Attitude and Opinion of the Farmers towards Regulated Market, A Case of Balasore District

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ABSTRACT

A regulated market is set up under the law either for a specific commodity or a group of commodities set up under the APMC Acts of State governments. The main aim of the study is to find out the attitude and opinion of the farmers towards the regulated market in the Balasore district. The study was carried out with a multistage random sampling technique a total number of 90 responding farmers were selected for the study. An ex-post-facto research design was applied for the study. The collected data were classified, tabulated, and analyzed on the basis of the objectives with the intention of making the findings meaningful. In the study area majority of respondents were having a moderate level of attitude and opinion towards regulated markets, which might be because of poor marketing information, distance from regulated markets, lack of institutional support system, etc. In some parts of the study area, different schemes to improve commodity marketing facilities have been installed by Govt. e-NAM has to go still a far away.

Key words: *APMC; Attitude; Opinion; Market functions; e-NAM.*

Indian economy, agriculture and marketing are the three most important things now a days. Agricultural sector contributes nearly 18 per cent of the total Gross Domestic Product (GDP). Census report of the year 2011 showed that out of total population in India 69 per cent of population is still living in rural areas and their major occupation is agriculture (*Sandhu, et al., 2020*), still fate of Indian Farmers is terrible, these 80-85 per cent of marginal and small farmers' often facing obstacles to sell their products at regulated price which has been invited many unexpected phenomena in the life of the Indian farmers. Like farmers' suicide, migration, conversion agricultural land into factories, land right issues etc. so far. As farmers are facing major issues in the process of marketing, like low marketable surplus of agricultural goods, non-participants in market price determining, lack of proper storage facility, market infrastructure, problems in distance transportation, dominance of middlemen, lack of market information,

inelastic demand, price difference in different market, lack of grading and bulky nature of agricultural produce often leads to wastage due to lack of processing facility and proper packaging (*Acharya, 2006; Sandhu, 2020: Yogi, et.al, 2021*). Another biggest issue of agricultural marketing is presence of market intermediaries, the shorted supply chain between farmer to consumer helps farmers to fetch larger profit share (*Golay and Basanta S.S., 2021*). So, there is a need to strengthen agricultural marketing facilities by agribusiness service centers, improving better procurement and marketing structures etc. (*Rehman et.al. 2012*). Agricultural Produce Market Committees (APMC) is the showcasing board set up by the state governments to dispense with the misuse rates of the farmers by the mediators, where they are compelled to sell their produce at amazingly low costs. Regulated marketing structures especially e-tendering system can help farmers for better price realization (*Vivek and Sahana, 2021*). Agricultural Markets in

many places of the country are set up and directed under the State APMC acts. The entire geological zone in the State Odisha is claimed as a market zone where the business sectors are overseen by the Market Committees controlled by the State Governments (*Kadrolkar, 2017*). And farmers have positive perception towards market function (*Rehman and Selvaraj, 2012; Hosseini, et.al., 2014; Singh et. al., 2016*). There were many awareness programme has been taken so far but still there is need to strengthen marketing facilities, organizational and infrastructural facilities like e-NAM etc. (*Mishra and Mohapatra, 2017*; *Kathayat, 2019*)

METHODOLOGY

The present study was carried out in Balasore district of Odisha and with multistage sampling followed by simple random sampling technique a total number of 90 responding farmers were selected for the study. Among 12 blocks of Balasore district, 3 Blocks were selected purposively viz., Nilagiri, Balasore and Jaleswar as regulated market only present in these three blocks. From each of the selected blocks three gram-panchayats were selected randomly and 10 respondents were selected from each GPs.

As the study was concerned, the attitude and opinion of the farmers towards regulated market structure may be the total of various independent variables. Ex-post-facto research design was used in this study. In Ex post facto study or after-the-fact research category of research design investigation starts after the fact has occurred and the researcher has no control over that. To cover all pertinent aspects in light of the objectives of the study, the research instrument was structured into two parts. The first part included independent variables (profile of the respondents) and second part included Attitude, Opinion and Constraints of the farmers towards regulated markets. The personal interview schedule was considered as the most important tool and the researcher can get most authentic first-hand information personally from the respondents. With the help of the structured interview schedule, fact-to-face individual interview was conducted by the researcher. A number of 90 respondents were interviewed with the personal data collection procedure from selected gram-panchayats of Balasore district.

Likert scale is designed to measure attitudes of the respondents. This scale usually has five, seven, or nine points, with five and seven points used most frequently. In this study a five- point scale was used to measure the attitude of farmers towards RMCs. This type of psychometric response scale helps to measure responders specify level of agreement to a statement typically in five points: (1) Strongly disagree; (2) Disagree; (3) Neither agree nor disagree; (4) Agree; (5) Strongly agree. There were 12 statements under the attitude scale. Response categories are divided into 5 sections such as; strongly agree, agree, not decided, disagree and strongly disagree. Out of 12 statements, 5 were negative statements and 7 were positive statements. Positive statements given score 5,4,3,2&1 and negative statements given reverse score 5,4,3,2&1 respectively, thus maximum output was 60 and minimum 12.

To measure the opinion of the farmers, researchers divided it into two parts. 1st one is functional performance with 21 statements and categorized by sometimes, regular and never by scoring 3, 2 and 1 respectively. Maximum output was 63 and minimum 21. Likewise in the 2nd part is physical performance consisting of 14 statements and categorized as functional performance. Thus, maximum output was 42 and minimum 14. Different statistical frame work like frequency, per centage, mean, Standard deviation, have been used for analysis of the data.

RESULTS AND DISCUSSION

Collected data has been analyzed with the help of descriptive statistics and observed (Table 1) that respondents scored against attitude towards regulated market between 14 to 54 as total scale value; whereas

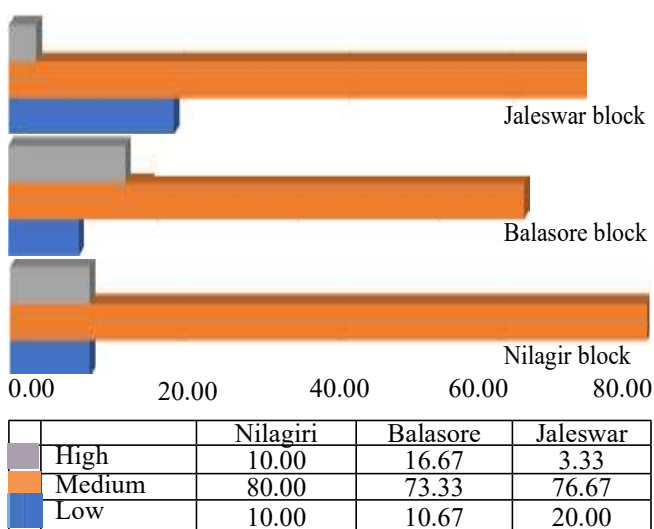| Table 1. Descriptive analysis of selected variables in the study						
Variables	No.	Mini.	Maxi.	Mean	SD	χ^2
Attitude	90	14.0	54.0	38.69	8.34	75.5 (0.061)[NS]
Functional Opinion	90	29.0	61.0	42.06	7.41	103.849 (0.000)**
Physical Opinion	90	13.0	39.0	28.07	6.50	58.604 (0.029)*

**Significant at 1 per cent level of significance,
*Significant at 5 per cent level of significance,   NS=Non significant

functional opinion scored 29 to 61, followed by physical opinion 13 to 39 as total scale value with mean or average score as 38.69 for attitude, 42.06 for functional opinion and 28.07 for physical opinion.
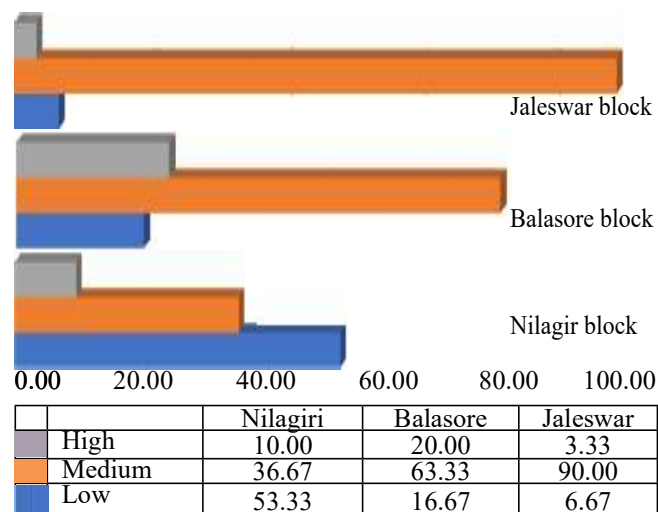
To understand differences of attitude and opinion about regulated markets of selected blocks (Jaleswar, Balasore, Nilagiri) of the Balasore district chi-square analysis has been done and found that towards regulated market responding farmers had similar kind of attitude, but showed significance difference in opinion both for functional and physical market facilities.

Figure 1, indicated attitude of the farmers towards regulated market of three selected blocks of Balasore and found that respondents had medium level of attitude i.e., 80.00 per cent in Nilagiri block, 73.33 per cent in Balasore block and 76.67 per cent in Jaleswar block. Likewise in Jaleswar block 3.33 per cent of respondents were having high attitude followed by Nilagiri (10.00) and Balasore(16.67) block. Apart from this Both in Nilagiri and Balasore block 10.00 per cent of respondents were having low attitude followed by Jaleswar block i.e., 20.00.

	Nilagiri	Balasore	Jaleswar
High	10.00	20.00	3.33
Medium	36.67	63.33	90.00
Low	53.33	16.67	6.67

Fig. 2. Functional opinion of the farmers towards regulated market of three selected blocks of Balasore district (N=90)

opinion followed by 36.67 per cent from Nilagiri block. Besides more than half (53.33 %) of people from Nilagiri block had low functional opinion followed by Balasore (16.67%) and Jaleswar (6.67%) block respectively.

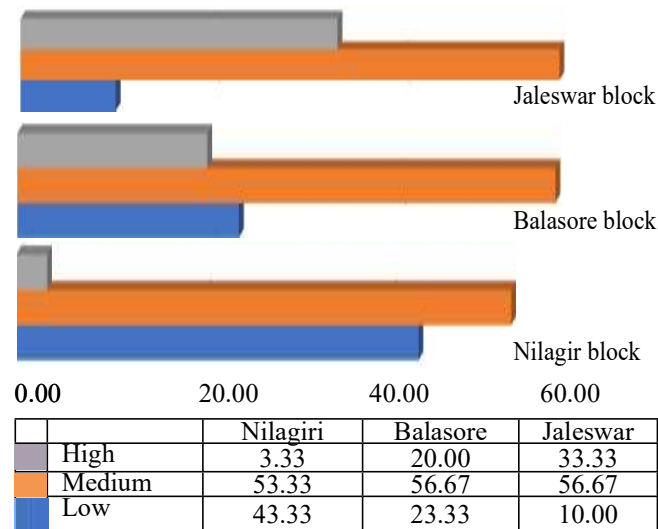|	Nilagiri	Balasore	Jaleswar
High	10.00	16.67	3.33
Medium	80.00	73.33	76.67
Low	10.00	10.67	20.00

Fig. 1 Attitude of the farmers towards regulated market of three selected blocks of Balasore district (N=90)

It can be seen from the figure 2 that the functional opinion of farmers towards regulated market of three selected blocks of Balasore and found that in Balasore block 20.00 per cent of respondents had given high functional opinion followed by Nilagiri and Jaleswar block i.e., 10.00 and 3.33 per cent. In Jaleswar block 90.00 per cent of respondents had given medium opinion whereas 63.33 per cent from Balasore block had medium

	Nilagiri	Balasore	Jaleswar
High	3.33	20.00	33.33
Medium	53.33	56.67	56.67
Low	43.33	23.33	10.00

Fig. 3. Physical Opinion of the Farmers towards regulated market of three selected blocks of Balasore district (N=90)

The figure 3 represents the physical opinion of farmers towards regulated market of three selected blocks of Balasore district and found that in Jaleswar block 33.33 per cent of respondents had given high physical opinion followed by Balasore and Nilagiri block i.e., 20.00 and 3.33 per cent. In both Jaleswar and Balasore block 56.67 per cent of respondents had given medium opinion whereas 53.33 per cent from Nilagiri

block had given medium physical opinion. Besides this 43.33 per cent of people from Nilagiri block had given low functional opinion followed by Balasore (23.33%) and Jaleswar (10.00%) block respectively

CONCLUSION

There is a significance difference of opinion regarding physical facilities and functional facilities available in the regulated market of three selected blocks of Balasore district. All selected farmers from three different block shows similar level of attitude. Again, farmers response towards functional opinion of regulated market has differences among Balasore, Jaleswar, Niligiri blocks and almost all had medium level of physical opinion.

CONFLICTS OF INTEREST

The authors declare that they have no conflicts of interest.

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