

Agricultural Marketing and Government Initiatives in India

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Abstract: Agricultural marketing is the responsibility of state government and the central government. At present farm produce is marketed through regulated markets. Keeping in view the role of agricultural marketing in Indian agriculture, the government has taken various steps for its harmonious development. The Union Government has launched e-platforms for online auctioning and marketing of agricultural commodities. E-platforms will be helpful in the development of integrated common agricultural market in the country. This paper puts light on various government schemes and initiatives taken in the agricultural marketing.

Key Words: Government Schemes, Agricultural, initiatives, benefits

INTRODUCTION

India is known as Agricultural country and 1/3 of the population is depends on agricultural sector. In 1954 the Directorate of Economics & Statistics set up market intelligence units. It helps in formulation, implementation and review of agricultural policies for procurement, storage, marketing, credit, transportation, export-import etc. Agricultural marketing focuses on grading, packaging, storage, assembly, and distribution. Government has established regulated markets like APMC, Mandis etc. It regulates transport, Storage, minimum support prices etc. Regulated market works as providing information keeping accounts, preparing budgets, expenditure etc. The sale of agricultural produce through open auction, the hatt system, moghum sale, government purchases, private agreements, marketing agencies etc. With a view to persuade the various State Governments / UTs to implement the reforms in agricultural marketing through adoption various provisions of Model APMC Act and to suggest further reforms, the Ministry of Agriculture constituted a Committee of ten State Ministers, in-charge of Agriculture Marketing, in 2010. The Government has taken a historical initiative to provide farmers better return of their produce. The concept of one nation and one mandi – has been taken ahead, long pending mandi / marketing reforms process has been accelerated. Another inactive is impart permission to e trade, second is to implement mandi tariff on single window and third is to implement single licence across the state to carry out the trade. The government has accelerated second green revolution in the North Eastern region to achieve food security in the country which will lead to enhancement in the agriculture productivity on the one hand and on the other will result in improvement of the farmers' economy in North Eastern region. A number of schemes have been launched to promote the production of pulses and oilseeds so that dependence on imports can be reduced.

Objectives of the Study

1. To study various Government Initiatives towards Agricultural Marketing.
2. To study various schemes of Governments and its implementation.

Government Schemes:

Pradhan Mantri Krishi Sinchayee Yojana:

Under this scheme emphasis are being put on “water to each and every farm” that is to say to provide facilities of irrigation to each and every farmer along with enhancement of water conservation skill. In this scheme emphasis is given on

Pradhan Mantri Fasal Bima Yojna:

Government of India has launched Pradhan Mantri Fasal Bima Yojna to provide relief to the farmers inflicted with the loss of crop damage. This is truly a farmer welfare scheme. Under this scheme, the burden of premium will be reduced and their cases will be sorted out expeditiously. Apart from the losses inflicted by crop damage, the provision has been made with this scheme to relieve the farmers from the losses in harvesting aftermath scenario. This scheme provides assessment of local calamities along with a list on unseasonal rain form, land slide and floods. Under this scheme the farmers are supposed to pay 2% for Kharif and 1.5% for Rabi. Rest of the premium will be deposited by the Government. The Government has not prescribed any extent for subsidy. The remaining premium is 90% that will be paid by the Government. Under this scheme, remote sensing, smart phone and drone use is mandatory for the expeditious assessment of the crop damage.

Rural Godown Scheme:

This is a scientific method of storage capacity to meet the requirement of producers. It promotes standardisation, grading and quality control of agricultural produce. It helps in strengthening agricultural marketing infrastructure. Benefits of this scheme can be taken by individual farmer, group of farmers, proprietary firm, and farmer's cooperative societies etc. in this scheme max subsidy will get 33% or Rs 62.50 lakhs of the total project cost, 25% for the agri graduates and 15 % for individuals.

Grading and Standardisation:

It helps in enhancing efficiency of the existing agricultural marketing infrastructures. It promotes direct marketing to the consumers. It provides facilities for grading, standardisation to ensure price for the agricultural produce. Benefits of these scheme can be taken by individual farmers, NGO's, Self Help Groups, corporations, companies etc. Assistance will be like 25% subsidy on cost of project or maximum 50 lakh.

Marketing Research and Information Network:

It facilitates collection and dissemination of information related to better price. It improves agricultural marketing efficiency through regular training, extension of education etc. It provides assistance to generate marketing information at grass root level. Benefit of this can be taken by marketing boards, various stakeholders of the project, farming communities etc. It gives system with updated software tools to manage management information system (MIS). It gives internet connectivity for initial 5 years by National Information Centre (NIC). It gives training to the personnel's for handling of software and hardware's.

Cooperative Education and Training:

In this scheme training is given to all level of management in cooperative sector. It gives 100% grant-in-aid for National Cooperative union of India

National Agricultural insurance Scheme:

It gives financial support and insurance coverage to the farmers if any failure of crop. Cause of any disease or natural calamities. It helps in stabilizing farm income. This scheme is available for all the farmers. Insurance is provided under storm, flood, drought, diseases, fire etc.

Mass media support to agriculture extension:

It broadcasts programme for farmers on various topics related to farming and latest condition of crops. It disseminates programme in regional languages in different region of India. It promotes live programme with phone-in features. These programmes can be repeated as per requirement. Benefits can be taken by individual farmers, field workers, Agril Scientists and general public.

National Horticulture Mission:

It helps in enhancing agricultural production, income, support to farm households etc. It creates opportunities for employment generation for skilled and unskilled persons. Benefits of this schemes can be taken by farmers, companies, extension workers, associations, farmers etc.

National e-Governance plan in agricultural:

It promotes rapid development of agricultural through use of Information and Communication Technology (ICT) for getting information. Benefits of this scheme can be taken by farming communities and individual farmers. It provides information related to good agricultural practices, information on crops, farm machineries, import-export etc.

Kisan Call Center:

It gives solution to all quarries of farmers on toll free number. It can be operated from mobile or landline free of cost.

Initiatives of Government Institutes**The Directorate of Marketing and Inspection (DMI):**

Directorate of Marketing provides direct marketing License, Private Marketing License, and Single License to the farmers. It implements the agricultural marketing policies and programmes for the integrated development of marketing of agricultural and other allied produce in the country with a view to safeguard the interests of farmers as well as the consumers. This department is mainly focuses on marketing extension, agricultural marketing reforms. Development and Implementation of Agricultural Marketing Research and Information Network, Promotion and implementation of Integrated Scheme of Agricultural Marketing (ISAM).

National Bank for Agriculture and Rural Development (NABARD):

It mainly focuses on three parts Financial, Developmental and supervises assistance.

Financial assistance is of short and medium term loans, long term loans, and eligible schemes for refinance. Under developmental assistance it assists for infrastructure development, farm, non farm secor, R & D etc. Under supervises assistance it assist it maintains the interest of present and future depositors.

Electronic National Agriculture Market (e-NAM);

e-NAM is a pan India electronic portal for sale and purchase of agri-produce in an efficient and transparent manner. e-NAM launched mobile App to access information related to prices of commodities traded on the e-NAM platform so that to encourage more farmers to take advantage of this new initiative.

Some other Initiatives:

1. Modernisation of land records with a revamped program.
2. To improve efficiency and performance of *Krishi Vigyan Kendras (KVKs)*.
3. *Krishi Kalyan Cess* proposed to be levied on all taxable services to finance and promote initiatives to improve agriculture, with effect from 01.06.2016.
4. Services provided by National Centre for Cold Chain Development (NCCD) under Department of Agriculture, Cooperation and Farmer's Welfare, Government of India, by way of knowledge dissemination, being exempted from service tax, with effect from 01.04.2016.

List of Agricultural Marketing Institutes in India

1. Indian society of agribusiness professionals (ISAP)
2. Agricultural and Processed Food Products Export Development Authority (APEDA)
3. Food Corporation of India
4. National Fertilizer Ltd.
5. National Institute of Agricultural Marketing (NIAM)
6. Central Institute of Horticulture
7. National Bank for Agriculture and Rural Development (**NABARD**)
8. Agricultural Universities

Conclusion:

Strengthening of Agriculture Business Process through e-Form, e-Document, Workflow Computing should also be given importance. To promote direct interactions of producers with consumers in fresh produce, there have been farmers' markets in India in the form of Apni Mandis in Punjab, Rythu Bazaars in Andhra Pradesh, Uzhavar Santhai in Tamil Nadu, and Shetkari Bazaar in Maharashtra, promoted by state agencies. In most states, mandis are established and regulated under the State APMC (Agricultural Produce Marketing Committee) Acts. Farmers will have the freedom to better time their sales through the easy availability of warehousing space to store produce safely. While their crop is in storage, farmers will be able to get loans from banks and financial companies using negotiable warehouse receipts. Buyers and sellers will hedge their price risk on derivatives exchanges.

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