. N. Naik
13	POLISETTI JOHN RATNAM	II B.A.	P. JOHN RATNAM
14	ANDUGULAPATI KOMALI	II B.A.	A. Komali
15	MALLAVARAPU PREETHI	II B.A.	M. Preethi
16	GALIMUTI CHAITANYA	II B.A.	G. Chaitanya
17	SRIRAMU ANAND BABU	II B.A.	S. Anand Babu
18	MURUGULA AKHILA	II B.A.	M. Akhila
19	GOLLA BOSU BABU	II B.A.	G. Bosu Babu
20	KANCHI SUNEETHA	II B.A.	K. Suneetha
21	KOTA RAVINDRA	I B.A.	K. Ravindra
22	LAGA ANUSHA	I B.A.	L. Anusha
23	SHAIK MASTANVALI	I B.A.	Sk. Mastan Vali
24	SHAIK ISMAIL BASHA	I B.A.	Sk. Ismail Basha
25	GUDIPUDI PREM CHAITANYA	I B.A.	G. Prem Chaitanya
26	PULUGUJU ASHOK BABU	I B.A.	P. Ashok Babu
27	GANTENAPATI HANNY	I B.A.	G. Hanny
28	CHOPPARAPU SANKAR	I B.A.	CH. SANKAR

XI: STUDENTS DOUBTS AND EXPLANATION

All the students who visited the market were very enthusiastic and got their doubts cleared by the agricultural officers and lecturers.

1. Who manages Agricultural Market Yard?

Market Yard Committee

2. What is agricultural marketing board?

Marketing Boards are normally established under government legislation and are **responsible for providing adequate supplies of food at a price based on the costs of production**. Marketing Boards are needed to solve problems, which are unique to agriculture.

3. How many Agricultural Market Yards are located in this Vinukonda Constituency?

Two (Ipuru and Vinukonda)

4. How is it decided that a farmer's is eligible for the RYTHU BANDHU Card?

Pass Book

5. Where is the largest APMC in India?

Unjha Market Yard is one of the biggest regulated Market and it a well known commercial centre throughout India for its trade of Jeera (Cumin), Variali (Fennel Seeds), Isabgol and Rado (Mustard Seeds), crops of Jeera, Variali, and Isabgol is only possible in Gujarat, Rajasthan and some areas in iron.

6. What are the eligibility criteria for getting agricultural machinery through subsidy?

The distribution of tractors was under the scheme, Rythu Radham. However, it is necessary to be eligible that is must own at least one acre of land, should not own a tractor, and must have all supporting documents. Also, loans are available from ICICI bank with repayment deadline of 5 years.

7. How many Regulated Markets are available in Andhra Pradesh?

There are 299 Agricultural Market Committees constituted in the State to enforce the provisions of the Markets Act. Market Committees have notified **870 markets**. Out of these markets, 481 notified markets have land. What is Agricultural Produce Market Committee Act?

8. How many states in India have APMC?

Total-**11 States/UT**

9. What are APMC and eNAM?

The National Agriculture Market (NAM) is a pan-India electronic trading portal, which links the existing Agricultural Produce Market Committee (APMC) mandis across the country to form a unified national market for agricultural commodities.

10. Is APMC a statutory body?

Under the Agricultural Produce Market Committee (APMC) Act, 2003, **the Agricultural Produce Market Committee (APMC) is a statutory body** constituted by state government in order to trade in agricultural or horticultural or livestock products.

XII: PHOTO GRAPHS:



The students and staff started to Agricultural Marketing



Arrival @ Agricultural Marketing, Vinukonda



Agricultural Officer sensitize about RAYTHU BANDHU CARD



Agricultural Officer Explains Agricultural Marketing



Students Visited Godowns at Agricultural Marketing @ Vinukonda



Students Visited Inner View of Godown at Agricultural Marketing @Vinukonda



Agri Testing Lab



Sri G. Anjaiah, Lecturer in Economics enlighten about Minimum Support Prices (MSP) Table

