

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

(Present Dr.K.Vasuki IAS)

Sub: Annual Plan 2020-21 – **Scheme on Market Development** – Continuous
Administrative sanction accorded for selected components – orders issued- reg:

Read: (1) Order no.ADFW/477/2020-TP2 dated 21/07/2020
(2) Note no.TM(1)2621/2020 dated 02/11/2020
(3) Note no.TM(1)22236/2020 dated 17/11/2020
(4) G.O.(Rt)No.900/2019/AGRI dated 02/10/2019

Order No. ADFW/477/2020-TP2

Dated: 01.12.2020

Continuous administrative sanction was accorded for the component, Agmarknet and Market Intelligence for an amount of Rs.19.64977 lakh as per reference (1) cited, during 2020-21. An amount of Rs.90.00 lakh previously allotted for the clearance of WAMS bills of 2019-20 in connection with the establishment of Agro Super Bazars was resumed as per request of the implementing section shown as reference 2nd cited. Now, as there is a balance of Rs.90.00 lakh available under the budget provision, the implementing section vide reference 3rd cited has requested for sanction for utilization of additional funds under the following scheme components:

I. Agmarknet and Market Intelligence (Rs.20.03523 lakh)

Objectives

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

The activities under this component are as follows:

a) Assistance for data collection (Rs.17.85 lakh)

There is a total number of 92 net nodes in the State, out of which unemployed youth are posted in 85 net nodes for the timely collection and uploading of data except the nodes in the 6 Agricultural Urban/Rural Wholesale markets ('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 2020-21 also. An amount of Rs.17.85 lakhs has been sanctioned as remuneration to persons attached to 85 net nodes @ Rs.3500/- per month for 6 (six) months of the year 2020-21, vide reference (1) cited. The same amount is herewith sanctioned for the payment of remuneration to persons attached to 85 net nodes @ Rs.3500/- per month for the remaining 6 (six) months of the year 2020-21.

Sl No	Item	No.	Rate / month	Period for which sanctioned	Total amount sanctioned during 2020-21(Rs. in lakh)
1	Remuneration to data collectors at Agmark net nodes	85	Rs.3500	85 x 6 (six) months	17.85
	TOTAL				17.85

b) Connectivity charges, purchase and replacement of computers in the Agmark net nodes, State Agmark Grading Laboratories and for Assistant Director of Agriculture (Marketing) (Rs.2.18523 lakh)

There are 92 Agmark net 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 2020-21 also. An amount of Rs.1.79977 lakh was sanctioned for this purpose as per reference (1) cited. An additional amount of Rs.2.18523 lakh (Rupees Two lakh eighteen thousand five hundred and twenty three only) is herewith sanctioned additionally for this purpose.

II. Strengthening Marketing activities of Agriculture Wholesale Markets and District Procurement Centres – Transportation Subsidy (Rs.44.5977 lakh)

Sanction was accorded for the component Strengthening Marketing activities of Agriculture Wholesale Markets and District Procurement Centres during the financial year 2019-20 vide reference 4th cited above.

There are six Agriculture Wholesale Markets comprising of three urban wholesale markets and three rural wholesale markets. In addition, District level Procurement cum Marketing centres have been established in five districts to provide more inclusive growth in the agricultural sector and to ensure participation of more farmers for the auctions.

In order to encourage farmers to bring their produce to the Marketing centres, Government has sanctioned the enhanced rate of transport subsidy by fixing it in three slabs based on the distance from source of procurement to the markets as shown.

- Upto 25 km – Rs 1.50/ kg of produce brought to market
- 25 km to 50 km – Rs 2.00/kg of produce brought to market
- 50 km and above -Rs 2.50/kg of produce brought to market

This initiative has helped to increase the farmers participation in the auctions in previous years. Hence this component is being implemented this year to motivate and sustain the existing farmers and also to target more number of farmers. An amount of Rs.44.59770 lakh (Rupees Forty four lakh fifty nine thousand seven hundred and seventy only) is sanctioned for the payment of transportation subsidy to all six wholesale markets across the State.

Abstract

Sl. No	Components	No.	Rate	Period for which sanctioned	Amount sanctioned (Rs. in lakh)
I.	Agmarknet and Market Intelligence				
(a)	Assistance for data collection	85	3500/-p.m.	86 x 6 months	17.85
(b)	Connectivity charges, need based purchase and replacement of computers in the net nodes, SAGLs and office of the ADA(M)				2.18523
II.	Strengthening Marketing activities of Agriculture Wholesale Markets and District Procurement Centres – Transportation Subsidy				44.59770
	Total				64.63293

(Rupees Sixty four lakh sixty three thousand two hundred and ninety three only)

In the circumstances mentioned above, continuous administrative sanction is hereby issued for implementation of components of the scheme 'Market Development' as detailed below during 2020-21 for an amount of **Rs.64.63293 lakh (Rupees Sixty four lakh sixty three thousand two hundred and ninety three only):**

1. Agmarknet and Market Intelligence – Rs.20.03523 lakh

2. Strengthening Marketing activities of Agriculture Wholesale Markets and District Procurement Centres – Transportation Subsidy – Rs.44.59770 lakh

Total - Rs.64.63293 lakh

The required amount of **Rs. 64.63293 lakh** can be met by debiting expenditure to head of account **2435-01-800-99 (Plan)** from current year's budget provision of Rs.890.00 lakh. The scheme shall be implemented abiding by the terms and conditions stipulated in the Government Orders read above.

Sd/-

Director of Agriculture

Co-dij
Deputy Director of Agriculture (PIg)
Directorate of Agriculture
Thiruvananthapuram