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Symbiosis Institute of Business Management, Hyderabad



Symbiosis International (Deemed University), Pune



Field Visit to Sardar Nagar

Rural Marketing Course (Batch of 2018-20)

Date:- July 23, 2019

On July 23, 2019, around 30 students of Symbiosis Institute of Business Management, Hyderabad, specialising in the field of Marketing went for a field trip to Sardar Nagar, for a subject named Rural Marketing guided by Dr. Tanmoy De.

The mandi is located on the highway towards Vijayawada. It is maintained by the local gram sarpanch, who monitors the deals, and it is busy every Tuesday. The activity starts from 8:00 AM in the morning, reaches its peak around afternoon, and closes out during the evening when the last deals are being finalised. The land is well maintained, if undeveloped because, the land is auctioned for development to an organisation, for Rs.1.20 crores.

Unfortunately the deal is under litigation, so there isn't any development, like stalls, or cool shelter, or cattle housing on the mandi. Farmers, commission agents, laborers, and sellers of other amenities make their presence felt.

The main objective of the field visit was to get an idea how markets are there in rural areas and how they function.

The initial part of the visit was to a cattle trading ground. The cattle trading ground was a place where cattle which included cows, bullocks and buffaloes were traded for an average price around 80,000 INR.

The cattle were of various breeds mainly; Murra, Jersey and Desi (Local). The most preferred breed was Desi. Another breed, Murra gave around 40Lts milk daily. The prices were usually negotiable and would even go upto 1 lac, depending upon the breed and negotiation skills of the trader.

The sarpanch and the Government officials are in charge of only overseeing the deals, and around 2-3 veterinary doctors are on site to verify the quality of the breed. The sellers, buyers, and traders, have to set up their own stalls, and transportation. The cattle are herded under large trees of shade, and fed fodder. Labours are paid to clean up cattle dung and look after the stock

Usually, farmers bring many cattle and on an average a farmer sells around 100 on a given day. On asking about how many cattle were traded throughout the day, the lady smiled and said that the business today was amazing.

The process of purchasing cattle begins with collecting a green slip from the village where the cattle belongs which signifies the quality approval, a yellow slip signifies that it is sold to third party. A commission of 2.5% is charged for the maintenance.

People involved:-

- Village Sarpanch: He pitches a tent at the centre of the mandi, and oversees the deals. When a purchase is made, the man comes to the sarpanch with a bill of transaction, and it gets noted

down. Other important people of the village and doctors come by to discuss the day's events. The sarpanch also buys cattle brought to the mandi, generally in bulk.

- Important people: The well-to-do people of the village, also participate in the mandi affairs, in trading. Most of these people are large farmers, or real estate owners in towns. We managed to talk with Mr. Sadasiva Goud, a local well-to-do farmer of the village who gave us a lot of information about the mandi and its day to day activities.
- Doctors: Doctors are always present during the mandi, generally near the sarpanch tent. They also participate in buying and selling of cattle.
- Farmers: Large and small farmers come to the mandi to trade cattle. They come from Maharashtra, Karnataka, Andhra Pradesh, Telangana, and Tamil Nadu. Transportation of cattle is arranged by their own.
- Commission Agents: Sometimes farmers don't have the time or don't want to incur expenses, so commission agents sell the cattle on their behalf. We could not get some information on the commission they charge.
- Labours: People who would want to earn quick money, take care of the cattle. Keep stalls, and sell items.



From the cattle trading ground the students proceeded towards the daily vegetable market. The market had predominantly the vegetable sellers and majorly women were the ones who sold the vegetables. All kinds of vegetables were available in the market, from tomatoes, bitter gourd, onions, beans etc. to dried fishes.

The vegetable market was a place for gathering for the people which also included a barbecue area where the ladies of the village usually prepared ready to eat chicken and meat. One can purchase the meat and chicken on the spot and get it cooked and the price depended upon the weight i.e half kg or one kg or more.



The overall experience and learning during the field trip was commendable. Students got an understanding of how the trading of cattle takes place. With very minimal development in village, there was still a huge business which took place. The trading was done in a way which almost abolished the corruption. Overall it was a great experience for the students on the field visit.