AGMARKNET

AGRICULTURAL MARKETING INFORMATION NETWORK

CONNECTING FARMERS TO MARKETS

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ORIGIN:

- Established in the year 1935 on the recommendation of the Royal Commission on Agriculture, 1928 and The Central Banking Enquiry Committee, 1931.

- Assigned the task of implementation of Agricultural Produce (Grading & Marking) Act, 1937.
The main functions of the DMI

1 - Rendering advice on regulation, development and management of agricultural produce markets of the States/Union Territories.
2 - Promotion of Standardization and Grading of agricultural and allied produce under the Agricultural Produce (Grading and Marking) Act, 1937.
3 - Promotion and implementation of Integrated Scheme of Agricultural Marketing (ISAM).
4 - Development and Implementation of Agricultural Marketing Research and Information Network (MRIN) sub scheme.
5 - Agricultural Marketing Reforms.
6 - Training of personnel in agricultural marketing.
7 - Marketing Extension.
Growth & Development of DMI

REFORMS
(Model APLM Act, 2017 &
Draft Contract Farming Act, 2017)

AGMARK Quality Certification
Standards for 223 agri-commodities

DMI

AGMARKNET
Covers 3356 markets yards & more than 300 commodities

Agri. Market Infrastructure
Storage Infra.- 65.18 million MT
Other than Storage infra.- 18,571 marketing infra projects

Market Intelligence
(Price & Demand forecast)
Agricultural Markets in India

- No. of APMCs: 2342
- No. of Principal Market Yards: 2558
- No. of Sub Market Yards: 4388
- Total (PMYs + SMYs): 6946
- No. of Rural Primary Markets: 22,931 (approx)

Availability of Markets

<table>
<thead>
<tr>
<th>Availability</th>
<th>Area Served</th>
</tr>
</thead>
<tbody>
<tr>
<td>Av. Area Served by a Regulated market</td>
<td>454 sq. km</td>
</tr>
<tr>
<td>Area served per Regulated Market</td>
<td>varies from 103 sq km in Punjab to 11,215 sq km in Meghalaya</td>
</tr>
<tr>
<td>Recommendations by National Farmers Commission - Availability of Markets within 5 km radius</td>
<td>(approx. 80 sq km) (2004)</td>
</tr>
</tbody>
</table>
AGMARKNET- Market Information System

• Agmarknet project implemented by Directorate of Marketing & Inspection (DMI) an attached office of DAC&FW since March 2000 in collaboration with State Marketing Boards and technical assistance from NIC.

• Of the 6946 mandis under Market regulation, only 3356 mandis are covered under the scheme which also includes non-APMC mandis of Kerala (113), Bihar (58) and Manipur (5).

• Out of 3356 mandis covered under the scheme, more than 2200 markets are reporting to the AGMARKNET portal out of which around 1400 markets are reporting on same day and remaining markets reporting in next 2-3 days.

• Mandi arrival and Prices data transacted in markets are being reported on the portal.
Objective of MRIN (AGMARKNET)

1. To establish a nation-wide information network for speedy collection and dissemination of market information and data for its efficient and timely utilization.
2. To facilitate collection and dissemination of information related to better price realization and market access by the farmers.
3. To provide assistance for marketing research to generate marketing information for its dissemination to farmers and other marketing functionaries at grass-root level to create an ambience of good marketing practices in the country.
1) Market information needs to farmers

A) Where to Sell

B) How to Sell

C) When to Sell
2) Market information needs to traders
   A) Where to Buy
   B) What variety
   C) Where to Sell
   D) What are the prices in different markets
3) Market information needs to consumers

A) What commodities to buy

B) Where to buy

C) What are the prevailing prices
4) Market information needs to Policy Makers and Government Officials

A) For improvement in the marketing system

B) For taking specific measures to solve the marketing problems
AGMARKNET-Process flow Design

- DMI (AGMARKNET)
- All State Agricultural Marketing Board
- AGMARKNET portal Display / Dissemination
- APMC
- NIC Server Data validation
- Technical Assistance of NIC

Incentives to marketing personnels

Minimum, Maximum and Model prices

APMCs
Checking Data by Secretary and uploading on AGMARKNET portal

APMCs
Regular Data collection from traders/commission agents and compilation for arrivals of various commodities, varieties, Prices
Dissemination of Market Information from AGMARKNET

- Mandi Prices in the DD-Kissan
- Kisan Call Center Tool free No: 1800-180-1551.
- AgriMarket Mobile APP Can display mandi Prices located within a radius of 50km.
- Kisan Suvidha Mobile APP
- UMANG APP

Other Mobile APPS given below are also provide Mandi information to Farmer

Private organization taking AGMARKNET data from data.gov.in

- Iffco (IKSL) Mobile APP,
- Digital Mandi India APP,
- Mandi Trade APP
- Reuters Market Light
Below MSP Mandi Transaction can be seen and monitored through the NAMA portal: http://nama.nic.in/agmarknet/
## Top 10 states in terms of reporting

<table>
<thead>
<tr>
<th>Rank</th>
<th>Name of the State</th>
<th>No. of Markets Reporting</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Maharashtra</td>
<td>319</td>
</tr>
<tr>
<td>2</td>
<td>Madhya Pradesh</td>
<td>278</td>
</tr>
<tr>
<td>3</td>
<td>Uttar Pradesh</td>
<td>249</td>
</tr>
<tr>
<td>4</td>
<td>Gujarat</td>
<td>144</td>
</tr>
<tr>
<td>5</td>
<td>Rajasthan</td>
<td>137</td>
</tr>
<tr>
<td>6</td>
<td>Chattisgarh</td>
<td>133</td>
</tr>
<tr>
<td>6</td>
<td>Karnataka</td>
<td>129</td>
</tr>
<tr>
<td>7</td>
<td>Tamil Nadu</td>
<td>128</td>
</tr>
<tr>
<td>8</td>
<td>Punjab</td>
<td>114</td>
</tr>
<tr>
<td>9</td>
<td>Kerala</td>
<td>101</td>
</tr>
<tr>
<td>10</td>
<td>Odisha</td>
<td>82</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>3356</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>2238</strong></td>
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</tbody>
</table>
Way forward

Agmarknet

- Designing of Early warning system
- Move towards Market Intelligence
- Price Forecasting
- Demand Forecasting
- Supply Chain Management
- Issue price for Govt. stock management
- Dynamic reserve price for PSF (Price Stabilisation Fund) stock disposal
- Uses in CPI and WPI as per the quotations required etc.
Thank you