

CHAPTER - I.

I N T R O D U C T I O N.1. OBJECT AND SCOPE OF STUDY.

On the basis of recommendation put forward by the Royal Commission on Agriculture in India in 1926-28, the Burma Government proceeded to establish a Markets Section. This was set up in 1935. Its main objects were (a) the conductance of marketing surveys of the main agricultural products of Burma (b) the formulation of an effective policy for the improvement of agricultural marketing - this to be based on the problems brought to light by these surveys and (c) to carry out development work on the lines of the policy so formulated.

The results of these surveys indicated that in the case of most commodities there was considerable waste due to lack of standards both in regard to quantity and quality. Further, the process of orderly marketing is hindered by lack of public warehouse facilities where the producers may lodge their commodities at the time of peak production in return for warehouse receipts which can be used as collateral for loans.

In regard to co-operative marketing enterprises, the survey showed that apart from a few Government sponsored co-operative credit and marketing societies, little organisation of this nature had been set up. The Government-sponsored societies themselves called for improvement.

Orderly marketing is also hindered throughout Burma by lack of news facilities in the matter of disseminating prices of commodities.

Some development work has been undertaken on the basis of these surveys, but much remains to be done. To further the progress of this work, and to make sure that the development work has so far proceeded on the soundest possible lines, the author was sent by the Burma Government to the United States of America in the summer of 1941 to make a special study of the development in their marketing organisations

relating to the above problems, in particular to the basic problem of standardisation which is fundamental to any marketing improvement work in Burma.

As the rice crop is of paramount importance to Burma and accounts for 67 % of the total cultivated area of the country, particular attention was devoted to American methods in the marketing of rice. Some of the results of this study likely to be of general interest form the subject of this dissertation. The problems relating to standardisation of quantity and of quality are discussed, and detailed suggestions have been presented for the application, where possible, of improved American methods to Burmese conditions.