

## **SCHEMES OF NHB MARKET INFORMATION SERVICE FOR HORTICULTURE CROPS**

1. Objectives
2. Manner of Implementation

### **1. Objectives**

- The generate information on wholesales prices, arrivals and trends in various markets of the country for important fruits, vegetables & flowers, etc.
- To establish a nation-wide communication network for speedy collection and dissemination of market information data for its efficient and timely utilization.
- To develop a sound marketing strategy especially by making use of statistics generated by various Marketing Boards/ APMCs for optimizing returns to the producers.
- To analyze the trends of arrivals, prices and other related factors of the fruit and vegetable markets all over the country.
- To collect and disseminate information on international prices prevailing in potential foreign markets.
- To establish Web-sites and internet connection through efficient channels/systems for dissemination of national & international data.

### **2. Manner of Implementation**

- At present, all the 33 Market Information Centres are collecting the information on prices & arrivals in their respective markets and

communicating to the Central Coordinating Cell of NHB H.q. at Gurgaon which is compiling and analyzing the prevailing prices and arrivals of selected horticultural commodities of commercial importance.

- The information is received by E-mail and fax from the centers and is also disseminated back through the same means of communications on the very same day for further dissemination through mass media.
- Presently all the commercial and seasonal fruits & vegetables are covered for dissemination. Effort shall be made to cover more & more bulk varieties of fruits, vegetables and flowers of particular areas.
- Besides collecting the data on prices & arrivals of fruits and vegetables, Board is also forecasting the crop production for the coming year and compare the present data of different centers.
- A CD ROM namely Horti. Biz India shall be prepared in a professional way for the benefit of farmers, traders, exporters, scientists and professional etc. which would include information about the high quality production, packaging, post-harvest management, cool chain, domestic and export markets etc.
- All valuable data collected at different NHB centers are published through monthly, weekly and daily bulletin regularly. It is proposed to publish horticulture data as a whole through publication of different database, commodity bulletin, leaflets, books, journals, newsletters etc.
- The data compiled and analyzed would be transmitted through Internet, NICNET or Web-sites or other systems established under this scheme.

- The international prices of fruits, vegetables and flowers are also collected from ITC Geneva and disseminated through publications.

### **Important Fruits and Vegetables Covered**

<b>Fruits</b>	<b>Vegetables</b>
1. Mango	1. Potato
2. Apple	2. Onion
3. Citrus	3. Tomato
4. Banana	4. Cabbage
5. Grapes	5. Cauliflower
6. Sapota	6. Brinjal
7. Pomegranate	7. Peas
8. Papaya	8. Okra
9. Litchi	9. Ginger
10. Ber	10. Garlic
11. Bittergourd	12. Green Chillies