10. Agricultural Marketing

**What to Do?**
- Transport of produce to proper market/mandi for getting remunerative price.
- Storage of produce should be done, for sale during off season, for maximum profit.
- Avoid distress sale.
- Farmers in a group may form marketing cooperatives for better marketing facilities.
- Marketing cooperatives may open retail and wholesale outlets.
- Farmers may also operate cold storages and warehouses to store the produce in order to avoid distress sale.

**What Can You Get ?**

<table>
<thead>
<tr>
<th>S No</th>
<th>Type of facility</th>
<th>Category</th>
<th>Subsidy ceiling</th>
<th>Scheme</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>Rate of subsidy on capital cost</td>
<td>Upto 1000 MT (in `/Mt)</td>
</tr>
<tr>
<td>1</td>
<td>(i) For Storage Infrastructure Projects Agril. Marketing Infrastructure (AMI) sub scheme of ISAM</td>
<td>A) NE States, Sikkim, UTs of Andaman &amp; Nicobar and Laksha deep Islands and hilly* areas</td>
<td>33.33%</td>
<td>1333.20</td>
</tr>
<tr>
<td></td>
<td></td>
<td>B) In other Areas</td>
<td>For Registered FPOs, Panchayats, Women, Scheduled Caste (SC)/ Scheduled Tribe (ST) beneficiaries or their cooperatives */ Self-Help Groups</td>
<td>33.33%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>For all other categories of beneficiaries</td>
<td>25%</td>
<td>875.00</td>
</tr>
</tbody>
</table>

*Note: ISAM Integrated Scheme for Agricultural Marketing (Erstwhile Grameen Bhandaran Yojana)
## Criteria for Assistance/Maximum Limit

<table>
<thead>
<tr>
<th>S. No</th>
<th>Type of facility</th>
<th>Category</th>
<th>Rate of subsidy</th>
<th>Maxi subsidy ceiling (` in lac)</th>
<th>Scheme</th>
</tr>
</thead>
<tbody>
<tr>
<td>(ii)</td>
<td>For other Marketing Infrastructure projects</td>
<td>A) NE States, Sikkim, States of Uttarakhand, Himachal Pradesh, Jammu &amp; Kashmir, UTs of Andaman &amp; Nicobar and Lakshadweep Islands, hilly* and tribal areas</td>
<td>33.33%</td>
<td>500.00</td>
<td>Integrated Scheme for Agricultural Marketing (ISAM)</td>
</tr>
<tr>
<td></td>
<td>Agricultural Marketing Infrastructure (AMI) sub scheme of ISAM</td>
<td>B) In other Areas For Registered FPOs, Panchayats, Women farmers/entrepreneurs, Scheduled Caste (SC)/ Scheduled Tribe (ST) / Entrepreneurs and their cooperatives**</td>
<td>33.33%</td>
<td>500.00</td>
<td></td>
</tr>
</tbody>
</table>

*Hilly area is a place at an altitude of more than 1,000 meters above mean sea level.

**SC/ST Cooperatives to be certified by the concerned officer of the State Government

### Eligible Marketing Infrastructure

- All marketing infrastructure required for post-harvest management
- Market user common facilities like market yards etc.
- Infrastructure for grading, standardization and quality certification, labeling, packaging and value addition facilities
  (without changing the product form)
- Infrastructure for Direct Marketing from producers to consumers/processing units/bulk buyers etc.
- Reefer vans, used for transporting agricultural produce, which are essential for maintaining cold supply chains.

### Where to apply/approach for Subsidy and Loan?

- Commercial banks, Regional Rural Banks, State Cooperative Banks etc.
- National Cooperative Development Corporation (NCDC) for projects by Cooperatives.

Detailed information is available in Operational Guidelines of the Integrated Scheme for Agricultural Marketing (ISAM) on website [www.agmarknet.nic.in](http://www.agmarknet.nic.in)