

# An Economic Study on Koyambedu Market at Chennai - Some Issues

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## Abstract

*Agriculture is the backbone of the Indian economy. Nearly 70 percent of the population depends on agriculture for their daily livelihood directly or indirectly. In that, 20 per cent of the villagers now depend solely upon agricultural income for their livelihood directly. The agricultural produce sector has been one of the most important components of the Indian economy. Considerable progress has to be achieved in scaling new heights in the production of food grains, commercial crops like cotton, sugarcane, tea, fruits, vegetables and milk. The increasing trend of agricultural production has brought new challenges in terms of finding market for the marketed surplus. There is also a need to respond to the challenges and opportunities, that the global markets offer in the liberalized trade regime. The following are the specific objectives of the study. 1. To study the functioning of the agricultural marketing in general. 2. To know the different varieties of the vegetables produced and sold.*

**Keywords: Domestic violence, Women, Shadow pandemic, Lockdown, COVID-19, India**

## Introduction

Agriculture is the backbone of the Indian economy. Nearly 70 percent of the population depends on agriculture for their daily livelihood directly or indirectly. In that, 20 per cent of the villagers now depend solely upon agricultural income for their livelihood directly. The agricultural produce sector has been one of the most important components of the Indian economy. Considerable progress has to be achieved in scaling new heights in the production of food grains, commercial crops like cotton, sugarcane, tea, fruits, vegetables and milk. The increasing trend of agricultural production has brought new challenges in terms of finding market for the marketed surplus. There is also a need to respond to the challenges and opportunities, that the global markets offer in the liberalized trade regime. To benefit the farming community from the new global market access opportunities, the internal agricultural marketing system in the country needs to be integrated and strengthened. Government of India is striving to prepare the Indian agricultural markets and marketing environment to provide maximum benefit to the producers and in turn compete with the global markets. Farmers market had its birth in the concept of Kalghoj in Russia.

## Statement of the Problem

There are many ways by which the farmer may dispose of his surplus produce. The first and most common method is to sell away his surplus to the village money-lender-cum-trader, who may buy it either on own or as an agent of a bigger merchant of the neighboring 'Mandhi'.

The second method adopted by the Indian farmer is to dispose of his produce in the weekly village markets, known in hindustani as the ‘hat’.

The third method of agricultural marketing is through the mandis in small and larger downs. The mandi may be located at a distance of a several miles, and therefore the farmer has to make special effort to carry his produce to his mandi. In the mandis., there are brokers or dealers who help the farmer to dispose of the produce to the wholesalers known as ‘arhatiya’. The wholesalers may dispose of the agricultural produce which they have purchased from the farmers etailers or flour mills and processing units. In order to have best advantages, marketing of his agricultural produce the farmer should enjoy certain basic facilities.

### Objectives of the Study

The following are the specific objectives of the study.

- To study the functioning of the agricultural marketing in general.
- To know the different varieties of the vegetables produced and sold.

### Methodology

For the present study both primary and secondary data have been collected. The primary data regarding the cost of cultivation, production per acre, transportation, sale of vegetables, income etc., have been collected. With the help of details given by farmers, face to face interview method of data collection is made. Interview schedule is enclosed last pages of thesis. The study has also used both primary and secondary data for the analysis and interpretation. The secondary data regarding the allotment of the shops, registration, membership, price fixation, equipment supplied, functioning of the markets have been collected from the office records of koyambedu market .The secondary data were also collected from the market committee, newspapers, magazines reports and other publication of the government.

### Scope of the Study

An important problem of Indian Agriculture concerns the marketing of its produce, its solution

lies in instituting an appropriate marketing system. Farmer’s market is an attempt in this regard. So, the study of farmer’s is an important to improve its functioning. This study also evaluates the performance of koyambedu market.

### Age – Wise Composition of the Respondents

Age is determinant factor which shows the Involvement of a particular age group in the productive capacity of agricultural labourers age become relevant to labour force because each job is a time bound one and it requires energy and skill

**Table 1 Age – Wise Composition of the Respondents**

Age	No. of Farmers	Percentage
Below 30	10	8.3
21-30	22	18.3
31-40	50	41.7
41-50	23	19.1
Above 50	15	12.6
Total	120	100

Source: Compiled from primary data

The age wise composition of the respondents shows that 0.06 percent of respondents belong to below 30 years, 0.22 percent of them were between 21-30 years 0.40 percent of them were between 31-40 years, 0.38 percent of them were 41-50 years, 0.14 percent of the respondents were 50 and above. It is seen that the most economically productive age group were between 31- 40 years.

### Distribution of Sellers According to Gender

The gender distribution of the group plays crucial to any analysis of social well-being. It gives the number of men and women who engage in selling activities.

**Table 2 Gender – Wise Distribution of Sellers**

Gender	No. of Sellers	Percentage
Male	86	71.7
Female	34	28.3
Total	120	100

Source: Compiled From Primary data.

The above table shows that most of the respondents (71.7) were males and females were only 28.3 percent.

**Table 3 Location of Koyambedu Market**

Particulars	Information
Location of the mark	Koyambedu
Date of commencement for operation	(Chennai City)
Area of Covered	24-12-2000
No. of shops opened	10,2225 5971
Average no. of farmers benefits	700
Average no. of consumers benefits	2300
Total no. of village covered	6000
Average quantity of vegetables sold	24
per day	65000kg

**Source:** Compiled from primary data.

Table 3 shows the various Information of vegetable market of koyambedu. It is observed that the market started to functioning from 24-12-2000. It has covered the total area of 10,225, square tit – there are more than 700 shops functioning at every day. The total no. of farmers benefited are 2300. 6000 consumers were benefited and get their necessary commodities easily. It has covered 24 villages of in and around koyambedu city. It is revealed that an average of 65000 kg of vegetables are sold on every day.

#### Coverages of Villages of Koyambedu Market

The following are the villages covered by the farmers in the market

**Table 4**

Name of Block	No. of Village covered	% to total	No. of farmers	%
Perumpakkam	06	13.6	59	26.8
Perukulathur	08	18.2	100	45.5
Pattinapaakam	04	9.1	11	5.0
Porur	14	31.8	35	15.9
Kannaladi	12	27.3	15	6.5
	44	100	220	100

**Source:** official records of market committee of koyambedu market

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The above Table shows that total number of villages and farmers covered by farmer’s market. It is seen that 31.8 percent of farmers come from porur Block, 27.3 percent of them come from Peumpakkam Block, 8% of them come from pattinapakkam block only 6% and 4% of the farmers came from Kanniladi and perumkulathur block. It is noted that majorities of farmers of market covered by perumkulathur block.

#### Conclusion

As per the study which was undertaken regarding A Study on Performance of Koyambedu Market at Chennai City. It was found that the market facilities and other measures are under taken by the Tamilnadu Govt sincerely and sellers are mostly satisfied in all the ways. There was a cordial relationship between buyers and sellers. Buyers are highly satisfied with the conduct and behaviour of sellers.

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