A Case Study :

An analysis of private vegetable market *vis-à-vis* public vegetable market in Karnataka – A study in Kolar district of Karnataka state

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SUMMARY : The present study was conducted in Mulbagal taluk of Kolar district. The study analysed the factors influencing farmers' preference for private vegetable market [Mahatma Gandhi – 6 Fruits and Vegetables Wholesale Market (India) Private Limited] and public vegetable market (Mulbagal APMC) and the constraints faced by farmers and market intermediaries in marketing their produce. The primary data were collected from 50 farmer respondents participating in MG-6 market and another 50 farmers participating in Mulbagal AMPC market, resulting in a total sample size of 100 farmers. In the case of both markets, realization of remunerative price by the farmers was the major factor which influenced their preference for a particular market. Poor management of market was the main constraint faced by farmers in MG-6 market while in the case of Mulbagal APMC market, lack of infrastructural facilities and poor maintenance were the main constraints faced by farmers. In the case of market intermediaries, poor management of market was the main constraint faced by them in MG-6 market while inadequate supply of vegetables was the main constraint faced by them in Mulbagal APMC market.

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