

TM (1) 19602/2018

Directorate of Agriculture  
Thiruvananthapuram  
Dtd.10.05.2018

**CIRCULAR**

Sub: Annual Plan 2018-19 – Scheme on Strengthening Agriculture Marketing  
- Agmarknet & Market Intelligence – working instructions – issued – reg.

Ref: 1. G.O. (Rt.) No.636/17/AD, dated 23.06.2017.  
2. TP (2) 16338/2018, dated 03.05.2018 of the Director of Agriculture.

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Government of Kerala, vide order cited 1<sup>st</sup> 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 in the reference noted as 2<sup>nd</sup> with a budget allocation of Rs.50.00 lakhs, abiding by the norms and conditions of the Government Order read 1<sup>st</sup> above.

During the year 2018-19, an amount of Rs.50.00 lakhs (Rs. Fifty lakhs only) has been earmarked for the components, payment of assistance @ Rs.3500/- per month to the persons attached with the agmarknet net nodes for the collection of data for Agmarknet and for connectivity charges and replacement of computers, printers and accessories in the net nodes, ADA (M) offices and SAGLS under Market Development Scheme 2018-19.

Market information is needed by 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 needs 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, the scheme for an amount of Rs.50.00 lakhs is sanctioned for the year 2018-19 with the following components;

### **1. Assistance for Data Collection:**

Among the total number of 92 net nodes 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 Statistic assistant in the marketing section of the Department of Agriculture.

Principal Agricultural Officers will select one unemployed youth and entrusted 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, model price and quantity arrived needs to be collected and reported to the reporting officer. The data thus 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 Agmark net website. 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 2018 -19' - there is a provision for providing assistance under Agmark net and Market Intelligence, and an amount of Rs.50.00 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 persons attached with 85 net nodes @ Rs.3500/- per month during the year 2018-19. The amount will be re-allotted to the districts as shown in Annexure I.

#### **I. Connectivity charges, purchase and replacement of Computers in the Agmarknet nodes, SAGLs and for ADA(M):**

There are 92 market 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 net node 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) in the Directorate and at all district headquarters 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 is provided to the ADA (M) of the districts where such facilities are not available at present. This provision can be utilized for the purchase/replacement /repair of the computer and accessories for the use of ADA (M) other departmental offices like Krishi Bhavans and Assistant Director Offices where the net nodes are functioning/monitored.

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, the connectivity charges, repair and replacement of computers and accessories should be continued in 2018-19 also. Out of the amount of Rs.50.00 lakhs earmarked for Agmarknet and Market Intelligence, an amount of Rs.14.30 lakhs is set apart for the above purpose during the year 2018-19. The amount is re-allotted to the districts as shown in **Annexure I**.

The Principal Agricultural Officer of the districts will allot the amount to the concerned Assistant Director who in turn will effect expenditure for the data collection of net nodes connectivity charges of the net nodes. At the district offices the Principal Agricultural Officer will take necessary action for purchase of computer, accessories etc.

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 (Marketing) by 5<sup>th</sup> of every month by the Principal Agricultural Officers in the prescribed Performa as shown in the **Annexure II**. (Reporting and correspondence in this scheme may be made in the email id [directorofmarketingagri@gmail.com](mailto:directorofmarketingagri@gmail.com) with a copy to [adamdirectorate@gmail.com](mailto:adamdirectorate@gmail.com)).

## Financial Outlay

The financial requirement of the components of the scheme are summarised below.

Sl. No.	Components	Amount ( in lakhs)
I	Assistance for Data Collection	35.70
II	Connectivity charges, purchase and replacement of Computers in the Net nodes, SAGLs and the ADA(M)	14.30
Total		50.00

(Rs. Fifty Lakhs 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 **Head of Account 2435-01-800-99 PLAN** from the budget provision of **2018 - 19** under the scheme **"Agriculture Marketing and Post harvest management- - Agmarknet and Market Intelligence."**

Sd/-

Director

Agriculture development &  
Farmer's Welfare Department



**S. PUSHPAKUMARI**  
Additional Director of Agriculture (Marketing)  
Directorate of Agriculture Development &  
Farmers Welfare Department  
Vikas Bhavan, Thiruvananthapuram-33

To

All Principal Agricultural Officers

Copy to:

Planning Section (TP2) for making necessary allotments

TA to Director of Agriculture

CA to Director of Marketing (Agri)

CA to Additional Director of Agriculture (CP/Plg/Extn/Farms)


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# Annexure I

**Agriculture Marketing and Post harvest management 2018-19 - Agmarknet and Market Intelligence Scheme - Assistance for collection of data for Agmarknet nodes & Connectivity charges, purchase/repair of Computer, Printer and Accessories- Amount allotted**

Sl. No.	Distinct	No. of nodes selected for payment of remuneration	Amount for 12 months @ Rs.3500/ month (in lakh)	Connectivity charges, purchase/repair of Computer, Printer and Accessories (in Lakh)	Total (in Lakh)
1.	Trivandurm	7	2.94	1.00	3.94
2.	Kollam	6	2.52	1.00	3.52
3.	Pathanamthitta	5	2.10	1.25	3.35
4.	Alappuzha	8	3.36	1.20	4.56
5.	Kottayam	8	3.36	1.20	4.56
6.	Idukki	6	2.52	0.60	3.12
7.	Ernakulam	6	2.52	1.00	3.52
8.	Thrissur	7	2.94	0.90	3.84
9.	Palakkad	6	2.52	0.90	3.42
10.	Malappuram	6	2.52	0.90	3.42
11.	Kozhikode	6	2.52	0.90	3.42
12.	Wayanad	3	1.26	0.50	1.76
13.	Kannur	7	2.94	1.20	4.14
14.	Kasargod	4	1.68	0.75	2.43
	<b>HQ</b>			1.00	1.00
	<b>Total</b>	<b>85</b>	<b>35.70</b>	<b>14.30</b>	<b>50</b>

  
**S. PUSHPAKUMARI**  
 Additional Director of Agriculture (Marketing)  
 Directorate of Agriculture Development &  
 Farmers Welfare Department  
 Vikas Bhavan, Thiruvananthapuram-33

**Sd/-**  
**Director**  
**Agriculture development &**  
**Farmer's Welfare Department**

## Annexure II

### Agriculture Marketing and Post harvest management 2018-19 'Agmarknet and Market Intelligence' Head of Account 2435-01-800-99 PLAN

Name of the District -----

Progress Report for the Month of -----

No. of Nodes	Allotment received	Expenditure		Remarks
		During the month	Progressive Total	
Assistance for collection of data for Agmarknet nodes				
Connectivity charges, purchase/repair of Computer, Printer and Accessories				