

No. TM (1) 22236/2020

Directorate of Agricultural
Development and Farmers
Welfare Department,
Thiruvananthapuram.
Date: 18/08/2020

CIRCULAR

Sub:- Annual Plan 2020-21- Scheme on strengthening Agriculture Marketing- continuous Administrative sanction accorded- Detailed working instructions for implementation of the component- Agmarknet and Market Intelligence- Orders- issued- regarding.

Ref:- 1. Annual Plan 2020-21.
2. ADFW/477/2020- TP2 of Director of Agriculture dated: 21/07/2020.

Government of Kerala, vide order GO (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 and Rs. 46.44998 for 2019-20 debiting the expenditure to the head of account 2435-01-800-99 (P).

As per the Annual Plan 2020-21 the scheme " Strengthening Agriculture Marketing" is proposed to be continued with a budget provision of Rs. 2965.00 lakhs. Out of this , 1065.10254 lakhs is allotted for the encashment of queue bills of 2019-20. Hence the scheme is proposed to be continued during the current financial year with a budget allocation of Rs. 1899.9 lakhs.

During the year 2020-21, an amount of Rs. 39.00 lakhs (Rupees thirty nine lakhs only) has been earmarked for the components:-

- a) Payment of assistance @ Rs. 3500/- (Rupees three thousand five hundred only) per month to the person attached with the Agmarknet nodes for the collection of data for Agmarket and
- b) Connectivity charges and replacement of computers, printers and accessories in the net nodes, Assistant Director of Agriculture (M) offices, SAGLs and Head Quarters under Market Development Scheme 2020-21.

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

the marketing system. The accurate market information need to reach the farmers before they sell their produces in the early hour 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. 19.64977 lakhs is sanctioned for the year 2020-21 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 quantity arrived needs to be collected and reported to the reporting officer in charge of the node through email or in written report who inturn will upload the same in the Agmarket website Agmarket.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 2020-21, there is a provision for providing assistance under Agmarket and Market Intelligence and an amount of Rs. 39.00 lakhs is earmarked for this scheme and out of which an amount of Rs. 17.85 is set apart for the payment of remuneration to the persons attached with 85 net nodes @ Rs. 3500/- per month for 6 months for the year 2020-21. The amount will be reallocated to the districts as shown in Annexure I.

2. Connectivity Charges, purchase and replacement of computers in the Agmarket nodes, SAGL 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 (M) 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 marketable 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 Assistant Director of Agriculture (M) of the districts. This provision can be utilized for the purchase/ repair/ replacement of the computer and accessories for the use of Assistant Director of Agriculture (M), other departmental offices like Krishi Bhavans, Agricultural Whole sale Markets, ADA Offices where the netnodes are functioning/ monitored.

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 popularise Agmark certification among the consumers which will encourage more farmers to grade their produce under Agmark.

a) For regular reporting of the data, the assistance for connectivity charges repair/ replacement of computers and accessories should be continued in 2020-21 also. Out of an amount of 39.00 lakhs earmarked for Agmarket and Market Intelligence an amount of 1.79977 lakhs (Rupees One Lakh Seventy nine thousand nine hundred and seventy seven only) is sanctioned for the above purpose during the year 2020-21. The amount is reallocated to the districts as shown in Annexure I.

The Principal Agricultural Officers of the districts will allot the amount to the concerned Assistant Directors of Agriculture 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 Assistant Director of Agriculture (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 Assistant Director of Agriculture (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

ould be forwarded to the Additional Director of Agriculture (M) by 2nd working day of every month by the Principal Agricultural Officers in the prescribed proforma as shown in the Annexure II. Reporting and correspondence in this scheme may be made in the email id: directorofmarketingagri@gmail.com

FINANCIAL OUTLAY

The financial allotment to the components of the scheme are summarised below.

Sl.No	Components	Amount (Rupees in lakhs)
1	Assistance for data collection @ Rs. 3500/- per month for 6 months for 85 Agmark netnodes	17.85
2	Connectivity charges, need based purchase and replacement of computers in the netnodes, SAGLs and office of the Assistant Director of Agriculture (M) including Head Quarters.	1.79977
Total		19.64977

(Rupees Nineteen lakhs Sixty Four thousand nine hundred and seventy seven 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 2020-21 under the scheme "Market Development"- Agmark and Market Intelligence under the head of account 2401-00-800-99 (P).


Director of Agriculture

To

All Principal Agricultural Officers

Copy to

1. Planning Section (TP2) to make necessary allotments
2. TA to Director of Agriculture
3. CA to Additional Director of Agriculture (marketing)
4. Accounts Section
5. Finance Section
6. Stock file.

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Annexure I

SL. No	Districts	Assistance for data collection	Conectivity charges	Total
1	Principal Agricultural Office, Thiruvananthapuram (6)	1,26,000	12,000	1,38,000
2	Principal Agricultural Office, Kollam (6)	1,26,000	12,000	1,38,000
3	Principal Agricultural Office, Alappuzha (8)	1,68,000	12,000	1,80,000
4	Principal Agricultural Office, Pathanamthitta (5)	1,05,000	12,000	1,17,000
5	Principal Agricultural Office, Kottayam (8)	1,68,000	12,000	1,80,000
6	Principal Agricultural Office, Idukki (6)	1,26,000	12,000	1,38,000
7	Principal Agricultural Office, Ernakulam (6)	1,26,000	12,000	1,38,000
8	Principal Agricultural Office, Thrissur (7)	1,47,000	12,000	1,59,000
9	Principal Agricultural Office, Palakkad (6)	1,26,000	12,000	1,38,000
10	Principal Agricultural Office, Malappuram (6)	1,26,000	12,000	1,38,000
11	Principal Agricultural Office, Kozhikkode (6)	1,26,000	12,000	1,38,000
12	Principal Agricultural Office, Wayanad (4)	84,000	12,000	96,000
13	Principal Agricultural Office, Kannur (7)	1,47,000	12,000	1,59,000
14	Principal Agricultural Office, Kasargod (4)	84,000	12,000	96,000
15	Head Quarters	-	11,977	11,977
Total (85)		17,85,000	1,79,977	19,64,977

Annexure II

Name of District:

Details of Honorarium paid:

Sl.No	Name of Netnode	During the month	Up to the previous month	Total
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				
Total				