

AGMARKNET

Agricultural Marketing Information Network
(<http://agmarknet.nic.in>)

Objectives

- To establish a nationwide information network for speedy collection and dissemination of market information and data for its efficient and timely utilization.
- To facilitate collection and dissemination of information related to better price realization by the farmers.
 - Market related info – market fee, market charges etc.
 - Price related info – min, max, modal prices and arrivals.
 - Infra related info – facilities and services available to farmers.
- To sensitize and orient farmers to respond to new challenges and to improve efficiency in Agri marketing through regular training.

Implementation

- Organisations involved in execution of the scheme.
 - Directorate of Marketing & Inspection (DMI)
 - State Agricultural Marketing Boards (SAMB)/Departments
 - Agriculture Produce Market Committees (APMC)
 - National Informatics Centre (NIC)
- Beneficiaries : Farmers, Traders, Exporters, Processors, Govt. Departments, Planners, Researchers, Agri-business firms, Commodity Exchanges etc.

Agmarknet

- Scheme commenced in March 2000.
 - Principal Market Yards - 2416
 - Sub Market Yards - 825
- Database created covering 300 commodities and 2000 varieties.
- Networking involves providing hardware, software, connectivity and training to each market node.
- No of hits - > 1.6 crore

Number of Markets covered (State wise)

State/UT	Markets covered	State/UT	Markets covered	State/UT	Markets covered
A P	354	Kerala	92	Tripura	21
Arunachal	15	M Pradesh	267	Uttar Pradesh	257
Assam	23	Maharashtra	361	Uttarakhand	25
Bihar	58	Manipur	5	West Bengal	76
Chhattisgar	184	Meghalaya	20	Andaman Niko	01
Goa	10	Mizoram	9	Dadara Nagar H	01
Gujarat	319	Nagaland	22	Daman Diu	02
Haryana	150	Odisha	106	NCT of Delhi	09
Himachal P	41	Punjab	199	Puducherry	04
J & Kashmi	35	Rajasthan	166		
Jharkhand	26	Sikkim	7		
Karnataka	192	Tamil Nadu	184		

Information through SMS

- Price information through e-Alert on Agmarknet portal (<http://ealert.agmarknet.nic.in>)
- Farmers register mobile number giving personal details requesting price information of 3 commodities in 3 markets of his choice. The information is free of cost
- SAMBs, Marketing Department, APMCs are motivating farmers to be part of efforts Agmarknet
- The MD/Secretary of the SAMB, Director of Agricultural Marketing and Secretaries of APMCs are popularizing services
- Secretary APMCs also registers mobile numbers of farmers and provide the price information through SMS from Agmarknet portal

❖ **Problems in Data Reporting**

- ❖ Not uploading the data on daily basis – 2-3 days at a time
- ❖ Modal price not entered correctly – Average of minimum & maximum price shown as modal price
- ❖ Modal price shall be the price at which the maximum number of transactions takes place
- ❖ Some APMCs are not reporting the data on portal
- ❖ Lack of monitoring by the Officials at district and state level
- ❖ Technical problems in hardware – need to contact the Vendor/ DMI/ NIC for solving the problem and for replacement after 5-6 years
- ❖ Any problem in software: Reported to NIC, DMI and SAMB/Deptt
- ❖ Any problem in internet: Sort out at the APMC /SAMB/Deptt Level

Measures for improvement

- ❖ Secretary of APMC should ensure data on arrival/prices in the market is uploaded everyday latest by 5 pm and verify the correctness
- ❖ The officers should monitor the data reporting by the APMCs at district/ division/ state level.
- ❖ Enter the Modal Price of the commodity correctly not the average of minimum and maximum price
- ❖ Secretary of APMC/officials of SAMB/Deptt. should sort out the problems of hardware/ software/ internet connectivity at their level with the help of local NIC/DMI offices
- ❖ DMI ROs/SOs should monitor the data reporting by the APMCs on daily basis.

Conclusion

- Any time any where marketing service
- Service providers facing challenge of collecting appropriate information
- Need participation of farmers
- Agmarknet app