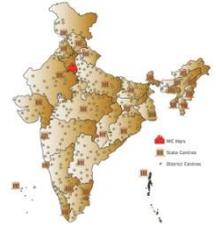




Agricultural Mission mode Project
(NeGP-A)
Sponsored by
Department of Agriculture & Cooperation
Ministry of Agriculture
(Government of India)



Service -7

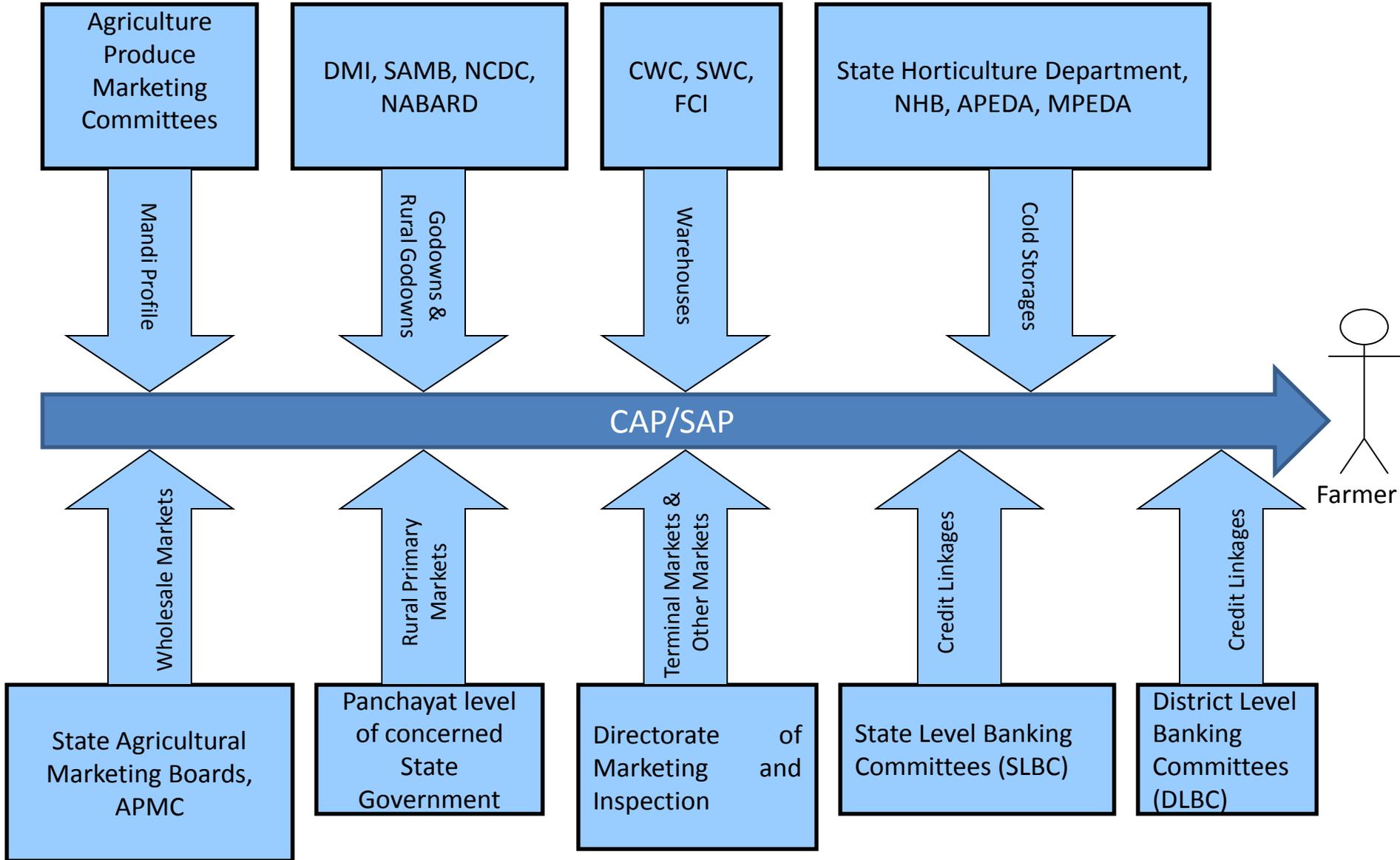
**Information on Marketing Infrastructure
for
Agriculture, Horticulture, Floriculture, Livestock and Fisheries**

Providing Information on Marketing Infrastructure

- a) **Marketing Infrastructure and Post harvest facilities available at the Regulated market yards (Terminal Markets, Rural Mandis, Other Markets)**
- b) **Storage Infrastructure like Godowns, Rural Godowns, Cold Storages and Warehouses of private, public and Cooperative Sector**
- c) **Information needs of the farmers on credit linkages.**

NeGPA- Service-7

Service to Farmer Linkage (Information on Marketing Infrastructur)

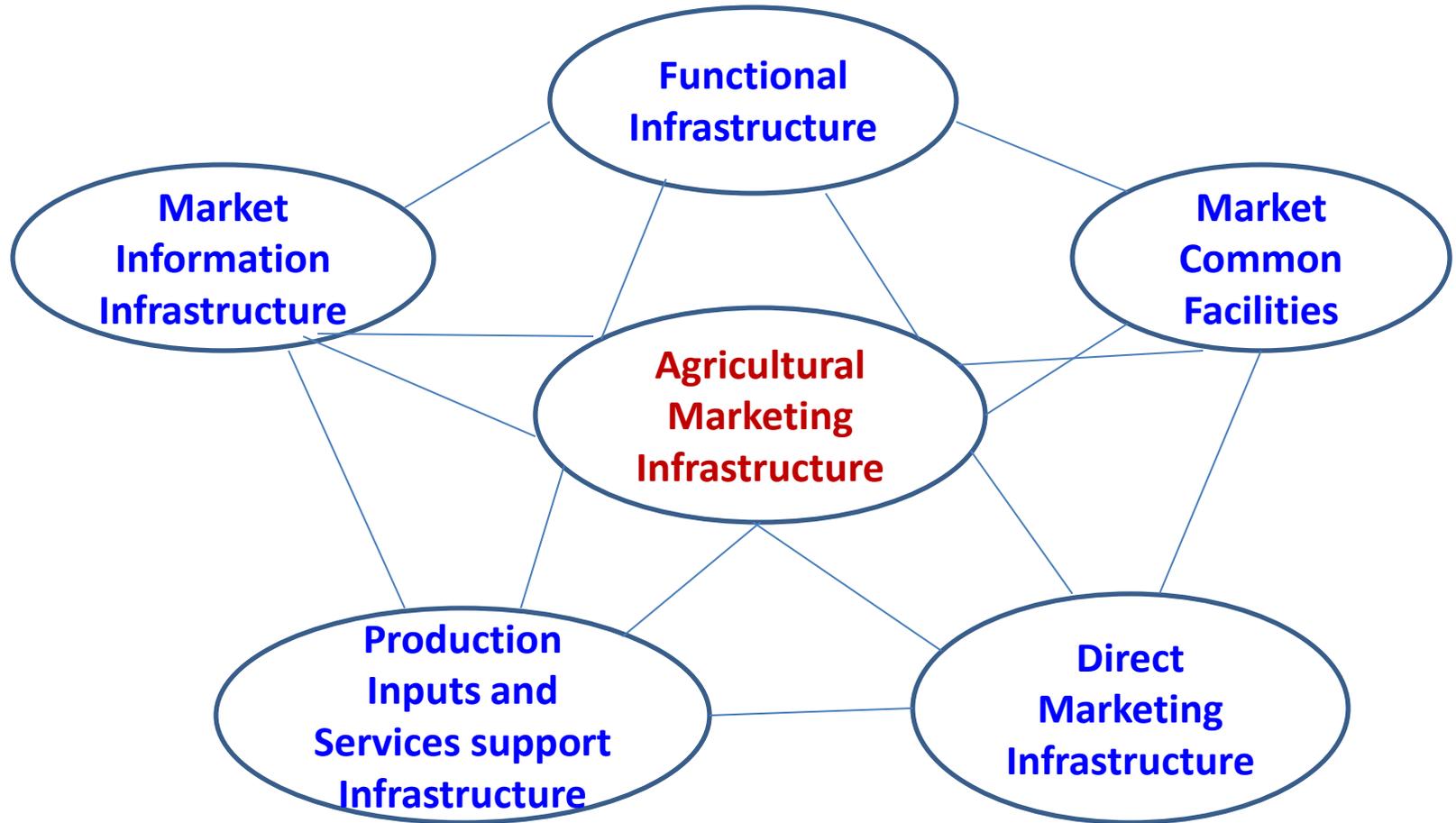


Agricultural Marketing Infrastructure

Agricultural marketing infrastructure includes a number of facilities which can be categorized under various heads

- **Functional Infrastructure** – Collection / assembling, drying, cleaning, grading, labeling, packaging and Storage facility includes Warehouse and cold storages etc.,
- **Common Facilities in the Market Yard** – Shops / offices, platform for loading /unloading / assembling and Facilities for auctioning / Tender of produce, parking sheds, Storage, godowns, cleaning, sorting and grading facilities, internal roads, etc.
- **Infrastructure for Direct Marketing of Agricultural commodities** Rural Primary markets, Regulated markets, Wholesale markets, etc.
- **Infrastructure for supply of production Inputs and need based services to the farmers** – farm stage market information infrastructure to provide inputs such as communication about seeds, fertilizers, crop-rotation, etc.
- **Infrastructure for E-trading, market information** – Information Infrastructure to provide information to the farmers such as to which markets the produce should be sent and whether to store it or not and future trading of commodities.

Agricultural Marketing Infrastructure



Information on Marketing Infrastructure

■ Marketing Infrastructure and Post Harvest Facilities at the Regulated Market Yards

□ Regulated Marketing Committees

➤ Contact details

- Address
- URL, E-mail Id, Phone No, etc.

➤ Administrative information

- Name & Address of Chairman / Administrator
- Name & Address of Secretary
- Name & contact details of office in-charge
- Details of Staff
- Working Hours and Holidays

➤ Connectivity information

- Name of the nearest Railway Station
- Distance of the market from Railway Station
- Name of the nearest National / State Highway

Information on Marketing Infrastructure

➤ Arrival / Dispatch Information

- Name of important commodities in terms of arrival
- Marketing season for those commodities

➤ Transport information

- Type of transport generally adopted for the market
- Availability of transport
- Transportation charges
- Procedure for getting the transport facility

➤ Storage Information

- Storage facilities available in the market.
- Storable commodities
- Availability of space
- Charges

Information on Marketing Infrastructure

➤ Other facilities / services

- Availability of Canteen, Internal Roads, Parking, Post Office, Bank, Rest house for farmers, Auction Platform Grading and Analysing Laboratory, Mechanical Graders etc.

➤ Fees

- Commission
- Market Fee
- Brokerage
- Other Charges

Information on Marketing Infrastructure

❑ Post Harvest facilities available at the market yards such as machinery and equipment related to

- Cleaning and Grading
- Weighing
- Laboratory
- Labeling
- Packing

Source : (<http://agmarknet.nic.in/profile/page1.asp>)

Information on Storage Infrastructure

- **Storage Infrastructure**

- **Location details**

- Location of Storage Infrastructure at State, District, Tehsil and Village level

- **Contact details**

- Address
 - Email ID, Phone / Mobile No. etc.
 - Name and Address of owner
 - Contact information of owner

- **Storable Commodities**

- List of commodities stored

- **Storage Capacity**

- Total capacity for each commodity
 - Space available for each commodity

Information on Storage Infrastructure

➤ Other facilities

- Availability of Transport
- Rest rooms
- Procurement and distribution of commodities etc.

➤ Classification

- Godown / Rural Godown / Cold Storage / Warehouse

➤ Type of ownership

- Private / Government./ Public / Co-operative

➤ Connectivity Information

- Road Network, Rail Network, Seaport Network, Airport Network

➤ Fee Details

- Fees and Other Charges

Information on Marketing Infrastructure

- **Information Providers**

- **Directorate of Marketing & Inspection**

- Rural Godowns and Cold Storages.

- **National Horticulture Board & Horticulture Departments**

- Cold chains and Cold Storages

- **National Bank for Agriculture and Rural Development**

- Godowns and Cold Storages

- **Central /State Warehousing Corporations**

- Food grain warehouses, industrial warehouses, custom bonded warehouses, container freight stations, inland clearance depots and air cargo complexes.
 - Apart from storage and handling, it also offers services in the area of clearing and forwarding, handling and transportation, procurement and distribution, disinfestation services, fumigation services and other ancillary activities.

Information on Marketing Infrastructure

- **Agriculture Produce Marketing Committee**
 - Storage Facilities, marketing infrastructure and post harvest facilities available.

- **National Cooperative Development Corporation**
 - Godowns and Cold storages.

- **Agricultural & Processed Food Products Export Development Authority**
 - Cold Chains and Warehouses

- **Ministry of Food Processing Industries**
 - Integrated Cold Chain
 - Food Processing Units
 - Commodity Supply Chain

- **Food Corporation of India**
 - Godowns and Cover and Plinth (CAP) Storages

- **State Transport Union**
 - Information on Transport facility

Information on Direct Marketing

- **Direct Marketing of Agricultural Commodities**
 - Rural Primary markets
 - Wholesale markets
 - Other Markets
- **Information Required**
 - Location Details
 - Contact Details
 - Transport Information
 - Connectivity Information
 - Other facilities
 - Administrative Information
 - List of commodities that can be sold

Information on Credit Linkages

- Availability of Negotiable Warehousing Receipt features.
- Disbursement of Agricultural credit through
 - ❑ Commercial Banks (CBs), Regional Rural Bank (RRBs)
 - ❑ Cooperatives
 1. Short term and Medium term credit
 - Primary Agricultural Credit Societies (PACs), District Central Co-operative Banks (DCCBs), State Co-operative Banks
 2. Long term credit
 - State Cooperative Agriculture and Rural Development Banks (SCARDBs)
 - ❑ Kisan Credit Cards for short term / medium term /long term loans
 - ❑ Rehabilitation Package for Distressed Farmers.
- Agriculture Insurance
 - National Agricultural Insurance Scheme (NAIS)
 - Modified National Agricultural Insurance Scheme (MNAIS)
 - Coconut Palm Insurance Scheme
 - Weather Based Crop Insurance scheme.

Information on Credit Linkages

- **Information Required**

- Procedure of getting loan (short term / medium term / long term) and other details
- Procedure for getting Kisan Credit Cards and other details.
- Details on Agriculture Insurance Schemes and how to avail the facility
- Procedure for getting warehousing receipt.
- Documents required for getting loan, etc.

Information Providers on Credit Linkages

- **Commercial Banks**
 - RBI & NABARD
 - State Level Banking Committees
 - District Level Banking Committees

- **Rehabilitation Package and Kissan Credit Card**
 - RBI, Lead District Bank Manager, NABARD etc.

Stakeholders

- Farmers
- Warehousing Development and Regulatory Authority (WDRA)
- Directorate of Marketing & Inspection (DMI)
- National Horticulture Board (NHB)
- District/State Horticulture Departments
- Central Warehousing Corporations (CWC)
- State Warehousing Corporations (SWC)
- Agricultural & Processed Food Products Export Development Authority (APEDA)
- Marine Products Export Development Authority (MPEDA)
- National Institute of Agricultural Marketing (NIAM)
- National Bank for Agriculture and Rural Development (NABARD)
- National Cooperative Development Corporation (NCDC)
- Agriculture Produce Marketing committees (APMCs)
- Central/State Department of Agriculture and Cooperation
- State Agriculture Marketing Boards (SAMB)
- Ministry of Food Processing Industries
- Central Institute of Post Harvest Technology, Ludhiana
- Food Corporation of India
- State Level Banking Committees
- District Level Banking Committees

Database Requirements and Application Systems

Application Systems

- Mandi Profile and Post Harvest facilities Available.
- Storage availability at Storage structures
- Credit facilities available.

Database Requirements

- a) Database on Regulated Markets (<http://agmarknet.nic.in/profile/page1.asp>)
- b) Database on Terminal Markets, Rural Markets
- c) Database on Storage structures
- d) Database on Transportation facilities
- e) Database on Central /State Developmental Schemes (eg. Gramin Bhandaran Yojana etc.)
- f) Networking and Automation of all the Storage structures
- g) Database on Artias/Commission Agents (Licensed Agents)
- h) Computerization of Negotiable Warehousing Receipt
 - NCDEX SPOT Exchange – Electronic Warehousing Receipt
 - Central Warehousing Corporation
 - Warehousing Development Regulatory Authority (WRDA)- Initiating
- i)Network Analysis
 - Distance between Storage structure and market (Regulated / Rural / Un-regulated / Terminal Markets), Distance between markets

Content Management

- Package of Practices
 - Storage practices – Post Harvest operations
 - Scientific Storage parameters
- Information on Regulatory Acts, Rules , Guidelines (Central, State and Local bodies)
- Information on Short term / Medium term /Long term Loans
- Information on Insurance Schemes.

GIS Requirement

- **Atlas**

- Regulated Markets
- Rural Markets
- Wholesale Markets
- Storage Structures
- Post Harvest Facilities

- **Network Analysis**

- Road Network
- Rail Network
- Distance between Storage structures and markets
- Distance between markets

Service Delivery Channels

- Common Service Centers
- Krishi Vigyan Kendra (KVKs), MVK
- Agri clinics / Agri Business Centers
- Private kiosks
- Departmental Offices
- Extension workers
- State Agricultural Universities
- Agricultural Colleges
- Research Organisations
- NGOs active in Agricultural Sector
- SMS (pull/Push) on Mobile Phones
- Email alerts
- Interactive Voice Recognition System (IVRS)
- Kisan Call Centres (KCC)
- State Call Centres (SCC)
- Online (web based service)
- Mass media(TV, Radio, News Papers)
- Print Media (Pamphlets, Gazettes, Notifications etc.)
- Advertisement
- Postal Services
- Gram Panchayats
- Dashboard / Digital Notice Board
- Farmers Training Centres

Issues

- The information available on market profiles is partial and needs to be updated regularly
- Information available on storage structures with the contributing agencies is yet to be explored.
- Agencies to provide the information on Private Storage Infrastructure need to be identified
- Agencies to provide information on different markets (Rural, Wholesale ..) need to be identified.

Thank You