

TM(1)22236/2019

Directorate of Agriculture Development
and Farmer's Welfare Department

Dated: 23/07/2019

CIRCULAR

Sub : Annual Plan 2019 -20 – Scheme on Strengthening Agriculture Marketing -
Continuous Administrative sanction accorded – Detailed working instructions
for implementation of the component –Agmarknet and Market Intelligence –
orders issued –reg:-

Ref : 1. Annual Plan 2019-20
2. TP (2)12943/2019 dated 31/05/2019 of the Director of Agriculture
Development and Farmer's Welfare Department.

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Government of Kerala, vide order G.O.(Rt)No.636/17/Ad dated 23.06.2017
accorded administrative sanction for the implementation of the component
"Agmarknet and Market Intelligence" under the scheme "**Market Development**"
during the year 2017 -18 and continuous administrative sanction was accorded
during 2018-19 for an amount of Rs. 50.00 lakhs debiting expenditure to the head of
Account 2435 -01 -800 -99 (P).

As per the Annual Plan 2019-20, the scheme "Strengthening Agriculture
Marketing" is proposed to be continued with a budget provision of Rs.1985.00 lakhs.
Out of this Rs.33.55002 lakhs is allotted for the encashment of queue bills of 2018 -
19. Hence the scheme is proposed to be continued during the current financial year
with a budget allocation of Rs.1951.44998 lakhs as per circular number 31/2019/Fin
dated 10.04.2019.

During the year 2019-20, an amount of Rs.46.44998 lakhs (Rupees Forty Six
Lakhs Forty Four Thousand Nine Hundred and Ninety Eight only) has been
earmarked for the components as

- a. Payment of assistance @ Rs.3500/- per month to the persons attached with
the agmarknet nodes for the collection of data for Agmarknet.

- b. Connectivity charges and replacement of computers, printers and accessories in the net nodes, ADA(M) offices, SAGLs and Head Quarters under Market Development Scheme 2019-20.

Market information is needed by the farmers in planning, production, and marketing and equally needed by other market participants in arriving at optimal trading decisions. The existence and dissemination of complete and accurate marketing information is the key to achieve both operational and pricing efficiency in the marketing system. This accurate market information need to reach the farmers before they sell their produces in the early hours of the day. Hence the data has to be collected and uploaded to the website in the early hours of the day for the benefit of the farmers. By doing this the farmers can access the price of a commodity before transaction. Based on requirements from the nodes, an amount of Rs.46.44998 lakhs (Rs.Forty Six Lakhs Forty Four Thousand Nine Hundred and Ninety Eight only) is sanctioned for the years 2019-20 with the following components.

1. Assistance for Data Collection :

Among the total number of 92 net nodes, in 85 net nodes unemployed youth in the localities were posted for the timely collection and uploading of data except in the case of nodes in EEC markets and nodes linked with Chala market where the data collection and reporting is done by the statistical Assistant in the Marketing section of the Department of Agriculture.

Principal Agricultural officers will select one unemployed youth and entrust them with the collection and reporting of the actual market data from the respective markets in the early hours of the day. The minimum price, maximum price and the modal price and quantity arrived needs to be collected and reported to the reporting officer in charge of the node through email or in written report who in turn will upload the same in the Agmarknet website Agmarknet.gov.in. This process of reporting the market data has started during 2011 -12 and has helped to provide necessary information to farmers.

Under the Scheme Agriculture "Marketing and post harvest management - Market Development 2019-20 there is a provision for providing assistance under Agmarknet and Market Intelligence and an amount of Rs. 46.44998 lakhs is earmarked for this scheme and out of which an amount of Rs. 35.70 lakhs is set apart for the payment of remuneration to the persons attached with 85 net nodes @ Rs.3500/- per month during the year 2019-20. The amount will be reallocated to the districts as shown below in **Annexure I**.

1. Connectivity charges, purchase and replacement of computers in the Agmarknet nodes, SAGLs and Head Quarters.

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

The Assistant Director of Agriculture (Marketing) in the Directorate and at all district Head quarters have to monitor the progress of the scheme regularly and that no anomalous reporting is being done. The Assistant Director of Agriculture (Marketing) of the District also has to gather sufficient information pertaining to 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 is provided to the ADA(M) of the districts. This provision can be utilized for the purchase /repair /replacement of the computer and accessories for the use of ADA(M), other departmental offices like Krishibhavans, Agricultural wholesale markets, Krishibhavans and Assistant Director Offices where the netnodes are functioning / monitored.

1. The SAGLs also have to be strengthened with computer and 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.
2. For regular reporting of the data the assistance for connectivity charges, repair /replacement of computers and accessories should be continued in 2019-20 also. Out of an amount of Rs.45.00 lakhs earmarked for Agmarknet and Market Intelligence an amount of Rs.10.74998 lakhs is set apart for the above purpose during the year 2019-20 . the amount is reallocated to the districts as shown in Annexure I.

The Principal Agricultural Officer of the districts will allot the amount to the concerned Assistant Directors of the block.

The Assistant Director of Agriculture (M) should conduct regular checking of the data uploaded and should ensure that timely and accurate data is reported and uploaded to the website. The ADA (M) of the districts should ensure that proper awareness is given to the selected youth for data collection, correct and regular reporting should also be ensured and anomalous data uploading should be avoided.

At the district level, the scheme will be monitored by ADA (M) and supervised by the Principal Agricultural Officers. The state level monitoring of the scheme will be done by the Additional Director of Agriculture (M). The monthly progress report of the implementation of the scheme should be forwarded to the Additional Director of Agriculture (M) by 2nd of every month by the Principal Agricultural officers in the prescribed proforma as shown in the Annexure. Reporting and correspondence in this scheme may be made in the emailed directorofmarketingagri@gmail.com.

FINANCIAL OUTLAY

The financial requirement for the components of the scheme are summarized below.

Sl.No	Components	Amount (Rupees in lakhs)
	Assistance for Data collection @Rs.3500 per month for 85 agmark netnodes.	35.70
	Connectivity charges, need based purchase and replacement of computers in the net nodes, SAGLs and office of the ADA(M) including HQ.	10.74998
	Total	46.44998


(Rupees Forty Six Lakhs Forty Four Thousand Nine Hundred and Ninety Eight only)

The amount allotted to each district for the above components is given in Annexure I. The expenditure for implementation of various components will be met from the budget provision of 2019-20 under the scheme Agriculture Marketing – Agmarknet and Market Intelligence

Sd/-
Director
Agriculture Development and
Farmer's Welfare Department.

To
All Principal Agricultural officers

Copy to
Planning section to make necessary allotment
TA to Director of Agriculture
CA to Additional Director of Agriculture (Marketing)
Finance section
Stockfile


T.S. BINDY
Deputy Director Of Agriculture (Marketing)
Agriculture Development and Farmer's
Welfare Department
Vikas Bhavan, Tvm.

IT Cell for publishing in the department website.

Annexure I

Agriculture Marketing and Post Harvest Management 2019 -20

Agmarknet and market Intelligence Scheme -Assistance for collection of data for Agmarknet nodes

and connectivity charges, purchase /repair of computer,printer and accessories -Amount Allotted in lakhs

Sl.No	District	No. of nodes selected for payment of remuneration	Amount for 12 months @Rs.3500/- per month in lakhs	Connectivity charges, purchase / repair of computer , printer and accessories *	Total (in lakhs)
1	Thiruvananthapuram	7	2.94	0.65	3.59
2	Kollam	6	2.52	0.65	3.17
3	Pathanamthitta	5	2.10	0.65	2.75
4	Alappuzha	8	3.36	0.65	4.01
5	Kottayam	8	3.36	0.65	4.01
6	Idukki	6	2.52	0.65	3.17
7	Ernakulam	6	2.52	0.85	3.37
8	Thrissur	7	2.94	0.85	3.79
9	Palakkad	6	2.52	0.75	3.27
10	Malappuram	6	2.52	0.75	3.27
11	Kozhikode	6	2.52	1.04998	3.56998
12	Wayanad	3	1.26	0.65	1.91
13	Kannur	7	2.94	0.65	3.59
14	Kasaragod	4	1.68	0.65	2.33
	HQ			0.65	0.65
	Total	85	35.70	10.74998	46.44998

Annexure II

MONTHLY PROGRESS REPORT

Name of District

Details of Honourarium paid

Sl.No	Name of Net node	During the month	Upto previous month	* Total

Signature
Principal Agricultural Officer

Annexure III

MONTHLY PROGRESS REPORT

Name of District

DETAILS OF CONNECTIVITY CHARGES

Sl.No	Name of Netnode /ADA/SAGL	During the month	Upto previous month	* Total

Signature
Principal Agricultural Officer