

Directorate of Agriculture Development and Farmers' Welfare

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CIRCULAR

Sub:- Sub:- Annual Plan 2024-25 - Scheme "Market Development" Components like Strengthening of Agricultural Whole sale Markets, Agmarknet & Market Intelligence", Transportation subsidy for farmers - AWMs & DPCs, Support for Keralagro Branding & Onboarding of products in online platforms and Establishment of Keralagro brand shops., Engaging Karshakamitras", - working instructions- issued

Ref:- 1) G.O.(Rt)No.602/2023/AGRI Dated, 21-06-2023 of the Agriculture.
2) Order No.ADFW/5428/2024 dt: 27/05/2024 of Director of Agriculture.

As per Annual Plan 2024-25 an amount of Rs.1190.00 Lakhs is set apart for the scheme Market Development under the Head of Account 2435-01-800-99 (P) and as per ref.1 & ref.2 , Administrative Sanction for Rs.633.30 Lakhs & Continuous Sanction for Rs.456.70 Lakhs has been obtained. The following instructions are issued with immediate effect for the implementation of the scheme components and compliance at all levels.

1. Strengthening of Agricultural Wholesale Markets & DPCs

a). The Agricultural Wholesale Markets of the State, are engaged in procurement of agriculture commodities, produced by the farmers of the State, and marketing it also through e-Nam - the electronic trading portal of the Govt. of India, and directly to private traders & to HortiCorp. Six Agricultural Wholesale Markets (Urban & Rural) have been established in Kerala, by the State Government. These markets are functioning as per market rules framed by Govt. of Kerala.

b) In order to sustain the activities of the six Wholesale markets of the Agriculture Development and Farmers' Welfare Department, so as to attract more farmers and augment the trade, the following components are approved to be undertaken utilizing the funds are sanctioned for market development; (i)Establishment of primary processing facilities, (ii) Maintenance of the available cold storage facility (iii) Upgradation of assaying units for effective e- marketing (iv) Maintenance of market / auction halls, and other inevitable repairs of market facilities viz; roads, fences, compound walls, drains, etc. within the market.

(c). The Secretaries of the Wholesale markets are directed to identify and

finalize the works to be undertaken immediately in each market on priority basis and suitable proposal with detailed estimate shall be placed before the Principal Agricultural Officers for onward transmission to the undersigned for approval.

(d). On receipt of the detailed proposal as mentioned above, the concerned Principal Agricultural Officers shall evaluate the proposal by forming a Technical committee under his / her chairmanship, the ADA (M) as the Convenor, Assistant Executive Engineer (Agri), DDA (H), DDA (YP) and DDA (C) as technical members. The proposal shall be forwarded to the undersigned within a week positively with the remarks of the committee.

(e). In the case of District Procurement Centres, the ADA (M) shall prepare the proposal. The proposals have to be approved by the above committee.

(f). Purchase of vehicles are not allowed under this component.

(g). An amount of Rs.112.70 lakh for AWMs and DPC Kottayam is sanctioned for the purpose during year 2024-25, including the committed expenditure during 2023-24.

(h). The funds shall be released based on the sanctioned proposal.

2. 'AGMARKNET' and Market Intelligence:

(a). Agricultural Marketing Information Network (AGMARKNET) was launched in March 2000 by the Union Ministry of Agriculture. The Directorate of Marketing and Inspection (DMI), under the Ministry, links around 7000 agricultural wholesale markets in India with the State Agricultural Marketing Boards and Directorates for effective information exchange. This e-Governance portal AGMARKNET, implemented by National Informatics Centre (NIC), facilitates generation and transmission of prices, commodity arrival information from agricultural produce markets, and web-based dissemination to producers, consumers, traders, and policymakers transparently and quickly.

(b). The AGMARKNET website (<https://www.agmarknet.nic.in>) is a G2C e-Governance portal that caters to the needs of various stakeholders such as farmers, industry, policymakers and academic institutions by providing agricultural marketing related information from a single window. The portal has helped to reach farmers who do not have sufficient resources to

get adequate market information. It facilitates web-based information flow, of the daily arrivals and prices of commodities in the agricultural produce markets spread across the country. The AGMARKNET portal now has a database of about 300 commodities and 2,000 varieties.

(c). Regular updating of the real-time market information is to be carried out from the part of the State Government as a part of this AGMARKNET programme. At present 98 Netnodes are functioning in the Department of which 92 are functioning in the districts at various places, 6 in wholesale markets of the State and one in the Directorate for collection and uploading data. In addition to this, 117 Netnodes are functioning under VFPCCK. The minimum price, maximum price, mode price and quantity arrived shall be collected and uploaded in the Agmarknet portal in a regular basis. (Total Nodes: 117 (VFPCCK) + 98 (Agrl. Dept) + 1 Monitoring Node at Directorate of Agriculture = 216)

Details of Agmarknet nodes maintained by Agriculture Department

Sl No	PAOs /AWM	No of Nodes	Name of Agmarknet Nodes
1	Trivandrum	9	Aralamoodu, Attingal, Balaramapuram, Chala, Kattakada, Neyyatinkara, Parassala, Pothencode, Vamanapuram
2	Kollam	7	Anchal, Chathanoor, Kaliyanchanda, Kollam, Kottarakkara, Punalur, Sasthamkotta
3	Pathanamthitta	6	Ezhamkulam, Kuttoor, Omalloor, Pandalam, Parakkodu, Ranniangadi
4	Alappuzha	8	Alappuzha, Aroor, Chengannur, Cherthala, Harippad, Kayamkulam, Madhavapuram, Mannar
5	Kottayam	8	Athirampuzha, Ettumanoor, Kanjirappally, Kottayam, Kuruppanthura, Pala, Pampady, Thalayolaparambu
6	Idukki	6	Adimali, Kattappana, Munnar, Nedumkandam, Thodupuzha, Vandiperiyar
7	Ernakulam	8	Aluva, Angamaly, Broadway market, Kothamangalam, North Paravur, Perumbavoor, Piravam, Thrippunithura
8	Thirssur	8	Chalaky, Chavakkad, Chelakkara, Irinjalakkuda, Kodungalloor, Pavaratty, Thrissur, Wadakkanchery
9	Palakad	6	Koduvayoor, Kollengode, Palakkad, Pattambi, Vadakarapathy, Vadakkenchery
10	Malappuram	6	Kondotty, Kottakkal, Manjeri, Parappanangadi, Perinthalmanna, Thirurrangadi
11	Kozhikode	6	Kallachi, Mukkom, Palayam, Perambra, Quilandy, Thamarassery
12	Wayanad	3	Kalpetta, Mananthavady, Pulpally
13	Kannur	7	Irikkur, Irity, Kannur, Kuthuparambu, Payyannur, Taliparamba, Thalassery
14	Kasargod	4	Kanjangadu, Kasargod, Manjeswaram, Neeleswaram

15	AWMs	6	Anyara(EEC), Moovattupuzha,	Nedumangadu, Vengeri, Sultan bathery	Ernakulam,
		98			

(e). For **data collection & uploading data in the the Agmarknet portal**, The Principal Agricultural Officers shall engage unemployed youth, preferably graduates with computer knowledge as Data Collection Assistants, on **honorarium basis** at a rate of Rs.3500/- per month. **The honorarium shall be given only to those who are collecting & uploading data for at least 21 days per month.**

The Data Collection Assistants are eligible for an additional amount of Rs.1000/- per month, (**rate may change as per GOI norms**) as incentive from Central Government, for collecting & uploading of data for more than 21 days. (as per data captured in Agmarknet portal, **with in 24 hrs**)

(f). Data collection from EEC markets & Netnodes under VFPCK are to be done by the concerned person engaged by Market Secretary (other than officials of Dept. of Agriculture) & concerned person engaged by VFPCK respectively without fail, and are only eligible for **Rs.1000/- per month**, as incentive from Central Government, for collecting & uploading of data for **more than 21 days**.

Monitoring Node at Directorate of Agriculture shall be managed by the Statistical Assistant in the Marketing section of the Directorate of Agriculture.

(g). The data uploading shall be done with care and no lapse in this regard is allowed. If any requirement for computer peripherals, connectivity and such other conditions arise, they can also be met from the financial provision admissible under this scheme component **in circumstances where such requirements cannot be met from any other sources including LSG funds.**

(h). An amount of Rs.44.00 lakh is sanctioned for this scheme component, for the honorarium of **Data Collection Assistants** & for the operational support as mentioned in instruction 2 (g) of this circular, including committed expenditure. The amount would be allotted based on the requisition from districts.

(i). The Agricultural Officers / Assistant Director of Agriculture / Secretary AWM /Manager VFPCK, in charge of the respective Net Node shall ensure the **authenticity & correctness** of the data uploaded by the Data

Collection Assistants, on regular basis. **The Deputy Director (H) & District Manager, VFPCK** of concerned districts, shall monitor the entire process of Data Collection & Uploading in Agmarknet portal, regarding the Agmark Netnodes under Department of Agriculture & VFPCK, respectively.

3. Providing transportation subsidy for farmers.

(a). From 2010 onwards, public auction of farmers' produce is carried out in the Agricultural Wholesale Markets and the District Procurement Centres. Auction is conducted on fixed days which varied from market to market. Base Price of commodities for auction is determined based on the relative market price prevailing in the open markets on the auction day. Market fee is paid by farmers at the rate of 0.5% of the total value of the commodity traded through auction.

(b). To motivate and support the farmers to bring their produce to the wholesale markets for auction, transportation subsidy shall be provided to them at the following rates based on the distance from the farmers' field to the auction centre in three rates as below;

Up to 25 km Rs.1.50 per kg

26 - 50 km Rs.2.00 per kg

above 50 km \ Rs.2.50 per kg

(c). An amount of Rs.80.00 lakhs is sanctioned for payment of transportation subsidy to the Agricultural Wholesale Markets and to the District Procurement Centres during 2024-25, including committed expenditure. The amount would be released as per the requirement of the wholesale markets & DPCs.

4) Support for Keralagro Branding & Onboarding of products in online platforms and Establishment of Keralagro brand shops.

Department of Agriculture has registered a trade mark named Keralagro



with an intention to provide a common brand name to the value added products of

- i. institutions under Agrl.Dept. like Dept. Farms, State Bio Control Lab, Biotechnology and Model Floriculture Centre etc,
- ii. Farmers, Krishikootams, FIGs, FPOs, FPC & other farmer groups etc

- iii. PSUs & Autonomous bodies like KAU, KAICO, HortiCorp, Oil Palm India Ltd, KSCDC, VFPCCK etc

The scheme will have two components

- A. Providing Keralagro brand to eligible products (Brand Authorization)
- B. Onboarding of products in e-commerce platforms

As a part of ongoing Keralagro Branding scheme, assistance will be provided for every product manufacturer for quality assurance / nutritional analysis of the product & designing of industry standard labels.

For onboarding of branded products on leading e-commerce online sale platforms, need based assistance will be provided for creation of seller account, listing of SKUs & Label / poster designing for sales through online sale platforms.

During 2023-24 it was proposed to establish 14 Keralagro Brand shops, one in each district, and 14 branded shops were formed except Kannur, with 2 shops in Trivandrum.

The establishment of one Keralagro brand shop at Kannur will be supported with an assistance of Rs.10.00 Lakhs, ensuring at least 10% beneficiary contribution. Need based establishment of additional Keralagro brand shops may be done, based on the requirement & availability of funds.

An amount of Rs.158.00 Lakhs is set apart for Keralagro branding, Onboarding of products in online platforms and Establishment of Keralagro brand shops, including the committed expenditure during 2023-24.

5. Engaging Karshakamitras in potential areas

(a). 'Karshakamitras' are regarded as farmers' friends who facilitate in collecting the information regarding availability of farm produce, procurement, marketing, etc. They will act as a link between the farmers, eco-shops/rural markets, DPC, e-trading team, Department and the end user in the chain.

(b). Karshakamitras are to be engaged in potential krishibhavanams, with the objective of efficient marketing of agricultural produce

which involve households and homesteads in rural and urban areas, etc., The activities of, the Karshakamitras shall be coordinated by the Assistant Director of Agriculture (Marketing) and Deputy Project Director (ATMA).

(c). Data on the expected quantity of fruits and vegetable available in near future shall be collected by the Karshakamitras, apart from collecting the details of the field problems like pest & diseases in his/her tablet/ mobile phone and forward details to the pest scouts/ officials concerned. It targeted that, one Karshakamitra shall contact 200-300 farmers in a month and transacts an average of 2000-4000 kg of farm produces per month, with an average monthly value of @ Rs.50,000/ - Rs.60,000/-.

(d). Farmer representatives designated as Karshakamitra shall be selected at district level. They should have working knowledge of agriculture, computer knowledge as well as self- initiative and pro activeness. He/ she shall be either a registered farmer (included under Karshaka registration) or a farmer's kin who has keen interest in the field and willing to take it up as a "**self-employment**" opportunity. Karshakamitras should possess an android based phone for operating "Karshika Vivara Sanketham Oru Viral Thumpil" and other such portals / applications which are necessary for market data collection, sharing and uploading.

(e). Selected Karshaka mitras shall be engaged in marketing activities for **one year** or up to **28 February 2025**, whichever is earlier. The Deputy Project Director (ATMA) of the districts will monitor, evaluate and report to the Principal Agricultural Officers, the activities of each Karshakamitras of the respective Districts in a quarterly manner.

(f) A total 109 nos of Karshakamitras, will be engaged in selected districts to assist the market activities during 2024-25. Karshaka mitras shall be provided with remuneration / **incentive @ 5000/- only per month** by the Principal Agricultural Officers of the districts.

Procurement-based incentive is also admissible to them which is limited to 5% of the cost of fresh produce & 3% of the cost of processed products procured and supplied to various outlets, which will be paid by the collection centres / outlets. The existing

Karshakamithras may continue the procurement activity, “**on self employment mode**” on **Procurement-based incentive basis only** as mentioned above.

No	District	No of Karshakmithras
1	Thiruvananthapuram	15
2	Alappuzaha	44
3	Ernakulam	15
4	Thrissur	19
5	Kannur	16
	Total	109

(h). An amount of Rs.62.00 lakh is sanctioned to meet the remuneration of Karshakamithras for 2024-25 in all districts, committed expenditure of previous year and for meeting need based operational expenses at Directorate of Agriculture.

Financial provisions of the scheme and management

Sl No	Component	For Components in 2024-25 (L)	Q Bills (2023-24 (L)	Total Allocation 2024-25 (Lakhs)
1	Strengthening of AWMs & DPCs	111.241	1.459	112.70
2	‘AGMARKNET’ and Market Intelligence	43.2756	0.7244	44.00
3	Transportation subsidy (AWMs & DPCs)	80.00	0	80.00
4	Keralagro Branding & Onboarding and Keralagro brand shops.	66.0111	91.9889	158.00
5	Engaging Karshakamithras	59.99063	2.00937	62.00
	Total	360.51833	96.18167	456.70

Dr ADEELA ABDULLA IAS
DIRECTOR
Director of Agriculture

- Copy to:
- 1) All Additional Directors of Agriculture & SAE
 - 2) All Principal Agricultural Officers & Project Directors(ATMA)
 - 3) All Secretaries of AWMs
 - 4) All Technical Sections of the Directorate
 - 5) Finance, Accounts and Audit Sections
 - 6) TA to Director of Agriculture