

GROWTH AND PROSPECT OF PRIMARY CO-OPERATIVE MARKETING SOCIETIES IN INDIA

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Abstract :

Primary co-operative societies has been playing significant role to develop the rural marketing in India. This paper analyses that the growth and prospects of primary co-operative marketing in India. In year 1994-1995 to 2009-2010 i.e. 8,628 and 7,202 growth of Primary agriculture co-operative marketing is increasing at decreasing rate. There is share capital and membership growth of primary co-operative societies is progressive in year 1994-1995 to 2009-2010 i.e. 1,780.2 and 3,403.2. In year 2009-2010 employment generations through primary co-operative marketing are 38,942. It is clear from the fact that, at present primary co-operative marketing societies are still good for the development of rural area in Indian co-operative market. The present paper analyses the growth and prospect of primary co-operative societies in India. The period of the study is based on secondary data. The main theme of this paper is growth and prospect of primary co-operative marketing societies in primary agriculture co-operative marketing, share capital and membership of primary co-operative marketing and employment generation through primary co-operative societies.

1. INTRODUCTION: The term Co-operative marketing was first introduced and set up at Hobali in Bombay Province in 1915 and Godak in 1917. But actually growth is started on after 1940. Co-operative marketing has been an important medium to develop rural marketing in India. There are different advantages of marketing in producer, consumer and societies are given in this paper. It is important to the development of rural marketing. In producer side marketing societies provide financial assistance to farmers to mortgage their produce. Those are helpful in making the successful co-operative marketing movement in India. It has been playing a supporting role of making profitable prices of products. It has increased the income of the producers. Finally it helps to control speculative activities in marketing. Second, on the consumer side he gets several benefits in marketing co-operative societies. It has been to protect the interest of the consumer. Consumer gets goods at reasonable prices. Finally he gets cheap and better quality of goods. Last on is society and increase the income of their members.

2. OBJECTIVES OF THE STUDY;

- 1) To study the concept of co-operative marketing.
- 2) To study the Growth of Primary Agricultural Cooperative Marketing Societies.
- 3) To study the Share Capital and Membership Growth of Primary Co-operative Marketing Societies.
- 4) To study about the employment generation through primary co-operative societies.

3. RESEARCH METHODOLOGY: This study is mainly based on secondary data. This data has been collected from published and unpublished materials like co-operative movement in Maharashtra, Economic survey of Maharashtra, books, journals and internet. I have used some appropriate statistical techniques such as S.G.R., percentage etc.

4. CONCEPT OF CO-OPERATIVE MARKETING: Co-operative marketing is not to be viewed as an extension of co-operative activity. But it is something more than that. The main purpose of this marketing is to support and guide the producer in to the question of how to create the best price for their produce. There should be needs of the co-operative marketing is explained by two concepts. **1) Trading:** "Trading means that the buying the produce at the lowest price". **2) Selling:** "Selling is a highest price there by maximizing the profits." The role of co-operative marketing is to bring the value added price to the farmers for their agriculture produce. The main object of co-operative marketing in the agriculture produce marketing system is to more efficiently compete with firms. Which earn unreasonable profits and to increase the bargaining power in the market. Thus, it ensures incentive price to them. The Structure of Marketing Cooperatives is by and large 2 Tier i.e. Mandi & State level except in Andhra Pradesh, Gujarat, Haryana, Himachal Pradesh, Karnataka, Maharashtra, Manipur, Punjab, Tamilnadu, Uttar Pradesh & Pondicherry. There are three tiers (i.e. Mandi, District and State level).

5. TYPES OF CO-OPERATIVE MARKETING SOCIETIES: There are three types of co-operative marketing are given below Primary agriculture, State level and finally District level of co-operative marketing societies.

General Purpose and Specialized /Commodities likes, Fruits & Vegetable, cotton tobacco, Areca nut, Coconut, Sugarcane Growers Cooperatives, Rubber Cooperatives, Coir Cooperatives, Oil marketing and processing Cooperatives, Tea and Coffee processing etc. Cooperatives Business Turnover like, agricultural produce marketed, Agriculture requisites sold, Consumer goods distributed etc.

6. GROWTH OF PRIMARY AGRICULTURAL COOPERATIVE MARKETING SOCIETIES:

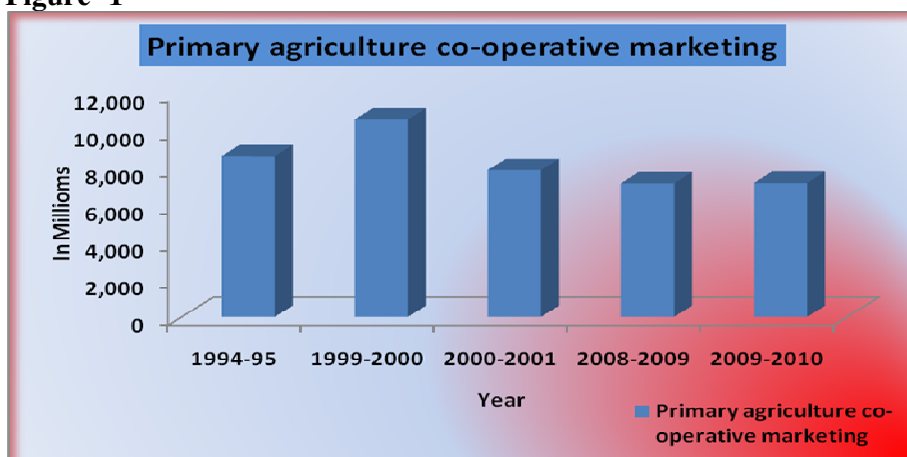
Table No.6.1

Primary Agricultural Cooperative Marketing Societies(In Millions)

Year	Primary Agriculture Co-Operative Marketing
1994-95	8,628
1999-2000	10,612
2000-2001	7,887
2008-2009	7,180
2009-2010	7,202
S.G.R	-3.31

(Source- Indian co-operative Movement – A Statistical Profile 2012.)

Figure- 1



(Based on above table no.6.1)

Table no. 6.1 shows that the primary agriculture co-operative marketing in India. In year 1999-2000 primary agriculture marketing is high as compared to previous year 1994-1995 i.e. 8,628. In year 2000-2001, 2008-2009, 2009-2010 primary agriculture marketing is 7887, 7180, 7202. It means that primary agriculture marketing in India is good.

7. SHARE CAPITAL AND MEMBERSHIP GROWTH OF PRIMARY COOPERATIVE MARKETING SOCIETIES

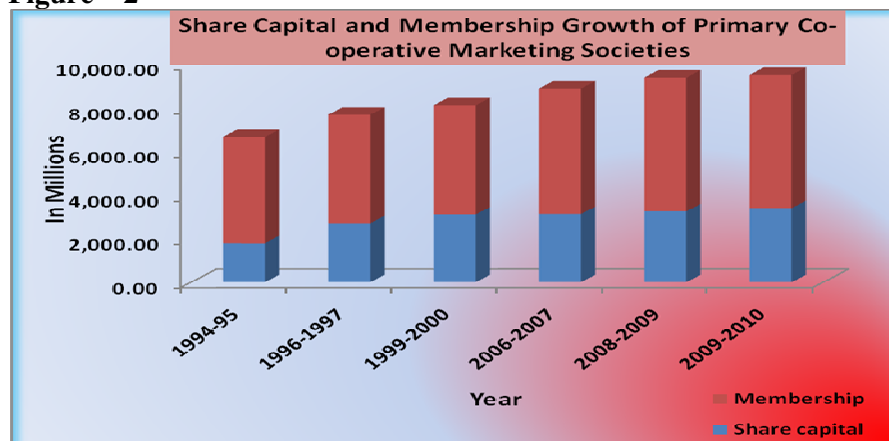
Table No.7.2

Share Capital and Membership of Primary Cooperative Marketing Societies(In Millions)

Year	Share capital	Membership
1994-95	1,780.2	4,895
1996-1997	2,702.9	4,983
1999-2000	3,099.7	5,018
2006-2007	3,119.2	5,781
2008-2009	3,249.7	6,135
2009-2010	3,403.2	6,105
S.G.R	15.2	4.12

(Source- Indian co-operative Movement – A Statistical Profile 2012.)

Figure – 2



(Based on above table no.7.2)

Table no. 7.2 indicates that the share capital and membership growth of primary co-operative marketing societies in India. It is clearly shows that the in year 1994 to 2010 share capital and membership of primary co-operative societies increased.

8 SOCIETIES: EMPLOYMENT GENERATION THROUGH PRIMARY CO-OPERATIVE MARKETING

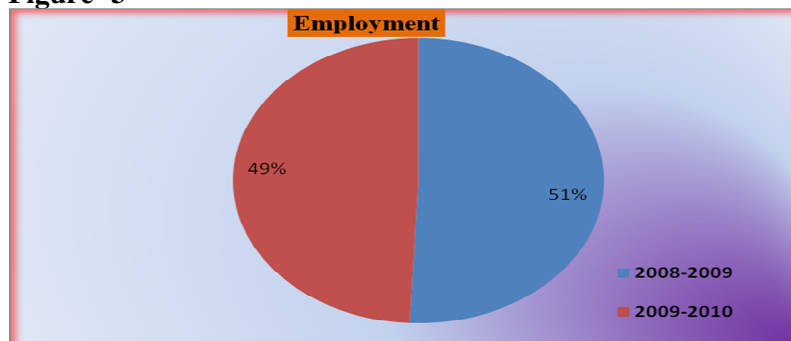
Table No.8. 3

Employment (In Millions)

Year	Employment	Percentage
2008-2009	40,162	51%
2009-2010	38,950	49%

(Source- Indian co-operative Movement – A Statistical Profile 2012.)

Figure -3



(Based on above table no.8.3)

Table no. 8.3 explains by the employment generation through primary co-operative marketing in India. In year 2008-2009 employment rate is 51% and 2009-2010 employment rates is 49%. It clear that employment generation rate is increasing at decreasing rate.

CONCLUSION: Primary co-operative marketing sector has been playing a significant role in the development of agriculture as well as rural area in Indian economy. It has to be contribute the provide employment opportunity for people whose belongs to rural areas. Primary co-operative marketing sector develop the primary agriculture marketing sector, state and District level marketing sector in India.

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