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## Agricultural Marketing

### **What to do?**

- ◆ Farmer can get the price information of their produce which is available on AGMARKNET website ([www.agmarknet.nic.in](http://www.agmarknet.nic.in)) or through Kisan Call Centres or SMS.
- ◆ Pull SMS to get information as and when you need is also available.
- ◆ Buyer Seller Portal available at [www.farmer.gov.in/buysell.htm](http://www.farmer.gov.in/buysell.htm)
- ◆ Harvesting and threshing should be done at appropriate time.
- ◆ Proper grading, packing and labeling should be done before sale, for better prices.
- ◆ 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 and FPOs for better marketing reach.
- ◆ 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.




### **Agriculture Marketing Infra (AMI)**

The AMI scheme is presently closed. For any query or details for past release and progress of works you may contact Dy. Agricultural Marketing Adviser, Directorate of Marketing and Inspection, Faridabad { Email ID: [rgs-agri@nic.in](mailto:rgs-agri@nic.in) }.

### **National Agriculture Market (e-NAM)**

With the objective to usher reforms in the agri-marketing sector and promote online marketing of agri commodities across the country and to provide maximum benefit to the farmers, the Government has approved a scheme to implement National Agriculture Market (NAM) on 01.07.2015. Under the scheme, a web based platform has been deployed across 250 regulated markets to promote online trading, digitization of entire functioning of markets outline gate entry lot making



bidding, generation of e sale agreement and e-payment etc., remove information asymmetry, increase transparency in the transaction process and enhance accessibility to markets across the country. This would entail real benefits to the farmers. NAM pilot was launched on 14.04.2016. in 20 mandis of 8 states. So far 250 market across 10 states namely Andhra Pradesh (12), Chhattisgarh (5), Gujarat (40), Haryana (37), Himachal Pradesh (20), Rajasthan (11), Telengana (44) and UP (66) has been integrated with e-NAM portal. For further details please contact Shri Subhash Sharma, PMU for NAM, Small Farmers Agribusiness Consortium (SFAC), New Delhi { E-mail ID: nam@sfac.in }. Detail of the scheme are also available at [www.enam.gov.in](http://www.enam.gov.in).

### **Farmer Producer Organization (FPO)**

#### **How farmers can join FPO**

A group of farmers, who are actually involved in agricultural production and have a common interest in pursuing agribusiness activities can form a group in a village or a cluster of villages and apply for registration of a Farmer Producer Company under the relevant Companies Act.

#### **What benefits farmers will get by forming FPO**

- (i) As a cohesive group, farmers as members of the FPO will have better bargaining power which can be leveraged to buy or sell commodities at competitive prices.
- (ii) Aggregation of agricultural produce for better marketing opportunities. Trading in bulk saves farmers on associated expenditures like processing, storage, transportation etc.
- (iii) FPOs may take up activities for value addition like sorting/grading, packaging, basic processing etc. which fetch a higher price for the farmers' produce.
- (iv) FPO formation facilitates utilization of pre and post harvest infrastructure like green houses, mechanized farming, cold storage, agri-processing etc.
- (v) FPO can expand its business activities by opening of input stores, custom centres etc. through which its member farmers can get subsidised inputs and services.

#### **Contact details for applying to FPOs**

Generally, FPOs are promoted under various Central Sector Schemes operated in the States by the Departments of Agriculture, Cooperation & Farmers Welfare. Farmers interested in forming an FPO may contact the Director of the concerned Department/Small Farmer Agri-business Consortium for further information (Email ID : [sfac@nic.in](mailto:sfac@nic.in) ).

## What You Can Get?

S. No.	Type of Facilities	Category	Subsidy ceiling				Scheme
			Rate of Subsidy On Capital Cost	Up to 1000 MT (in Rs./MT)	More than 1000 to 30,000 MT (in Rs./MT)	Maximum (Rs. Lakhs)	
1.	(i) For Storage Infrastructure projects-  Agricultural Marketing Infrastructure (AMI) sub scheme of ISAM  (Erstwhile Grameen Bhandaran Yojana)	A) NE States, Sikkim, UTs of Andaman & Nicobar and Lakshadweep Islands and hilly* areas	33.33%	1333.20	1333.20	400	Integrated Scheme for Agricultural Marketing (ISAM)
		<b>B) In other Areas</b> (i) For Registered FPOs, Women, Scheduled Caste (SC)/Scheduled Tribe (ST) beneficiaries or their cooperatives**/	33.33%	1166.55	1000.00	300	
		(ii) For all other categories of beneficiaries	25%	875.00	750.00	225	



S. No.	Types of Facilities	Category	Rate of Subsidy	Maximum Subsidy Ceiling(Rs. in lakhs)	Scheme
	(ii) For other Marketing Infrastructure projects  Agricultural Marketing Infrastructure (AMI) sub scheme of ISAM	A) NE States, Sikkim, States of Uttarakhand, Himachal Pradesh, Jammu & Kashmir, UTs of Andaman & Nicobar and Lakshadweep Islands, hilly* and tribal areas	33.33%	500	Integrated Scheme for Agricultural Marketing (ISAM)
	(Erstwhile Scheme for Development/ Strengthening of Agricultural Marketing Infrastructure, Grading & Standardization (AMIGS))	B) In other Areas (i) For Registered FPOs, Panchayats, Women farmers/ entrepreneurs, Scheduled Caste (SC)/Scheduled Tribe (ST) /Entrepreneurs and their cooperatives**	33.33%	500	
		(ii) For all other categories of beneficiaries.	25%	400	

\*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.

\*\*\* The scheme is presently available for North Eastern State and SC/ST promoter and sanction of subsidy for General Category has been stopped temporarily w.e.f. 5.8.2014

### **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.
- ◆ Storage infrastructure like godown for storage of food grains.

### **Whom to Contact ?**

- ◆ 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)

