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**NAGPUR AGRICULTURE PRODUCE MARKETING  
COMMITTEE (APMC): AN ANALYTICAL STUDY  
(1999-2008)**

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**ABSTRACT**

*Agricultural marketing is inferred to cover the services involved in moving an agriculture product from the farm to the consumer. It is also the planning, organizing, directing and handling of agricultural produce in such a way as to satisfy the farmer, producer and the consumer. 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, distribution and advertising and sale. The paper covers the work of APMC, Nagpur.*

**KEY WORDS:** *agriculture marketing, APMC, Nagpur,*

**1. INTRODUCTION**

Nagpur Agriculture Produce Market committee, Nagpur is one the largest & biggest market in India and Asia. Its market yard at Kalamana which is known after our late Prime Minister Pandit Jawaharlal Nehru is a landmark in the Nagpur city. The market best suits for its geographical location, which is almost at the centre of India, near the international airport and Cargo hub.

Equipped with all facilities for farmers, having crores of rupees of turnover and having lakhs of tons of transactions, this market is considered to be genuine, a reasonable platform for farmers & one of the leading markets of the country. The creativity & long sightedness of the founders can be observed all over the market yard, in its planning, construction & implementation. Creativity, planning for future and strict administration are some of the specialities of the market.

**2. HISTORY**

Nagpur APMC was notified on dated 16th Nov 1974 under section 39A of Maharashtra Agricultural Produce Marketing (Regulation) Act 1963, and started working on dated 21st January 1975.

Before the establishment of Nagpur APMC the agriculture market was an evenly distributed segmented according to the products like fruit, vegetable, grains etc. some eminent personnel from Nagpur city felt the need of common flat from for all types of agriculture products. So they apply to the Nagpur Improvement Trust. After much deliberation Nagpur Improvement trust granted around 110 acres in the year 1981.

The responsibility of Zonal plan report and other necessary things was vested on the shoulders of M/S Kirloskar Consultants Pune. The said concern work hard and promptly submitted the plan in the November month of 1982. The plan of construction

of market is given by M/s Shivdanmal Mokha, the famous architect of India who coincidentally comes from Nagpur. This plan was submitted to Nagpur Improvement Trust. After getting the final approval the construction of Nagpur APMC was started in 1988. The final construction took place in 1992. The development and construction of Nagpur APMC was done entirely on own fund.

Finally it has emerged as the largest & biggest market in India and Asia. Its market yard at Kalamana which is known after our late Prime Minister Pandit Jawaharlal Nehru is a landmark in the Nagpur city. The market best suits for its geographical location, which is almost at the centre of India, near the international airport and Cargo hub. It covers around 211 villages of Nagpur Taluka.

### 3. ADDRESS & CONTACT

Nagpur Agricultural Produce Market Committee  
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Kalamna, Nagpur-440035.

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### 4. SUB MARKET YARDS

There are total nine sub yards of Nagpur APMC. These yards are segmented according to their products. Out of these nine markets five sub markets are situated at the Pt. Jawaharlal Nehru Market Yard, Kalamana, Nagpur. These are as follows :

- 1) Orange & Fruit Market, Pt. Jawaharlal Market Yard, Nagpur
- 2) Chilli Market, Pt. Jawaharlal Nehru Market Yard, Nagpur.
- 3) Cattle Market, Pt. Jawaharlal Nehru Market Yard, Nagpur
- 4) Potato-Onion & Vegetable Market Pt. Jawaharlal Nehru Market Yard, Kalamna, Nagpur.
- 5) Flower Market, Pt. Jawaharlal Nehru Market Yard, Kalamna, Nagpur

The four sub markets which are situated elsewhere are as follows

- 1) Mahatma Fule Vegetable Market, Nagpur
- 2) Cotton Market, Baidhyanath Sq. Ganeshpeth, Nagpur
- 3) Fodder Market, Itwara, Nagpur
- 4) Cotton Market, Butibori

### 5. FACILITIES AVAILABLE

#### 5.1 Soil Testing Centre

Nagpur Agriculture Produce Market Committee, Nagpur, in collaboration with Indian Farmers Fertilizer Co-op Ltd., New Delhi (IFFCO) has started a new venture, Soil Testing Laboratory in the year 2004. A.P.M.C., Nagpur has constructed a spacious building for the laboratory. The laboratory

has been completely computerized. The main purpose of laboratory is to test and analyze the soil samples of the farmers, on 'No profit No loss' basis and to recommend them to use the proper doses of fertilizers and to improve the soil texture. This would ultimately help the farmers to reduce the input cost and increase the yield.

The centre gives suggestion to the farmers regarding proper doses of fertilizers. For this purpose they charge minimum charge of Rs. 30 per sample.

#### 5.2 Water Treatment Plant

Initially APMC, Nagpur use to receive the water supply from Nagpur Municipal Corp. As the requirement was more and the supply was meager the necessity of independent water supply scheme was initiated by the founder members of APMC, in consultation with Maharashtra Jivan Pradhikaran, Nagpur.

Under this scheme, with the construction of Intake well in Kanhan river and jackwell on its bank, a 17 K.M. long MS pipe line was run upto market yard by construction headwork's. Due to this achievement, a water purification plant of one million liters per day was installed at the market yard.

This water is stored in two sumps of 6.5 lack liters each and distributed on the yard through two overhead tanks of capacity 2.5 lack liters. Due to the installation of independent water supply scheme, the market yard has sufficient availability of water without being dependent on N.M.C., Nagpur.

#### 5.3 Computerization

Agriculture Produce Market committee, Nagpur has been completely computerized since April 2000. committee has develop their own application software in Oracle database and front end Developer. The computerization was done phase wise and in the first phase; the cess counters, electric bill recovery, water bill recovery and employee salary modules were developed. In the second and third phase account section, license section, shops cum godown, court cases, agreements, inventory, dead stock, property register, weighbridge & In gate-Out gate management modules were made and all the three 30 Ton Avery make weighbridges were connected to each other as well as with the main central server.

The market committee has adapted wireless networking and optic fiber cable networking system on it's market yard, which is the latest technology. At present, 6 links are connected by wireless networking and 7 links are connected by optic fiber cable. Also there is a 40 line independent EPABX which connects all the departments by intercom facility.

#### 5.4 Electricity Department

Electricity Department of Agriculture Produce Market Committee, Nagpur is full fledged section, looking after electrification of new buildings, and maintenance and up keep of lighting system at Kalamana market project & it's sub-markets.

**5.5 Ware house facility**

The committee has constructed a Godown having capacity of 1000 M.T. with a view to provide ware-housing facility to small and marginal farmers.

The committee has made arrangements for 60 % advance with 6 % interest for a period of 90 days on the pledge of the produce stored in the Godown to the farmers.

Capacity of various marketing yards are as follows :-

Sr. No.	Marketing Yards	Capacity (Mega Tonne)
1.	Go down at market yard	1000
2.	Go down at Butibori	1000
3.	Workhouse at MKT Yard	3000

**5.6 Full Meal**

Out of the beneficial schemes introduced for farmers, Nagpur APMC has sponsored a scheme “SHETKARI SHIDORI” which is run by a self-help group called “SHATABDI MAHILA BACHAT GAT”. Here at Shetkari Bhavan canteen, the farmers who come to sell their produce at APMC are served with meals.

difference, the onion storage chawl has been erected at APMC, Nagpur to demonstrate how to improve the shelf life of ONION to get better rates to farmers.

**5.10 Warehouse**

The committee has constructed a Warehouse having capacity of 3300 M.T. with a view to provide ware-housing facility to small and marginal farmers. The committee has launched a scheme ‘SHETMAL TARAN YOJANA’ for farmers where 75% of the market value of the crop is given to farmers as a loan against the produce, for 180 days @ 6 p.a.

**5.7 Health Clinic**

Another facility for farmers is the availability of consulting doctor at the Health Clinic at Shetkari Bhawan. The primary health treatment is provided free of cost to farmers and concerned people.

**5.11 Weighting**

This is one of the important facilities which have been made available to the farmers by Nagpur APMC. All the agricultural produce which is brought out for the sale in APMC is weighted. The APMC has made separate arrangement for this purpose. The rates for the financial year 2007-08 are as follows :

**5.8 Ambulance**

The Ambulance facility for farmers and concerned people is available 24x7 at nominal rates such as local services @ Rs. 300/- within Nagpur city and @ Rs. 6/- per KM outside municipal limits.

**5.9 Onion Storage Chawl**

The agriculture commodity having highest fluctuation in rates is “ONION”. To buffer the rate

Sr. No.	Name of Vehicles	Rates in Rs.
1	Truck	40
2	Tempo	40
3	Tractor	40
4	Luxary Bus	40
5	Metador	40
6	Five Wheeler	25
7	Three Wheeler	25
8	Cycle Rickshaw	25
9	Cycle	25
10	Hand Cart	25
11	Tanga	25
12	Car	25
13	Jeep	25
14	Two Wheeler	25
15	Bullock Cart	25

**5.12 Banks Availability**

There are four banks available in the premises of Nagpur APMC. These are as follows:-

1. Punjab National Bank
2. Nagpur District Central Co-op Bank
3. Nagpur Nagarik Sahakari Bank
4. Saraswat Bank

**6. NATURE OF MARKET**

The Nagpur APMC works as per standard financial year pattern i.e. from 1<sup>st</sup> April to 31<sup>st</sup> March. After end of financial year special auditor co-operative societies undertake standard audit and interim audit is being carried by chartered Accountant employed by the institution. All the notified stock are been sold by open action method. The market fees are Rs. 1 per 100 quintals.

## 7. NOTIFIED STOCK

The following are the notified stock by Nagpur APMC:-

Maize, Wheat, Rice, Paddy, Tur, Moong, Sesumum, Linseed, Groundnut, Gram, Soyabean, Chola, Jawar, Bajra, Cotton seed Castor seed, Ambadi, Orange, Mango, Banana, Bor, & Other Fruits Chilli (Dry & Green), Turmeric, Cattle, Goat, Sheep, Chicken, Fodder, Cotton, Grass, Potato, Onion, Suran, Tomato, Green vegetables, Lexcy vegetable, Korn, Sweet Potato, Garlic, Ginger, Coriander, Kochara, Other green vegetables, Cotton.

## 8. MARKET YARDS

There are total nine market yards comes under the jurisdiction of Nagpur APMC.

These market yards are as follows:

- a) Grain Market
- b) Chili Market
- c) Cattle and Fodder Market
- d) Orange and Fruit Market
- e) Potato Onion & Vegetable Market
- f) M.F. Vegetable Market
- g) Cotton Market, Nagpur
- h) Cotton Market, Butibori
- i) Fodder Market Itwari

## 9. INCOME AND EXPENDITURE OF NAGPUR APMC

The next important thing which needs to be studied is the income and expenditure of Nagpur APMC. While studying the income and expenditure of Nagpur APMC it was found that during the study period i.e. 1999-2008 the Nagpur APMC was working in profit. Income of Nagpur APMC constitute mainly of following things:-

- a) Market fees for sale of agricultural produce.
- b) License fees for various market functionaries.
- c) Processing unit fees
- d) Fees from Storage go down
- e) Fees from various amenities
- f) Fees from KRUSHI SANSKRUTI KENDRA
- g) Fees from soil testing centre

Expenditure of Nagpur APMC constitute mainly following things

- a) Salary of staff
- b) Maintenance
- c) Taxes
- d) Development charges
- e) Printing and stationary

While studying the profit of Nagpur APMC we can see consistency in earning profit. It was found that in the financial year 2007-08 maximum profit of Rs 296.49 was achieved. While in the financial year 1999-00 lowest profit of Rs. 39.03 was achieved.

## CONCLUSION

The paper presents analytical study of APMC, Nagpur from the year 1999 to 2006. It has been found that it has been working effectively and actively and the farmers and traders are getting benefitted by its services. It is an important centre in the Vidarbha region for marketing of agriculture produce.

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