

TM(1)17878/19

Directorate of Agriculture Development  
And Farmer's Welfare Department  
VikasBhavan Dated 20 /03/ 2020

CIRCULAR

Sub: Agriculture Department - Annual Plan 2019-20 –Scheme for Market Development –Additional support to weekly markets- detailed working instructions –issued - reg

Ref : G.O.(Rt)No916/2019/AGRI ( AGRICULTURE(NCA) DEPARTMENT Dated , Thiruvananthapuram ,10/10/2019

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As per the reference cited above administrative sanction has been accorded for the component “Additional support to existing weekly markets” for an amount of Rs.50.00 Lakhs debiting the expenditure from the Head of Account 2435 -01 -800 -99 (P).

Agricultural marketing covers the services involved in moving an agricultural product from the farm to the consumers. Market plays an important role in rural development, income generation, food security and developing rural market linkages. An efficient agricultural marketing system is indispensable for overall development of Indian economy. In the changing scenario the nature of marketing support required for safe guarding the interest of the small and marginal farmers is different. In this context , the component Additional support to weekly markets is proposed under the scheme Strengthening Agricultural Marketing. During the financial year 2017-18 400 markets were established to provide direct marketing facilities for agricultural produce of Kerala at gramapanchayath level. For establishing the weekly markets in all panchayaths Agriculture Department had associated with Kudumbasree under the Local Self Government Department.

Objective

1.To strengthen or expand the infrastructure facilities of A grade weekly markets.

Existing weekly markets are to be graded as A grade markets if they have an annual turnover of Rs.2.00Lakhs per market per annum. If that criterion is not met with total turn over from the date of inception upto December 2019 may be considered.

At present there is limited opportunity for farmers for direct sale of agricultural produce to consumers. Hence panchayath level weekly markets are to be promoted in all districts for the marketing of ethnic and perishable agricultural produce like fruits, vegetables, millets etc. Weekly markets at gramapanchayath level is proposed for the speedy marketing of agricultural produces near the producing centres itself. This will help to avoid handling and transportation of products to far away markets thereby reduces the transaction costs.

In the first phase of the project during 2017-18 , 400 weekly markets were established in selected panchayaths of the state. However in the backdrop of the devastating floods during 2018-19 no such markets were established. During the year 2019-20 it is proposed to strengthen 25 already established weekly markets in panchayaths.

Management ,operation and monitoring of the weekly market.

The weekly markets are envisaged as a supply chain model with minimal transaction loss. In order to make it a sustainable enterprise the following activities may be undertaken.

- i) Planning: Meeting with farmer clusters, Panchayath members and Kudumbasree CDS. This meeting would be used to
  - a. Sensitize the various stakeholders regarding the conduct of markets.
  - b. Assess the production potential as well as the market demand of the panchayath . Prepare a detailed market led production plan in each of the markets.
  - c. Assess the requirement of infrastructure and plan and execute the same.

ii) Management : Management committee chaired by the Panchayath President should have representatives from Kudumbasree by the CDS chairperson and JLG convenor and 3 leading farmers/ representatives of farmer clusters of the Panchayath .Agricultural Officer of the Panchayath will be the Convenor and HQ Agricultural Assistant will be the joint convenor. The management committee may meet once in three months and evaluate the activities of the weekly markets. This committee would act as the first level of dispute resolution committee.

iii) Implementation : Operational management of the weekly markets would be undertaken by the implementation committee formed with four members. 2 of the members should be from the farming community preferably women farmers and 2 members representing Kudumbasreenetwork .Kudumbasree members may be from JLG or JEVA ( Joint Liability Group or JLG evaluation Agent ). The

daily management of the market will be the responsibility of the implementation committee.

- a. Assess the market demand and based on that plan the procurement of produce from the farmers.
- b. Data management of the market.
- c. Linkages with institutional buyers
- d. Supply chain management.

The implementation committee would directly procure the produce from the designated farmers and Kudumbasree JLGs to sell the produce with a maximum margin of 25 percent, in commensurate with the market price. These markets may also procure agricultural produce viz, big onion, small onion, potatoes, capsicum etc from HortiCorp or other wholesale dealers and should be marketed under the banner "outside state produce" ie marunaadan pachakkarikal. For such produce only a margin of 10% is allowed commensurating with market price. The margins from the sales would be used for providing the honourarium of the implementation committee as fixed by the management committee. The balance fund would be used for development and maintenance of the market. Procurement of the produce from the farmer should be based on the rough demand estimates of that particular area, such that excess procurement is minimal. The wastages and non sales of the procured material would be the responsibility of the implementation committee. The committee should arrange for its exchange or sales in a suitable way.

iv) Display and uniformity of markets : In order to ensure uniformity in the display and conduct of the market, uniform display pattern and procedures may be followed. Some of the non negotiable factors are the following.

- a) Sales of each commodity have to be ensured through the billing generated in the billing machine.
- b) Price list has to be displayed in the board.
- c) The quality of material sold has to be monitored periodically by the management committee

#### FINANCIAL OUTLAY

During the current financial year there is a budget provision of Rs.1985.00 Lakhs for the scheme Strengthening Agriculture Marketing under the Head of Account 2435 -01 -800- 99 ( P ). An amount of Rs.50.00 Lakhs ( Rupees Fifty Lakhs) is earmarked for providing additional support to existing weekly markets. An amount @ Rs.2.00 Lakhs ( Rupees Two Lakhs) can be utilized for strengthening the infrastructure of A grade market

Infrastructure development includes repair and maintenance, purchase of billing machines, purchase of suitable software ( Tally ) capable of generating data

like commodity wise arrivals, sales etc, equipments facilitating grading, sorting, cleaning, packing, value addition etc.

The physical and financial target is allotted as per the following table.

Sl.No	Name of District	Physical target ( Numbers)	Financial Target( Rs. in Lakhs)
1	Thiruvananthapuram	3	6.00
2	Kollam	3	6.00
3	Pathanamthitta	2	4.00
4	Alappuzha	2	4.00
5	Idukki	2	4.00
6	Kottayam	2	4.00
7	Ernakulam	2	4.00
8	Thrissur	1	2.00
9	Palakkad	1	2.00
10	Malappuram	1	2.00
11	Kozhikode	2	4.00
12	Wayanad	1	2.00
13	Kannur	2	4.00
14	Kasaragod	1	2.00
	Total	25	50.00

Rupees Fifty Lakhs

.The scheme will be implemented by the Agricultural officers at Krishibhavans and monitored by ADA at Block level.The programme will be overall supervised and monitored by the Principal Agricultural Officer at the District level with the assistance of Deputy Director of Agriculture( H) and Assistant Director of Agriculture( Marketing ). The programme at the State level will be monitored by the Additional Director of Agriculture(Marketing ). Monthly report of the scheme should be furnished before 5<sup>th</sup> of every month in the e mail id [directorofmarketingagri@gmail.com](mailto:directorofmarketingagri@gmail.com) and completion and utilization report before 30<sup>th</sup> April2020.

Sd/-

Director

Department of Agriculture Development  
and Farmer's Welfare.

To

All Principal Agricultural Officers

Copy to

1. Planning Section to allot the amount to districts
2. Finance Section to allot amount in BiMS
3. TA to Director
4. CA to Additional Director of Agriculture( Marketing )
5. Stock file /Spare.

  
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