



UP Mandi Parishad
presents

PROSPERONOMICA

Indian Institute of Management Lucknow



Case Study - U.P. Mandi Parishad

I. INTRODUCTION:

“UP State Agricultural Produce Markets Board” was established at the state level in the year of 1973 to organize, control and guide various activities and Welfare Schemes of Mandi Samities. Mandi Parishad has played a very important role in implementing various acts in an impressive manner and to get fair behavior and appropriate support prices for their crops to the farmers. As a consequence, the total arrivals and income has been increasing with the time.

In the Agricultural year of 1972-73, the Total Arrivals of the State were 37.90 Lakh M. Tons while this has been increased in the Agricultural year 2013-14 to 484.42 Lakh M. Tons. Likewise, the Total Income of all the Mandis in 1972-73 was Rs. 1.92 Crores and in 2013-14 it has increased to Rs. 998.84 Crores

II. CURRENT PROBLEMS BEING FACED:

There are 4 major problems that the organization is currently facing viz.,

- a) **Low income of farmers:** About 70-80% of land holdings with the farmers is less than 2 acres and hence they produce very less. This leads to high economies of operations because of smaller land holdings (in terms of area). Thus farmers are unable to earn more for the investment that they make.
- b) **Middlemen Involvement:** Most of the UP farmers have small land holding due to which their produce is not large enough to be sold in the mandis independently. This brings in the need of middlemen such as *gram vyapari*. They collect the produce from the farmers and sell it in mandis which enables them to take away maximum share of the margins thus exploiting the farmers.
- c) **eNAM portal:** National Agriculture Market (NAM) is a pan-India electronic trading portal which networks the existing APMC mandis to create a unified national market for agricultural commodities. Currently both farmers and buyers are reluctant to use the online portal of e-NAM.
- d) **Communication problems:** Communicating a new policy to the farmers after it has been launched is not effective. Creating awareness about the policies which are already existing or newly launched become the bottleneck for any kind of reforms taken in this sector.

III. Deliverables by the participants

Round 1: There are 3 broad deliverables by the participants to be submitted in a one-page document.

- a) Perform secondary research to understand the steps that have already been taken by U.P. Mandi Parishad to tackle these problems and possible reasons why they have not been effective
- b) Propose 2 new solutions to each of the 4 stated problems (described above). The solutions should cover strategy for both short term (less than 6 months) and long term (till 5 years)
- c) Perform secondary research to understand other problems that the organization might be facing. A comparative analysis with the other similar organizations in different states of India can be done



Round 1 Submission Guidelines:

1. **A one-page executive summary** has to be submitted. Use of tables, etc. is allowed.
2. Additional information from online and offline sources can be used to solve your case and is encouraged in order to make your plan more implementable.
3. Font style to be used is **Arial** and **font size** should be **10**.
4. The submission should be a **PDF** file.
5. The document has to be uploaded on the following link: -
<https://www.dropbox.com/request/7UBEv1fFxr56pnNA73y>

Naming convention to be followed: **<Team Name>_<College Name>_Prosperonomica_R1**

Round 2: A field visit & a 10-15 slide presentation to be made. Further details will be announced in due course.

Evaluation criteria

The submissions will be evaluated on the following parameters:

- Exhaustive understanding of the case scenario and context
- Out of the box thinking will be appreciated.
- Depth of analysis of industry & key challenges - Novelty, feasibility and practicality of ideas proposed
- Structure of presentation & clarity of ideas conveyed