

## Marketing Section

**Section Head: Joint Director Agriculture (Cash Crops), In charge Marketing Wing**

**Introduction:** In Agriculture, marketing is the key factor that determines the economic viability of farming. Marketing section helps farmers/producers/processors for efficient marketing of their produce and to develop entrepreneurship development among farmers with an objective to get good return/remunerative price of their produce/products.

### **Major Services/Functions:**

#### **1. Agmark Quality Certification Scheme:**

This scheme has been successfully implemented by marketing section of agriculture department since 1967 through three state Agmark laboratories working at Ludhiana, Amritsar and Faridkot. The section provides farmers Agmark certificate of authorization (C.A) and also provides service of proper packing, labeling, marking and quality certification of their produce/products. Thus the scheme helps farmers to compete in global market with quality certified products and helps producers to get remunerative prices. This also helps consumers to get quality product and traders in efficient & easy marketing of products.

Presently under Agmark Quality Certification scheme honey, mustard oil, spices, besan. Desi ghee and wheat flour etc these agriculture commodities are graded in the state Agmark Laboratories. For the test of Honey Rs 15 per Qtl, Besan rupee 0.50(50 paisa) per Qtl ( 20 Qtl lot), Mustard Oil rupee 1.00 per Qtl, Desi Ghee Rs 20 per Qtl and Spices(Dhaniya, Haldi, Red Chili, Kadhi Patta, Kali Mirch, Hing, Ajwain) Rs 15-30 per Qtl agmark charges are collected from the registered farmers/firms.

#### **2. Standardization of Weights and Measures in Mandis:**

For benefit of farmers, on arrival of produce in marketing section keeps an eye and check the standards of weights and measures used. Standards of weight, bag weight and weighing machines are maintained so that farmer may not get cheated in mandis. Necessary action is taken by authorized Agriculture Development Officer (Marketing), if found any fault in measure of produce and further submits written report to the Secretary, Incharge Market Committee official of Punjab Mandi Board for necessary action.

**3. Market Information:** Marketing section collect information regarding arrival and price of all agriculture produce in various mandis in every district and also collects the information of wholesale price and retail price of cereals and pulses in market. This price/arrival information is submitted to Punjab Mandi Board and higher authorities to forecast future price and future marketing strategies for produce.

#### **4. Technical Guidance to Farmers:**

(i) **For efficient marketing of produce:** Marketing section imparts technical and scientific guidance to farmers to ease marketing of their produce. Awareness to the farmers is provided through camps, seminars and trainings for efficient marketing of their produce. Knowledge for different aspects like adequate moisture content of produce, cleanliness and grading, quality control, different lots of different varieties and to be alert in mandis, is imparted by marketing section. Timely supply of marketing information is given to farmers.

(ii) **For Entrepreneurship development:** Farmers are motivated to develop skills for making products and byproducts from their produce for value addition. Special attention is paid for grading hygienically, packing in food graded material, labeling and marking of their food products which are important marketing tools for getting good price of their products. Technical and scientific guidance is provided to farmers through hand on training at the following training centers: -

(a) Skill Development Centre, PAU

(b) ICAR-CIPHET , PAU, Ludhiana

(c) PAMETI, PAU, Ludhiana

(iii) **Consumer Awareness camp:** To ensure good quality food and consumer awareness, seminars and demonstrations are conducted by marketing section regarding ill effects of adulteration and substandard food on health and also trains for simple and quick screening tests to detect adulteration of food products.

5. **Platform for Marketing:** Farmers/Beekeepers/Processors are provided platform for marketing and interface for direct link up with the consumers so that they could get remunerative price of their produce.

6. **Samples drawn under Agmark Quality Certification Scheme & Quantity of different commodities graded (in quintals) in State Agmark Laboratories in last 5 years is as below:**

(a) Report of State Agmark Laboratories for the Year 2019-2020

Laboratories	Agmark Commodity	Mustard Oil	G.Spices	Honey	Desi ghee	Besan	Wheat Atta	Total
Amritsar	Samples Drawn	8	25	71	14	6	16	140
	Pass	7	25	68	14	5	16	135
	Fail	1	0	3	0	1	0	5
Ludhiana	Samples Drawn	12	121	33	0	2	6	174
	Pass	11	116	30	0	2	6	165
	Fail	1	5	3	0	0	0	9
Faridkot/Moga	Samples Drawn	5	11	2	0	0	13	31
	Pass	5	11	2	0	0	9	27
	Fail	0	0	0	0	0	4	4
Total Sample	Samples Drawn	25	157	106	14	8	35	345
	Pass	23	152	100	14	7	31	327
	Fail	2	5	6	0	1	4	18
Graded Quantity (in quintals)		1330	2031	474	700	820	255	5610
Agmark Laboratory Sampling Income		60508/-						
Estimated Value (in Rupees)		16740000	41437500	12945000	38500000	8620000	592500	118835000

S.no	Name of Commodity	Total Sample	Pass Sample	Fail Sample
1	Mustard oil	25	23	2
2	G.Spices	157	152	5
3	Honey	106	100	6
4	Desi Ghee	14	14	0
5	Besan	8	7	1
6	Wheat Atta	35	31	4
	<b>Total</b>	<b>345</b>	<b>327</b>	<b>18</b>

**(b) Report of State Agmark Laboratories for the Year 2020-2021**

Laboratories	Agmark Commodity	Mustard Oil	G.Spices	Honey	Desi ghee	Besan	Wheat Atta	Total
Amritsar	Samples Drawn	8	30	77	19	6	11	<b>151</b>
	Pass	6	28	68	19	6	11	<b>138</b>
	Fail	2	2	9	0	0	0	<b>13</b>
Ludhiana	Samples Drawn	10	105	47	0	0	4	<b>166</b>
	Pass	10	102	44	0	0	4	<b>160</b>
	Fail	0	3	3	0	0	0	<b>6</b>
Faridkot/Moga	Samples Drawn	7	13	6	0	0	19	<b>45</b>
	Pass	4	10	4	0	0	15	<b>33</b>
	Fail	3	3	2	0	0	4	<b>12</b>
Total Sample	Samples Drawn	25	148	130	19	6	34	<b>362</b>
	Pass	20	140	116	19	6	30	<b>331</b>
	Fail	5	8	14	0	0	4	<b>31</b>
Graded Quantity (in quintals)		<b>1410</b>	<b>2052</b>	<b>674</b>	<b>950</b>	<b>750</b>	<b>105</b>	<b>5941</b>
Agmark Laboratory Sampling Income		<b>77522/-</b>						
Estimated Value (in Rupees)		<b>19230000</b>	<b>43487500</b>	<b>20220000</b>	<b>52250000</b>	<b>7950000</b>	<b>262500</b>	<b>143400000</b>

S.no	Name of Commodity	Total Sample	Pass Sample	Fail Sample
1	Mustard oil	25	20	5
2	G.Spices	148	140	8
3	Honey	130	116	14
4	Desi Ghee	19	19	0
5	Besan	6	6	0
6	Wheat Atta	34	30	4
	<b>Total</b>	<b>362</b>	<b>331</b>	<b>31</b>

**(c) Report of State Agmark Laboratories for the Year 2021-2022**

Laboratories	Agmark Commodity	Mustard Oil	G.Spices	Honey	Desi ghee	Besan	Wheat Atta	Total
Amritsar	Samples Drawn	4	14	30	1	2	9	60
	Pass	3	13	25	1	2	9	53
	Fail	1	1	5	0	0	0	7
Ludhiana	Samples Drawn	7	73	32	0	2	3	117
	Pass	6	72	26	0	2	3	109
	Fail	1	1	6	0	0	0	8
Faridkot/Moga	Samples Drawn	0	0	0	0	0	0	0
	Pass	0	0	0	0	0	0	0
	Fail	0	0	0	0	0	0	0
Total Sample	Samples Drawn	11	87	62	1	4	12	177
	Pass	9	85	51	1	4	12	162
	Fail	2	2	11	0	0	0	15
Graded Quantity (in quintals)		1010	1744	489.5	440	630	200	4513.5
Agmark Laboratory Sampling Income		57615/-						
Estimated Value (in Rupees)		14370000	38833000	15237500	24200000	6860000	500000	100000500

S.no	Name of Commodity	Total Sample	Pass Sample	Fail Sample
1	Mustard oil	11	9	2
2	G.Spices	87	85	2
3	Honey	62	51	11
4	Desi Ghee	1	1	0
5	Besan	4	4	0
6	Wheat Atta	12	12	0
	<b>Total</b>	177	162	15

**(d) Report of State Agmark Laboratories for the Year 2022-2023**

Laboratories	Agmark Commodity	Mustard Oil	G.Spices	Honey	Desi ghee	Besan	Wheat Atta	Total
Amritsar	Samples Drawn	5	19	46	7	6	15	98
	Pass	5	19	44	7	5	15	95
	Fail	0	0	2	0	1	0	3
Ludhiana	Samples Drawn	9	126	44	0	0	8	187
	Pass	6	122	35	0	0	8	171
	Fail	3	4	9	0	0	0	16
Faridkot/Moga	Samples Drawn	0	0	0	0	0	0	0
	Pass	0	0	0	0	0	0	0
	Fail	0	0	0	0	0	0	0
Total Sample	Samples Drawn	14	145	90	7	6	23	285
	Pass	11	141	79	7	5	23	266
	Fail	3	4	11	0	1	0	19
Graded Quantity (in quintals)		780	185	509	350	1640	600	4064
Agmark Laboratory Sampling Income		56704/-						
Estimated Value (in Rupees)		7620000	33245000	13305000	19250000	11430000	360000	85210000

S.no	Name of Commodity	Total Sample	Pass Sample	Fail Sample
1	Mustard oil	14	11	3
2	G.Spices	145	141	4
3	Honey	90	79	11
4	Desi Ghee	7	7	-
5	Besan	6	5	1
6	Wheat Atta	23	23	-
	<b>Total</b>	285	266	19

**(e) Report of State Agmark Laboratories for the Year 2023-2024**

Laboratories	Agmark Commodity	Mustard Oil	G.Spices	Honey	Desi ghee	Besan	Wheat Atta	Total
Amritsar	Samples Drawn	16	23	56	2	14	4	<b>115</b>
	Pass	16	23	54	2	14	4	<b>113</b>
	Fail	0	0	2	0	0	0	<b>2</b>
Ludhiana	Samples Drawn	13	121	31	0	20	0	<b>185</b>
	Pass	13	116	30	0	20	0	<b>179</b>
	Fail	0	5	1	0	0	0	<b>6</b>
Faridkot/Moga	Samples Drawn	0	0	0	0	0	0	<b>0</b>
	Pass	0	0	0	0	0	0	<b>0</b>
	Fail	0	0	0	0	0	0	<b>0</b>
Total Sample	Samples Drawn	29	144	87	2	34	4	<b>300</b>
	Pass	29	139	84	2	34	4	<b>292</b>
	Fail	0	5	3	0	0	0	<b>8</b>
Graded Quantity (in quintals)		<b>1742</b>	<b>1712</b>	<b>551</b>	<b>100</b>	<b>1400</b>	<b>100</b>	<b>5605</b>
Agmark Laboratory Sampling Income		<b>54669/-</b>						
Estimated Value (in Rupees)		<b>27210000</b>	<b>37500000</b>	<b>15925000</b>	<b>5500000</b>	<b>16000000</b>	<b>300000</b>	<b>102435000</b>

S.no	Name of Commodity	Total Sample	Pass Sample	Fail Sample
1	Mustard oil	29	29	-
2	G.Spices	144	140	4
3	Honey	87	83	4
4	Desi Ghee	2	2	-
5	Besan	34	34	-
6	Wheat Atta	4	4	-
	<b>Total</b>	<b>300</b>	<b>292</b>	<b>8</b>

7. Under Standardization of Weights and Measures in Mandis Year wise report is as below:

(a) For the Year 2019-20

S.No	District	No of checked weighs			No of checked Weights and measurements		
		Total	Right	Wrong	Total	Right	Wrong
1	Amritsar	3881	3868	13	3881	3881	0
2	Barnala	8	8	0	10	10	0
3	Bathinda	30	30	0	30	30	0
4	Faridkot	1702	1694	8	1702	1702	0
5	Fatehgarh Sahib	428	426	2	428	428	0
6	Ferozpur	147	147	0	147	147	0
7	Gurdaspur	1133	1128	5	1133	1133	0
8	Hoshiarpur	127	127	0	85	85	0
9	Jalandhar	368	368	0	240	240	0
10	Kapurthala	0	0	0	0	0	0
11	Ludhiana	1171	1171	0	395	395	0
12	Mansa	0	0	0	0	0	0
13	Moga	1100	1085	15	1100	1100	0
14	Mohali	0	0	0	0	0	0
15	Muktsar	983	980	3	983	983	0
16	Patiala	0	0	0	0	0	0
17	Ropar	0	0	0	0	0	0
18	Sangrur	103	103	0	135	135	0
19	S.B.S Nagar	0	0	0	0	0	0
20	Tarantaran	740	738	2	740	740	0
<b>Total</b>		<b>11921</b>	<b>11873</b>	<b>48</b>	<b>11009</b>	<b>11009</b>	<b>0</b>

**(b) For the Year 2020-21**

S.No	District	No of checked weighs			No of checked Weights and measurements		
		Total	Right	Wrong	Total	Right	Wrong
1	Amritsar	6353	6339	14	6353	6353	0
2	Barnala	49	49	0	61	61	0
3	Bathinda	253	253	0	253	253	0
4	Faridkot	2255	2216	39	2255	2255	0
5	Fatehgarh Sahib	752	751	1	752	752	0
6	Ferozpur	323	323	0	323	323	0
7	Gurdaspur	1049	1018	31	1049	1049	0
8	Hoshiarpur	0	0	0	0	0	0
9	Jalandhar	372	372	0	153	153	0
10	Kapurthala	71	71	0	37	37	0
11	Ludhiana	953	953	0	765	765	0
12	Mansa	0	0	0	0	0	0
13	Moga	1679	1666	13	1679	1679	0
14	Mohali	0	0	0	0	0	0
15	Muktsar	1465	1459	6	1465	1465	0
16	Patiala	0	0	0	0	0	0
17	Ropar	0	0	0	0	0	0
18	Sangrur	210	210	0	240	240	0
19	S.B.S Nagar	0	0	0	0	0	0
20	Tarantaran	1937	1931	6	1937	1937	0
<b>Total</b>		<b>17721</b>	<b>17611</b>	<b>110</b>	<b>17322</b>	<b>17322</b>	<b>0</b>



(c) For the Year 2021-22

S.No	District	No of checked weighs			No of checked Weights and measurements		
		Total	Right	Wrong	Total	Right	Wrong
1	Amritsar	5622	5617	5	5622	5617	5
2	Barnala	31	31	0	34	34	0
3	Bathinda	245	245	0	245	245	0
4	Faridkot	2362	2335	27	2362	2362	0
5	Fatehgarh Sahib	0	0	0	0	0	0
6	Ferozpur	1500	1500	0	1498	1498	0
7	Gurdaspur	404	402	2	404	404	0
8	Hoshiarpur	0	0	0	0	0	0
9	Jalandhar	174	174	0	89	89	0
10	Kapurthala	111	108	3	57	57	0
11	Ludhiana	1103	1103	0	1873	1873	0
12	Mansa	0	0	0	0	0	0
13	Moga	2370	2350	20	2370	2370	0
14	Mohali	0	0	0	0	0	0
15	Muktsar	1792	1772	20	1792	1792	0
16	Patiala	0	0	0	0	0	0
17	Ropar	0	0	0	0	0	0
18	Sangrur	157	157	0	186	186	0
19	S.B.S Nagar	0	0	0	0	0	0
20	Tarantaran	1779	1776	3	1779	1779	0
<b>Total</b>		<b>17650</b>	<b>17570</b>	<b>80</b>	<b>18311</b>	<b>18306</b>	<b>5</b>

(d) For the Year 2022-23

S.No	District	No of checked weighs			No of checked Weights and measurements		
		Total	Right	Wrong	Total	Right	Wrong
1	Amritsar	4747	4738	9	4735	4734	1
2	Barnala	0	0	0	0	0	0
3	Bathinda	207	207	0	207	207	0
4	Faridkot	2197	2153	44	2197	2197	0
5	Fatehgarh Sahib	248	248	0	91	91	0
6	Fazilka	556	555	1	556	556	0
7	Ferozpur	313	311	2	313	313	0
8	Gurdaspur	0	0	0	0	0	0
9	Hoshiarpur	0	0	0	0	0	0
10	Jalandhar	400	400	0	183	183	0
11	Kapurthala	52	52	0	17	17	0
12	Ludhiana	648	648	0	1581	1581	0
13	Mansa	104	103	1	104	103	1
14	Moga	2411	2389	22	2404	2404	0
15	Pathankot	0	0	0	0	0	0
16	Muktsar	2222	2215	7	2222	2222	0
17	Patiala	0	0	0	0	0	0
18	Ropar	0	0	0	0	0	0
19	Sangrur	0	0	0	0	0	0
20	S.B.S Nagar	0	0	0	0	0	0
21	Tarantaran	0	0	0	0	0	0
22	S.A.S Nagar	47	47	0	19	19	0
<b>Total</b>		<b>14152</b>	<b>14066</b>	<b>86</b>	<b>14629</b>	<b>14627</b>	<b>2</b>

(e) For the Year 2023-24

S.No	District	No of checked weighs			No of checked Weights and measurements		
		Total	Right	Wrong	Total	Right	Wrong
1	Amritsar	6513	6494	19	6513	6494	19
2	Barnala	0	0	0	0	0	0
3	Bathinda	176	176	0	176	176	0
4	Faridkot	2546	2504	42	555	538	17
5	Fatehgarh Sahib	528	528	0	244	244	0
6	Fazilka	779	778	1	778	778	0
7	Ferozpur	657	654	3	654	654	0
8	Gurdaspur	1200	1193	7	1200	1193	7
9	Hoshiarpur	0	0	0	0	0	0
10	Jalandhar	405	405	0	157	157	0
11	Kapurthala	0	0	0	0	0	0
12	Ludhiana	2447	2444	3	1021	1020	1
13	Mansa	11	11	0	11	11	0
14	Moga	2327	2295	32	512	493	19
15	Pathankot	0	0	0	0	0	0
16	Muktsar	2194	2156	38	490	470	20
17	Patiala	0	0	0	0	0	0
18	Ropar	0	0	0	0	0	0
19	Sangrur	0	0	0	0	0	0
20	S.B.S Nagar	0	0	0	0	0	0
21	Tarantaran	1087	1077	10	1087	1087	0
22	S.A.S Nagar	0	0	0	0	0	0
<b>Total</b>		<b>20870</b>	<b>20715</b>	<b>155</b>	<b>13398</b>	<b>13315</b>	<b>83</b>