

## **AGRICULTURAL MARKETING SECTION**

The main responsibility of this section is collection and dissemination of information regarding market arrival as well as the rates of different agricultural commodities including fruits and vegetables through different means like print media, AIR, TV etc. This wing also facilitates the farmers to get AGMARK for their processed commodities like honey, mustard oil, ghee etc. One AGMARK laboratory is functioning in the district.

### **INTRODUCTION:**

Marketing section of department of agriculture is a dynamic section of the department set up to help the farmers in the marketing of their agricultural produce and protects them from malpractices prevalent in the markets which exploit the farmers, thus helping the farmers in protecting their interests. It also provides the facility of grading and marking of agricultural produce by the farmers under AGMARK scheme. In nut shell, it is the key section in the present day agriculture with special emphasis on value addition and marketing of agricultural produce and can play a leading role in mitigating the difficulties faced by the farmers in modern day agriculture.

### **EXISTING SCHEMES;**

Marketing section organizes number of formal and informal programs for the awareness among farmers regarding the need and method for the production of good quality produce and works to protect them from exploitation. Briefly it runs following three schemes:

1. **Market News Service (M.N.S)** : Under MNS, Marketing section sends daily, weekly and monthly reports to the central and state Govt. regarding quantity and prices (both retail and wholesale ) of the agricultural commodities in the major markets of the district. These reports are used to display the information by internet/ radio/ T.V for the benefit of farmers. Moreover theses are also used for the fixing of Minimum Support prices of the agricultural commodities by the Govt form time to time.
2. **Food Grain and Oilseed Scheme:** Under this scheme, marketing section organizes farmer training camps to train them regarding the production of agriculture produce which is easily marketable and remunerative. They are made aware regarding the technique of production of better quality produce in agriculture and allied sectors and ways and means to market them to maximize their profit.
3. **AGMARK Scheme:** This scheme is being run by the department under Agricultural Produce (Grading and Marking) Act, 1937. Under this scheme, the section arranges the licenses for the interested individuals/firms for the grading of their produce. It then collects the samples which are tested by the State AGMARK Laboratory. If found suitable, the commodities are packaged under the supervision of this section. It not only helps the producer to fetch more money for his/her produce but also helps the consumers to obtain unadulterated and quality food.

## **FUTURE PLANNING OF THE EXISTING SCHEMES**

- (I) **Strengthening of communication system in the Marketing Section:** Major function of marketing section is based in the information dissemination, but this section lags behind to the age old practices of sending reports by post to the centre and state Govt. which is time consuming. Lack of communication is to such an extent that section head office at Ludhiana does not have a telephone connection leave behind other facilities or its other offices in other towns of the Ludhiana District. Hence **a proposal is made to equip the offices** of Assistant Marketing Office Ludhiana and offices of Agriculture Development Officer (Marketing) at Ludhiana, Jagraon, Mullanpur, Raekot, Sahnewal, Doraha, Khannna, Samarala, Machiwara and Agriculture Development Officer (Chemicals), Ludhiana **with required computers**, and accessories like printers, scanners and **internet connectivity** so that work can be done more efficiently.
- (II) **Strengthening of State AGMARK Laboratory (SAL):** At present SAL, Ludhiana is located on the premises of the Punjab Agriculture University, Ludhiana under one room only which is insufficient. Moreover no changes in room of permanent nature can be made due to non-ownership of the room. Therefore it is proposed that a laboratory should be constructed as per the need of the section. For this purpose, land is available at Seed Testing Laboratory, Ludhiana.
- (III) **Strengthening of AGMARK Scheme:** At present AGMARK scheme is voluntary. Only a few of the manufacturers opt for the Agmarking of their produce. We, being the welfare state, our prime responsibility is to provide clean and unadulterated and healthy diet to our citizens. Hence a proposal is made to make the certification of quality essential for any food produce to be marketed compulsory by an amendment in Law by parliament. It is requested to send a proposal regarding this for discussion at higher levels to reach to an appropriate decision. It will strengthen the AGMARK scheme as well as help in supplying the unadulterated food to the consumers which will improve the general health of the people.
- (IV) **Strengthening of Food Grain and Oilseed Scheme:** Under this scheme, the marketing section performs the function of preventing malpractices in the food grain markets by checking the heap registers of the middle men and checking the weights and measures in the markets. Under the system, ADO (M) can check the weights and discrepancy, if found any, is reported to the secretary of the concerned market committee to take further action. For the protection of farmers interest it is suggested to evolve the mechanisms to make action against guilty, speedy and effective. The suitable measures may be discussed at state level.

## **NEW IDEAS AND ISSUES FOR CONSIDERATION IN FUTURE**

Value addition and efficient marketing hold the key to the success of Indian agriculture. It needs the strengthening of marketing section by evolving mechanisms which strengthen the processes of value addition and proper marketing of agriculture produce in domestic and international market. Here Marketing Section has important role to play as most of the farmers are illiterate and they need the honest help by public sector agencies for this purpose. A crude idea is presented here to evolve such mechanism:

- A survey of domestic market and international market to estimate the demand of different commodities which can be produced in the Ludhiana district.
- Trade brands for the products under the ownership of Marketing Section may be registered.
- The production of such commodities by the farmers individually or by developing their groups should be accelerated by assisting them in establishing /obtaining contracts in the domestic and international market or alternatively such contracts may be undertaken by the Marketing Section at official level. These efforts may particularly prove useful in the products of floriculture and traditional Punjabi foods (manufactured at small scale at farmers or their groups level) to be marketed as Premium Punjabi Brands by developing a common trade mark under Marketing section. It will not only help in alleviating the poverty but also generate income.

<b>Sr. No</b>	<b>Purpose</b>	<b>2009-10</b>	<b>2010-11</b>	<b>2011-12</b>	<b>2012-13</b>	<b>2013-14</b>
1.	<b>Strengthening of communication system in the Marketing Section</b>					
	(i) Infrastructure development (Purchase and installation computers, printers, scanners)	Rs. 10,00,000	Rs. 10,00,000	Rs. 5,00,000	Rs. 5,00,000	Rs. 5,00,000
	(ii) recurring expenses on usables like paper, cartridges, telephone bills, repairs etc	Rs. 4,00,000	Rs. 4,50,000	Rs. 4,50,000	Rs. 5,00,000	Rs. 5,50,000
	<b>SUBTOTAL (S. No.1)</b>	<b>Rs. 14,00,000</b>	<b>Rs. 14,50,000</b>	<b>Rs. 9,50,000</b>	<b>Rs. 10,00,000</b>	<b>Rs. 10,50,000</b>
2.	<b>Strengthening of State AGMARK Laboratory</b>					
	(i) Building of State AGMARK lab and air conditioning of core testing part	Rs. 10,00,000	Rs. 50,00,000	Rs. 10,00,000	Rs. 10,00,000	-
	(ii) to buy new machines like HCL, GLC and HP etc.)	Rs. 15,00,000	Rs. 15,00,000	Rs. 15,00,000	Rs. 5,00,000	Rs. 5,00,000
	(iii) Setting up of pesticide residue testing laboratory	Rs. 20,00,000	Rs. 1,00,00,000	Rs. 80,00,000	Rs. 10,00,000	Rs. 10,00,000
	(iv) recurring expenses	Rs. 10,00,000	Rs. 11,00,000	Rs. 12,00,000	Rs. 13,25,000	Rs. 14,50,000
	(v) expenses on salaries of new human	Rs. 1,00,000	Rs. 6,00,000	Rs. 6,50,000	Rs. 7,00,000	Rs. 7,50,000

	resources to be employed					
	<b>SUBTOTAL (S. No.2)</b>	<b>Rs. 56,00,000</b>	<b>Rs. 1,82,00,000</b>	<b>Rs. 1,23,50,000</b>	<b>Rs. 45,25,000</b>	<b>Rs. 37,00,000</b>
3.	<b>NEW SCHEME FOR VALUE ADDITION &amp; MARKETIN G OF AGRO BASED PRODUCTS</b>					
	(i) Set up of processing plants for at least three agro based products	Rs. 1,00,00,000	Rs. 1,00,00,000	Rs. 50,00,000	Rs. 50,00,000	-
	(ii) Recurring expenses	Rs. 20,00,000	Rs. 20,00,000	Rs. 25,00,000	Rs. 25,00,000	Rs. 25,00,000
	(iii) expenses on hired staff	Rs. 4,00,000	Rs. 6,00,000	Rs. 6,00,000	self sustainable	self sustainable
	<b>SUBTOTAL (S. No.3)</b>	<b>Rs. 1,24,00,000</b>	<b>Rs. 1,26,00,000</b>	<b>Rs. 81,00,000</b>	<b>Rs. 75,00,000</b>	<b>Rs. 25,00,000</b>
4.	<b>NEW SCHEME FOR FARMER'S TRAINING CENTRE AT LUDHIANA DISTRICT</b>					
	(i) construction of one floor	Rs. 5,00,000	Rs. 30,00,000	Rs. 10,00,000	-	-
	(i) Set up a basic infrastructure other than building	-	Rs. 10,00,000	Rs. 10,00,000	Rs. 10,00,000	-
	(ii) recurring expenses	-	Rs. 5,00,000	Rs. 5,00,000	Rs. 5,50,000	Rs. 6,00,000
	(iii) expenses on hired staff	-	Rs. 5,00,000	Rs. 5,50,000	Rs. 6,00,000	Rs. 6,50,000
	<b>SUBTOTAL (S. No.4)</b>	<b>Rs. 5,00,000</b>	<b>Rs. 50,00,000</b>	<b>Rs. 30,50,000</b>	<b>Rs. 21,50,000</b>	<b>Rs. 12,50,000</b>

			<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
	<b>TOTAL Rs.</b>	<b>1,99,00,000</b>	<b>3,72,50,000</b>	<b>2,44,50,000</b>	<b>1,51,75,000</b>	<b>85,00,000</b>

**TOTAL FOR FIVE YEARS: Rs. 10,52,75,000**