

ANALYSIS OF MODUS OPERENDI OF MARKFED WITH REFERANCE TO CHHATTISGARH

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Abstract— Chhattisgarh the major economic occupation is agriculture, according to the government gross sown area is 5.788 million hectares (approximately). About 75 % of the total population of the state lives in the rural. Here the agriculture is characterized with small and medium size holding and low income generation; as a result the farmers are not able to utilize their land optimally and are exploited. In order to overcome this problem the farmers make a group of 20 or more; and create cooperative society and which is registered under Chhattisgarh Cooperative Society act 1960 named” The Chhattisgarh State Cooperative Marketing Federation Ltd (MARKFED) “. The major activities of MARKFED are providing fertilizers, pesticides, paddy procurement, storage facilities, managing kisan rice mills, etc. and its entire work is done online. The paper focuses on the analysis of modus operendi (modes of operation) of the MARKFED and the people who are benefited, how and to what extent. The study will be based on the efficiency parameters relating to the promotion of excellence, improvement of operational efficiency, training and strengthening of financial resource base and the growth and development of cooperatives and people associated.

Key Words: MARKFED in Chhattisgarh, Chhattisgarh Market, Modus Operendi, Challenges, Benefits.