CENTRAL SECTOR SCHEME

MARKETING RESEARCH AND INFORMATION NETWORK

Operational Guidelines

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BACKGROUND

Market information is needed by 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 in the marketing system. Advancement in Information and Communication Technology (ICT) has made the world a



smaller place and a larger market at one go. To fully utilize the new emerging trade opportunities for the benefit of farming community, there is a felt need to establish an ICT based "Agricultural Marketing Information Network' in the country.

Towards this end, Ministry of Agriculture has launched the ICT based Central Sector Scheme of Agricultural Marketing Information Network (AGMARKNET), in March, 2000, to link important agricultural produce markets spread all over the country and the State Agriculture Marketing Boards and Directorates. The project is being executed with the technical support of National Informatics Centre (NIC). The scheme has made rapid strides during 2001-02 and 2002-03. A total number of 810 nodes have been covered under the scheme comprising 735 agricultural produce markets(Annexure-I) and State Agricultural Marketing Boards/ Directorates etc. Necessary Computer hardware and system software tools (Annexure-II) have been supplied to all the nodes and as many as 500 market nodes have become functional by April, 2003. A user friendly software package 'AGMARK', developed to facilitate organization and transmission of market data, has been implemented in the markets. In order to strengthen interface



with farmers and other beneficiaries, AGMARKNET portal (http://agmarknet.nic.in) has been evolved. 300 plus markets are regularly reporting price related data which is being disseminated through the portal. The AGMARKNET portal also serves as a single window for accessing websites of various organizations concerned with agricultural



marketing. It provides weekly trend analysis for important markets in respect of major commodities. It is also linked with Online Commodity Exchange of India Limited, providing futures prices in respect of oilseeds, fiber crops etc. International pricetrends of various agricultural commodities available on FAO website are also accessible through the portal. The portal is constantly being enriched.

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During the X Plan, the scheme is planned to be extended to cover 2000 more agricultural markets in the country. Out of the existing 7300 wholesale markets in the country, 2735 i.e. 37 per cent would have on-line facility under the scheme by the end of X Plan. In order to facilitate market access of farm produce to larger markets, the proposed scheme will additionally provide information on market requirements in terms of quality, packing, standards, sanitary and phyto-sanitary conditions, etc. The



scope of data collection and dissemination will be enlarged to provide farmers information regarding pack-size, packaging material and marketing charges in a market where goods are to be delivered, facilities available to farmers in a buying market, re-handling of the produce, if necessary, in the destination

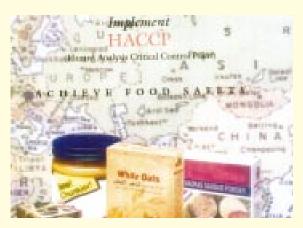
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market to suit the requirements of the market buyers and rules and regulations of the destination market, if located outside the State.

Promotion of nationally and internationally acceptable standards of grading and standardization, packaging and labelling, storage and warehousing and sanitary and phyto-sanitary requirements and quality certification in farm sector will enable trade and processing sector to undertake large scale agricultural marketing operations in domestic as well as international markets.



The information relating to the schemes in respect of agricultural marketing implemented by Government Departments and central agencies viz. Commerce, Food and Public Distribution, Consumer Affairs, Health and CCI, JCI, NCDC, NAFED, NTGF, TRIFED, NCCF, NDDB, NHB, APEDA, MPEDA will also be disseminated in user friendly manner. An e-directory of AGMARKNET nodes will be published over the portal to

facilitate effective and timely exchange of information among markets and other users. Once the farm produce is standardized and labeled, backed by quality certification, it can be directly offered for sale on web site in national and international markets.

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AIM OF THE SCHEME

- i) To establish a nation-wide information network for speedy collection and dissemination of market information and data for its efficient and timely utilization.
- ii) To facilitate collection and dissemination of information related to better price realization by the farmers. This would cover:



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(a) Market related information such as market fee, market charges, costs, method of sale, payment, weighment, handling, market functionaries, development programmes, market laws, dispute settlement mechanism, composition of market committees, income and expenditure, etc.

- (b) Price-related information such as minimum, maximum and model prices of varieties and qualities transacted, total arrivals and dispatches with destination, marketing costs and margins, etc.;
- (c) Infrastructure related information comprising facilities and services available

to the farmers with regard to storage and warehousing, cold storage, direct markets, grading, rehandling and repacking etc.; and

(d) Promotion related information covering accepted standards and grades, labeling, sanitary and phyto-sanitary requirements, pledge finance, marketing



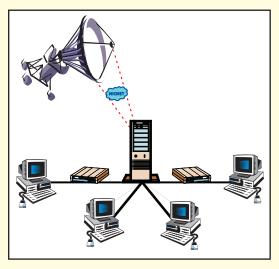
credit and new opportunities available in respect of better marketing;

iii) To Sensitize and orient farmers to respond to new challenges in agricultural marketing by using ICT as a vehicle of extension.



- iv) To Improve efficiency in agricultural marketing through regular training and extension for reaching region-specific farmers in their own language.
- v) 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.

IMPLEMENTATION PLAN



The agencies involved in execution of the scheme will be Directorate of Marketing & Inspection (DMI), National Informatics Centre (NIC), State Governments through State Agriculture Marketing Boards (SAMB)/Departments, National and State level institutions and individual market committees/ authorities wherever applicable in the country. NIC will make available

computer hardware, develop

software, train market personnel in handling computer hardware and software, update the software package from time to time, provide internet connectivity and develop and commission State level portals. It will also arrange to harmonize/integrate software package developed by the State with AGMARKNET to bring uniformity in database.



It will continue to manage AGMARKNET portal. Management of State level portals could be outsourced wherever considered necessary by respective competent authorities.

The State Government will provide to the DMI the list of markets to be covered for computer connectivity under the scheme. The selected markets will provide site for installation comprising (1) Dust free computer room; (2) Power Requirement; (i) Electrical points-3 (15 Amp 6 pin sockets with switches), input to be protected by 6 Amp MCB; (ii) 220/230 Volt power supply; (iii) Line, neutral and Earth connection on the specified socket terminals; (iv) Proper Earth Pit copper wire earthing (with earth to neutral voltage less than 3 V) with an exclusive phase; (3) Computer Operator; (4) One telephone with STD facility, wherever required.

Market Committees/Controlling authorities of AGMARKNET node at market level will collect relevant data and information, feed it and transmit it to the State level and AGMARKNET portal. NIC will train 2 persons from each node in operating computer & handling software



package. The SAMB/Department will nominate a nodal officer to coordinate functioning of the scheme. The State level Nodal Officer of the scheme will ensure that market level officials perform their functions regularly to keep the scheme operational.

The State level Servers will preferably be located at the Headquarter of the State Marketing Board/Directorate implementing the scheme.

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Computerization

The State Agricultural Marketing Boards/Directorates and the Agricultural Markets will be provided:

- Server system alongwith necessary software tools to facilitate content generation and management of State level portal in local languages.
- Supply of hardware and software tools to all selected markets.
- Free annual maintenance for a period of three years
- Internet Connectivity for an initial period of 2 years by NIC. In cases where NIC will
 not be able to provide internet connectivity, it will reimburse an amount upto Rs.
 3000/= per annum to the controlling authority to take services from local authorized
 internet service providers (ISP).
- Training of market personnel in handling of hardware & software; research & analysis and refresher training.
- Assistance for harmonization/integration of software packages developed by State with that of the package developed by NIC .

Research

Assistance under the scheme will be provided to State Agricultural Marketing Boards/Directorates and Market Committees and National and State level institutions for

1) Preparation of state level as well as market level publications in local language based on data and



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information generated and its publication/dissemination by the State level nodal agencies as well as market committees/authorities.

- 2) Preparation of material with regard to accepted standards of grading, packaging and labelling, quality certification, sanitary and phyto-sanitary aspects, good farming practices as related to better price realization, success stories in contract farming, group marketing, right practices in regulated markets, farmers' duties, responsibilities and rights in regulated markets and other marketing related issues.
- 3) Preparation of national level atlas, commodity profiles, CDs, uploading and downloading of knowledge required to be disseminated, in regional languages to facilitate market led extension. Atlas would provide information in respect of the commodity with regard to major



areas of production, movement and storage and of market and consuming centers etc. It would also facilitate public and private sector in planning and development of appropriate marketing strategy in agricultural sector.

4) Preparation of training and educational modules in the areas of market driven production, marketing finance, post-harvest management, information on facilities for quality assurance and standards, grading, packaging, storage, transportation, contract farming, direct marketing, alternative markets including forward and future markets, commodity exchanges, online market information system etc. for reaching the target farmers and marketing functionaries in vernacular language.

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- 5) Undertaking marketing studies through outsourcing the professional/experts available in private, cooperative, public and corporate sectors. The research will focus on information generation and dissemination directly beneficial to the farmers through the use of ICT.
- 6) Conducting farmers awareness programmes at market/village level to disseminate market related information from the website to farmers and other market functionaries in local language.

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PROCEDURE FOR SANCTION OF ASSISTANCE UNDER THE SCHEME

The State Agricultural Marketing Boards/ Directorates will identify the markets to be covered under the information network in order of priority and forward the same to the Directorate of Marketing & Inspection, Faridabad for sanction. The State Marketing Boards/ Departments/ State Level Institutions will route the proposals related to preparation of CDs, Atlas, research and Updation, marketing research and information generation as well as dissemination and any other awareness or publicity activities to educate farmers through State/Regional level Offices of the DMI for release of funds to undertake the same. National level institutions can directly submit the proposals to DMI, Faridabad for sanction of assistance. Priority in the sanction will be given to the States who take active interest in the implementation of the scheme. The Regional and State Level Offices of the DMI, NIC, State Agricultural Marketing Boards (SAMBs)/Directorates and market Committees/Authorities will work in close collaboration for implementing the scheme.



A Committee will be set up under Agricultural Marketing Adviser to the Government of India and Joint Secretary (Marketing) to consider proposals so received for sanction of necessary funds for marketing research as well as web-enrichment to facilitate ICT as a tool for marketing extension.

Undertaking to be furnished by the Implementing Agency

The Implementing Agency has to furnish an undertaking to maintain the system i.e. the State level portals and the markets nodes covered under the scheme after the completion of the project, to regularly upload market related information on the website and to disseminate the information available on the portal to farmers for improved marketing. Implementing agency will provide an undertaking to this effect as per the proforma at Annexure- III.

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MONITORING AND EVALUATION

The implementing agencies in the States would monitor the progress of the scheme every month by constituting a State Level Committee of officers comprising DMI, NIC and State Nodal Agency. Evaluation of the scheme would be taken up by designated central agency in the year 2004-05 and then in the terminal year of the scheme.

CONTACT OFFICES

The list of contact offices of Directorate of Marketing and Inspection - National Implementing Agency is provided at Annexure IV.

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FINANCIAL OUTLAY

An amount of Rs.35.00 crore has been approved for the implementation of the scheme during the X Plan period. The details of outlays involved during the X Plan are as under:

(Rs. In crore)

Item of Expenditure/Year	2003-04	2004-05	2005-06	2006-07	Total
a) Agricultural Marketing	0.10	-	-	-	
Information Network b) Marketable Surplus and Post Harvest Losses	-	-	-	-	0.10
1. Setting up of AGMARKNET nodes	2.16 (200 nodes)	9.72 (900 nodes)	9.72 (900 nodes)	-	21.60
2. Recurring cost (AMC Connectivity)	-	0.23 (200 nodes)	1.025 (900 nodes)	1.025 (900 nodes)	2.28
3. Regional Portals (28) located at State Capitals	1.40	-	-	-	1.40
4. Strengthening of DMI MIN Cell NIC at DMI Hq.	0.05 0.05	0.09 0.05	0.09	0.09 0.05	0.32 0.20
Marketing Research Non-recurring Recurring	0.80	1.00	1.20	1.00	4.00
	0.20	0.30	0.30	0.20	1.00
National Atlas, Research Updation and Knowledge Transfer System (CDs), Awareness and Publicity, electronic display boards, etc. for the scheme.	0.77	1.13	1.10	1.10	4.10
Total	5.53	12.52	13.485	3.465	35.00

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Annexure-I

Distribution of markets covered under AGMARKNET during IX Plan

Sl.No.	Name of the State/ UT	Number of Wholesale Markets covered
1.	Andhra Pradesh	54
2.	Arunachal Pradesh	5
3.	Assam	13
4.	Bihar	24
5.	Jharkhand	13
6.	Goa	6
7.	Gujarat	54
8.	Haryana	34
9.	Himachal Pradesh	14
10.	Jammu & Kashmir	24
11.	Karnataka	50
12.	Kerala	18
13.	Madhya Pradesh	46
14.	Chhatisgarh	26
15.	Maharashtra	64
16.	Manipur	5
17.	Meghalaya	6
18.	Mizoram	6
19.	Nagaland	8
20.	Orissa	27
21.	Punjab	47
22.	Rajasthan	48
23.	Sikkim	3
24.	Tamil Nadu	28
25.	Tripura	8
26.	Uttar Pradesh	48
27.	Uttranchal	15
28.	West Bengal	30
29.	Andaman & Nicobar Is	-
30.	Chandigarh	1
31.	Dadra & Nagar Haveli	1
32.	Daman & Diu	2
33.	Delhi	5
34.	Lakshadweep	-
35.	Pondicherry	2
	Total	735

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Annexure - II

Hardware and Software Tools supplied to AGMARKNET nodes

Each AGMARKNET node has been equipped with the following hardware and system software tools:

Hardware

- 1. Client Computer System
- 2. Printer supporting Hindi, English and a local language
- 3. Line interactive UPS system with battery back up
- 4. Modem to enable dial up based communication

Software

- 1. Windows 98 operating system
- 2. Lotus SmartSuite Millennium
- 3. AGMARK Application Package



Annexure-III

FORMAT FOR UNDERTAKING to be furnished by the Implementing Agency

The Implementing Agency does hereby undertake that it will:

- 1) Ensure maintenance of the system provided under the scheme so that the Marketing Information Network will remain operational on a sustainable basis.
- 2) Provide requisite budgetary support for the maintenance of the system and sustainability of the project after the financial assistance given under the scheme ceases.
- 3) Provide requisite manpower for the smooth operation of the network.
- 4) Follow the operational guidelines issued by the Central Government in this connection from time to time.

Implementing Agency

Annexure-IV

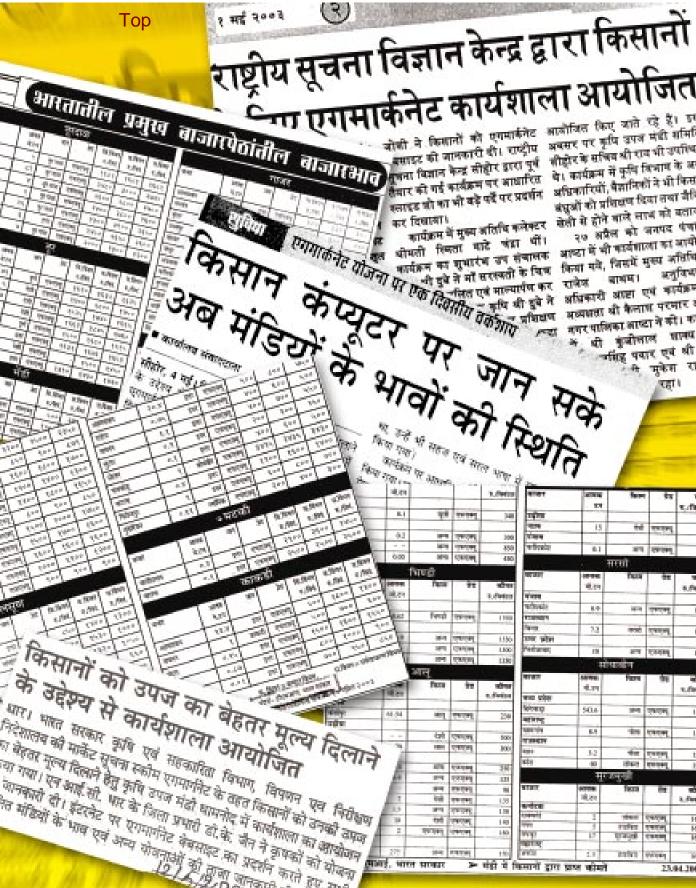
Contact Offices of Directorate of Marketing & Inspection with Addresses

Name of Office	States/UT(s)
Asstt. Agricultural Marketing Adviser Directorate of Marketing & Inspection, Green House, 3rd Floor, Block 1, Sultan Bazar, Hyderabad-500195 Tel No.040-24657446; E-mail: dmihyd@ap.nic.in	Andhra Pradesh
Dy.Agricultural Marketing Adviser, Directorate of Marketing & Inspection, Lakhar Building, 3rd Floor, Kaliram Chaudhary Road, Bharalumukh, Guwahati-781009 Tel No.0361-2485256; E-mail: dmiassam@assam.nic.in	Arunachal Pradesh, Assam, Meghalaya, Mizoram, Nagaland, Tripura, Manipur
Assistant Agricultural Marketing Adviser, Directorate of Marketing & Inspection, Nagina Niketan Opp.A.N.College, Boring Road, Patna-800013 Tel No.0612-2266691; E-mail: agmark23@bih.nic.in	Bihar
Dy.Agricultural Marketing Adviser, Directorate of Marketing & Inspection, General Pool Offices Building, 4th Floor, A Wing, DF Block, Sector-1, Salt Lake, Kolkata-700 064 Tel No.033-23347553, 23340845; E-mail: dmical@wb.nic.in	West Bengal Andaman & Nicobar Islands, Sikkim Jharkhand
Dy.Agricultural Marketing Adviser, Directorate of Marketing & Inspection, 6th Floor, Kendriya Sadan, Sector 9 'A', Chandigarh-160047 Tel No.0172-743201; E-mail: dmichd@chd.nic.in	Punjab Chandigarh UT
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Senior Marketing Officer, Directorate of Marketing & Inspection, 1, Inderprastha Society, 1st Floor, Near Gandhi Bridge, Shahpur, Ahmedabad-380004 Tel No.079-25600965; E-mail: dmi-ahm@guj.nic.in	Gujarat
Assistant Agricultural Marketing Adviser, Directorate of Marketing & Inspection, Gondal Road, Bhakti Nagar, Rajkot-360 002 (Gujarat) Tel No.0281-2227971; E-mail: dmi-raj@guj.nic.in	Daman & Diu Dadra Nagar Haveli
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You may also contact State level NIC Offices as well as State Agricult	tural Marketina Boards/Directorates (addresses

You may also contact State level NIC Offices as well as State Agricultural Marketing Boards/Directorates (addresses available at www.agmarknet.nic.in) for detailed information and guidance.



For further information, please contact:



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