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INDIAN CENTRAL ARECANUT COMMITTEE

ANNUAL REPORT OF THE MARKETING SECTION

FOR THE YEAR 1962-63.

Office:
CALICUT, KERALA STATE

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CHAPTER 1

1.1 Introduction

The report covers the activities of the Marketing Section of the Indian Central Arecanut Committee for the period from 1-7-1962 to 30-6-1963. One of the objects of the Committee is the development of marketing of arecanuts in various ways. This object is achieved through the Marketing section by establshment of regulated markets f or arecanut, organisation and development of co-operative marketing, collection and dissemination of market intelligence, establishment of grade standards etc. The various schemes sanctioned by this Committee during the year in this connection and the progress made in their implementation are given below.

The meetings of the Marketing- Economics and Publicity Sub-Committee were held during the year on 30-7-1962 and 28-1-1963. In the first meetting of the Sub-Commltiee held on 30-7-1962, the sub-committee recommended for sanction the proposals for extension of the tenure of the scheme for financial assistence to co-operative marketing societies for arecanut functioning in Kerala and Maharashtra States. Two new schemes for organisation and development of cooperative marketing societies in Kerala and Madras States were also recommended for sanction. In this connection, it may be recalled that, at the annual general meeting held in March 1962, the Indian Central Arecanut Committee while considering the progress achieved in the development of co-operative marketing of arecanuts in Kerala State, had constituted a special Sub-Committee to study the reasons for the slow progress and suggest ways and means for accelerating the progress. The special Sub-Committee met twice and submmitted its report together with its recommendations which were considered by this Sub-Committee.

At the second meeting of the sub-committee held on 28—1—63 the sub-committee reviewed the progress of several arecanut co-operative marketing schemes functioning with financial assistance from the Indian Central Arecanut Committee and stressed that marketing by actual growers should be encouraged and that efforts should be made to increase the membership of the Societies. The Sub-Committee also adopted the revised report on the marketing of arecanuts and betelnuts in India furnished by Directorate of Marketing and Inspection after considering the various recommendations contained therein. Two new schemes, one pertaining to experimental

grading of Indian betelnuts in Madras, Mysore, Kerala and West Bengal States, and the other pertaining to development of co-op. marketing of arecanuts under the Srivardhan Bagaitdar Sahakari Supari Kharidi Vikri Sangh Ltd., in Srivardhan taluka in Maharashta State were also recommended for sanction of the Committee.

Action was taken on all tho recommendations of the Sub-Committees during the year. As recommended by the Marketing, Economics and Publicity Sub-Committee, copies of the report of special sub-committee and the recommendations contained therein were communicated to the Government of Kerala, and The District Central Co-operative Bank at Kozhikode, Trichur, Kottayam and Trivandrum with a request to implement the recommendations with particular reference to issue of production and marketing loans to the arecanut marketing Co-op. Societies and to provide special supervisory staff for disbursement and prompt recoveries of these loans. The financial assistance scheme recommended by the Sub-Committee for development of two co-op. marketing societies in Kottayam District at Palai and Ponkunnam, received sanction of the Government of India during the year. Government of India also accorded sanction for development of the Mettupalayam Co-op. Marketing Society in Madras State for opening of a Sales Depot at Kolhapur. The proposals for extension of the tenure of the schemes for financial assistance to co-operative marketing societies for arecanut functioning in Kerala and Maharashtra States also received sanction of the Government of India during the year

As recommended at the second meeting of the Marketing, Economics and Publicity Sub-Committee, the schemes pertaining to experimental grading of Indian betelnuts through selected arecanut co-op, marketing societies, in the States of Kerala, Mysore, Madras and West Bengal, and development of co-op. marketing of arecanuts in Srivardhan taluka in Maharashtra State, were taken up for sanction, of the Govt. of India, and the same were pending their consideration at the close of the year. Sanction of the Government of India was also obtained for implementing the scheme recommended by the Technological Research Sub-Committee for analysis of arecanut, for prescribing minimum purity standards under Prevention of Food Adulteration Rules.

1.2 Establishment of Regulated markets for arecanut

The Indian Central Arecanut Committee continued to receive the annual progress reports from the various regulated markets established under

the Agricultural Produce Markets Act functioning in the different arecanut growing States in India. From a review of the reports received it was observed that these regulated markets continued to make a steady progress during the year. The effective functioning of these controlled markets had a salutary influence on the arecanut trade and was largely responsible for maintaining the morale in the markets. Regulated markets have been functioning at present in the important arecanut assembling markets of Mangalore, Shimoga, Sagar, Sirsi Kumta, Siddapur and Tumkur, in Mysore State and Kozhikode, Cannanore and Palghat in Kerala State. The regulated market established during last year at Madhugiri in Mysore State commenced functioning during the year under report. The Government of Mysore notified the proposal for formation of the traders' electorate for the Market Committee to be constituted at Gubbi in Tumkur District under the Mysore Agricultural Produce Markets Act and included arecanut also as a notified crop in the market. The question of establishing regulated markets at Janjira-Murud and Sriwardhan in Kolaba District in Maharashtra State was taken up with Government of Maharashtra and it was understood that the proposal for establishment of the first market committee at Janjira-Murud had been sent to the Commissioner, Bombay Division for notification and that the nomination of the first market committee would ke notified shortly by the Commissioner. Regarding Sriwardhan, it was understood that the survey work was still in progress and that the proposal would be ready shortly.

No further progress was achieved in regard to the establishment of regulated markets in the erstwhile Travancore-Cochin portion of the Kerala State, in spite of repeated requests to the State Government. It was however understood that a unified legislation for establishment of regulated markets in the State was under the active consideration of the Government and that action would be taken to introduce the necessary bill in the State Assembly shortly.

The Working the regulated markets during the year in the different states in discribed below.

(*a*) *Working of the regulated markets in Kerala State*

The Malabar Market Committee which was constituted under the erstwhile Madras Commercial Crops Markets Act continued to function satisfactorily during the year. The area of operation of the Committee continued to be the former revenue districts of Malabar including Kasaragod

and Hosdurg Taluks which came in to the jurisdiction of the Committee consequent on the reorganisation of States in November 1956. The present area of operation of the Committee extends over the districts of Cannanore, Kozhikode, and Palghat, besides parts of Trichur and Ernakulam districts. A total of 38,955 quintals of dried arecanuts arrived in the market as against 44,070 quintals receivd during the previous year. Despatches during the year totalled 25,190 quintals as against 44,500 quintals during the previous year. Exports of sundried whole arecanuts were to Cochin. Bombay, Calcutta etc. and tender processed arecanuts (Kalipak) to the markets at Bangalore and Bangarpet in Mysore State, Panruti and Vellore in Madras State and Trichur in Kerala State. Owing to increased production and ready demand for the sundried whole arecanuts, the trade in 'Kalipak' lost its importance to some extent and only limited quantities of this type were dealt with in the markets. The year under report marked notable progress in the matter of acquisition of sites for the regulated markets proposed to be opened at Calicut and other important markets within its area of operation. The regulated markets at Tallakkadathur and Perambra functioned successfully during the year under report. The regulated market for arecanut which was opened in Othukkangal about two years ago and did not function effectively was revived and a beginning was made in effecting transactions of sizable quantities of ripe arecanuts through this market during the year under report. A total of 3,764 quintals of raw arecanuts valued at Rs. 7.88 lakhs arrived in the Perambra market during the year. The number of arecanut growers who utilised the market for disposing of the produce increased from 17,430 during last year to 18,547 during the year under report. The increase in the number of growers availing themselves of the regulated markets for disposal of the produce is an evidence to prove the popularity of the market among growers of this area The absence of regulated markets in the neighbouring markets proved to be a great handicap for the successful working of the regulated markets in this State. The reports on the weekly transactions in the regulated markets, showing arrivals, disposals, market trends and ruling prices were got published in the leading Malayalam Dailies for the benefit of the arecanut growers, traders, and others interested in the moffusil areas.

b) Working of the Regulated markets in Mysore State

i) The South Kanara Market Committee, Mangalore:- One of the main factors contributing to the importance of Mangalore as a commercial centre is the large volume of transactions that take place in arecanut, almost

throughout the year. Mangalore town is the biggest assembling centre for arecanut in the district although small primary markets are found in the arecanut growing areas within the district. Arecanuts produced in the district including those transacted in these small primary markets are finally transported to Mangalore market for sale. Besides what is grown within the district, considerable quantities of arecanuts grown in the neighbouring taluks of Kasargod and Hosdurg of Cannanore district in Kerala State also come to this market for sale The total arrivals to this market during the year amounted to 1,59,114 quintals valued at about Rs. 9 crores as against 1,55,367 quintals during the previous year. The total sales effected during the year were 1,63,754 quintals. The area of operation of this market committee extends over the eetire South Kanara District. As there was no separate market yard established by the market Committee to facilitate conducting of the entire business in one place, the sales were conducted in the premises of the licensed commission agents under thc supervision of the staff of the Market Committee. Although the Cammittee had acquired about 1½ acres of land in Mangalore town for construction of a market yard the area was found to be insufficient for the formation of a common market yard as per the standard laid down by the Indian Standards Insutitution. The Committee was in search of a larger area for acquisition. for construction of the market yard. One important achievement of the Market Committee during the year was the satisfactory and uninterupted working of the chit tender system of sale introduced for the sale of arecanuts during last year. The age old and outmoded practice of selling under cover of cloth was discontinued. Under the new system, sales were conducted at the respective Commission agents "Mundies" under the supervision of the staff of the Market Committee in accordance with a scheduled timetable. This is definitely a notable improvement over the age old practice of sale under cover of cloth. The Market Committee continued to disseminate market intelligence for the benefit of the arecanut growers and traders in the region. Information relating to prices of arecanut and cardomom were collected and furnished to the Chief Marketing Officer, Bangalore and the Indian Central Arecanut Committee, Calicut. Weekly reports showing the arrivals, sales, balance of stock and prices of arecanut and other notified commercial crops were prepared and regularly sent for publication through important newspapers. The daily prices of importand types of arecanut sold in the market were also broadcast through the All Indian Radio, Bangalore for the benefit of the growers and traders.

ii) The Regulated Market Committee, Shimoga

Shimoga is a notable assembling centre for sliced boiled arecanuts in Mysore State. The area of operation of the Market Committee extends over the four important arecanut growing taluks of shimoga, Trithahalli, Hosanagar and Sorab in Shimoga District and Tarikere, Koppa, Kadur Sringeri and Mudugere Taluks in Chikmagalur District. With a wiew to establishing a market yard in Shimoga town, the Government of Mysore accorded sanction for the acquisition of sixty acres of land in Sandalwood Kaval. In addition to these sixty acres of Government land, the Market Committee has proposed for acquisition of about 3½ acres of private land which is located at the entrance to the proposed market yard. The layout plan of the proposed market yard was got approved by the Government Architect and the Chief Marketing Officer, Bangalore. The estimate of the administrative building at a cost of Rs. 1,05,000 was also got approved. The work in regard to allotment of sites in the market yard, to the merchants and the State warehousing corporation for construction of warehouse was in progress at the end of the year under report.

The total arrivals and disposals of arecanut during the year were 67,923 quintals and 71,955 quintals respectively which were slightly more than the arrivals and disposals during the previous year. This is said to be due to the arrivals of arecanuts from certain places which were outside its area of operation. The Market Committee supplied the daily ruling prices of arecanut to important newspapers for publication. The daily ruling prices of a few major types of arecanuts were also sent to the Chief Marketing Officer, by telegram who arranged them to be boadcast through the All India Radio, Bangalore. Weekly prices of arecanut from Madras, Hindupur, Vellore, Palghat etc. which are some of the chief distributing markets for arecanut outside Mysore State, were obtained and published for information of the growers and traders in the market area.

iii) The Regulated Market Committee, Sagar.

The area of operation of this market extends over the taluks of Sagar, Sorab, Hosanagar and Sikaripur in Shimoga District which are important producing areas for whole boiled type of arecanuts. The total arrivals and disposals of arecanut in this market during the year under report were 57,496 quintals and 57,204 quintals respectively as against 37,421 and 34,780 quintals during the previous year. It is said that since the regulation of this market in 1960, the volume of business, is gradually increasing year by year. The growers have realised the benefits of regulated market and are

availing themselves of the same as far as possible. The Market Committee is greately handicapped for want of a common market yard. It has however proposed to acquire about 50 acres of land near Sagar Town on the Sagar-Eli Road for construction of the market yard. Acquisition proceedings were started during the year under report. The market committee displayed the daily market rates of arecanut for information and guidance of the growers and traders. Besides it made arrangements for broadcasting the daily market rates of arecanuts through the All India Radio, Bangalore. The weekly reviews showing the arrivals, disposals, stock position, and highest and lowest prices in respect of arecanut were also published for information of the public. The Committee introduced the open auction system as against the age old practice of sale under cover of cloth. The Committee also introduced the metric units of weight on a compulsory basis in the market area and the unit of price quotation was for one quintal.

iv) The Regulated Market Committee, Sirsi

This market is located in Sirsi in North Kanara District which is the highest producer of whole boiled type of arecanuts. The annual arrivals and disposals in the market at Sirsi during the year under report, were 55,379 and 55,042 quintals respectively valued at about Rs. 2.16 crores. A Sub market yard had also been established at Siddapur which is another important arecanut growing taluk in the district where 12,447 and 12,504 quintals of arecanut valued at Rs 42.67 lakhs were received and sold during the year. With a view to establishing a common market yard, the Committee acquired about 36 acres of land. The plans and estimates for office buildings, canteen, resthouse etc. were ready and construction work was proposed to be taken up at the end of the year under report. The Government of Mysore sanctioned a loan of Rs. one lakh for construction of the market yard. The Committee continued to disseminate market intelligence and arrangements were made to display the daily, weekly and monthly market rates for the benefit of trade. Daily market rates were announced twice during the day through Loud speakers. The Committee adopted open auction system and completely discontinued the old system of sale under cover of cloth.

v) Regulated Market Committee, Kumta

The newly established regulated market at Kumta made good progress during the year. The jurisdiction of the market committee extends over Kumta, Honnavar, Bhatkal, and Ankola taluks in the North Kanara

District. Arecanut, besides, pepper, cardomom, coconut and rice are the notified commodities in the market. The arrivals and disposals of arecanut in the market during the year were 46,084 bags (about 25,000 quintals) and 44,735 bags (about 24,300 quintals) respectively. Within the short period the market committee came into existence, it introduced certain salutary market reforms such as open auction correct weighment etc. which proved to be very beneficial to arecanut trade within the area of its operation. The Committee has yet to establish a common market yard for better supervision, and for affording better facilities to the arecanut growers and traders. The Committee did effective propaganda in the interior places to bring home to the arecanut growers of the benefits of the metric system of weights in the market.

v) The Regulated Market Committee. Tumkur.

The Government of Mysore have declared the town municipal limits of Tumkur as a market established under the Mysore Agricultural Produce Markets Act and have included arecanut among fifteen other commodities as a notified crop for the purpose of purchase and sale within the jurisdiction of the Committee. Tumkur is an important market for sliced boiled arecanuts popularly called 'Chur'. The Market Committee has acquired land measuring 184' x 1038' in Tumkur town for construction of the market yard at a cost of Rs. 95,000/-. Action was being taken to provide necessary amentities in the yard for the sellers and buyers of the notified commodities. The arrivals and disposals of arecanuts during the year were 10,050 and 4,044 quintals respectively as against 9,021 and 3974 quintals during the previous year. Sale by open auction has been introduced in the market. The use of metric weights has been made compulsory within the notified area of the market. The Committee maintained a market intelligence service and disseminated market intelligence through prominent newspapers and bulletins for benefit of sellers and buyers in the market.

The Government of Mysore have notified the proposal for formation of traders electorate in respect of the Market Committee to be constituted at Gubbi in Tumkur District which is one of the notable markets for the 'Chur' type of arecanuts. The preliminaries have since been completed and a regulated market will be established to control the buying and selling of arecanut among other commodities in this market.

A regulated market has also been established in Madhugiri and it is reported that 3 074 quintals arrived in the market out of which 1,638 quintals were sold during the year. The market was recently started and

it has yet to gain momentum to prove its usefulness to the arecanut growers of the area. A common market yard had not yet been established and negotiations were on foot, to acquire adequate land for the purpose at the end of the year under report.

1.3 Adoption of uniformity of weights for arecanut.

During the year under report, metric system of weights were uniformly brought into force compulsorily in all markets both regulated and unregulated. The Indian Central Arecanut Committee continued to publish the prices of Arecanut (both Indian and imported) in different markets and the quantity of their arrivals and disposals, imports and exports etc. in the journals in the metric system in units of quintals. The practice of giving the corresponding price quotations in standard maunds was discontinued during the year as the readers of the Journals were considered to be well acquainted with the metric system of weights by now.

1.4 Setting up of grade standards for arecanut

With a view to drawing up grade standards and grade specifications for all the commercial types of arecanut, the Indian Central Arecanut Committee had sanctioned a scheme for the collection and analysis of various commercial samples of arecanut from different centres of production and marketing. Under the scheme about 220 commercial samples were collected from the various, primary secondary and terminal markets in Madras, Kerala and Mysore States, and were got analysed in the Coimbatore Agricultural Research Institute for their various quality factors, such as colour, length, breadth, thickness, maturity, moisture content, number of pieces per pound and refraction etc. Since there was a great deal of uniformity among the several commercial types in regard to most of the quality factors there appeared to be great scope for laying down grade standards for the different commercial types of arecanut. The recent marketing survey conducted by the Directorate of Marketing and Inspection also revealed that the existing commercial grades were too many and confusing and the basis on which grading was done at present was also arbitrary. A more rational basis of grading was therefore thought necessary. In pursuance of the decision taken at the eleventh Annual General Meeting of the Indian Central Arecanut Committee, the arecanut growing States of Madras, Mysore, Kerala, West Bengal and Maharashtra sponsored individual schemes for grading of arecanuts on an experimental basis. As these schemes were found to be too divergent, the Agricultural Marketing Adviser to the Government of India in

consultation with the State Marketing Officers of the concerned States, drew up a uniform pattern, for approval of the Committee. According to this pattern, grading units at the selected arecanut Co-operative Marketing Socities were to be set up to undertake grading on an experimental basis, based on the local trade practices. The Scheme came up for consideration at the Marketing and Economics Sub Committee Meeting held on 30-7-1962 and it was recommened that the Co-operative Marketing Officer of the Committee in consultation with the Directorate of Marketing and Inspection should specify the names of trade types to be taken up for experimental grading in different States through the existing arecanut Co-operating Marketing Societies. The details regarding quality factors for laying down tentative grade standards should be worked out in consultation with the Directorate of Marketing and Inspection and the scheme should be worked by the respective State Governments in consultation with the Directorate of Marketing and Inspection and the Indian Central Arecanut Committee. At the last Annual General Meeting held on 31—1—1963, a Sub-committee was constituted to visit the proposed grading centres and to suggest tentative grade specifications based on the existing trade practices for being tried out by the Co-operative marketing socities selected for the purpose. The Sub-committee visited the grading centres in Madras and Kerala States during the early part of this year and drew up tentative grade specifications for adoption by the respective socities. The experimental grading scheme proposed by the Committee at a cost of Rs. 28,942 to the Committee for a period of two years was pending consideration of the Government of India at the close of the year.

1.5 Prevention of adulteration of arecanuts

It may be recalled that the tentative specifications on arecanut as framed by the Directorate of Marketing and Inspection, Nagpur based on the analysis of samples of sliced boiled arecanuts done at the Coimbatore Agricultural Research Institute in 1953, were considered at a Seminar on 'Prevention of food adulteration' held at Hyderabad in November 1960. The seminar was of opinion that the data available were not adequate for prescribing the minimum purity standards for arecanut. The Marketing and Economic Sub Committee at its meeting held on 12—1—1962 while considering the action taken on the decision of the Indian Central Arecanut Committee in regard to prevention of adulteration on arecanut, decided that the Co-operative Marketing Officer of the Committee should put up a suitable scheme for analysis of arecanut as a preliminary to prescribing

minimum purity standards in consultation with the Senior Scientific Officer, Arecanut Technology Unit, Central Food Technological Research Institute and the Senior Marketing Officer, Directorate of Marketing and Inspection for consideration of the Committee. Accordingly a scheme for collection of different types of arecanut and their analysis for prescribing quality grade standards was put up at a total cost of Rs. 69,514/- to the Committee for a period of three years. The technique proposed to be adopted for investigation will be collection of a large number of commercial samples of arecanut from the various assembling, distributing and terminal markets and subject them for analysis at the Arecanut Technology Unit in the Central Food Technological Research Institute, Mysore. The grade samples will be analysed both for their physical factors and chemical constituents for ultimate setting up of purity standards. This will help at standardising the quality factors for preventing adulteration. A large number of controlled samples ranging from 700 to 1000 will be collected at different centres and during different seasons, by the Grading and Statistical Assistant provided under the scheme. The results of analysis will be statistically interpreted to arrive at definite conclusions. The scheme was sanctioned by the Government of India subject to certain modifications and was pending implementation at the close of the year under report.

1.6 Marketing Survey of arecanuts

Since the publication of the report on the marketing of arecanuts in India by the Directorate of Marketing and Inspection in 1949, several changes in the acreage and production of arecanuts in Indian Union have taken place. With the partition of India, a large area under arecanut cultivation in Bengal and Assam States merged with Pakistan effecting the Indian production to a considerable extent. Besides, the reorganisation of states also brought about certain changes which had some consequences on the marketing of the commodity in the country. At the instance of the Indian Central Arecanut Committee, the Agricultural Marketing Adviser to the Government of India conducted a survey on the production, processing, distribution, crop surplus, utilisation and marketing of the different types and grades of arecanut to ascertain the qualitative deficits in the different types and grades to study the trends of consumption, consumer preferences, etc. and to make suitable recommendations for development of marketing of this commodity in India. The report was got printed and in accordance with the decision of the Indian Central Arecanut Committee held in March 1962, five copies of the printed report were sent to all the State Govern-

ments and one copy each to all the members of the Committee, inviting their comments, if any, on the conclusions and recommendations contained therein. Among the states, Kerala, Madras, Maharashtra and Mysore, while accepting most of the recommendations contained in the report offered comments on a few of them. The other State Governments had no comments to offer. The Indian Cantral Arecanut Committee considered the report in the light of the comments offered by the State Governments at its last annual general meeting held on 31st January 1963.

1.7 Regulation of quantity of imported arecanuts

The Government of India continued the restrictive policy of imports during the year under report. Only 89,777 quintals of arecanut valued at Rs. 34,60,799/- were imported into India during the financial year ending 31st March 1963 as against 1,00,408 quintals valued at Rs. 45,32,009/- imported during the previous year. The standard rate of duty levied on the imported arecanut continued to be Rs. 3.07 per kilogram during the year and Government of India realised a revenue of about Rs. 2.75 crores by way of import duty during the year. Regarding the restriction on the volume of imports, applications from established importers for import of arecanuts were considered by the Port authorities and import licences for an equal value of Rs. 500/- were granted to each established importer irrespective of the quantum of his past imports of this item, for the year. The Indian Central Arecanut Committee while considering the question of import policy for the year, at its last Annual General Meeting held on 31-1-1963 decided to leave the decision on the import policy in regard to arecanut to the Government of India as the question had to be examined in the larger interest of the country.

Among the exporting countries, the Federation of Malaya continued to occupy the predominant position, and exported the maximum quantity of arecanuts into India as is evidenced from the fact that out of the total import of 89,777 quintals, the quantity shared by Malaya was 64,137 quintals valued at Rs. 24,25,134 which formed about 71 per cent. The import from Singapore and Ceylon were 22,478 quintals and 3,158 quintals valued at Rs. 8,96,658 and Rs. 1,38,422 which formed 25 and 3.52 per cent respectively. The imports from East Pakistan was practically nil amounting to only four quintals.

Exports:—The export of arecanuts during the year amounted to 1,099 quintals valued at Rs. 8,62,405 as against 1,229 quintals valued at

Rs. 8,60,811 during the previous year. The major portion of the exports were to Kenya and Singapore valued at Rs. 3.17 lakhs and Rs. 2.29 lakhs respectively. A statement showing the quantity of arecanuts imported into India during 1962—63 is given below:

Countries from where imported	Quantity in quintals	Percentage to total	Value in Rs.
Federation of Malaya	64,137	71.43	24,25,134
Singapore	22,478	25.04	8,96,658
Ceylon	3,158	3.52	1,38,422
Pakistan	4	.01	585
Total	89,777	100.00	34,60,799

Statement showing the quantity of arecanuts exported from India during 1962-63:

Countries from which exported	Quantity in quintals	Percentage to total	Value in Rs.
Kenya	361	32.84	3,17,206
Singapore	344	31.30	2,29,729
Malaya	55	5.00	34,587
Aden	53	4.83	50,198
Other countries	286	26.03	2,30,685
Total	1,099	100.00	8,62,405

1.8 Marketing Seminars

It may be recalled that a Co-operative Marketing Seminar of the Southern States consisting of Mysore, Kerala, Madras, Andhra and Pondicherry was convened by the Ministry of Community Development, Panchayat Raj and Co-operation, Government of India, at Mysore from 19th to 22nd May 1962. The Co-operative Marketing Officer, of the Indian Central Arecanut Committee was deputed to attend the Seminar and participate in the deliberations. A paper on the "Progress and problems of Co-operative marketing of arecanuts in the Southern States" was presented by him for discussion at the Seminar, The Seminar noted that consider-

able progress in Co-operative marketing of arecanuts had been made in recent years in Mysore State where a State Marketing Federation for arecanuts had also been formed. One of the recommendations made at the Seminar was that with a view to extend the benefits of Co-operative marketing to the other neighbouring States, to throw open the membership of Federation to the arecanut co-operative marketing societies functioning in those States also. This recommendation was taken up with the Government of Mysore to persuade the Mysore State Arecanut Co-operative Marketing Federation, to extend its area of operation to include the States of Madras, Kerala and Maharashtra also. The question of necessary amendment to the byelaws of the Federation was under active consideration of the Registrar of Co-operative Societies, at the close of the year. The second important suggestion made at the Seminar was that the arecanut marketing societies should introduce grading and pooling of members' arecanut and sale in bulk instead of in small individual lots. With a view to giving effect to this recommendation, the Indian Central Arecanut Committee sponsored an experimental grading scheme to be implemented by certain selected arecanut co-operative marketing societies in some of the arecanut growing states of Madras, Mysore, Kerala and West Bengal. The Scheme was pending sanction of the Goverment of India at the close of the year. It was also decided at the Seminar to appoint a study team to examine the marketing problems of some of the plantation crops like arecanut, coconut, spices and cashewnut and to suggest measures necessary for development of co-operative processing and marketing of these crops. A study team has since been constituted by the National Co-operative Development Corporation and the Co-operative Marketing Officer of the Committee has been nominated as one of its members.

A Regional Seminar on Agricultural Marketing was convened by the Directorate of Marketing and Inspection at Madras on 21-10-1962, to discuss problems relating to Co-operative marketing, regulation of markets, marketing education and research, and grading and standardisation of the agricultural commodities. The Indian Central Arecanut Committee was also invited to participate in the Seminar and the Marketing Assistant of the Committee was deputed to attend the same. A paper on "Cooperative Marketing and Marketing Finance" with special reference to arecanut in Southern States" was presented for discussion at the Seminar. Number of important recommendations were made at the Seminar for the development of marketing and action is being pursued in respect of them.

A Kerala State Arecanut Co-operative Marketing Seminar was convened under the auspices of the Quilandy Taluk Agricultural Cooperative Marketing Society Ltd., Perambra on 17—3—1963. The Co-operative Marketing Officer of the Committee attended the Seminar and participated in the deliberations. Some of the problems peculiar to Co-operative marketing of arecanuts in Kerala State were discussed at length. Various subjects relating to credit, marketing, godown facilities, giving of incentives to members of cooperative marketing societies to offer their produce for sale, grading and pooling, prevention of adulteration, opening of collecting and sales depots, establishment of regulated markets etc. came up for discussion. Action is being pursued on the several important recommendations made at the Seminar.

CHAPTER 2

CO-OPERATIVE MARKETING

2.1. Organisation and development of Co-operative Marketing of Arecanuts.

The Co-operative Marketing Societies now functioning in the States of Mysore, Madras and Maharashtra continued to work satisfactorily during the year under report and were largely responsible for improving the lot of the arecanut growers who were generally victims to exploitation by well organised middlemen. It is gratifying to note that the year under report showed an alround progress in the working of the Co-operative marketing societies dealing in arecanuts, especially in the volume of business transacted by them as is evidenced from the fact that the total quantity of arecanuts sold by them was 92,666 quintals (which formed about 10% of the total marketable surplus) valued at Rs. 4.83 crores as against 77,797 quintals valued at Rs. 4.05 crores sold during the previous year. The membership and share capital also showed a rise from 22,642 and Rs. 11.21 lakhs during 1961-62 to 26,748 and Rs. 14.94 lakhs during the year under review. Though there was slight decline in the amount of loan issued to members from Rs. 1.80 crores to Rs. 1.68 crores, the amount recovered rose from Rs. 1.76 crores to Rs. 1.82 crores from the previous year to the year under report. As Kerala State was lagging behind in the orgnisation and development of co-operating marketing of arecanuts, a special Sub-committee was constituted at the last Annual General Meeting held on 2-3-1962, to study the reasons for its slow progress and to make suitable recommendations for accelerating the progress. The special Sub-Committee visited some of the good working arecanut marketing societies in the neighbouring State of Mysore for an on the spot study of their working and submitted their recommendations which were placed for consideration of the Marketing and Economics and Publicity Sub-Committee at its meeting held on 30—7—1962. With a view to organising co-operative marketing of arecanuts in Kottayam District in Kerala State, a financial assistance scheme at a total Cost of Rs. 86,400 for a period of four years under the revised pattern of financial assistance was recommended for sanction by the Indian Central Arecanut Committee at its last annual general meeting. The Government of India accorded their sanction during the year to implement the scheme at a total cost of Rs. 32,400 to the Committee and the scheme was implemented with effect from 1—4—1963. With a view to affording better marketing facilities to the arecanut growers of Mettupalayam in Madras State, the Mettu

palayam Co-operative Marketing Society which is the only society dealing in arecanuts in the State, submitted a scheme for opening a sales depot in Kolhapur in Maharashtra State which is one of the important distributing markets for the arecanuts of Mettupalayam region at a total cost of Rs. 19,109 for the period of four years. The Indian Central Arecanut Com. mittee recommended sanction of the scheme at a cost of Rs. 7,079 to the Committee for a period of four years. The Scheme has since been sanctioned by the Government of India and the Society has proposed to open the sales depot in November 1963 after the commencement of the new season for arecanut. The scheme sponsored by the Government of Maharashtra for organisation and development of a Co-operative Marketing Society for arecanut in Srivardhan Taluka which is an important arecanut growing region in Maharashta State at a total cost of Rs. 12,780 for a period of four years was placed for consideration of the Committee at its meeting held in March 1963. The Scheme was approved by the Committee and was pending sanction of the Government of India at the close of the year. Owing to the emergency conditions durying last year in Assam State the Co-operative marketing scheme sanctioned for organisation and development of four cooperative marketing societies for arecanuts could not be implemented by the State, It is however understood that one of the four Societies commenced functioning during the year and efforts were being made to start the other three Societies. The State Government was impressed of the urgent need for development of marketing of arecanut on co-operative lines and it is hoped that the Scheme will be implemented without any further delay. Two cooprative societies for marketing of arecanuts have been organised in West bengal State viz. (1) Putmari large sized marketing society and (2) Okrabari Co-operative Marketing Society and efforts are to be made to develop their activities and make them useful organisations.

A brief outline of the progress achieved in regard to organisation and development of co-operative marketing of arecanuts in different states is given below:

2.2 Co-operative marketing of arecanuts in Mysore State.

Mysore State which has made considerable progress in regard to co-operative marketing of arecanut maintained its alround progress, in regard to share capital, membership, arecanut handled, loans issued, and recovered It is indeed very gratifying io note that the Co-operative marketing societies in this State sold about 8[illegible].005 quintals of arecanuts and recovered a sale

proceeds of Rs. 4.38 crores during the year as against 72,315 quintals and sale proceeds of Rs. 3.75 crores during the previous year, The percentage of arecanuts handled by the Co-operative Marketing Societies formed about 32 per cent of the total marketable surplus in the State which is really very commendable.

a) *The Mysore State Arecanut Co-operative Marketing Federation Ltd., Shimoga.*

The Federation which was organised to coordinate the activities of the primary areca marketing co-operative Societies in the State, continued to work successfully and was of great benefit, especially to the South Kanara Agriculturists Co-operative Marketing Society, Ltd., Mangalore, the Sirsi Thotagars' Co-operative Sale Society Ltd , Sirsi and the Malnad Arecanut Co-operative Marketing Society Ltd., Shimoga which consigned their arecanuts for sale in the sales depots of the Federation at Bombay and Madras. Besides arecanut, the Federation also sold cardamom, sent by the Coorg Cardomom Growers' Co-operative Sale Society Ltd., Mercara through ts Bombay sales depot. The financial assistance scheme sponsored by the Indian Central Arecanut Committee in collaboration with the State Government came to a close during the year under report.

The Madras sales depot had a stock valued at Rs. 5,091, at the beginning of the year on 1—7—1962. During the course of the year under report it received about 206 quintals of arecanut valued at Rs. 1,46,545 from the Malnad Areca Marketing Co-operative Society and effected sales worth Rs. 1,52,617. Strict instructions were issued by the consignor society to the sales agent to improve sales. Madras being the biggest distributing market for sliced boiled type of arecanut, (Deshawar) offers good scope for establishing a direct contact with the distributing market. The Bombay sales depot which was opened only in February 1961, received 295 quintals of sundried whole arecanut from the South Kanara Agriculturists Co-operative Marketing Society Ltd., Mangalore and 392 quintals of whole boiled type of arecanuts from the Sirsi Totagar Co-operative Sale Society, Sirsi. The sale proceeds recovered in respect of each were Rs. 1,65,429 and Rs.2,53,239 respectively. The value of cardamom consigned by the Cardamom Growers Co-operative Sale Society Ltd , Mercara during the year was Rs. 78,850/- Thus the total sales effected by the Madras and Bombay Sales Depots of the Federation during the year under report were Rs. 6,50,128. With the Co-operation of all the primary arecanut marketing co-operative societies, these sales depots can do much better business. However even the very existance

of these sales depots in such notable distributing markets like Bombay and Madras which are the nerve centres of arecanut trade in India had a salutary effect on the assembling markets like Mangalore, Sirsi and Shimoga. The question of extending the area of operation of the Federation to cover the neighbouring States of Madras, Kerala and Maharashtra and affiliating the arecanut co-operative marketing societies therein with a view to conferring the benefits of the sales depots to them was taken up with the Registrar of Co-operative Societies in Mysore, Bangalore and the matter was receiving his attention at the end of the year under report.

b) The South Kanara Agriculturists Co-operative Marketing Society Ltd., Mangalore.

This Society has an area of operation over the entire district of South Kanara in Mysore State which is the biggest producer of sundried whole (chali) arecanuts. With a view to affording co-operative marketing benefits to arecanut growers of the neighbouring district of Coorg, a suggestion was made to amend its byelaws to extend its area of operation to North Coorg also where similar type of arecanuts are prepared. It is understood that this amendment is pending approval of the Registrar of Co-operative Societies. The Society had a membership of 7283 and a paid up share capital of Rs. 1,36,462 at the end of the year under report. It received 39,617 quintals of arecanut during the year which formed about 40 per cent of the total production of the district and nearly 30 per cent of the total arrivals to the Mangalore market, as against 35,044 quintals received during the previous year. It sold 42,201 quintals and recovered a sale proceeds of Rs. 2,16,33,587 during the year. Besides arecanut, the Society also handled other important garden produces like coconut, pepper, cardomom, cashewnut and plantains brought by its members. It sold during the year 348 quintals of pepper, 119 quintals of cardomom, 943 quintals of cashewnut, 1,86,356 coconuts, 33,55,455 plantains and 19,11,748 ripe arecanuts and realised a sale proceeds of Rs. 4,13,957. With a view to affording credit and co-operative marketing benefits to the small areca growers living in the interior parts of the district, it has opened 43 colleeting depots, from whom about 16,700 quintals of arecanuts were received for sale at Mangalore which formed about 42 per cent of the total arrivals to the Society. The sale value of the arecanuts consigned by the collecting depots for sale at Mangalore was Rs. 83.50 lakhs.

To enable the members to hold the stock for a beter price, advances up to 70 per cent of the market value of the produce pledged to the

Society were made and a sum of Rs. 71,78,146 were issued as produce loan and Rs. 73,45,621 were recovered (inclusive of last years outstandings) during the year, Out of the loan of Rs. 71,78,146 issued by the Society Rs. 28,17,435 were issued at the head-quarters of the society at Mangalore and the balance of Rs. 43,60,711 were issued by the collecting depots to the members. With a view to obtaining better prices for members' arecanuts the Society consigned 295 quintals of graded arecanuts to the sales depot of the Mysore State Arecanut Co-operative Marketing Federation Ltd., at Bombay and recovered a sale proceeds of Rs. 1.72 lakhs. The Society established a link with some of the good working credit/service co-operative societies in the district and it was understood that during the year a sum of Rs. 24.50 lakhs had been issued to the arecanut growers by those Societies towards production credit, on the understanding that the sale proceeds of arecanuts consigned by them should be adjusted towards the loans due by them. Instructions have been given to intensify this sphere of activity and to bring about more effective integration of credit with marketing. The society supplied insecticides, pesticides and domestic requirements on indent system to the members and the value of goods supplied during the year was Rs. 3,70,479. The working of the society resulted in a net profit of Rs. 1,10,074/- for the year under report.

c) *The Malnad Areca Marketing Co-operative Society Ltd., Shimoga.*

This Society, has been organised to afford credit and marketing facilities to the areca growers of the Malnad districts of Shimoga and Chickmagalur in Mysore State, where sliced boiled type of arecanuts (Deshawar) are prepared. Its head quarters are located at Shimoga which is the biggest assembling market for this type of arecanuts. It had a membership of 2,544 and a paid up share capital of Rs, 1,25,730 at the end of the year under report. The Society, received 10,858 quintals of arecanut for sale from its members which formed about 17 percent of the total arrivals to the market and sold 11,751 quintals (inclusive of the previous years stock) and recovered a sale proceeds of Rs. 66,31,575 durind the year. It also sold about 206 quintals of graded arecanuts valued at Rs. 1.46 lakhs, through the Madras sales depot of the Mysore State Arecannt Co-operative Marketing Federation, Ltd, during the year. The Society provided both production and marketing credit to its members and issued Rs. 2 96,611 towards the former and Rs. 37;02,824 towards the latter and recovered Rs. 2,87,341 and Rs. 38,25,816 (inclusive of a part of previous year's outstandings) respectively during the year. A sum of Rs. 7.90 lakhs was standing at the

credit of its members in their deposit account in the Society. The Society had fourteen collecting depots located in the interior arecanut growing places within its area of operation. Besides giving credit and collecting members' arecanut, the collecting depots supplied spraying chemicals and equipments on credit basis and served as an excellent media for dissemination of market intelligence in rural areas. The Society continued its two collecting and sales depots at Sagar and Birur which are two of the notable marketing centres for whole boiled and sliced boiled types of arecanuts respectively. With a view to disseminating knowledge on the correct mode of prepation and spraying of 'Bordeaux' mixture to its members the Indian Central Arecanut Committee had sponsored a financial assistance scheme for the appointments of an agricultural graduate and other necessary staff for the purpose. The year under report saw the successful termination of the scheme. The Society distributed insecticides and fungicides worth Rs. 2,90,844 and manures worth Rs. 10,300/- during the year under report. With a view to introducing grading of arecanuts on a voluntary basis, the Society has been selected as one of the grading centres for experimental grading under the financial assistance scheme spónsosed by the Indian Central Arecanut Committee. The working of the Society resulted in a net profit of Rs. 1,08,000/- for the year under report.

d) The Sirsi Thotagars Co-operative Sale Society Ltd., Sirsi.

The entire district of North Kanara in Mysore State has been covered with co-operative marketing societies for dealing in arecanut. Three Societies located at Sirsi, Siddapur and Kumta have been functioning and the areca growers are utilising their services to the utmost extent. It is indeed gratifying to note that all the three Societies maintained their tempo of progress during the year, and were of great assistance to the areca growers of this district both in obtaining their credit requirements and in the marketing of their produce. The total quantity of arecanuts handled by the three societies formed about 35 per cent of the marketable surplus in this district which is really very commendable.

The Sirsi Thotagars Co-operative sale society had a membership of 2259 and a share capital of Rs. 4,47,270/- at the end of the year under report. It received 17,419 quintals of arecanut and sold 18.184 quintals (inclusive of last years outstandings) and recovered a sale proceeds of Rs. 1,17,29,641. It attracted deposits from its members and a sum of Rs. 7,13,644 was standing at the credit of its members at the end of the

year. It issued Rs 14,40,352/- towards marketing credit on the pledge of members' arecanut and recovered Rs. 23,19,452 (inclusive of previous year's outstandings) during the year. As per the recommendations of the Rural Credit survey Committee, the Society stopped issuing production credit to its members and made an attempt to integrate credit with marketing. The production credit required by the areca growers was channalised through the Service/credit co-operatives functioning within its area of operations and 20 societies were selected to participate in this scheme. A sum of Rs. 18,03,100/- was issued by these Societies towards production credit and the total value of the arecanuts marketed through this Society was Rs. 26,82,336. The Society consigned graded arecanuts (boiled whole type) of the value of Rs. 2.42 lakhs to the Bombay Sales Depot of the Mysore State Arecanut Co-operative Marketing Federation. Besides arecanut, the Society collected and marketed 1,500 quintals of pepper and 66 quintals of cardmom also during the year. It supplied Rs, 4,83,125/- worth of spraying chemicals, insectides and manures to its members during the year.

With a view to affording credit and marketing facilities to the areca growers of the neighbouring taluks of Siddapur and Yellapur which are also important arecanut growing taluks in the district, the Society has opened two collecting and sales branches at Siddapur and Yellapur. These two branches received 4,870 and 1,711 quintals of arecanut, 452 and 42 quintals of pepper and 28 and ½ quintal of cardamom respectively during the year. The construction work of offices and godowns at an estimated cost of Rs. five lakhs was under progress at the end of the year. The Society showed a net profit of Rs. 84,939 for the year under report. With a view to introduce grading of arecanut, this society has been selected as one of the grading centre under experimental grading scheme sponsored by the Indian Central Arecanut Committee.

e) The Kumta Co-operative Arecanut Sales Society Ltd., Kumta.

The Society had a membership of 1,133 and a paid up share capital of Rs. 44,313. It received 7,434 quintals of arecanut which formed about 40 percent of the total arrivals to the market and sold 7,532 quintals (inclusive of a portion of previous year's stock) and recovered a sale proceeds of Rs. 31,06,696 during the year under report. It issued Rs. 1,55,930 towards produce loan to its members and recovered Rs- 1,75,705 inclusive of a portion of the previous year's outstandings. It supplied spraying chemicals, fungicides and chemical manures of the value of Rs. 10,852 during the year. The Society earned a net profit of Rs. 27,630 for the year 1962—63.

In view of its good working. the Society was classified under 'A' class Soci. eties by the department.

f) The Siddapur Taluk Agricultural Produce Co-operative Marketing Society Ltd , Siddapur.

This Society had a membership of 416 and a paid up share capital of Rs. 76,100 at the end of the year inclusive of the additional share capital contribution of Rs. 15,000/-given by the Government of Mysore during the year. The Society issued Rs. 2,24,624 towards produce loan to its members on the pledge of their arecanut and other subsidiary garden produces like pepper and cardomom and recovered a sum of Rs. 2,56,682 (inclusive of a portion of the previous year's dues). The Society received 1367 quintals of arecanut, and sold 1,474 quintals (inclusive of the previous year's outstanding stock) and realised a sale proceeds of Rs. 6,48,748. Besides arecanut, it also sold 109 quintals of pepper and 13½quintals of cardomom during the year. It supplied Rs. 32,495 worth of insectisides, fungicides and fertilisers to its members during the year. As per the request of the Government of Mysore, it purchased paddy worth about Rs. 1.08 lakhs during the season from its members and non-members and after converting the same into rice sold it during the off season with a view to creating a stabilising infiuence on the rice market in the region. It made a small beginning during the year in the line of linking of credit with marketing and sold Rs. 24,237 worth of arecanuts belonging to the affiliated credit and Service Co-operative Societies. The working of the Society resulted in a net profit of Rs. 4,226 for the year.

g) The Tumkur district Arecanut Co-operative Marketing Society Ltd., Tumkur

This Society which is receiving financial assistance from the Indian Central Arecanut Committee and the Government of Mysore on a grant-in-aid basis with effect from 15—6—1960 completed another year of its working during the year under report. The area of operation of the Society extends over the entire district of Tumkur which is another important arecanut growing region in Mysore. The Society had a membership of 388 and a share capital of Rs. 18,900 at the end of the year. It issued Rs. 2,16,846 to 75 members towards produce loan on the pledge of member's arecanut and recovered Rs. 1,96,215 during the year. It collected 575 quintals of processed arecanuts and disposed of 539 quintals (sold and released) and recovered a sale proceeds of Rs. 86,851. As the Society is experiencing some marketing difficulties at Tumkur, a scheme prepared for opening of two sales

depots at Chintamani and Bangalore was pending consideration of the Indian Central Arecanut Committe at the close of the year. The collecting depots opened during last year at Amruthur and Holavanahalli in the Kunigal and Koratagere taluks respectively continued to function during the year. The Society supplied about Rs. 21,608 worth of insecticides, fungicides and chemical manures to its members. It earned a net profit of about Rs. 800 during the year.

The Society has proposed certain amendments to its byelaws to provide crop loan facilities to its members. A sum of Rs. 500/- per acre of arecanut garden subject to a maximum of Rs. 2000/- per individual member at a time, is proposed to be given by the Society.

h) The Arakalgud Arecanut Co-operative Marketing Society Ltd., Arakalgud.

The Society had a membership of 431 and a paid up share capital of Rs. 9,971 at the end of the year under report. It issued Rs. 71,046 towards produce loan on the security of members' arecanut and recovered Rs. 64,976 during the year. It collected 269 quintals of processed arecanuts and 5.50 lakhs of dried arecanuts and released back 241 quintals of processed arecanuts and 10 lakhs of dried arecanuts (inclusive of the previous year's stock). It supplied chemical manures, fungicides and insecticides worth Rs. 44,734 to its members. The Society has been sanctioned a sum of Rs. 20,000/- and Rs. 12,500/. by the Government of Mysore on loan cum subsidy basis for the construction of two godowns at its head quarters at arakalgud and its Collecting branch at Basavapatna. The Society has not made any satisfactory arrangements at present for marketing its member's arecanuts at Arakalgud. A suggestion has been made to open a sales depot in a notable market like Hassan to develop its marketing activities. The financial assistance Scheme sponsored by the Indian Central Arecanut Committee and the Government of Mysore on a grant in aid basis terminated on 16—7—1961.

2.3. Co-operative marketing of arecanuts in Kerala State.

The special Sub Committee constituted by the Indian Central Arecanut Committee during last year to study the reasons for the slow progress in the Co-operative marketing of arecanuts in Kerala State and to suggest suitable measures for its improvement, furnished its report during the year. Some of the important recommendations made by the Sub Committee were that the marketing co-operative societies dealing in arecanut should be enabled to provide adequate credit facilities (both

production and marketing) to the areca growers to prevent exploitation from the local traders. In case there would be any delay in bringing about the integration of credit with marketing the existing marketing societies shauld be permitted to issue production credit up to a limited extent at least as a temporary measure. In order to strenghen the marketing arrangements, the societies should be helped to establish direct contact with the important distributing and terminal markets by opening sales depots in such sentres. These recommendations were considered at the meeting of the Marketing and Economics Sub-Committee held on 30—7—1962, and it was decided to communicate the same to the State Government for implementation. The matter has been taken up with the Government of Kerala who have promised to take suitable action in the matter.

The scheme for intensive development of the activities of the two Co-operative Marketing Socities in Kottayam District at Palai and Ponkunnam was sanctioned by the Government of India under the revised pattern of financial assistance at a total cost of Rs. 64,000/- for a period of four years. The Government of Kerala have since implemented the scheme with effect from 1—4—1963.

The working of the Societies in the State during the year under report showed a marked improvement in regard to membership, share capital. arecanut received and sold, loans issued and recovered etc. over the previous year. The membership and share capital rose from 7,189 and Rs. 2.38 lakhs during 196 -62 to 8,280 and Rs. 3.30 lakhs respectively during the year, under report. There was also a steep increase in the loans issued and recovered during the year, as is shown by the fact that the amount of loans issued and recovered during the year went up from Rs. 13.64 lakhs and Rs. 13.00 lakhs during 1961-62 to Rs. 23.74 lakhs and 23.78 lakhs respectively during 1962-63. The total quantity of arecanut handled by the Societies and the sale proceeds recovered also showed a rise from 3,328 quintals, and Rs. 18.94 lakhs to 7218 quintals and Rs. 27.92 lakhs respectively during the year.

2.4 Scheme for intensifying the marketing activities of the Committee in Kerala State by appointment of the Marketing Assistant at the Headquarters of the Committee

The Scheme continued throughout the year, though the Marketing Assistant appointed under the scheme on deputation worked only till 31st May 1963 and on his getting a promotion in his parent department left the services of the Committee. Attempts are being made to borrow the services

of another Senior Inspector of Co-operative Societies from the Kerala Government to fill up the vacancy. During his tenure of office, the Marketing Assistant visited the Co-operative Marketing Societies working with financial assistance from the Committee and had discussions with the Board of Directors and other office bearers for developing their activities. His services were also utilised for making investigations for organisation of two more Societies in Kottayam District. He also attended the Co-operative Marketing Seminars at Madras and Perambra during the year and took part in the deliberations.

2.5 Working of the schemes for the development of Co-operative Marketing of arecanut in Kerala State

The following Co-operative Marketing Societies dealing in arecanuts were functioning in Kerala State with financial assistance from the Indian Central Arecanut Committee and the Government of Kerala during the year on a grant in aid basis.

i) The Kasaragod taluk Agriculturists' Co-operative Marketing Societp, Ltd., Nirchal.

The joint financial assistance scheme for the organisation and development of this Society terminated on 9—8—1962 after a period of four years. It is indeed very gratifying to note that the Society made very rapid strides during these four years, and was of immense help to the areca growers of Kasaragod taluk in obtaining their credit requirements and in the marketing of their produce. The Society was organised only about four years ago, after the reorganisation of States for providing the necessary credit and marketing facilities to the areca growers of the Kasaragod taluk which became part of Kerala State. It had a membership of 1224 and a paid up share capital of Rs. 55,015 at the close of the year under report. With a veiw to inculcating thrifty habits among its members, it attracts deposits and the amount standing at credit of the members was Rs. 98,936 at the end of the year under report It issued Rs. 14,67,698 as loan to its member (production and produce loans) and recovered a sum of Rs. 15,13,271 (inclusive of a portion of the previous year's outstandings) during the year. It received 4,666 quintals of sundried whole arecanuts and sold 4,831 quintals (inclusive of previous year's outstandings) and recovered a sale proceeds of Rs. 25,16,700. The sales were arranged through the South Kanara Agriculturists' Co-operative Marketing Society at Mangalore which has been appointed as its sole selling agent on a concessional rate of commission. With a view to helping its members living in interior parts it has opened

twelve collecting depots on a commission basis. The Society supplied manures, insecticides and fungicides worth Rs. 42,715 and domestic requirements worth Rs. 1,07282 durlng the year. The working of the Society showed a net surplus of Rs. 10,169 for the year. The Society completed construction of its godowns during the year.

b) The Trivandrum District Arecanut Co-operative Marketing Society Ltd., Nedumangad.

In spite of the continued financial assistance from the Indian Central Arecanut Committee and the State Government, the Society did not transact any business Worth mentioning during the year under report. This is mainly due to the fact that even though the Society repaid the District Central Bank loan, the Bank refused to give any fresh accomodation during the year. Its own funds were locked up in the purchase of a building and in other investments with the result it had no funds to transact any business during the year. Besides consequent on the resignation of the Secretary, the post fell vacant and it was not filled up during the year. The Government of Kerala were apprised on the unsatisfactory working of the Society who have promised to take steps for its revival. In view of its poor progress the Government of Kerala have not sanctioned the subsidy due to the Society for the year under report.

c) The Thalapilli Taluk Arecanut Cnring and Marketing Co-operative Society, Ltd. Pazanji.

This Society is also receiving financial assistances from the Government of Kerala and the Indian Central Arecanut Committee on a grant in aid basis. It had a membership of 1063 and a paid up share capital of 21,900. It issued Rs. 17,830 towards production loan (crop loan) and Rs. 70,128/- towards produce loan on the pledge of arecanuts to its members and recovered Rs 31,694 towards the former (inclusive of previous year's outstandings) and Rs. 60,770 towards the latter during the year. It received 126½ quintals of processed arecanut and 20,14,700 ripe arecanuts and sold 122 quintals of processed arecanuts and 14 41,800 ripe arecanuts during the year. The Society opened two sub godowns and a manure depot for supply of manures to its members during the year. In spite of continued financial assistance, the society has not made adequate progress.

(d) The Tirur Taluk Arecanut Co-operative Marketing Society Ltd., Tkalakadathur.

This is one of the five Societies covered under the financial assistance scheme sanctioned by the Indian Central Arecanut Committee and the

Government of Kerala on a grant in aid basis, which was implemented on 1-5-1960. It had a membership of 1247 and a paid up share capital of Rs. 27.955 at the end of the year. It issued Rs. 28,185 towards crop loan and Rs. 36,324 towards produce loan and recovered Rs. 27 656 towards the former and Rs. 35,109 towards the latter during the year, It received 175 quintals of dried arecanuts and 8,97,443 ripe arecanuts and disposed of the entire quantity and realised a sale proceeds of Rs. 44,281. The Society sold chemical mannures worth Rs 22,548 and insecticides worth Rs. 1;989 to its members. It purchased a good godown cum drying yard for Rs. 38,800 with the subsidy and loan given by the Government of Kerala during the year.

(e) *Quilandy Taluk Agricultural Co-operative Marketing Society Ltd., Perambra.*

Its area of operation extends over the whole of Quilandy Taluk in Kozhikode District. It had a membership of 1,164 and a paid up share capital of Rs, 28,645. It issued Rs. 1,68,824 towards produce loan and recovered Rs. 1,50,363 during the year. It received 824 quintals of both types (tender pracessed and sundried whole) of arecanuts and disposed of the entire quantity and recovered a sale prceeds of Rs. 75,328 during the year. The Society has built a godown cum drying yard in Perambra at a cost of Rs. 33 475 out of the subsidy and loan given to it by the Government of Kerala. Besides arecanut, the Society also handled pepper and coconuts valued at Rs. 9,179 during the year. The Society has still to develop on the marketing side as it is at present releasing considerable stock of arecanut without sale after recovering the loan advanced on the pledge of the commodities. It supplied manures, insecticides etc. worth Rs. 4,483/- to its members during the year. The working of the Society resulted in a net profit of Rs. 2657.94 of the year.

(f) *The Taliparamba Taluk Arecanut Co-operative Marketing Society Ltd., Taliparumba.*

The area of operation of this Society extends over the whole of Taliparamba Taluk which is an important areca growing region in Cannanore Distsict. It had a membership of 465 and a share capital of Rs. 30,970 at the end of the year. It issued Rs. 1,38,158 on the pledge of members' arecanut as produce loan and recovered a sum of Rs. 1,18,131. It received 207 quintals of sundried whole arecanuts and sold 243 quintals (inculsive of the previous year's stock) and recovered a sale proceeds of Rs. 65,113/-. It has made arrangements with the South Kanara Agriculturists' Co-operative

Marketing Society Ltd., Mangalore for sale of its arecanuts as its selling agent at Mangalore, on a concessional rate of commission.

g) *The Tellicherry Taluk Arecanut Growers Co-operative Marketing Society Ltd., Mattanur.*

The Society, which has an area of operation over the taluk of Tellicherry had a membership of 489 and a paid up share capital of Rs. 23,580. It issued Rs. 15,100/- towards production credit and Rs. 79,972 towards marketing credit to its members during the year and recovered a sum of Rs. 12,413 towards the former and Rs. 68,922 towads the latter. It collected 191 quintals of arecanut and sold 182 quintals and recovered a sale proceeds of Rs. 67,038/- during the year. It supplied spraying chemicals etc. worth Rs. 4,727/. The society has yet to develop its activities, if it is to be of much help to the areca growers of the taluk.

h) *The Trichur Taluk Areca Growers Co-operative Marketing Society Ltd., Trichur.*

This Society with its area of operation over Trichur Taluk, which is one of the important areca growing regions in the State, is located in Trichur town which is the biggest assembling market for 'Kalipak' tender processed arecanut). It had a membership of 286 and a paid up share capital of Rs. 12,375 at the end of the year. It issued Rs. 1,85,402 towards produce loan to its members on the pledge of their arecanuts and recovered Rs 1,70,022 during the year. It collected 442 quintals of arecanuts from its members and released 380 quintals after recoverng the produce loan. In spite of the fact that the Society is located in one of the most notable assembling markets in the State, it has no efficient arrangements for the sale of members' arecanuts. It is therefore proposed to give the service of a touring salesman who can canvass order from the important terminal markets With a view to undertake processing of tender arecanuts, the Society opened an arecanuts curing centre at Palakkal which is an important assembling centre for raw arecanuts during the year.

It may be recalled that the Marketing and Economics Sub Committee of the Indian Central Arecanut Committee at its meeting held on 30-7-1962 recommended for sanction, a scheme of financial assistance for the organisation and development of two more co-operative marketing socities for dealing in arecanuts at Palai and Ponkunam in Kottayam District at a cost of Rs. 32 400/- to the Committee under the revised pattern of financial assistance in collaboration with the State Government. The Scheme

received administrative sanction of the Government of India during the year under report and it was implemented by the Government of Kerala with effect from 1-4-1963.

i) The Palai Co-operative Marketing Society enlisted 388 members and collected Rs. 22,790 towards paid up share capital at the end of the year. It issued Rs. 1,88,540/- towards produce loan and recovered Rs. 2,13,280 (inclusive of the previous year's outstandings). It made a small beginning in handling arecanuts during the year and collected 10½ quintals of arecanut and sold 10 quintals and recovered a sale proceeds of Rs. 4,500 during the year. It distributed 173 tons of mannures, insecticides and fungicides valued at Rs. 69,350/- during the year.

ii) The Ponkunnam Co-operative Marketing Society enlisted 231 members and collected Rs. 37,600/- towards share capital. It issued Rs. 6,425/- towards produce loan to its members and recovered Rs. 2,600/-. It collected one quintal of arecanut during the year. The Society has yet to develop its activities to be of help to its members.

2.6 Co-operative Marketing of Arecanuts in Madras State

The Mettupalayam Co-operative Marketing Society Ltd., Mettupalayam.

The importance of Madras State, as an arecanut growing region considerably dwindled with the reorganisation of States and cousequent merger of the Malabar and South Kanara Districts with Kerala and Mysore State respectively. Arecanut cultivation is now mair ly confined to the foot hil's of the Niligiris on the outskirts of mettupalayam town in Coimbatore Dt., though scattered holdings are also there in Salem and Kanyakumari Districts in the state. With a view to affording necessary credit and co-operative marketing facilities to the area growers of Mettupalayam, the Mettupalayam Co-operative Stores, was converted into a marketing Society. A financial assistance scheme at a total cost of Rs. 39,080/- for a period of 3½ years under the Second Five Year Plan for opening a sales depot at Delhi was sanctioned by the Indian Central Arecanut Committee to be worked on a grant in aid basis in collaboration with the Government of Madras. The year under report saw the successful termination of the scheme after a further extension of the scheme under the revised pattern of financial assistance. The sales branch was of much benefit to the arecanut growing members of the Society. As Kolhapur, n Maharashtra State, is also an important arecanut terminal market for

the arecanuts produced in this region, a scheme for opening of another sales depot at Kolhapur was sanctioned by the Indian Central Arecanut Committee and the Government of Madras at a total cost of Rs. 19109 for a period of four years on a grant in aid basis. The scheme was pending implementation at the close of the year under report.

The Society had a membership of 531 and a paid up share capital of Rs. 53,555 at the end of the year. It issued Rs. 4,79,240 towards produce loan to its members and recovered Rs. 6,84,283 (inclusive of the previous year's outstandings.) It collected 1,440 quintals of arecanut which formed about 45 per cent of the total arrivals to the market and sold 1,580 quintals (inclusive of the previous year's stock) and recovered a sale proceeds of Rs. 8,56,444. The entire stock of arecanuts are reported to have been sold through the Delhi Sales depot. The working of the Society resulted in a net profit of Rs. 10,164/- for the year under report. The Society distributed chemical manures insectisides and fungicides to its members worth Rs. 3.95 lakhs.

2.7 Co-operative Marketing of arecanut in Maharashtra State

Arecanut cultivation is confined to the two coastal districts of Ratnagiri and colaba in this State, and four Co-operative Marketing Societies for dealing in arecanuts have been organised in Janjira-Murud and Sriwardhan in Colaba District and Dapoli and Konshi in Ratnagiri District. One more Society has been organised during the year under report in the Kolba-Alibag Taluk. A financial assistance scheme for the development of the Sriwardhan Taluka bagaitdar Co-operative Arecanut Marketing Society sponsored by the Government of Maharashtra was recommended for sanction at a cost of Rs. 4,770/- to the Committee at the Annual General Meeting held on 31—1—1963. The scheme was pending final sanction of the Government of India at the close of the year under report. The financial assistance scheme sanctioned by the Committee for the intensive development of the three arecanut marketing societies in Dapoli, Konshi and Janjira-Murud terminated during the year under report.

a) The Janjira-Murud Supari Sahakari Purchase and Sale Union Ltd., Murud

The Society completed another year of its useful service to the areca growers of the taluk. It had a membership of 526 and a paid up share capital of Rs. 35,180/- It issued Rs. 4,52,056/- towards produce loan and recovered Rs. 5,33,051/- (inclusive of a portion of the previous year's outstandings). It collected 1,488 quintals of sundried whole arecanuts which formed

about 60 per cent of the total production within its area of operation during the year and sold 1,661 quintals (inclusive of the previous year's balance of stock) and recovered a sale proceeds of Rs. 7.18 lakhs during the year. It supplied Rs. 66,281 worth of manures, domestic requirements fungicidies etc. to the members. The working of the Society resulted in a net profit of Rs. 13,669/- during the year. With a view to inculcate thrifty habits among members, the Society attracts deposits and a some of Rs. 2,33,508/- was standing at the credit of its members at the end of the year.

b) The Konshi Multipurpose Co-perative Society Ltd., Savantavadi

This Society had a membership of 242 and a paid up share capital of Rs. 60,430. It issued Rs. 41,350/- towards production loan and Rs. 20,250/- towards produce loan and recovered Rs. 57,175/- towards the former and Rs, 3,325/- towards the latter. It collected 56 quintals of dried arecanuts and sold the entire quantity and recovered a sale proceeds of Rs. 27,683/.· It supplied Rs. 29,418/- worth of chemical manures and domestic requirements to its members. The financial assistance scheme sponsored by the Indian Central Arecanut Committee terminated during the year under report. It is rather disappointing to note that inspite of the financial assistance given to the Society, the working of the society during the year was not satisfactory.

c) The Dapoli Taluk Supari Vikri Karnari Society Ltd., Dapoli.

This in another Society which was receiving financial assistance from the Committee and the Government of Maharashtra and the scheme terminated during the year under report. It had a membership of 396 and a paid up share capital of Rs. 18,48). It issued Rs. 1,05,583 to its members on the pledge of arecanuts and recovered Rs. 53,081 during the year. It collected 39 quintals of arecanut and released the entire quantity without sale. It supplied insectisides and chemical manures worth Rs. 17,358/- to its members. In spite of financial assistance from the State Government and the Committee, the Society could not make the expected progress during the year under report.

d) The Srivardhan Taluka Bagaitdar Co-operative Arecanut Marketing Society Ltd., Srivardhan.

This Society just started work and is proposed to be brought under the financial assistance scheme sponsored by the Indian Central Arecanut Committee and the State Government. The scheme was pending sanction of the Government of India at the close of the year under report.

2.8 Co-operative Marketing of arecanuts in Assam and West Bengal States

a) *Assam*: Though Assam State occupies the third important place in the cultivation and production of arecanuts, in India, the recent report on the marketing of arecanuts and betelnuts in India published by the Directorate of Marketing and Inspection has revealed that out of 2,64,452 quintals of arecanuts produced in the State about 2,03,367 quintals are consumed locally in the form of fresh and preserved arecanuts and only 27,690 quintals which forms about ten per cent of the total production, come to the market in the form of dried supari as marketable surplus. The Indian Central Arecanut Committee had sponsored a scheme for organisation and development of two co-operative marketing of arecanuts in the State. The scheme could not be implemented by the State Government during last year owing to emergency and other conditions. The State Government was however moved to implement the scheme at least during 1963-64. One of the two Societies proposed to be taken up under the scheme for intensive development started functioning during the year and enlisted 497 members and collected Rs. 26,460/- towards share capital. It collected 85 quintals of arecanuts and sold 56 quintals and recovered a sale proceeds of Rs. 27,570/.

b) *West Bengal*: This State has a marketable surplus of 16,280 quintals of arecanut out of which 14,920 quintals are locally consumed in the form of raw ripe (fresh or preserved) arecanuts and only about 1360 quintals which forms hardly 7 per cent, come to the market as dried supari. The Societies viz. Putimari large sized Co-operative Agricultural Marketing Society and Okerbari Agricultural Marketing Co-operative Society have been started in the State to handle arecanuts also among other comodities. These societies started work during the year under report and handled about 3 quintals of arecanut. The progress of these societies is being watched and efforts will be made to develop their activities.

STATEMENT A

Comparative Statement showing the figures on Co-operative Marketing of Arecanuts in Indian Union during 1961–62 and 1962 63.

1.	Number of Societies:	1961–62	23
		1962–63	29
2.	Membership	1961-62	22,642
		1962–63	26,748
3.	Share Capital	1961–62	11,21,153
		1962–63	14,94,039
4.	Loans issued	1961–62	1,80,03,122
		1962–63	1,67,68,310
5.	Loans recovered	1961–62	1,75,91,806
		1962-63	1,81,97,728
6.	Arecanut Received	1961–62	81,812 Quintals
		1962-63	87,636 ,,
7.	Arecanut sold	1961–62	77,797 ,,
		1962–63	92,666 ,,
8.	Sale proceeds	1961–62	4,05,38,728
		1962–63	4,82,84,420
9.	Other activities	1961–62	17,02,254
		1962–63	23,67,709
10.	Net profit	1961–62	3,86,151
		1962–63	3,88,574

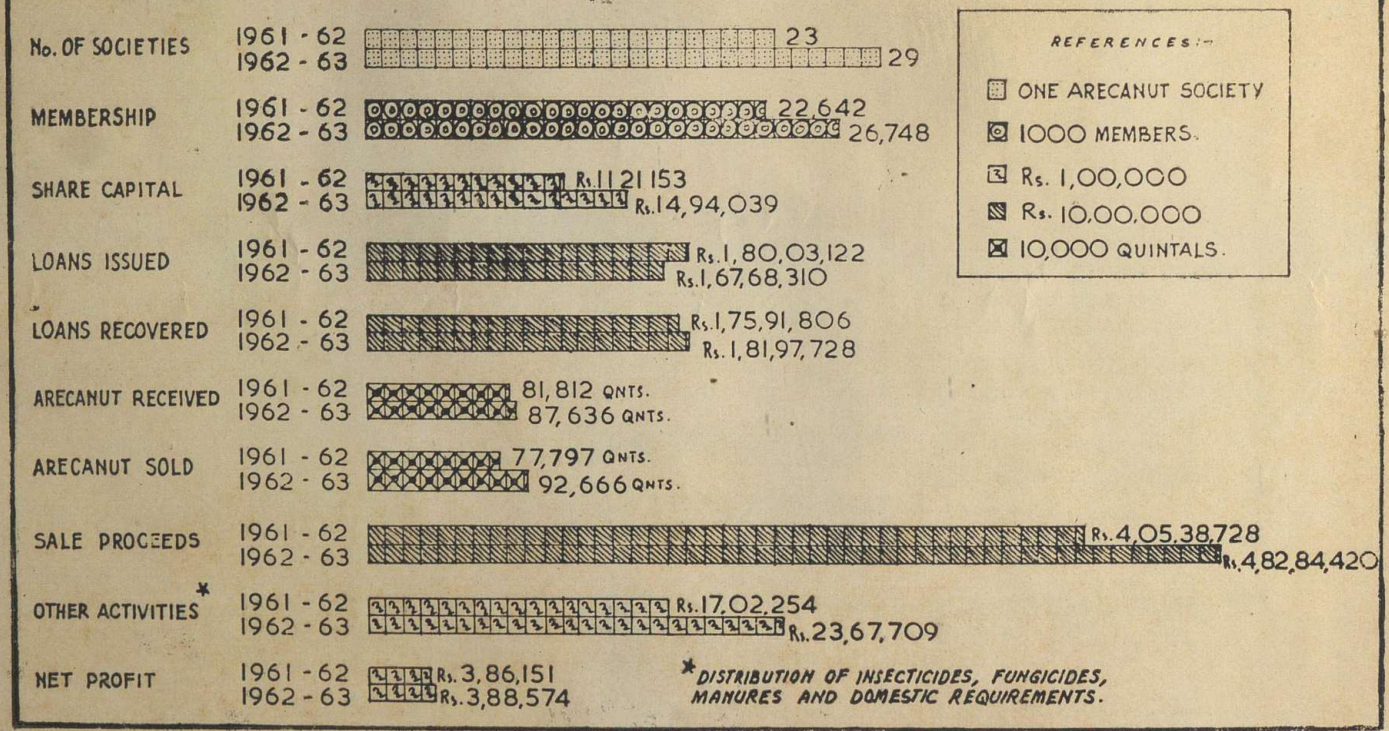
STATEMENT B

Comparative Statement Showing the Progress of the Co-operative Marketing of Arecanuts during 1961 62 and 1962-63 in the States of Kerala, Mysore, Madras, Maharastra, Assam and West Bengal.

Details	Kerala		Mysore		Madras		Maharashtra		Assam		West Bengal		Total	
	1961-62	1962-63	1961-62	1962-63	1961-62	1962-63	1961-62	1962-63	1961-62	1962-63	1961-62	1962-63	1961-62	1962-63
1. No. of Societies	9	11	9	9	1	1	4	5	Nil	1	Nil	2	23	29
2. Membership	7189	8280	13801	14636	522	531	1130	1295		497		1509	22642	26748
3. Share Capital (Rs.)	237982	330323	737036	900491	44165	53555	101970	122085		26460		61125	1121153	1494039
4. Loans issued (Rs.)	1364033	2374335	15529104	13286379	458160	479240	651825	619209		9147		—	18003122	16768310
5. Loans recovered (Rs.)	1299976	2378849	15497691	14473479	209637	684283	584502	646632		14485		—	17591806	18197728
6. Arecanut Received (quintals)	3757	6884	74734	77584	1209	1440	2112	1640		85		3	81812	87636
7. Arecanut sold (quintals)	3328	7218	72315	82005	553	1580	1601	1806		57		—	77797	92666
8. Sale proceeds (Rs.)	1894207	2792615	37559611	43837098	358341	856444	726569	770693		27570		—	40538728	48284420
9. Other activities*	148154	260384	995691	1362331	386319	395178	172090	113057		236659		—	1702254	2367709
10. Net profit	26319	20072	338152	335669	4657	10164	17023	18669		4000		—	386151	388574

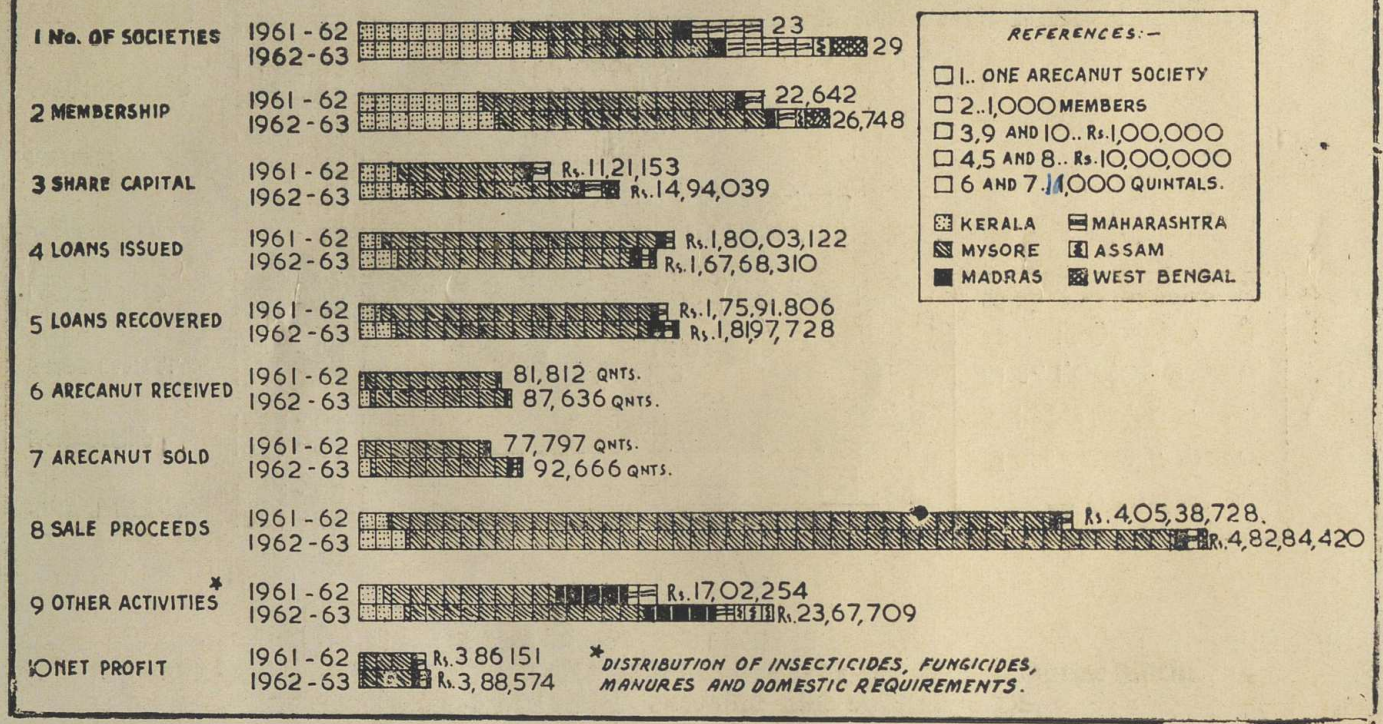
*Other activities include i) Manure supplied, ii) Insecticies and iii) Domestic requirements.

COMPARATIVE STATEMENT SHOWING THE PROGRESS OF CO-OPERATIVE MARKETING SOCIETIES DEALING IN ARECANUT IN THE INDIAN UNION DURING 1961-62 AND 1962-63.



*DISTRIBUTION OF INSECTICIDES, FUNGICIDES, MANURES AND DOMESTIC REQUIREMENTS.

COMPARATIVE STATEMENT SHOWING THE PROGRESS OF CO-OPERATIVE MARKETING OF ARECANUTS DURING 1961-62 AND 1962-63 IN THE STATES OF KERALA, MYSORE, MADRAS, MAHARASHTRA, ASSAM AND WEST BENGAL.



*DISTRIBUTION OF INSECTICIDES, FUNGICIDES, MANURES AND DOMESTIC REQUIREMENTS.

CHAPTER 3

3.1 Collection and dissemination of Market intelligence.

Collection of market intelligence in regard to prices, market arrivals, disposals etc. of different trade types of arecanut in the various assembling, distributing and terminal markets in the Indian Union both in regard to indigenous and imported arecanuts was continued during the year under report. With the kind courtesy and co-operation of the Agricultural and Marketing departments of the concerned State Governments, Trading bodies, Regulated markets, Co-operative marketing societies dealing in arecanuts, Department of Commercial Intelligence and Statistics, Calcutta, Chambers of Commerce etc., this information was collected and disseminated through the Committees' quarterly journal and in the Agricultural Situation of India published by the Directorate of Economics and Statistics, New Delhi. Besides, the all India Radio Stations at Calcutta, Bombay, Trivandrum, Vijayawada, and Tiruchirapalli were also supplied with the weekly market prices for their broadcasting programmes of commercial bulletins.

The information regarding market prices prevailing in the contries of export, viz. Ceylon, Singapore and East Pakistan were also collected through the kind co-operation of the Indian Embassies in those countries and were published in the Committee's journals along with their corresponding prices in the chief importing markets in India.

It may be recalled in this connection, that the Marketing and Economics Sub Committee at its meeting held in January 1963, had recommended to explore possibilities of reporting the prices prevailing in the up-country markets, through the All India Radio to enable the arecanut assembling markets in the South to know the reactions therein. The concerned officers of the punjab, Uttar Pradesh, Madhya Pradesh, Maharashtra, Bihar, Assam and Delhi were addressed in this regard. Favourable replies were received from the Governments of Assam and Uttar Pradesh while, the Governments of Madhya Pradesh Panjab and Delhi, pleaded their inability to comply with our request on the ground that arecanut was not of much commercial importance in their States for inclusion in the broadcasting program of the All India Radio in their States. The replies from Maharashta and Bihar were still awaited at the close of the year.

Price qutations for arecanut continued to be received periodically from the following sources during the year under report for compilation and publication:

Type of information	*Source*	*Periodicity*
KERALA STATE		
1. Weekly market news Bulletlan,	Agricultural Marketing Officer, KeralaState Trivandrum	Weekly
2. Wholesale weekly prices of arecanuts in Palghat market for 'Chur' variety.	Agricultural Assistant, Palghat.	Weekly
3. Wholesale weekly prices of arecanut for processed 'Chur' and 'Iylon' varieties in Trichur Market.	Agricultural Assistant, Trichur.	Weekly
4. Wholesale weekely prices of arecanuts in Nedumangad Market.	Agricultural Assistant, Nedumangad.	Weekly
5. Wholesale weekly prices of arecanut in Alleppey Market (for sundried whole arecanuts).	Agricultural Assistant, Alleppey.	Weekly
6. Wholesale weekly prices of arecanuts in Palghat Market.	Palghat Chamber of Commerce, Palghat.	Weekly
7. Wholesale weekly prices of arecanut in Meenachil Market.	The Fieldman, Lalam, Kottayam Dt.	Weekly
8. Wholesale weekly prices of arecanuts in Kozhikode market.	Secretary, Malabar Market Committee, Calicut.	Weekly
2. MYSORE STATE		
9, Wholesale weekly prices of arecanut in Bangalore and Shimoga Markets.	Chief Marketing Officer, Bangalore.	Weekly
10. Wholesale weekly prices of arecanut in Bangalore market.	District Marketing Inspector, Bangalore,	Weekly

11.	Wholesale weekly prices of arecanut in Mangalore market (Sundried whole arecanuts).	South Kanara Regulated Market Committee, Mangalore.	Weekly
12.	Wholesale weekly prices of arecanuts in Mangalore market (Sundried whole arecanuts).	South Kanara Agriculturists' Co-operative Marketing Society Ltd., Mangalore.	Weekly
13.	Wholesale weekly prices of arecanuts in Shimoga market (sliced boiled)	Malanad Arecanut Marketing Co-operative Society Ltd. Shimoga.	Weekly
14.	Wholesale weekly prices of arecanuts in Shimoga market.	Regulated Market Committee, Shimoga.	Weekly
15.	Wholesale weekly prices of arecanut in Sagar Market.	Sagar Sales Branch of the Malnad Arecanut Co-operative Marketing Society.	Weekly
16.	Wholesale weekly prices of areeanut in Sagar Market.	Regulated market Committee, Sagar.	Weekly
17.	Wholesale weekly prices of arecanuts in Sirsi market.	The Agricultural Produce Market Committee. Sirsi.	Weekly
	3. MADRAS STATE		
18.	Wholesale fortnightly prices of arecanuts in Madurai Market.	The Tamilnad Foodgrains Merchants' Association, Madurai.	Fortnightly
19.	Wholesale weekly prices of arecanuts in Madras city, Panruti and Mettupalayam Markets.	Fort St. George Gazette, (Statistical supplement)	Weekly
20.	Weekly market prices of arecanut in Vellore market.	Superintendent, Regulated Market Committee Vellore.	Weekly
21.	Wholesale weekly prices of arecanut in Virudhanagar Market.	Secretary, Ramanathapuram Market Committee, Virudhanagar.	Weekly

	4. ANDHRA PRADESH		
22.	Wholesale weekly prices of arecanut in Hindupur market.	Director, Bureau of Economics and Statistics, Hyderabad.	Weekly
	5. MAHARASHTRA STATE		
23.	Wholesale weekly prices of arecanut in Bombay City Market.	Marketing Research Officer, Maharashtra State, Bombay	Weekly
	6. ASSAM STATE		
24.	Wholesale weekly prices of arecanut in Gauhati market	Agricultural Produce Marketing Inspector, Gauhati.	Weekly
25.	Wholesale weekly prices of arecanut in Silchar market.	District Agricultural Officer, Cachar District, Silchar.	Weekly
26.	Wholesale weekly prices of arecanuts in Shillong market.	Agricultural Inspector, Shillong.	Weekly
	7. WEST BENGAL STATE		
27.	Wholesale weekly prices of arecanuts in Calcutta Market.	Directorate of Agricultural Marketing, West Bengal, Calcutta.	Weekly
	8. DELHI		
28.	Wholesale weekly prices of sundried whole arecanuts in Delhi market.	Directorate of Bureau of Economics and Statistics, New Delhi.	Weekly
	9. MADHYA PRADESH		
29.	Wholesale fortnightly prices of arecanuts in Indore market.	Marketing Research Officer, Madhya Pradesh, Indore.	Fortnightly
	10. PUNJAB STATE		
30.	Wholesale fortnightly prices of arecanuts in Amritsar Market.	Agricultural Inspector, Market News Service, Amritsar.	Fortnightly

FOREIGN MARKETS

31. Wholesale weekly prices of arecanut in Colombo market.	First Secretary, (Commercial) High Commission of India in Ceylone, Colombo.	Weekly
32. Wholesale weekly prices of arecanuts in Singapore market.	Commercial Counsellor, Commission for India, Singapore.	Weekly
33. Wholesale weekly prices of arecanuts in Dacca and Narayanaganj markets in East Pakistan.	Second Secretary, (Commercial) High Commission of India in East Pakistan, Dacca.	Weekly

Monthly arrivals and disposals of arecanuts in the following important assembling markets were also continued to be collected and published in the Committee's Journal during the year.

Name of the Market	*Source of Information*
1. Kozhikode	The Secretary, Regulated Market Committee, Kozhikode.
2. Shimoga	The Secretary, Regulated Market Committee, Shimoga.
3. Sagar	The Seeretary, Regulated Market Committee, Sagar.
4. Mangalore	The Secretary, Regulated Market Committee, Mangalore.
5. Sirsi	The Secretary, Regulated Market Committee, Sirsi
6. Tumkur	The Secretary, Regulated Market Committee, Tumkur.
7. Vellore	The Superintendent, Regulated Market Committee, Vellore.
8. Virudhanagar	The Secretary, Ramanathapuram Market Committee, Virudhanagar.

3.2 Representation of the Co-operative Marketing officer on other Committees and Institutions.

The Co-operative Marketing Officer was accorded permission by the President, Indian Central Arecanut Committee to continue to serve as a member of the Marketing, Statistics and Publicity Sub Committee of the Indian Central Coconut Committee and the Board of Directors of the Mysore State Arecanut Co-operative Marketing Federation Ltd., Shimoga during the year. He was also permitted by the President to serve as a member of the Study Team appointed by the National Co-operative Development Corporation under the Ministry of Community Development and Co-operation for examining the marketing problems of some of the plantation crops like coconut, arecanut, spices and cashewnut and to suggest measures for development of marketing on co-operative lines.

3.3 Acknowledgement

I take this opportunity of expressing my grateful thanks to the Agricultural Marketing Adviser to the Government of India, Registrars of Co-operative Societies, Directors of Agriculture and Chief Marketing Officers of the concerned States and their subordinate officers for all the interest evinced by them in the marketing development activities of this Committee. My thanks are also due to the several trading bodies, chambers of commerce, arecanut co-operative marketing societies, regulared markets, Director General of Commercial Intelligence and Statistics, Calcutta, and the Indian Embassies in Ceylon, Singapore and East Pakistan who futnishe valuable information regarding market intelligence throughout the year. May I also convey my sincere thanks to the President, Vice-President and Secretary of the Indian Central Arecanut Committee for their guidance and their keen interest in the activities of this section.

The co-operation extended to me by my colleagues is also hereby acknowledged.

(Sd.) K. SHAMANNA,
Co-operative Marketing Officer,
Indian Central Arecanut Committee

Calicut,
22—10—'63

List of Marketing Schemes sanctioned by the Indian Central Arecanut Committee and under Implementation during 1962-63.

Name of the Scheme	1956-57	1957-58	1958-59	1959 60	1960 61	1961-62	1962-63	1963-64	1964-65	1965 66	Total	Share of I. C. A. C.	Share of State Govt.	Share of Society	Date of implementation	Remarks
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)	(13)	(14)	(15)	(16)	(17)
1 Scheme for organisation and development of two Co-operative Marketing Societies at Nadumangad and Pazhanji in Kerala State.	9,096	9,288	10,248	10,476	10,704	10,884	10,884	10,884	—	—	82,464	35,790	35,790	10,884	1-6-1956	
2 Scheme for opening of a Sales Depot at Delhi by the Mettupalayam Co-operative Marketing Society. (Madras State)	—	—	10,935	10,935	11,3.0	12,000	906	—	—	—	46,086	18,741	10,446	16,899	9-4-1958	The scheme terminated during the year
3 Scheme for development of the Kasaragod Taluk Agriculturits' Co-operative Marketing Society Ltd., Neerchal. (Kerala State)	—	—	15,000	22,580	22,652	23,196	18,128	—	—	—	1,01,556	33,640	23,582	39,334	10-8-1958	do
4 Scheme for intensifying the marketing activities of the Committee in Kerala State by appointment of a Marketing Assistant under the Committee.	—	—	3,790	3,660	3,780	4,230	4,310	4,430	4,575	4,730	33,505	33,505	—	—	11-10-1958	
5 Scheme for the development of the three co-operative marketing societies in Maharashtra State in Ratnagiri and Kolaba Districts.	—	—	3,650	8,760	8,760	8,760	5,110	—	—	—	35,040	13,716	13,716	7,608	1-11-1958	do
6 Scheme for the development of marketing of arecanut in Mysore State by opening two sales depots at Bombay and Madras by the Mysore State Arecanut Co-operative Marketing Federation. (Mysore State)	—	—	—	16,000	16,000	16,000	16,000	—	—	—	64,000	23,920	15,920	24,160	1-4-1959	do
7 Scheme for organisation and development of five co-operative marketing societies in Kerala State located in Cannanore, Calicut and Trichur Districts.	—	—	—	—	44,140	48,.50	48,630	48,630	4,053	—	1,93,603	72,480	72,480	48,643	1-5-1960	
8 Scheme for the development of the Tumkur District Areca Marketing Society (Mysore State)	—	—	—	—	6,780	6,348	6,516	6,684	—	—	26,328	12,564	13,764	—	15-6-1960	
9 Scheme for organisation and development of four co-operative marketing societies in Assam State.	—	—	—	—	—	—	—	—	—	—	7,020	3,510	3,510	—	—	Scheme sanctioned by the Government of India but not implemented by the State Government.
10 Scheme for opening of sales depot in Kolhapur by the Mettupalayam Co-operative Marketing Society (Madras State)	—	—	—	—	—	—	—	—	—	—	19,109	7,079	7,079	4,951	—	do
11 Scheme for development of two co-operative marketing societies in Kottayam District at Palai and Ponkunnam in Kerala State.	—	—	—	—	—	—	—	21,600	21,600	21,600	(+) 86,400	32,400	32,400	21,600	1-4-1963	Scheme implemented by the State Government with effect from 1-4-1963.
12 Scheme for the development of the Co-operative marketing Society at Srivardhan. (Maharashtra State)	—	—	—	—	—	—	—	—	—	—	12,780	4,765	4,765	3,250	—	Scheme pending sanction of the Government of India.
13 Scheme for collection of different types of arecanut and their analysis for prescribing minimum purity standards.	—	—	—	—	—	—	—	—	—	—	53,500	53,500	—	—	—	Scheme sanctioned by Government of India and pending implementation by the Central Food Technological Research Station, Mysore.
14 Scheme for experimental grading of Indian betelnuts.	—	—	—	—	—	—	—	—	—	—	70,584	34,242	36,342	—	—	Scheme pending consideration of the Government of India.
										Total	8,31,975	3,84,852	2,69,794	1,77,329		

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ANNUAL REPORT OF THE MARKETING SECTION

FOR THE YEAR 1962-63.

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