



N. L. Dalmia[®]
**Institute of Management
Studies and Research**
(A School of Excellence of N. L. Dalmia Educational Society)

Industrial Visit Report

Agricultural Produce Market Committee (APMC)

An educational tour to the Agricultural Produce Market Committee (APMC) was planned for second-year Rural Marketing students on September 6, 2023. The day promised to be an informative voyage into the world of agricultural marketing, accompanied by respected lecturers Prof. Jestin Johny, Prof. Dr. Nasia Ansari, and Prof. Dr. Minati Sahoo.

We arrived at our destination at 11 a.m. after a two-hour instructive excursion. Mr. Shreesh Vadguzar, our host for the day, greeted us kindly and set the tone for an educational encounter.

Mr Shreesh Vadguzar, a seasoned industry specialist, freely imparted his invaluable knowledge of APMC. He attentively answered the students' questions and explained the formation and goals of

APMC. Agricultural Produce Market Committee (APMC) is a statutory market committee constituted by a State Government in respect of trade in certain notified agricultural/horticultural/livestock products. Mumbai Agricultural Produce Market Committee has been established on 15th January, 1977 under the provisions of the Maharashtra Agricultural Produce Marketing (Regulation and development) Act, 1963. It is a Body Corporate under Section 12 of the said Act. Amongst others, main objectives of establishment of Mumbai APMC are - to develop modern market yards for agricultural commodities, regulation of marketing of agricultural commodities, help the farmers to fetch better price for their produce, create infrastructural facilities for orderly development of trade, to maintain and manage the markets and stipulate conditions for use of markets within the market area.

Shri Ashok Dak currently serves as the elected Chairman of the Market Committee. His role involves leading the committee in making decisions and overseeing the effective implementation of those decisions. The projected revenue for the fiscal year 2023-24 is estimated to reach Rs 126.98 Crores. The market community offers a range of amenities,

including an auction house, canteens, reliable electricity supply, ample parking facilities, etc. The top five agricultural products traded at Mumbai APMC in 2022-23 were:

Onions, Potatoes, Tomatoes, Grapes and Mangoes

The United Arab Emirates was the largest importer of onions from Vashi APMC in 2022-23, importing over 100,000 tonnes of onions.

The deregulation of agricultural markets in India has had a mixed impact on the APMC market, with both positive and negative implications.

On the one hand, deregulation has led to:

- Increased competition, which can result in lower prices for consumers and higher prices for farmers.
- More choices for farmers and consumers, as they are no longer limited to trading at APMC markets.
- Increased investment in the agricultural sector, as private companies are now able to set up their own markets and infrastructure.

On the other hand, deregulation has also raised concerns about:

- The weakening of the APMC system, which has traditionally played an important role in protecting farmers from exploitation.
- The potential for exploitation of farmers by private companies, which may have more bargaining power.

The deregulation of agricultural markets in India has created new opportunities for farmers and consumers, but it has also raised concerns about the future of the APMC system and the potential for exploitation of farmers.

This visit broadened our understanding of agricultural marketing and reinforced the significance of APMCs in supporting farmers and modernizing market infrastructure.



APMC Vashi Office 2023

We extend our heartfelt thanks to Mr. Shreesh Vadguzar for his valuable guidance and look forward to applying the knowledge gained in our future endeavors.

Following this enlightening session, we explored the APMC fruit market and dry fruit market, gaining practical insights into the bustling world of agricultural marketing



APMC Vashi Fruit Market Visit by 2nd year Marketing Students 2023

The APMC visit had an influence on the students It not only broadened our understanding of agricultural marketing, but it also highlighted the critical role that APMCs play in assisting farmers and improving market infrastructure.



APMC Office Vashi 2023 – E- Auction Hall