

A Geographical Aspect of Agricultural Marketing Through A.P.M.C. Margao Goa

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ABSTRACT:

An ancestral economic activity known from the ages is agriculture. It begins from the process of planning till the agricultural produce reach in the hands of consumers leading to the occurrence of agricultural marketing. These agricultural markets are promoting the farmers to cultivate and the buyers to buy agri produce. The Agricultural Produce Market Committee (APMC) is one of such market that play a crucial role in agricultural marketing.

Though Goa is a small piece of land, people of Goa practice agricultural activity and APMC have been spread over eight parts of our state providing a base for sellers and buyers of agricultural produce.

The study has focused on three objectives such as to understand the functioning of APMC, to focus on the role of government in promotion of APMC, to examine the prospects and problems of sellers and buyers of agricultural produce at APMC. The data has been collected through primary and secondary sources of data by collecting information through a visit at Margao APMC and interacting with sellers and buyers of agricultural produce at the APMC. This study is based on primary data and secondary data.

The methodology for the study includes choosing the topic and formulating objectives, the collection of primary data through field work and the study involves the tabulation of data cartographic techniques which includes preparation of maps, graphs and charts.

Goa being a small piece of land encourages large number of people to conduct agricultural activity. Goa's location facilitates different variety of crops. Agricultural produce is been sold in the agricultural markets. These agricultural markets acts as an area mediating buyers and sellers. APMC have spread over different parts of Goa. APMC enabled the nearby farmers and the buyers to sell and buy the agricultural produce. In Goa there are eight

APMC yards. The main yard is at Arlem-Raia Margao which is having the largest area whereas Valpoi has the lowest area. There are participants in the form of farmers and traders. Most of the

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farmers are of the middle age where they are the regular participants from several years. Both the farmers as well as buyers are happy with the APMC without facing any problem.

The APMC have regulated and controlled the agricultural market. It has reduced monopoly in the market and regulated the price by which the farmers earn their worth of hard work while the buyers found the agricultural produce at a reasonable rate. APMC have encouraged the farmers to cultivate because their produce have a fixed market. No cheating is been done at APMC. This type of agricultural markets are of great need for an agricultural economy to grow. The active role of government in APMC has given a wide base for agricultural market.

Keywords: APMC, Buyers, Sellers, Agriculture, Market, Yards, Produce, Committee, Farmers, Development, Monopoly, Traders, Brokers, Mandi

Introduction

Agriculture means the science and art of production of plants and animals useful to man, including to a variable extent, the preparations of these products per man's uses and their disposal by marketing or otherwise, and includes horticulture, floriculture, viticulture, forestry, dairy, livestock, poultry, bee and any and all forms of farm products and farm production.

The development of agricultural activity around 12,000 years ago changed the way humans lived. They switched from nomadic hunter-gatherer lifestyles to permanent settlements and farming. In 6000 BC the barter system was introduced by Mesopotamia tribes, bartering was adopted by Phoenicians. Phoenicians bartered goods to those located in various other cities across oceans.

Goods were exchanged for food, tea, weapons, and spices. At times, human skulls were used as well. In the Middle Ages, Europeans traveled around the globe to barter crafts and furs in exchange for silks and perfumes. The invention of money led to the end of the barter system. Money further gained more value and become a form of trade for goods and services.

The Agricultural Produce Market Committee (APMC) is a crucial institution in the agricultural landscape, playing a pivotal role in the marketing of agricultural commodities in India. Established with

the aim of ensuring fair trade practices and protecting the interests of both farmers and consumers, APMCs have been instrumental in shaping the agricultural marketing system in the country.

The origins of APMCs can be traced back to the early 20th century when the agricultural sector in India faced challenges related to market access, price volatility, and exploitation of farmers by middlemen. Recognizing the need for a structured and regulated market environment, the government introduced the concept of APMCs through various state-level legislations. These committees were envisioned as market intermediaries that would facilitate the buying and selling of agricultural produce in a fair and transparent manner.

APMC: Agricultural Produce Marketing Committee is one of the known location for farmers and buyers in Goa for buying and selling of agricultural produce. It is also known as APMC. One of the key features of APMCs is the establishment of regulated market yards or mandis. These mandis serve as centralized marketplaces where farmers bring their produce for sale, and traders, commission agents, and other stakeholders participate in the price discovery process through open auction.

The APMC framework is designed to ensure

that farmers receive a fair price for their produce, eliminating the exploitative practices that were prevalent in unregulated markets. The functioning of APMCs is governed by a set of rules and regulations that vary from state to state. Each APMC is typically managed by a committee consisting of representatives from farmers, traders, and government officials. This democratic structure aims to equitable trade practices, balance the interests of different stakeholders and promote markets. Agricultural committees also known as farm advisory board or agricultural advisory board committees, are organized groups of stakeholders within the agriculture sector. These committees can vary in size and structure, but they typically include farmers representatives from agriculture organizations government officials and experts in various agricultural fields.

Objectives of the study: The study is based on the following objectives:

- To understand the functioning of APMC.
- To focus on the role of government in promotion of APMC.
- To examine the prospects and problems of sellers and buyers of agricultural produce at APMC.

Database and Methodology

- This study is based on primary data collection i.e. by survey, personal discussion with the employees of APMC, gathered information from the government personal and personal interview with farmers who come with their agricultural products in the market.
- The secondary data is also utilized in the form of previous data collection through journals, books, and also from sources like research papers, magazines, the internet, etc.

The methodology for the study includes choosing the topic and formulating objectives, the collection of primary data through field work and the study involves the tabulation of data cartographic techniques which includes preparation of maps, graphs and charts.

Review of Literature

Tiwari, Swati and Tripathi, L.K.; (2020); in their study describes about the APMC and its policies finding, challenges and possible solutions to overcome. It is found that there is a strong need for farmers and government to work together to resolve the issues in agricultural marketing as soon as possible.

Kashyap and Raut; (2006); highlights the marketers need to design creative solutions like marketing to overcome challenges typical of rural environment such as physical distribution channel management promotion and communication.

Dey Trinankur (2022) states a brief account to improve the marketing efficiency to find out a way by which it can improve the standard condition of the farmer, and to make them aware of schemes provided by the government for a better lifestyle of the farmer.

Goa's Agriculture scenario:

Goa has witnessed remarkable progress in various sectors, along with agriculture. Cultivation of crops such as paddy, cashew, coconut, and horticultural produce has been integral to Goa's agrarian landscape, evolving from a predominantly paddy-centric cultivation to a diversified cropping pattern. This has been possible because of Goa's geographical location, favourable diverse soil, suitable seasons and climatic condition, availability of water resource, etc.

An Analytical Study:

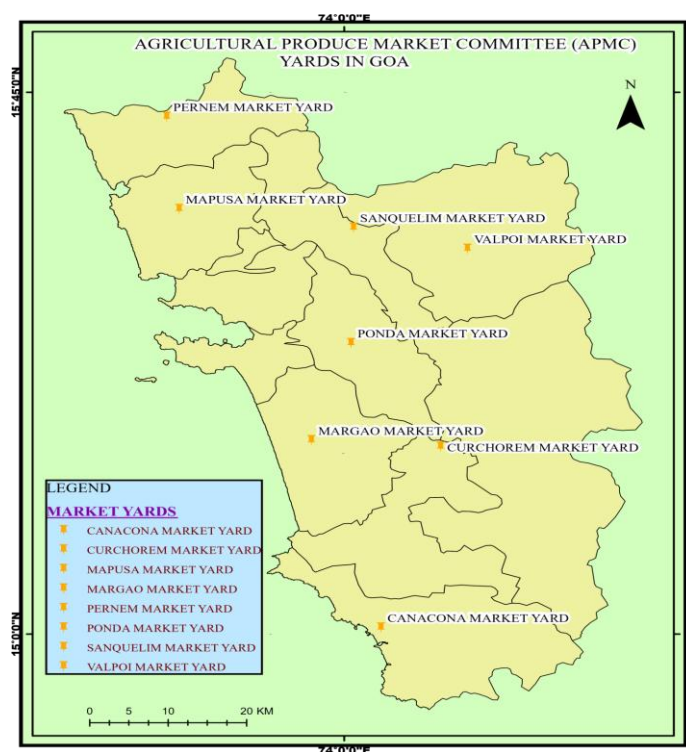
In order to bring an integrated development of Agricultural Marketing Produce and to safeguard the economic interest of the producer and seller in Goa. The Act was made applicable with effect from 212-219-1968 and Goa Agricultural Produce Marketing [Regulation] Rules 1968 were framed. The objective of the Act is to ensure better prices to the produce / practices /farmers and to stop mal-practices by way of regulation buying and selling practice of agricultural commodities.

The Marketing Board has made significant

strides in establishing market yards to facilitate agricultural trade. Currently, there are eight operational market yards under its purview, with the main yard situated in Arlem-Raia Margao. These market yards serve as crucial hubs for the buying and selling of agricultural produce, enhancing accessibility and efficiency in the market area.

Alongside the main yard in Margao, sub market yards have been strategically set up in Ponda, Sanquelim, Mapusa, Churchorem, Canacona, Valpoi, and Pernem. This distributed network ensures broader coverage across the region, catering to the diverse needs of farmers, traders, and consumers alike.

Following map -1 shows the location of APMC market yards in Goa



Source: Data collected by researcher through survey.212-219

Our state of Goa has a land of 3702 sq.mtrs. on which eight APMC yards are set up. Their locations are at such a place where they serve as central location for the producers as well as the buyers in that particular region. It is also observed

that all of these APMC yards are close to the market periphery. These market yards help the traders too in buying agricultural produce from nearby and distance.

The following table and chart shows the area under APMC yard in different parts of Goa

Table No. 1: Area in Square Meters of APMC Yards as on 5th July 2025.

APMC Yards	Area in Sq.Mtrs.
Margao (Arlem-Raia)	23075
Ponda	14000
Sanquelim	10000
Mapusa	21631
Churchorem	10371
Canacona	2630
Valpoi	975
Pernem	2440

Source: Data collected by researcher through survey-212-219

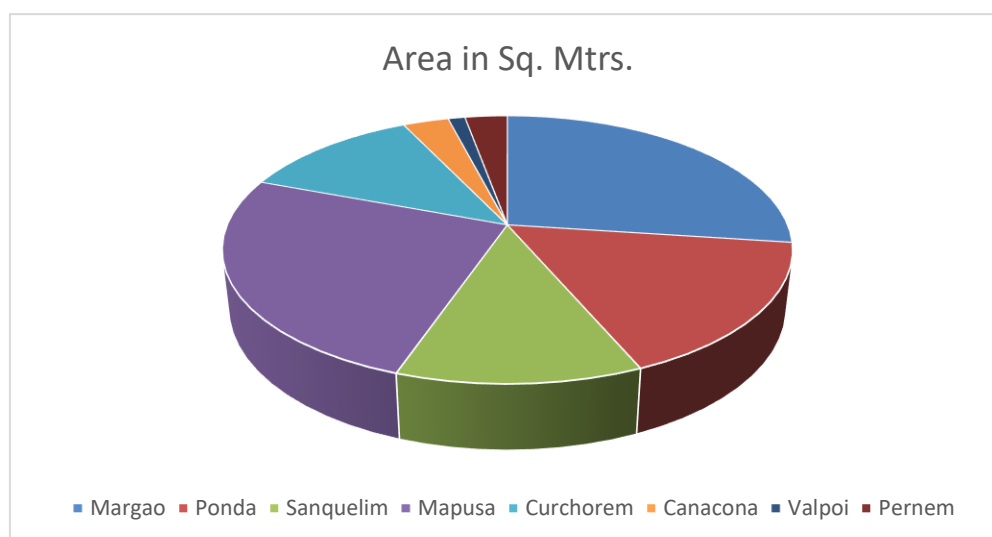


Figure No. 1: Area in Square Meters of APMC Yards

Source: Data collected by researcher through survey-212-219

An analytical study was conducted visiting the APMC Arlem-Raia Margao and it is observed that the main yard at Margao has largest area in square meters that is 23075 sq.mtrs. while Valpoi yard has the lowest area that is 975 sq.mtrs. These APMC yards have provided shelter for other agricultural markets.

Through these well-organized market yards, the Marketing Board aims to streamline agricultural transactions, foster fair trade practices, and bolster the overall agricultural economy of the region. Additionally, the APMC may also serve as a platform for agricultural producers to market their produce, thereby contributing to the economic development of the region by supporting local

agriculture and trade.

A survey was conducted of 25 people visiting APMC at Arlem-Raia Margao and found that the purpose for their visit was different. The local farmers contribute a large at this main yard with their produce of locally grown crops such as coconuts, rice, chillies, sweetpotatoes, beans, leafy vegetables, ladyfingure, brinjals, bananas, watermelns, etc.

There is participation of traders at this APMC. This distribution emphasizes the central role of farmers within the APMC framework, while also acknowledging the presence of traders as intergral participants in the market dynamics. Following table and diagram shows the participation of people at the APMC

Table No. 2: Participation of people in APMC

Sr.No	Nature of participation	Total Number	Percentage
1	Commission agent	0	0%
2	Farmer	24	96%
3	Trader	1	4%
4	Broker	0	0%
5	Other	0	0%

Source: Data compiled by researcher through survey-212-219

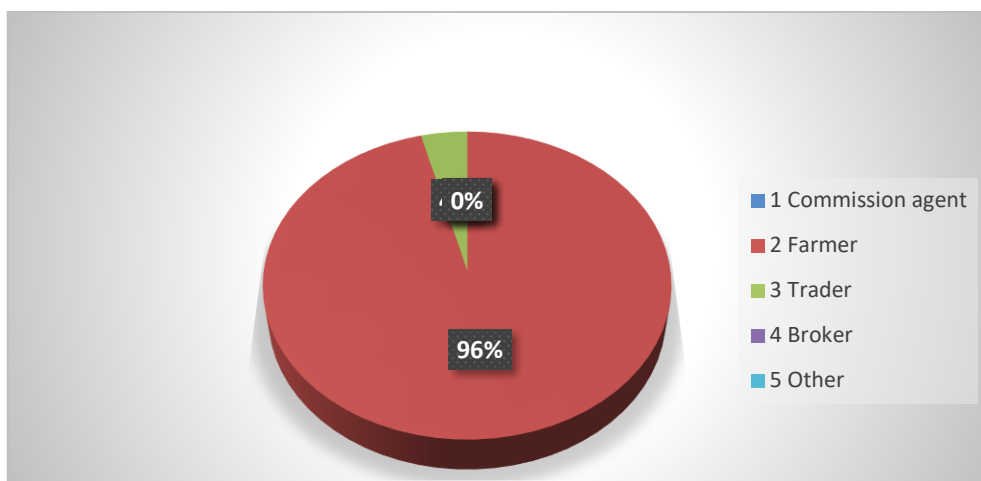


Figure No. 2: Participation of people in APMC

Source: Data compiled by researcher through survey-212-219

The above table and diagram explain us about the participation of people visiting APMC at Arlem-Raia Margao. It is been observed that large number of people are farmer sellers which represent 96% whereas only 04% were traders, while brokers and commissions agents were

absent on the day of visit.

The farmers who came with their agricultural produce were from Davorlim, Nuvem, Fatorda, Aquem, Arlem, Benaulim, Dicarpali, Murida, Navelim, and Sao Jose de Areal.

Following table and diagram shows the age of farmers visiting APMC at Arlem-Raia Margao

Table No. 3: Age Of the Farmers

Sr.No.	Age Of the Farmers	No.	Percentage
1	Below 20	0	0%
2	212-219	5	20%
3	212-219	13	52%
4	Above-60	7	28%

Source: Data compiled by researcher through survey-212-219

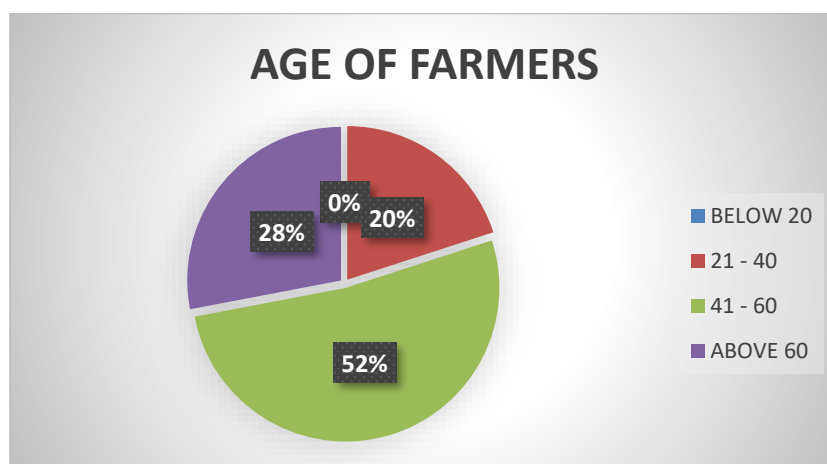


Figure No. 3: Age Of the Farmers

Source: Data compiled by researcher through survey-212-219

The following table and chart describe age-wise distribution of farmers within a certain population, showcasing a notable absence of individuals below 20 years old (0%), a substantial majority aged 41 to 60 (52%), a significant presence of those aged 61 and above (28%), and a smaller yet noteworthy proportion of farmers aged 21 to 40 (20%). This data highlights a demographic landscape in agriculture characterized by a predominantly middle-aged workforce with considerable experience, underscoring potential challenges in succession planning and the need to attract younger individuals to ensure the sector's long-term vitality. Moreover, the sizable portion of older farmers suggests impending concerns regarding retirement and the transfer of knowledge and skills. Understanding these demographic trends is crucial for policymakers and stakeholders to develop strategies for fostering generational renewal, promoting innovation, and ensuring the resilience and sustainability of the agricultural industry.

With respect to the fulfilment of third objective, sellers as well as buyers prospects and problems were discussed. It is observed that both sections are happy with the functioning and servicing of APMC. As the location of APMC is most near to sellers and buyers of agricultural produce which is attracting them.

As the APMC has helped sellers who are farmers with price stability and offering them with best price, and provided a wide base of market to sell and buy their agricultural produce without monopoly and get a reward for the hard work. Similarly the sellers are not in search of market nor they have to move door to door selling their produce. Being APMC trust worthy and always ready to accept the agricultural produce attracts the sellers and payments are also regular and correct. In addition even on Sunday they accept the agricultural produce. Though the younger generation is not involved in this agricultural activity, the younger generation help their parents in reaching them to APMC. The elderly people in their

age group of 40 years and above 60 years are regular sellers of APMC from before for long time period. Hence their experience towards APMC is good. No problems were identified of the sellers.

It has encouraged buyers to buy from APMC by offering them best price with best quality agricultural produce and earn their living. APMC has allowed buyers to trade further into the market. Being their produce fresh and of the best quality there is greater demand for the agricultural produce. It is also reported that there are no problems identified about APMC.

Conclusion

Nature has its own way in developing the natural resources. These resources support agricultural activity. Agriculture in Goa is an important economic activity from the historic times. But the method used to cultivate and exchange the agricultural produce was traditional. As modernization grew agricultural produce were found in the agricultural markets. The agricultural markets gave a wide base for farmers to sell their produce and the buyers to purchase giving a chance to interact with one another.

APMC is one of such agricultural market and it has spread out in eight different locations of Goa. Arlem-Raia Margao is the main market yard which have facilitated the nearby farmers to come with agricultural produce. It has reduced the monopoly and supported the farmers to earn without cheating owning fair price and getting a market for the agricultural produce. Traders have also benefited themselves by purchasing the agricultural produce which is of good quality with reasonable price. APMC has also given shelter to other agricultural markets within their yards. In near future with best of the facilities farmers and buyers will continue to APMC.

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