

**PROCEEDINGS OF THE DIRECTOR OF AGRICULTURE , DIRECTORATE
OF AGRICULTURE DEVELOPMENT AND FARMERS' WELFARE,
VIKAS BHAVAN, THIRUVANANTHAPURAM**

(Present : A.M.Sunilkumar)

Sub: Annual Plan 2018-19 – Scheme on Strengthening Agriculture Marketing -
Agmarknet & Market Intelligence – Continuous Administrative Sanction
accorded – orders issued- reg:

Read: 1) G.O. (Rt.) No. 636/17/Ad dated 23-06-17
2) Annual Plan 2018-19

Order No. TP (2) 16338/2018

Dated: 03.05.2018

Government of Kerala, vide order read 1st above accorded Administrative sanction for the implementation of the component '**Agmarknet and Market Intelligence**' under the scheme Market Development during the year 2017-18 for an amount of Rs.50.00 lakhs debiting expenditure to head of account 2435-01-800-99 (P).

As per the Annual Plan 2018-19, the scheme component is proposed to be continued during the current financial year with a budget allocation of Rs.50.00 lakhs, abiding by the norms and conditions of the Government Order read 1st above.

Objectives

- To provide accurate and reliable market information to farmers in advance
- To utilize the prospects of ICT in disseminating market information to public
- To facilitate operational and pricing efficiency in marketing system
- To enable the farmer to fetch maximum price for his produce

Programme

1) Assistance for data collection

There is a total number of 92 net nodes in the State, out of which unemployed youth were posted in 85 net nodes for the timely collection and uploading of data except the nodes in the 6 EEC markets and node linked with Chala Market where the data collection and reporting is done by the staff of the EEC market as well as that of the Directorate of Agriculture.

Selected youth will be entrusted with the effective reporting of regular and actual market data in the early hours of the day. The minimum price, maximum price, model

price and quantity arrived needs to be collected and uploaded to the agmarknet portal during the same day itself. The data collected has to be conveyed to the reporting officer in charge of the node through e-mail or in written report who in turn will upload the same to the agmarknet website. This initiative taken up from 2011-12 onwards has enabled timely reporting of market data thereby providing necessary information to farmers.

For regular collection and reporting of the data, the payment of remuneration to the persons will be continued in 2018-19 also. An amount of **Rs.35.70 lakhs** is set apart for the payment of remuneration to persons attached to 85 net nodes @ Rs.3500/- per month for the year 2018-19.

2) Connectivity charges, purchase and replacement of computers in the agmarknet nodes, State Agmark Grading Laboratories and for Assistant Director of Agriculture (Marketing)

There are 92 agmarknet nodes in the State, their market data is to be collected and uploaded to the website for easy access of the farmers. All the netnodes have computer and internet facilities and have been provided connectivity charges for uploading the market data to the agmark website. It is necessary that the connectivity charges to the net nodes have to be renewed regularly for un-interrupted uploading of data.

The Assistant Director of Agriculture (Marketing) of the districts have to monitor the progress of the scheme regularly and has to ensure that the data from all agmarknet nodes are been uploaded to the website regularly and that no anomalous reporting is being done. The Assistant Director of Agriculture (Marketing) of the district also has to gather sufficient information regarding the price, quantity and availability of various agricultural commodities being traded in the different markets of the districts and ascertain the marketing surplus and also the sudden rise and fall of prices of agricultural produce. To enable the same, computer/ printer and internet facilities are to be provided to the ADA(M) of the districts where such facilities are not available at present. Also some of the net nodes need computer replacement /repair which can be met from this scheme. The SAGLs also have to be strengthened with computer internet facilities to enable the chemist to get better knowledge of marketing trends and food quality parameters resulting in the smooth functioning of SAGLs. This will enable the SAGLs to popularize agmark certification among the consumers which will encourage more farmers to grade their produce under Agmark.

For regular reporting of the data, provision for connectivity charges, need based repair and replacement of computers and accessories will be continued in 2018-19 also. An amount of Rs.14.30 lakhs is proposed for this purpose.

Financial Outlay

The financial requirement of the project is summarised below.

Sl. No.	Components	Amount (Rs. in lakhs)
1.	Assistance for Data Collection @ Rs.3500 per month for 82 agmarknet nodes	35.70
2.	Connectivity charges, need based purchase and replacement of computers in the net nodes, SAGLs and office of the ADA(M)	14.30
	Total	50.00

(Rupees Fifty lakhs only)

In the circumstances mentioned above, continuous administrative sanction is hereby issued for implementation of the component **Agmarknet & Market Intelligence** under the scheme Strengthening Agriculture Marketing during 2018-19, for an amount of **Rs.50.00 lakhs (Rupees Fifty lakhs only)**, as per the above statement, debiting expenditure to head of account **2435-01-800-99 (Plan)** from current year's budget provision. The scheme shall be implemented abiding by the terms and conditions stipulated in the Government Order read above.

Sd/-

Director of Agriculture.

Deputy Director of Agriculture (Plg.)

Deputy Director of Agriculture (Plg.)
Directorate of Agriculture
Thiruvananthapuram

To

TM section of the directorate for issue of detailed working instructions

Copy to

TA to Director of Agriculture, CA to All Additional Directors of Agriculture of the HQ, State Agricultural Engineer, Senior Finance Officer for information

IT section of the directorate for posting on the website