

Directorate of Agriculture Development and Farmers' Welfare

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No: ADFW/4633/2026-TM1

Date:17-08-2026

NOTE

Sub:- Annual Plan 2026-27 - Scheme "Market Development" Scheme
- working instructions- issued.

Ref:- 1) G.O.(Rt)No.740/2026/AGRI Dated,06-08-2026 of the
Agriculture (WTO Cell) Department.

2) Order No.ADFW/4037/2026-TP2 Dated,07-07-2026 of
Director of Agriculture

As per Annual Plan 2026-27 an amount of Rs.690.00 Lakhs is set apart for the scheme Market Development under the **H/A: 2435-01-800-99 (P)** and as per ref.1 & ref.2, Administrative Sanction for **Rs.690 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 (through KABCO) & DPCs

a). The Agricultural Wholesale Markets in the State are engaged in the procurement of agricultural commodities produced by farmers of the State and their marketing through e-NAM, the electronic trading portal of the Government of India, as well as directly to private traders and HortiCorp. Six Agricultural Wholesale Markets, comprising both Urban and Rural Markets, have been established in Kerala by the State Government. These markets are functioning in accordance with the market rules framed by the Government of Kerala.

The six Agricultural Wholesale Markets are:

Urban wholesale markets:

AUWM Anayara in Trivandrum,

AUWM Maradu in Ernakulum,

AUWM Vengeri in Kozhikode, and

Rural wholesale markets:

ARWM Nedumangad in Trivandrum,

ARWM Moovattupuzha in Ernakulum,
ARWM Sultan Bathery in Wayanad.

In addition, a District Procurement Centre functioning at Kuruppamthara , Kottayam is also operated through the Department of Agriculture.

b) In order to sustain the activities of the six Wholesale markets and the District Procurement Centre functioning under the Agriculture Development and Farmers' Welfare Department, an amount of Rs.180.00 lakhs is earmarked for infrastructure development and maintenance of facilities. This may include:

- i) Establishment of primary processing facilities,
- ii) Maintenance of the available cold storage facility,
- iii) Up gradation of assaying units for effective e- marketing,
- iv) Maintenance of market/ auction halls, and
- v) Other inevitable repairs of market facilities viz; roads, drains, etc. within the market.
- vi) Operational Expenses of District Procurement Centre.

The amount of ₹180.00 lakh earmarked under this component shall also cover the committed expenditure of the previous year, if any, subject to the availability of funds and adherence to the prescribed Government rules and procedures.

(c). The Secretaries of the Wholesale Markets are directed to identify and prioritize the works to be undertaken in each market in consultation with KABCO. Suitable proposals, along with detailed estimates, shall be submitted to the undersigned for approval and further necessary action.

(d). In the case of District Procurement Centres, the ADA (M) shall prepare the proposal. On receipt of the detailed proposal, the PAOs shall evaluate it through a Technical Committee constituted under their chairmanship, with the ADA (M) as Convenor and the Assistant Executive Engineer (Agri), DDA (H), DDA (YP), and DDA (C) as technical members. The proposal, along with the remarks of the Committee, shall be forwarded to the undersigned within one week positively.

- (e). Purchase of vehicles shall not be permitted under this component.
- (f). The funds shall be released based on the proposals duly sanctioned by the competent authority.

2. 'AGMARKNET' and Market Intelligence:

(a). The Agricultural Marketing Information Network (AGMARKNET) was launched in March 2000 by the Ministry of Agriculture, Government of India. The Directorate of Marketing and Inspection (DMI), under the Ministry, facilitates the networking of around 7,000 agricultural wholesale markets across the country with State Agricultural Marketing Boards and Directorates for effective exchange of market information. Implemented by the National Informatics Centre (NIC), AGMARKNET is an e-governance portal that enables the collection, generation and transmission of information on commodity arrivals and prices from agricultural markets and facilitates its timely, transparent and accessible dissemination to farmers, consumers, traders, policymakers and other stakeholders.

(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). As part of the AGMARKNET programme, the State Government is responsible for the regular collection and updating of real-time market information. At present, 98 Netnodes are functioning under the Department of Agriculture and 219 Netnodes under VFPCCK.

Through these Netnodes, key market information, including the minimum price, maximum price, modal price and quantity of arrivals, is regularly collected from the markets and uploaded to the AGMARKNET portal, ensuring the timely and transparent dissemination of updated market information to farmers, traders and

other stakeholders.

Details of Agmarknetnodes 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, Kaliyanchandha, 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	Thrissur	8	Chalakudy, Chavakkad, Chelakkara, Irinjalakkuda, Pavaratti, Kodungalloor, 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, Manathavady, Pulpally
13	Kannur	7	Irikkur, Irityy, Kannur, Kuthuparambu, Payyannur, Taliparamba, Thalasserry
14	Kasargod	4	Kanjangadu, Kasargod, Manjeswaram, Neeleswaram
15	AWMs	6	Anyara(EEC), Nedumangadu, Ernakulam, Moovattupuzha, Vengeri, Sultan bathery
		98	

(d). For the collection and uploading of market data to the AGMARKNET portal, the officers in charge of the Netnodes (AOs/ADAs) shall engage unemployed youth, preferably graduates with computer knowledge, as Data Collection Assistants on an honorarium basis of ₹3,500 per month. The honorarium shall be payable only to those who collect and upload market data for a minimum of 21 days in a month. No proportionate payment shall be admissible for attendance below 21 days. The report generated from the AGMARKNET portal shall be used as the basis for verifying attendance and eligibility for payment.

In addition, the Data Collection Assistants shall be eligible for an incentive of ₹1,000 per month, or such amount as may be prescribed by the Government of India from time to time, for collecting and uploading market data for more than 21 days in a month. The incentive shall be based on data successfully captured in the AGMARKNET portal within 24 hours of collection.

(e). Data collection from EEC markets and Netnodes under VFPCCK shall be carried out without fail by the respective market staff engaged for the purpose, other than officials of the Department of Agriculture, and by the personnel engaged by VFPCCK. They shall be eligible for the Central Government incentive of ₹1,000 per month, or the rate prescribed by the Government of India from time to time, for collecting and uploading market data for more than 21 days in a month.

The Monitoring Node at the Directorate of Agriculture shall be managed by the Statistical Assistant attached to the Marketing Section of the Directorate of Agriculture, who shall be responsible for

monitoring and coordinating the data collection and uploading activities under AGMARKNET.

(f). The data shall be collected and uploaded in the AGMARKNET portal accurately and without any lapse. Any requirement relating to computer peripherals, internet connectivity and other essential infrastructure for effective data collection and uploading may be met from the financial provision available under this scheme component, where such requirements cannot be met from any other available sources, including LSG funds..

(g). An amount of ₹45.00 lakh is sanctioned under this scheme component towards the honorarium of Data Collection Assistants and operational support, including the committed expenditure of the previous year. The funds shall be allotted to the districts based on their requisition and assessed requirement.

(h). The Agricultural Officers / Assistant Directors of Agriculture/ Secretaries of AWM / Managers of VFPC, in charge of the respective Netnodes, shall regularly verify and ensure the authenticity and correctness of the data collected and uploaded by the Data Collection Assistants.

The Deputy Director (H), through ADA(M)s and the District Manager, VFPC of the respective districts shall monitor the entire process of data collection and uploading in the AGMARKNET portal in respect of the Netnodes functioning under the Department of Agriculture and VFPC, respectively.

3. Transportation subsidy for farmers.

(a). Public auction of farmers' produce is conducted at the Agricultural Wholesale Markets and District Procurement Centres on designated days, which may vary from one market to another. The base price of commodities for auction is determined with reference to the prevailing market prices in the open market on the day of the auction.

(b). To encourage and support farmers in bringing their produce to Agricultural Wholesale Markets and District Procurement Centres (DPCs) for auction, transport subsidy shall be provided based on the distance between the farmer's field and the auction centre, at the following rates:

Distance	Transport
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	Subsidy
Up to 25 km	₹1.50 per kg
26–50 km	₹2.00 per kg
Above 50 km	₹2.50 per kg

(c). An amount of Rs.150.00 lakh is sanctioned for payment of transport subsidy to the Agricultural Wholesale Markets and District Procurement Centres during 2026-27, including the committed expenditure of the previous year. The funds shall be released to the respective Wholesale Markets, through KABCO and District Procurement Centres (DPCs), based on their actual and assessed requirements

4. Project based assistance for Marketing Outlets

Project based assistance for Marketing Outlets (Rs.50.00 lakh) The department has established a variety of marketing outlets such as Ecoshops, weekly markets, markets of BLFOs, Keralagro outlets, wholesale markets etc to cater to the diverse and location specific needs of the farmer. Continuous support for upgradation of infrastructure, maintenance, purchase of equipment related to processing and marketing, cold stores, communication infrastructure etc is essential for ensuring proper service and to keep pace with the evolving market scenario. Project based support to performing markets, will be provided based on recommendation of a district level committee headed by the Principal Agricultural Officer of the district.

An amount of Rs.50.00 lakhs is earmarked for this component.

5. Engaging of a technical officer on contract basis.

In view of the heavy workload and increasing volume of activities in the Marketing Section of the Directorate of Agriculture, it is proposed to engage a Technical Officer on contract basis to provide additional technical and operational support for the effective implementation, monitoring and coordination of various agricultural marketing programmes.

The Technical Officers shall assist in scrutiny and processing of proposals, compilation and analysis of data, monitoring of physical and financial progress, preparation of reports and statements, coordination with field offices and implementing agencies, and technical support for digital and software-related activities. Their responsibilities shall also

include providing technical and operational support for Keralagro-related schemes, e-NAM activities, Green Coconut Procurement Centres (announced as per new budget), agricultural export initiatives, and linkages with start-ups and other market-oriented enterprises, including coordination, documentation, monitoring and follow-up of such activities. The Officer shall possess a Bachelor's Degree in Agriculture (B.Sc. Ag.) and shall be engaged for the prescribed period on the terms and conditions stipulated by the Department.

An amount of ₹3.30 lakh (Rupees Three Lakh Thirty Thousand only) is sanctioned under this scheme component towards the honorarium of Technical Officer.

6. Price incentive for branded organic products marketed through institutional channels and Promotion of Keralagro branded products and branding.

(a) The State is witnessing a gradual transition towards organic farming as a result of the Department's multi-pronged efforts to promote organic certification under PGS and NPOP, along with GAP certification. However, the absence of adequate price incentives for certified organic and safe-to-eat produce remains one of the major constraints in its wider adoption.

To address this gap and encourage farmers to increase the production of organic and safe-to-eat commodities, it is proposed to introduce a volume-based incentive for organic/safe-to-eat produce marketed through the Department's market outlets and Government-supported marketing entities. The incentive shall be provided to the producing farmers through Direct Benefit Transfer (DBT), subject to prescribed eligibility conditions and maximum limits as may be fixed from time to time.

Detailed working instructions for implementation of the component will be issued separately.

(b) The Department of Agriculture has registered the "Keralagro" trademark with the objective of providing a common and unified brand identity for value-added agricultural products produced by various institutions, farmer groups and Government-supported organizations. The Keralagro brand is intended to cover value-added products produced by the following categories:

1. Institutions under the Department of Agriculture, including Departmental Farms, State Bio-Control Laboratory, Biotechnology Centre, Model Floriculture Centre and other departmental institutions.
2. Farmers and farmer collectives, including individual farmers, Krishikootams, Farmer Interest Groups (FIGs), Farmer Producer Organisations (FPOs), Farmer Producer Companies (FPCs) and other farmer groups.
3. Public Sector Undertakings (PSUs) and Autonomous Bodies, including Kerala Agricultural University (KAU), Kerala Agro Industries Corporation (KAICO), Horticorp, Oil Palm India Limited, Kerala State Co-operative Agricultural and Rural Development Bank/KSCDC, VFPC and other eligible Government-supported institutions.

Components of the Keralagro Branding Scheme

The scheme shall have the following two components:

A. Providing Keralagro Brand to Eligible Products (Brand Authorization)

Assistance shall be provided to eligible product manufacturers for quality assurance, nutritional analysis/testing of products and designing of industry-standard labels as part of the Keralagro brand authorization process.

B. Onboarding of Products on E-commerce Platforms

Need-based assistance shall be provided for onboarding Keralagro-branded products on leading e-commerce platforms. The assistance may cover creation of seller accounts, listing of SKUs, and designing of labels, product images/posters and other promotional materials required for online sale.

An amount of ₹61.17178 lakh is earmarked for price incentive for branded organic products marketed through institutional channels and Promotion of Keralagro branded products, branding and onboarding of products on e-commerce platforms, including the committed expenditure of the previous year.

7. Development and maintenance of portals related to marketing

Development of Software for Karshakachanda – Onam Market

The Karshakachanda–Onam Market initiative involves the procurement and sale of agricultural produce through a large number of markets organised by the Department of Agriculture, VFPCCK and HortiCorp. Considering the scale of operations and the need for timely, accurate and reliable consolidation of data, a dedicated software application is required for the effective management, monitoring and reporting of the programme, while ensuring transparency, accountability, efficiency and effective utilization of resources.

The software shall facilitate:

1. Entry and monitoring of procurement, sales and stock details at market level.
2. Recording of fund utilisation and expenditure by individual markets.
3. Automatic calculation of key performance indicators, including procurement turnover, sales turnover and procurement/sales efficiency.
4. Real-time/periodic dashboards for monitoring the performance of individual markets, districts and implementing agencies.
5. Generation of consolidated State-level, district-wise and market-wise reports for administrative and financial review.
6. Online submission and verification of market-level data by authorised officers.
7. Claim approval and DBT to farmers.
8. Provision for data export, audit trail, user authentication and role-based access.

The software shall be developed in consultation with the Marketing Wing and IT Cell, with appropriate provisions for user-friendly operation, data management, monitoring and reporting. The system shall also be designed with scalability and interoperability to facilitate future integration with other departmental marketing portals, applications and databases.

The IT Cell shall initiate necessary action for the development, hosting, implementation and maintenance of the software. The system shall be maintained and updated as required to ensure its effective and uninterrupted functioning.

An amount of ₹5.00 Lakh (Rupees Five Lakh only) is sanctioned under this scheme component towards the development, hosting and

maintenance of the software. The expenditure shall be incurred strictly for the intended purpose and in accordance with the existing procedures.

8. Supply Chain Management including cold chain segment through Horticorp

The detailed Working Instructions for the implementation of the scheme shall be issued separately at a later stage.

9. Engaging Karshaka mitras in potential areas

The Karshakamithra Scheme will not be implemented during the current financial year, in view of the feedback received from the districts and the non-availability of sufficient funds under the scheme.

An amount of Rs.0.52822 lakh is sanctioned to meet the committed expenditure of previous year remuneration of Karshakamitras for 2025-26.

Financial provisions of the scheme and management

Sl No.	Component	Total Financial Outlay (Lakhs)
1	Strengthening of Agricultural Wholesale Markets through KABCO	180.00
2	Agmarknet & Market Intelligence	45.00
3	State Agricultural Prices Board	145.00
4	Transportation subsidy for farmers	150.00
5	Project based assistance for Marketing Outlets	50.00
6	Engaging of Technical Officer on contract basis	3.30
7	Price incentive for branded organic products marketed through institutional channels	61.17178
8	Development and maintenance of portals related to marketing	5.00
9	Supply Chain Management including cold chain segment through Horticorp	50.00
10	Engaging Karshaka Mithras in potential panchayats	0.52822

	Total	690.00
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The scheme shall be monitored at the State level by the Additional Director of Agriculture (Marketing). At the District level, the Principal Agricultural Officers (PAOs) and Project Directors (ATMA) shall jointly monitor the implementation of the scheme and ensure timely execution of the approved activities.

All procurement and purchases shall be carried out in accordance with the prevailing Store Purchase Rules and other applicable Government procedures. Registration in the AIMS Portal shall be mandatory for all eligible beneficiaries, wherever applicable.

The scheme shall be implemented strictly within the limits of the funds released and for the purposes for which the funds are sanctioned. Funds shall not be parked or retained at any level, and all unutilized funds shall be dealt with in accordance with the prevailing Government rules and instructions.

Digitally signed by

Sindhu S

Date: 17-08-2026

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Dr Sriram Venkitaraman IAS

DIRECTOR

For 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.
 - 7) Stock file / Spare