

ADFW/74/2020 –TM(1)
Development

Directorate of Agriculture

And Farmer's Welfare Department

VikasBhavan

Dated 24 /02 / 2020

CIRCULAR

Sub: Agriculture : Scheme for Market Development – Operational Expense of Wholesale markets and District Procurement Centres – Detailed working instructions issued – reg .

Ref : 1. GO(Rt) No.900/2019/AGRI , dated 02.10.2019 of Agriculture (WTO Cell)
- Department.

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Administrative sanction has been accorded vide reference cited above for the implementation of the scheme for Market Development 2019-20 – Operational Expense of Wholesale Markets and District Procurement Centres during the year 2019-20.

The six Agricultural Wholesale Markets of Kerala viz, three urban wholesale markets (1). Thiruvananthapuram –Anayara ,(2) . Ernakulam –Maradu(3) Kozhikode – Vengeri and three rural wholesale markets (1) Thiruvananthapuram – Nedumangadu (2) Ernakulam – Moovattupuzha (3) Wayanad – Sulthan Bathery are Government owned markets under the control of Department of Agriculture. At present these markets are functioning as per market rules framed by the Government of Kerala. An executive committee headed by the District Collector as chairman is monitoring the activities of the market. The activities of the markets are mainly funded by the Market Development Fund raised by each market.

At present the Agricultural Wholesale Markets play a pivotal role in marketing the surplus vegetable production by acting as auction centres through which wholesalers, traders and Government agencies like HORTICORP could source safe to eat and good quality fruits and vegetables produced locally that too directly from the farmers. Also actions have been initiated to link these six wholesale markets to the pan – India online trading platform e NAM (Electronic National Agriculture Market)

e-NAM aims to link the existing Agricultural Produce Market Committee (APMC) mandis including the wholesale markets in Kerala across the country to form a unified national market for agricultural commodities.

The e- NAM portal is a single window service for any information and services related to markets that includes:

3. Providing transport subsidy to the District Procurement centres

In addition to the above 6 markets , the District level procurement cum Marketing Centres established in the 5 districts are also given funds for providing transport subsidy under the scheme. The scheme will ensure adequate marketing opportunities to farmers by avoiding middlemen and ensuring premium price for their produce.

The Five District Procurement cum Marketing Centres are Kaliyanchantha in Kollam district , Kodenthuruthu in Alappuzha district , Kuruppanthara in Kottayam district (Sanghamythri) , Thodupuzha in Idukki district (KADS) and Pavaratti in Thrissur district.

For making the auction procedure more effective by meeting manpower requirement , payment of wages to supervisor, publicity, infrastructure services and other related expenses for conduct of auction expenses is also provided as operational cost.

Transport subsidy and operational expenses to the five District level Procurement cum Marketing Centres is provided at a total cost of Rs.40.00 Lakhs as shown below.

Sl.No	Name of the District Procurement cum Marketing Centre	Transport Subsidy (in Lakhs)	Operational cost (in Lakhs)	Total Amount (Rs in Lakhs)
1	Kaliyanchantha , Kollam	10.00	3.5	13.5
2	Kodenthuruthu, Alappuzha	0.25	0.10	0.35
3	Kuruppanthara , Kottayam	10.00	3.5	13.5
4	Pavaratti, Thrissur	9.65	2.85	12.5
5	KADS , Thodupuzha	0.10	0.05	0.15
	Grand Total	30.00	10.00	40.00

4. Maintenance of existing infrastructure including buildings , roads and drains in Agricultural Wholesale Markets.

An amount of Rs.226.00 Lakhs is sanctioned during the year 2019 -20 , towards maintenance of existing infrastructure including the repair , replacement and painting of buildings , plumbing and electricity works , scientific maintenance of roads , cleaning and maintenance of the drainage channels of the markets.

The Market Secretaries will identify the works to be undertaken in each market on priority basis in consultation with Market Executive Committee and will

prepare an action plan. The estimate for each work from a Government accredited agencies should be submitted to the Director of Agriculture for sanction. Works will be executed after obtaining sanction from the Director of Agriculture and by entrusting the work to accredited agencies.

The amount sanctioned in each of the Agricultural Wholesale Markets for the component is given below.

Sl.No	Name of Market	Amount (Rs. in Lakhs)
1	AUWM, Anayara	30.00
2	AUWM , Maradu	26.00
3	AUWM, Vengeri	10.00
4	ARWM, Nedumangadu	70.00
5	ARWM, Moovattupuzha	80.00
6	ARWM, Suthan Bathery	10.00
	Grand Total	226.00

The Executive Committee headed by the District Collector will monitor the activities of Agricultural Wholesale Markets. The scheme will be monitored by the Marketing wing of the Directorate of Agriculture headed by the Additional Director of Agriculture (Marketing). At the District level ADA (M) will coordinate the activities of the District Procurement Centres . The Principal Agricultural Officer of the District will monitor the activities of the District Procurement cum Marketing Centres .

Financial Outlay

Abstract of the programme is as shown below.

Sl.No	Components	Amount(Rs. in Lakhs)
1.	Strengthening of Agricultural Wholesale Markets	337.00


2.	Strengthening of District Level Procurement cum Marketing centres	40.00
	Total	377.00

(Rupees Three Hundred and Seventy Seven Lakhs only)

Amount can be utilised for the scheme from the Head of Account 2435 -01 -800 -99 (P).

Sd/-

Director of Agriculture



SINDHU. S

Asst. Director of Agriculture
(Marketing)

Directorate of Agriculture Development
and Farmers' Welfare
Vikas Bhavan, Tvm-695 033

To

All Market Secretaries

Principal Agricultural Officers Kollam, Alappuzha, Kottayam, Thrissur and

Idukki

Copy to

1. Planning Section TP2
2. Finance Section
3. CA to Director of Agriculture
4. CA to Additional Director of Agriculture (Marketing)
5. Stock file and Spare