

SPATIO-TEMPORAL ANALYSIS OF AGRICULTURAL MARKETING OF GOA BAGAYATDAR SAHAKARI KHAREDI VIKRI SAUNSTHA MARYADIT IN GOA

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Abstract:

Agriculture has developed in the great historic time where it began as a primary economic activity. It is acculturation of crops along with animal rearing. This economic activity of agriculture undergoes a series of processes from the point of preparing the land for cultivation till harvest and post-harvest. The post-harvest activities are mainly for marketing of crops and termed as agricultural marketing. Agricultural marketing is the point at which there is an interaction between the buyers and the sellers of agricultural crops at a particular location. Goa being a tiny state agriculture is carried out to produce different crops. Different type of markets facilitates agricultural marketing in Goa. One of the oldest and largest agricultural market is Goa Bagayatdar Sahakari Kharedi Vikri Saunstha Maryadit. Over the years it has spread out its branches in different parts of Goa, facilitating farmers to produce crops like coconut, arecanut, cashewnut, kokum sol and seed, pepper black as well as white, ottomsol, koppra and paddy. The present study focuses on spatio-temporal analysis of Goa Bagayatdar Sahakari Kharedi Vikri Saunstha Maryadit in agricultural marketing. It focuses to analyze the spatio-temporal development of Goa Bagayatdar in agricultural marketing in Goa and to understand the interest of the farmers in agricultural marketing with Goa Bagayatdar . Primary and secondary data are utilized for the good performance of the study following geographical methodology. There is a greater section of development observed in Goa Bagayatdar in agricultural marketing. These agricultural marketing centres of the society allow farmers to have their membership. The talukas having more agricultural activity have more number of branches of Goa Bagayadar.As well as these branches have more of shareholders. Furthur the society have other business too and 20% out of the total employees are engaged in agricultural marketing centres. The main branch is located at the central location of the state that is at Ponda and all the other branches bring their produce to the main branch for further processing and sell. As the study concludes with its observation that all the branches are still developing and forecast a bright future of agricultural marketing in Goa with Goa Bagayatdar at distict geographical location which will be beneficial to farmers and consumers.

Key words: Agriculture, marketing, shareholders, production, harvest and post-harvest, buyers and sellers, economic activity

INTRODUCTION:

Agriculture is a term derived from the late middle English adaptation of Latin ‘agricultura’ from ager ‘field’ and cultura ‘cultivation or growing’. Agriculture is an art and science or practice of farming that involves soil cultivation for the growing of crop and raising of livestock for food and other products. While agriculture is a primary economic activity of man. Man engages this for self-consumption and for commercial purpose. As the harvests are carried out further processing is also involved until marketed.

Market is the meeting place of buyers and sellers where exchange of goods and services take place. Hence marketing is an act of promoting goods and services. Agricultural marketing deals with the marketing of agricultural commodity involving all the post harvest activities linking from the field to the consumers.

Goa being a land of agriculture, a large variety of crops are cultivated. It gave a base to set up market for agricultural commodities through local periodic markets and co-operative societies.

The largest co-operative society of Goa is named as Goa Bagayatdar Sahakari Kharedi Vikri Saunstha Maryadit. It was established at the earliest after Goa’s liberation. The society is village based co-operative society of the agriculturists from all over Goa and it has played a vital role in helping the farmers in Goa as well as in the development of agriculture and agricultural marketing. In the year 1964 on 31st July this society was registered, named as “Central Supari Sahakari Kharedi Vikri Society Ltd.”, which was started with the principle objective to secure better price for the arecanut produced by the members. It started at Ponda taluka, which was small but had successful beginning who achieved with the staff component of two persons.

Amazing, during the year 1975, a revolutionary change took place as government decided to merge “Goa Coconut Producers Co-operative Marketing and Processing Society at Margao with Supari Society and hence the name of the society was changed to “Goa Bagayatdar Sahakari Kharedi Vikri Society Ltd.” Further in the same year due to increase in the paid-up capital the society’s name was again changed to Goa Bagayatdar Sahakari Kharedi Vikri Saunstha Maryadit.

This society is pursuing the very spirit of cooperation from the grass root to the apex level in constantly helping farmers to prosper through timely supply of reliable agricultural inputs and aid in producing high quality horticultural products while strengthening their distribution reach.

The society have and works on its objectives in an increasingly competitive environment with greatest potencies, co-operative culture, co-operative networking, market insight and respect for both the producers and the consumers, while also supplying the consumers with quality goods at very competitive rates.

OBJECTIVES OF THE STUDY:

The study is carried out focusing the following objectives:

- To analyze the spatio-temporal development of Goa Bagayatdar in agricultural marketing in Goa
- To understand the interest of the farmers in agricultural marketing with Goa Bagayatdar

DATABASE AND METHODOLOGY:

A good study contains valueable data collected from both the sources hence this study is based on the primary and secondary data. Primary data collection was through survey and personal interviews with the employees of the society and farmers. Sources like books, society's annual report magazines, internet, etc were utilized to collect secondary data.

The methodology followed for the study includes:

- Choosing the topic and forming the title and objective of the study
- The collection of primary data through field work
- Tabulation of data is considered for systematic analysis of the study
- Diagrammatical representation of the data is carried out through application of cartographic techniques.

REVIEW OF LITERATURE:

Narasaiah M. L. (2008); states the future of agricultural trade which is based on the type of practice followed such as the operation of the W.T.O. like perfect competition, market access, domestic subsidies, standards, etc., this type of operations can change the agriculture market system leading to growth.

K.K. Monohara, V.S. Korikanthmath, B.L. Manjunath (2021); highlight rice cultivation in Goa with the production and economic analysis along with the production varieties and uses. Similarly focuses on the reasons for poor returns and socio economic constraints.

Salunke Ajit Shantaram, Honnungar Sunilkumar S. (2020); described the development of automated grading machine using image processing techniques and lab views which classify arecanuts harvested and processed across various locations of Goa i:e the classification is based on its quality.

DATA COLLECTION AND ANALYSIS WITH CASE STUDY:

The society is known for the disciplined working with the objectives which are as follows: members are given optimum price for their horticultural produce, the consumers are supplied with quality goods at reasonable rates, ready market place is made available for the goods produced by small scale and home industries, this generates employment and economic prosperity and socio-economic development of the rural population, the employees of the society are offered best terms and conditions, the society pays good amount revenue to government in the form sales tax, G.S.T., income tax, market fees, etc..

Also this society is the medium for implementation of various government schemes to farmers. It has made available all the commodities to general public under one roof and kept price stabilization and control on the market. It also acts as a nodal agency of the government for implementation various government schemes given to farmers and give at source subsidy to farmers.

The society has its satisfaction as it observes and implement fully all the principles of co-operation which are essential for co-operative sector. Here are some principles: voluntary and open membership, democratic member control, autonomy and independence, member economic

participation, education, training and information, co-operation among co-operatives, concern for community and socio-economic development.

Every year the society has its annual general body meeting which is kept at the central location and farmer members attend and interact from all over Goa in a large number. The society has maintained good amount of reserves as the members preferred low rate of dividend and also pays price incentives for the agricultural produce produced by the members. Similarly members are imparted training from time to time in co-ordination with agriculture department, ICAR, reputed agri/fertilizer industries and organize visits to the farms of the progressive farmers in the neighbouring states for farmers/members.

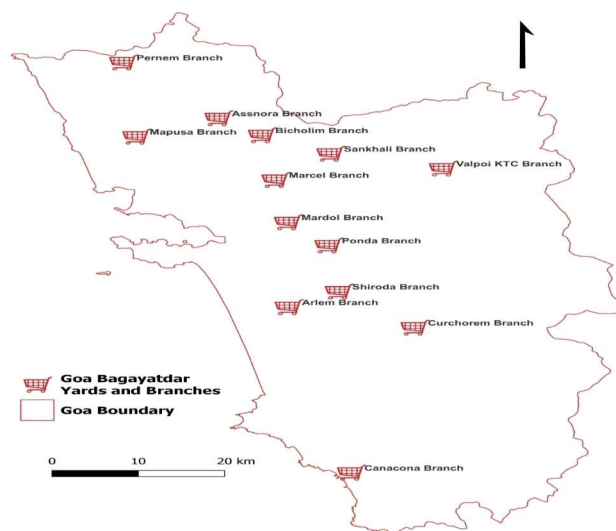
The society buys and sells crops like arecanut, coconut, pepper (black and white), cashew, kokum (sol and seed), otamsol and paddy. The crops are accepted in rass which means without classifying and also classifying. The classification and sorting of arecanuts is based on its quality like Safed khoka, Lal khoka, Vench, Kharad, Tukada and Bad vench. Whereas coconuts are classified based on its size like 80/bag, 90/bag, 100/bag, 120/bag, 180/bag, 250/bag and also in kilograms. While all other products are bought and sold based on its weight.

Distribution and development of Branches of Goa Bagayatdar in Agricultural Marketing in various parts of Goa.

The society expanded with thirteen branches over the state right from Pernem to Canacona which are dealing with agricultural marketing. Some of these are located in the agricultural marketing yard of APMC which are on rental whereas some are in their own buildings.

The map 1 below shows the branches of Goa Bagayatdar dealing with agricultural marketing in Goa. Ponda branch was first established whereas Arlem-Raia is the latest established.

Map :1 Goa Branches of Goa Bagayadar Agricultural Markets in Goa



Source: Goa Bagayatdar-2023. Compiled by research scholar

The following table shows taluka-wise distribution of Goa Bagayadar S.K.V.S.M. agricultural marketing branches. TABLE:1

Talukas	Number of branches
Pernem	1
Bardez	2
Bicholim	2
Sattari	1
Tiswadi	0
Mormugao	0
Ponda	4
Dharbandora	0
Quepem	1
Sanguem	0
Salcete	1
Canacona	1

Source: Goa Bagayatdar (2023)

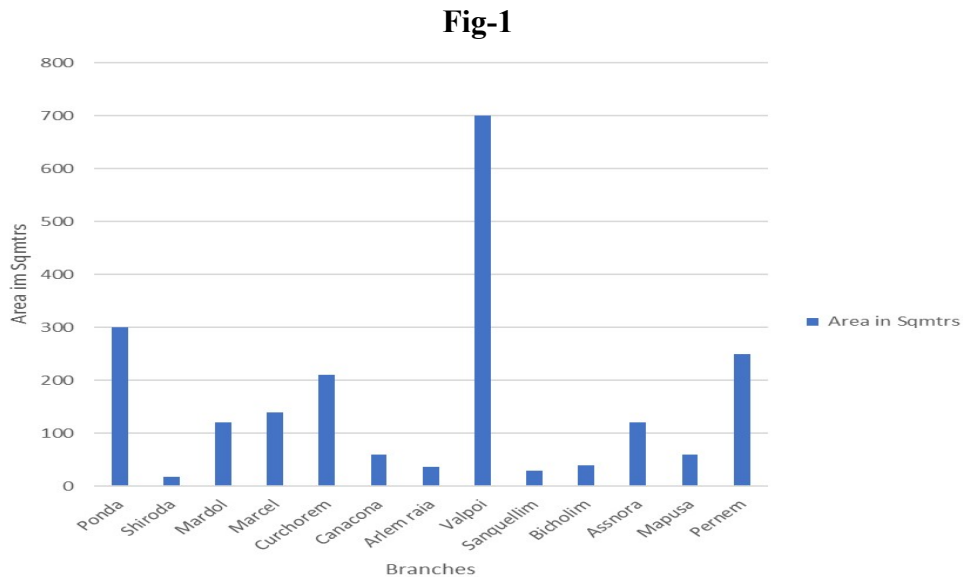
It has been observed that the society has spread out in different talukas where the taluka of Ponda has the largest number of branches that is 4, followed by Bardez and Bicholim with 2 each while Pernem, Sattari, Quepem, Salcete and Canacona have 1 and few talukas like Tiswadi, Murmogao, Dharbandora and Sanguem are not having any. Out of these thirteen branches of agricultural marketing six are situated in the area of APMC.

The following table below shows the branch-wise area distribution in square meters

Table- 2

Branches	Area in Sqmtrs
Ponda	300
Shiroda	18
Mardol	120
Marcel	140
Curchorem	210
Canacona	60
Arlem raia	36
Valpoi	700
Sanquellim	30
Bicholim	40
Assnora	120
Mapusa	60
Pernem	250

Source: Goa Bagayatdar- Compiled by research scholar



Source: Goa Bagayatdar-2023. Compiled by research scholar

The above diagram shows the branch-wise area in square meters. Among these branches Valpoi branch is the biggest in area while Shiroda branch is the lowest. Ponda branch is the oldest and the centrally located known as the main branch.

Based on the area of branches they are been classified into three in hierarchical order. The below table shows hierarchical classification.

Table:3

Classes (Area in Sqmtrs)	Branches	No. of Branches
>100	Shiroda, Canacona, Arlem-Raia, Sanquelim, Bicholim, Mapusa	6
100-200	Mardol, Marcel, Assnora	3
200<	Ponda, Curchorem, Valpoi, Pernem	4

Source: Goa Bagayatdar- (2023)

In this regards it is been observed that six branches are in lower area of less than 100 square meters whereas four branches are at higher area of more than 200 square meters while only three branches are in middle class of 100 to 200 square meters.

Employees of Goa Bagayatdar in Agricultural Marketing

Over the years society spread out with growing branches hence provided an employment opportunity with an increasing trend. It is observed that the employees are from nearby locations. Around 88 out of 433 employees are into these 13 branches of agricultural market on regular basis. As per the seasons daily wage employees are also offered employment from nearby locations of the branch.

The following table and diagram show the number of employees in agricultural marketing carved out from the employees of entire society

Table:4

Sections	Number	Percentage
Agricultural Markets	88	20.32
All other sections	345	79.68
Total	433	

Source: Goa Bagayatdar- (2023) Compiled by research scholar

From the above it can be observed that 20% of the employees are in agricultural marketing whereas remaining 80% employees are into other sections of the society.

Branch-wise Distribution of Employees in Goa Bagayatdar Agricultural Marketing

Table:5

Branches	Employees (Regular)	Employees (Daily wage)
Ponda	16	11
Shiroda	6	0
Mardol	8	0
Marcel	5	4
Curchorem	11	14
Canacona	5	3
Arlem-Raia	2	0
Valpoi	8	9
Sanquelim	6	9
Bicholim	5	0
Assnora	5	2
Mapusa	5	9
Pernem	6	1

Source: Goa Bagayatdar-(2023) Compiled by research scholar

The society employs its employees on regular as well as daily wage where the daily wage employees are based on the amount of crops they receive especially with arecanut where huge employees are needed to classify the arecanut. It is been observed that the daily wage employees

are from nearby locations as well as the regular. Similarly more number of employees are observed at the branches where there are more number of agricultural farmers serving the branch. In some branches we can find daily wage employees because of the less number of farmers visiting the branch.

Shareholders or Farmer Members of Goa Bagayatdar

As society developed, its branches over different parts of Goa it generated an opportunity to be the members of the society as shareholders similarly farmers got an opportunity to increase the numbers of shares as well as new farmers became part of the society (shareholders). All these shareholders receive dividend every year based on the society's profit.

Branch-wise Number of Shareholders:

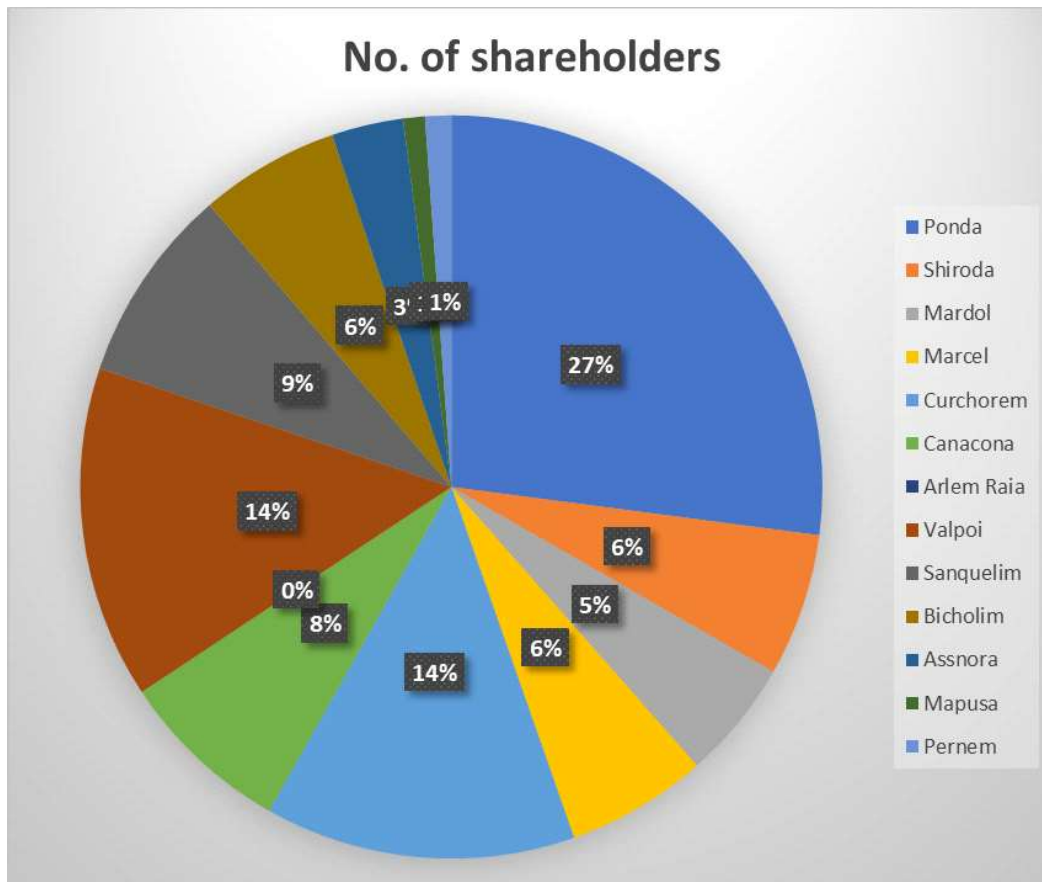
Table-6

The following table and diagram show the branch-wise number of shareholders.

Branches	No. of shareholders	Percentage
Ponda	2600	27.074
Shiroda	596	6.206
Mardol	500	5.206
Marcel	590	6.143
Curchorem	1300	13.537
Canacona	723	7.528
Arlem Raia	0	0
Valpoi	1390	14.474
Sanquelim	820	8.538
Bicholim	584	6.081
Assnora	300	3.124
Mapusa	91	0.947
Pernem	109	1.135

Source: Goa Bagayatdar- Compiled by research scholar

Fig-2



Source: Goa Bagayatdar- Compiled by research scholar

It is been observed that Ponda branch have the highest number of shareholders whereas Arlem-Raia branch is nil.

CONCLUSION:

Agriculture has a strong base in our state. It gave rise to marketing activity providing an interaction point between buyers and sellers. Goa Bagayatdar is the largest agricultural marketing society in Goa. Over the years this agricultural marketing society has developed its branches in different talukas of Goa. It has helped a large number of farmers in Goa. It purchases and sells large amount of agricultural crops. The central location of Ponda branch has been of great importance to other branches where all the branches produce their intake for further processing and distribution or sell. It has served the farmers and the consumers at satisfactory level. Goa Bagayatdar has also developed with an agro-based industry which is a greater achievement. This is the result of Goa's larger production of cashewnuts. It has also led to employment opportunity.

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