

Dr. D.M. Chavhan: Effective Weapon of Agricultural Marketing

ISBN 978-81-925945-5-2

New Horizon

Edited Book of Research Papers

January 2018

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Dr. Ranganath Mishra
Sigma Enterprizes
92/61, Shastri Nagar, Meerut, UP 250004

Printer

Gill Publication
Meerut City, UP 250002

Communication

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Rs. 500/-

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Effective Weapon of Agricultural Marketing

- **Dr. D.M. Chavhan**

Indira Mahavidyalaya,
Kalamb Dist.Yavatmal (M.S.)

Introduction :

Co-operation means working together with another or others for a common purpose.

There may be a team of players of any game wherein members join to play the game and work hard for winning purpose.

Co-operation also has same meaning. It is an association of persons who unite to do some work together in order to achieve some goal which individually they cannot achieve. The principle of Co-operation is as old as humanity. From the most primitive to the most sophisticated community one comes across some form of co-operation among its members be it for agricultural operations or for some social economic or political activity. In India, the spirit of village communities i.e. Panchayat was almost entirely co-operative.

According to J.C. Kumarappa- "What cement or mortar is to the brick in a building that co-operation should be in the economic edifice Just as the adhesive agent keeps the bricks together and converts them into a solid mass, co-operation will also function to consolidate the social order."

"Co-operation is a way of life whereby people unite democratically in the spirit of mutual aid to get largest possible access to things and services they need" - J.P. Warebasse.

"Co-operation is self help made effective by organisation. The theory and practice of co-operation can be summed in three famous maxims; better farming, Better business and Better living." - Horace Plunkett.

In short co-operation is a voluntary association, democratic organisation based on the principles of unity economy equality and liberty where every member has one vote irrespective of the number of shares held by him.

It would be correct to say that co-operation is a binding force between capitalism, socialism and communism.

The motto of co-operation is " Each for all and all for each."

Objective of Paper :

- * To study the social and economic aspect of co-operative movement.
 - * To understand the co-operative marketing structure in central and state level.
 - * To study the role of co-operative societies agricultural marketing
- In the First Five Year Plan, co-operation was recognised as an "instrument of planned economic action in democracy."