

RESEARCH PAPER

# Structure and conduct of regulated market – A case study of Hiriyr APMC in Karnataka state

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## ABSTRACT

The present study was conducted in Hiriyr taluk of Chitradurga district of Karnataka state. The study was undertaken to analyse the structure and conduct of Hiriyr APMC and constraints faced by producer-sellers and traders and commission agents in Hiriyr APMC. The primary data for the study were obtained from 30 producer-sellers, 10 traders and five commission agents of Hiriyr APMC. The secondary data / information were collected from the staff / records of the APMC. The systems of sale followed in Hiriyr APMC were e-trading, open auction and mutual negotiation. The Hiriyr APMC was oligopolistic in nature as the Gini concentration ratio was found to be 0.65. The major constraints faced by producer-sellers were high commission charges followed by arbitrary deductions and exploitation by middlemen while the major constraint faced by traders and commission agents was inadequate supply of commodities.

**KEY WORDS :** Agricultural marketing, APMC, Structure, Conduct, Constraints

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