

## **AGRICULTURAL MARKETING**

Commercial scale production entails creation & establishment of functional network for marketing of produce. The establishment of regulated markets facilitates the selling of agri. commodities. However, these operations need to be monitored regularly so that farmers may get reasonable rates of their produce in the markets and malpractices of the middlemen can be minimized. The department runs a scheme of Marketing & quality control-grading & control facilities and Scheme for Grading of Foodgrains & Oilseeds in the Regulated Markets. The detail of Budget allotment and expenditure under scheme is given below:

(Amount In Rs.)

Sr. No.	Name of Scheme	Year	Budget Allotment	Budget Expenditure
1.	"2435-Other Agricultural Programmes-01 Marketing & Quality Control -101- Marketing Facilities- and 102- Scheme for Grading of Foodgrains & Oilseeds in the Regulated Markets in the State". (Non Plan)	2010-11	4,69,62,000	4,56,11,093
		2011-12	1,99,55,500	1,97,18,737
		2012-13	4,86,73,680	4,64,82,284
		2013-14	6,91,14,000	6,77,75,492
		2014-15	7,14,54,000	6,84,77,014

The detail of activities of marketing section during 2010-11 to 2014-15 is as under:-

- (1) Weekly and monthly reports on arrivals, prices etc. of various commodities were compiled at the head quarters and supplied to the State Govt. and Govt. of India.
- (2) Daily, weekly, fortnightly and monthly returns on market arrivals, prices, stock etc. and other information sought by the Economic and Statistical Advisor, Govt. of India were sent regularly throughout the period.
- (3) Information on market arrivals and prices of agricultural commodities in all markets of the State was collected by the field staff, and sent to the headquarters, where it was scrutinized, tabulated, compiled and analyzed. This information is used for the information of the price policy for the Rabi and Kharif season to be marketed during the next year. This information is collected for 24 agricultural commodities such as food grains, oilseeds, cash crops, fruits and vegetables oils.
- (4) News bulletins in respect of important agricultural commodities, its marketing aspects, support prices (if any), and other procurement policies of the Govt. were broadcasted through All India Radio and T.V. for the Information of the producers, traders and consumers.
- (5) A campaign was launched by the staff of Marketing Section for the checking of weights and measures and measurements used by the Commission Agents. The

details of cases found incorrect weight and measurements etc. were reported to the concerned Secretary, Market committee for necessary compensation to the farmer for excess weight of produce. Data regarding arrival and prices of 24 main crops such as foodgrains, oilseeds, cash crops, fruits and vegetables from the markets in the state is collected by the field staff of the Section. This data after compilation was forwarded to the Economic and Statistical Adviser, Government of India.

(6) "Farmers training camps" to educate the farmers about the latest marketing techniques were organized at block/village level during the Rabi and Kharif seasons. In these "camps" farmers were imparted training regarding the improved marketing techniques such as harvesting, grading and standardization, packing and handling practices, appropriate storage methods etc.

(7) A scheme popularly known as "Agmark" is implemented under the "Agricultural Produce (Grading and Marking ) Act of 1937 to provide good and quality agricultural commodities (adulteration free) agricultural products to the consumers and to provide remunerative prices to the producers/packers under Act. Centralized commodities like vegetable oils, ground spices, honey, desi ghee, besan and wheat atta are voluntarily graded and packed under "AGMARK" for domestic market. Similarly, decentralized commodities like table potatoes, grapes, citrus fruits and eggs are graded under 'AGMARK'.

### **(B) Grading under "Agmark" scheme.**

Agricultural Products are graded and marked under "AGMARK" in accordance with Grade-Specifications notified by Govt. of India under the provisions of "Agricultural Produce, Grading & Marketing) Act, 1937". Grading under these specifications is voluntary for domestic consumption. Hence, no targets are fixed. However, the achievements of the scheme during 2010-11 to 2014-15 are given as at Annexure "a".

### **(C) Weights & Measures**

To prevent under weighments of agricultural commodities, the department checks weights and measures in the markets. The achievement of this activity during 2010-11 to 2014-15 is given as at Annexure "b".