Research Paper

Structure and conduct of private vegetable market *vis-à-vis* public vegetable market – A study in Kolar district of Karnataka state

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ABSTRACT : The present study was conducted in Mulbagal taluk of Kolar district of Karnataka state. The study analysed and compared the structure and conduct of private vegetable market [Mahatma Gandhi – 6 Fruits and Vegetables Wholesale Market (India) Private Limited] and public vegetable market (Mulbagal APMC). The primary data was 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. MG-6 market was oligopolistic in nature while Mulbagal APMC market was monopolistic in nature. Infrastructural facilities such as market yard, auction platform, storage / godown, weighing machine, shops, public address system, audio visual aids and electrification were available in both the markets. The method of price determination followed in both MG-6 and APMC markets was open auction method. Tomato was the major vegetable traded in both the markets. The market fee collected in MG-6 market was two per cent while in the case of Mulbagal APMC market; it was only one per cent. In both the markets, the major marketing cost was transportation.

KEY WORDS : Market structure, Market conduct, Private market, Public market, Price

HOW TO CITE THIS PAPER : Manjunath, V. and Girish, M.R. (2016). Structure and conduct of private vegetable market *vis-à-vis* public vegetable market – A study in Kolar district of Karnataka state. *Internat. Res. J. Agric. Eco. & Stat.,* **7** (2) : 191-197, **DOI : 10.15740/HAS/IRJAES/7.2/191-197.**