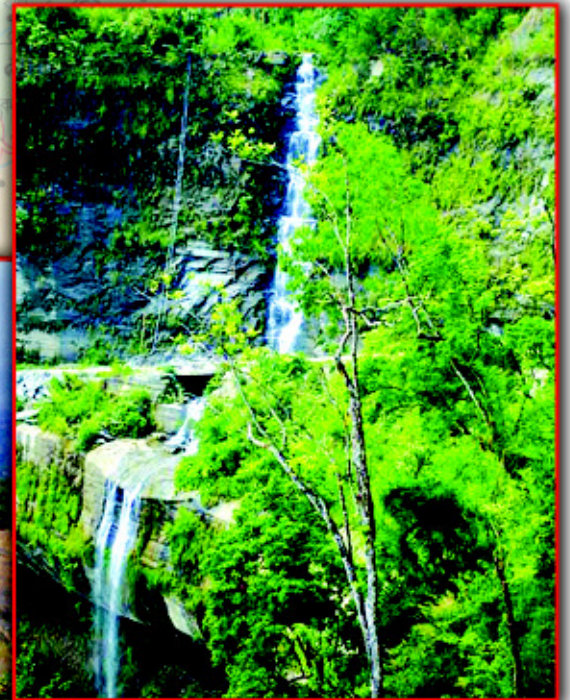
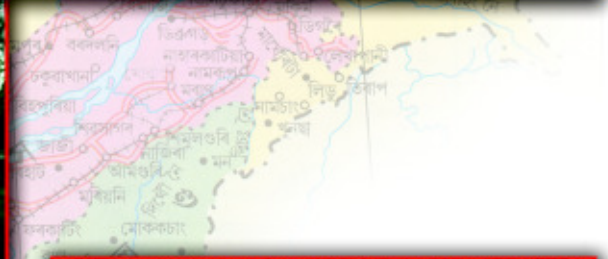


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AGRICULTURAL MARKETING IN ASSAM : NEED FOR NEW INITIATIVES

Mrinal Kanti Dutta

I. Introduction

Marketing is an important link in supply chain management. In small peasant dominated agriculture, the profitability of agriculture is sensitive to market fluctuations. Agricultural marketing comprises all activities involved in supply of farm inputs to the cultivators and movement of agricultural produce from the farms to the ultimate consumers. It also includes assessment of demand and supply of farm-inputs, post harvest handling of farm products, performance of various activities required in transferring farm products from farm gate to processing industries and / or ultimate consumers, etc.

Although agriculture in the world has undergone significant changes in the era of globalization, its primary importance in the economies has not reduced. The recent growth of Indian economy has been made possible by remarkable growth of the service sector. Agriculture, however, remains a key sector of the economy providing livelihood to about 60% of the population. In the post-liberalization period, the sector has not been performing well. Among many other problems, marketing of agricultural produce has been one of the major

problems faced by this sector. For diversification and growth of agricultural sector, market reforms are very crucial.

Assam in the north eastern region of the country is basically an agrarian economy in the sense that about 53% of the work force is employed in agriculture sector alone. The contribution of agriculture to Net State Domestic Product of the state was 31.19% in 2003-04. Agriculture in the state, however, does not portray a healthy picture. The backwardness of the sector is reflected in the low yield of rice, the principal food crop of the state. In 2002-03, the yield of winter rice in the state remained at a low of 1550 kg. per ha. In addition to the low productivity of agriculture, another major problem faced by the agriculture sector of the state is the non-remunerative prices of agricultural products (particularly of food grains) received by the farmers. Under developed and inefficient marketing infrastructure and organization is considered to be the reason behind this. Marketing of agricultural produce has been considered extremely crucial for agricultural development. A well functioning and dynamic marketing system provides the much needed boost not only for further agricultural production

but also for a vibrant rural economy of any country. In the present paper, an attempt is made to look at the agricultural marketing processes in the state and the need for reforms in line with the initiatives undertaken in different states of the country in recent years.

II. The Present State of Agricultural Marketing in Assam

Organised agricultural marketing in India has been promoted through a network of regulated markets. However, the marketing system has undergone changes over time in keeping with the changes in the patterns of production, processing and disposal of the surplus. Modern, scientific and efficient services in the areas of transport, credit, communication and institutional infrastructures have become necessary to facilitate marketing. The new challenges as emerging out of the process of liberalization and globalization have also necessitated the strengthening of the agricultural marketing system of the States of the entire country.

The agricultural marketing system of

Assam is considered to be somewhat different from other states mainly due to deficit production as well as less arrival of



produce in the market. In contrast to many states in the country, many of the marketable surpluses in the state are not transacted through the formal marketing channels. It has been reported that about 70% of the marketable surplus of the commercial crops like jute, mesta etc., 40% in case of paddy, 50% in case of pulses etc. are normally transacted through markets and the rest are transacted either at farm gate or at trader's premises directly (AS MB, 2008). Again, the bulk of the agricultural produce in the state is mainly marketed through the traditional periodic markets (haat) in Assam. There are about 650 nos. of such village level markets in the state at present.

To facilitate agricultural marketing, Government of India promoted marketing of agricultural produce through the network of regulated markets. A regulated market is a mechanism which aims at controlling the prices of agricultural





produce so that the farmers can get their actual dues in a market set up, elimination of the unhealthy and unscrupulous practices and providing facilities to producer-seller in the market. Most state governments and UT administrations have enacted legislations to provide for the regulation of agricultural produce markets. While by the end of 1950, there were 286 regulated markets in the country, their number as on 31 March 2006 stood at 7566. In addition, India has 21780 rural periodical markets, about 15 per cent of which function under the ambit of regulation. In Assam regulated market came into being with the passing of the Assam Agricultural Produce Market Act in 1972. The Assam State Agricultural Marketing Board (ASAMB), Guwahati was established in 1976 and since then Regulated Market Scheme was introduced in the state with the formation of the Regulated Market Committees at different places in the state.

At present there are 22 nos. of

Regulated Market Committees all over the state except the sixth scheduled areas. There are Principal Market Yards and Sub-Market Yards under a Regulated Market Committee. Facilities for auction, selling, weighing and storage are also available in some of those yards. However, the shifting of markets from the traditional places to those organized markets has not been effected fully due to various reasons.

The purpose of state regulation of agricultural markets was to protect farmers from the exploitation of intermediaries and traders and also to ensure better prices and timely payment for their produce. Regulated markets in Assam, however, have not attained much success even after 32 years of introduction of the system. Lack of adequate infrastructure facilities, ignorance of farmers about these markets, lack of proper market information, lack of grading and storage facilities are some of the problems often associated with the regulated market system in the state. Another problem associated with the system is the



tendency of these markets to acquire the status of restrictive and monopolistic markets, providing no help in direct and free marketing, organised retailing and smooth raw material supplies to agro-industries. Exporters, processors and retail chain operators cannot procure directly from the farmers as the produce is required to be channelised through regulated markets and licensed traders. There is, in the process, an enormous increase in the cost of marketing and farmers end up getting a low price for their produce. Monopolistic practices and modalities of the state-controlled markets have also prevented private investment in the sector.

III New initiatives required

The agriculture sector, however, needs well-functioning markets to drive growth, employment and economic prosperity in rural areas of the state. With active participation of the private sector supported by the state government, various innovative models of marketing can be effectively implemented for better marketing of agricultural produce. Many states in the country have already come up with innovative market models. Some new initiatives for making the agricultural marketing system more effective are outlined below:

(i) As Assam is rich in agro-horticultural production and as Govt. of India has emphasized on development of Food Processing Industries in this region, some reform in the state's

Agricultural Produce Marketing Regulation Acts (APMC) is necessary so as to



bring in free marketing system by promotion of integrated markets in private/co-operative sectors. Already steps in this direction have been taken in Karnataka for establishment of 'National Integrated Produce Market' owned and managed by the NDDB for marketing of fruits, vegetables and flowers. This can be taken as a guiding force and such an integrated market can be developed with involvement of private sector/ co-operatives or farmers self-help groups/ joint ventures. The service provider may be allowed to levy user charges to sustain the operations. Besides physical infrastructure, these should provide facilities for assembling, cleaning, sorting, grading, packaging and quality certification, storage and finance, transport, retailing and wholesaling, E-trading, value addition and market information exchange service.

(ii) Another model may be Direct Marketing, which enables the farmers to meet the specific demands of wholesalers or traders on one hand and of consumers based on their preferences on the other. It also helps the farmers to take advantage of favourable prices, reduce marketing costs and increase margins. This encourages farmers to undertake cleaning, sorting,



grading etc. at the farm gate. It is reported that consumer prices declined by 20 to 30 percent and producers

received 10 to 20 percent more in South Korea as a consequence of direct marketing of agricultural products. This model has been successfully experimented in India in states like Punjab and Haryana (Apni Mandis), Andhra Pradesh (Rythu Bazar), Tamil Nadu (Uzhavar Sandhai) etc. Large no. of such markets may come up in organized sectors with private investment and can be developed with forward and backward linkages. This type of producers' market is considered to be a welcome intervention for strengthening the position of farmers in the market system. Although not a popular idea in developing countries, in developed countries these markets have been very competitive because of their institutionalisation.

- iii) Still another is Contract Farming, which may be defined as a "form of vertical coordination between growers and buyer processors that directly shape production decisions through contractually specifying market obligations such as value, volume, quality and at times price, provide specific inputs and exercise some control at the point of production" (Little, 1994). It can be considered as a dynamic partnership between agribusiness companies and small farmers that benefit both

without sacrificing the right of either. There can be corporatisation where business houses with skills in management and marketing can take small farming families with tiny fragmented holdings as partners. The farmers retain their land and farming skills and the corporates provide them some key inputs, technologies and sound marketing support. This way corporates save on investment in land and avoid social and procedural hassles in acquiring land from poor. This model is more meaningful as both partners benefit. Several such examples are evident in India. Some initiatives have been taken by the Assam State Agricultural Marketing Board in this direction to initiate contract farming in the state.

- (iv) Use of information technology for providing information access to farmers may help empowering the farmers and facilitate proper marketing decisions. There have been Information Technology (IT) initiatives such as the chain of automated kiosks in many parts of India and they are found to be beneficial to farmers. There is a need to have such interventions in the state as well. In the absence of private sector initiatives, the government established institutions like the Community Information Centres (CIC) may be strengthened for providing information access to the farmers in the state.

IV. Conclusions:

Although marketing is crucial for

agricultural development, the efforts made by the state agencies have met with only limited success so far. In the present day era of globalization, there is a need for market reforms to provide the farmers the incentive by way of ensuring remunerative prices for their produce. At the same time, with the change in business environment, it might be relevant to look into

alternative models of agricultural marketing as well. However, for this also proper infrastructural set up is to be put in place. Besides for information access, the already available institution of Community Information Centres in the state may be highly effective. □



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AGRICULTURAL MARKETING SCENARIO : ARUNACHAL PRADESH

Introduction

Arunachal Pradesh is strategically situated in the extreme north eastern part of our Country having international border on three sides, Bhutan in the west, China in the north and north east and Myanmar in the east and nationally with Assam and Nagaland in the south and southeast respectively. It has a geographical area of 83743 sq. km with rugged terrains of deep valleys and high mountains. The elevation ranges from 100 meters to 7000 meters from MSL give rise to a wide variations in topography and climatic conditions.

The distinct agro- climatic condition and rich bio-diversity enables the state to produce a wide variety of agricultural and horticultural crops besides aromatic and medicinal plants; which helps in enhancing productivity, provides better alternatives for crop diversifications rural employment thereby increasing their income.

Present scenario of agricultural marketing

Over a period of time, nature of agriculture has shifted from merely *subsistence agriculture* to market driven/oriented agriculture as could be seen by ap-

plication of biotechnology in agriculture, increased cropping intensity, crop diversification and processing of agricultural commodities has led to considerable increase in production of agricultural commodities, marked the beginning of agricultural marketing in the state.

Taking this crucial point into account the Government of Arunachal Pradesh has enacted the **Arunachal Pradesh Marketing (Regulation) Act. 1989** to provide for legal mechanism to establish and regulate market in Arunachal Pradesh to remove the handicaps from which a farmer was suffering, by ensuring fair and remunerative prices of their produce by rationalizing/ standardizing various activities and practices in the markets through legislation. In accordance with the provision of said Act, 13 agricultural produce marketing committees have been established with the Deputy Commissioner as the Chairman and the District Agriculture Officer as Member- Secretary drawing other members from allied Forest Department, farmers and traders to facilitate and regulate transaction of agricultural and allied produces. So far 14 nos. of APMC are functioning in the state.

The Board is to oversee the functioning of agricultural produce marketing

committees and to provide necessary assistance in establishment of infrastructural facilities like market sheds, storage godowns out of the grants released by the state government.

The efforts of the state government and Agricultural Produce Marketing Board have been supplemented to some extent by the Directorate of Marketing and Inspection, government of India, under Mini Mission III of the Technology Mission for development of Horticulture in the North East and Macro Management programme. The facilities created under various financial support at different locations are given at Annexure **A**, **B** and **C**

In order to promote better marketing access to the enterprising farmers, Arunachal Pradesh Agriculture Marketing (Regulation) Act, 1989 was amended during 2006 by incorporating contract farming and establishment of private market yards to facilitate private investment in agricultural marketing. This amendment will encourage the entrepreneurs in establishment of private market and facilitate the farmers to sell their produces to the purchasers, which will considerably enhance the farmers' income.

Emerging perspectives and future Policy

The infrastructural facilities so far created are inadequate and farmers are the least users because of locational disadvantages. Therefore, there is need for creation of market infrastructure facilities within the reasonable limit enabling farm-

ers to utilize these. The following infrastructural facilities are to be created-

1. Adequate marketing infrastructure at village/circle/district and state level like rural primary market, storage godowns, grading, sorting and packing facilities.
2. Transport facilities to be strengthened.
3. APMCs are to be equipped with modern amenities.
4. Appropriate linkage between producers and sellers.
5. Wholesale and terminal market.
6. Pre-cooling and cold storage facilities.
7. Availability of manpower with proper market orientation.
8. Credit support.
9. Market intelligence.
10. Processing and value addition.
11. Rural road connectivity.
12. There is need for separate agricultural marketing wing solely responsible for marketing activities for speedy development and regulation. At present, officials of the Deptt. of Agriculture are facilitating the programmes as their additional assignment at various levels.



Conclusion

In spite of all the efforts taken by the Deptt. of Agriculture, Government of Arunachal Pradesh, the desired result could not be achieved, to the extent as it should have been by the end of 10th plan period with regard to agricultural



marketing. This may be possibly due to dependency of marketing activities with the existing paraphernalia of the Dept. as well as inadequate fund position. Therefore, in view of vast potential and resources in

agriculture and allied sector including aromatic and medicinal plants in the state there is an urgent need for adequate infrastructural support as per suitability to streamline the Agricultural Marketing in the state to attract private investors and sponsor for contract farming.

ANNEXURE - 'A'

STATEMENT SHOWING THE MARKETING INFRASTRUCTURE CREATED IN THE DIFFERENT APMCS UNDER MARKETING BOARD AGAINST GRANT-IN-AID

Sl. No.	Name of APMC	Programme	Insrastructure created	Location
1.	Khonsa Date of Notification:13/9/90	Grant-in-Aid	1. Fish Market (12 seated Platform)	Khonsa
			2. Meat Market (6 seated Platform)	-do-
			3. Two Shoes Market	-do-
			4. One store for fish traders	-do-
			5. Slaughter House	-do-
			6. One Market shed	Rangluas
			7. Extension of Market	Khonsa
			8. Market shed with CGI rooing	Deomali
			9. OBT shed for fish Market	Deomali
			10.MIBT double unit cloth shed	-
			11.Repairing/Renovation of Market shed	Longding
			12.MIBT single unit Market Shed (3 nos.)	-
			13.Open platform CC flooring	-
			14.5 room transit camp at Tinsukia	Tinsukia
			15.SPT type Marketshed 2 nos	Khonsa
			16.Construction of Cattle Marketshed	Kanubari

2.	Miao Date of Notification:14/2/96	Grant-in-Aid	1. 3 Nos. Godown	-do-
			2. Auction Platform	-do-
			3. 5 Nos. Shop	Miao/ Kharsang
			4. Cont. of check gate	Bordumsa
			5. Cont. of check gate	Diyun
3.	Tezu Date of Notification:12/3/92	Grant-in-Aid	1. Establishment of one closed Market yard	Tezu
			2. One Small SPT store (10MT capacity)	-do-
			3. Guest House (2 rooms)	-do-
			4. Cont. Check post and rest camp	-do-
4.	Roing Date of Notification:12/3/92	Grant-in-Aid	1. Two hectors of land allotted to APMC, Roing for market yard (security fencing with barbed wire)	Jia
			2. Two unit barrack type quarter	-do-
			3. Two Market sheds	-do-
			4. One Market Godown	-do-
			5. One weekly Market shed	-do-
5.	Pasighat Date of Notification:10/12/91	Grant-in-Aid	1. 3 Unit Bachelor Barrack	Pasighat
			2. 16 Unit Fish Market shed	Pasighat
			3. Open Market shed	Nari
			4. 12 Unit Vegetable Marketshed	Pasighat
			5. Cont. of Godown	Jampani
6.	Along Date of Notification:22/12/03	Grant-in-Aid	1. Cont. of Primary Market shed	Mechuka
7.	Ziro Date of Notification :3/9/97	Grant-in-Aid	1. One Market shed	Yechuli
			2. One Market shed	Koloriang
			3. Improvement of Gandhi Market	Hapoli
			1. Market Godwon (Cap. 125 MT)	Balijan
			2. Acquired land measuring	Gohpur

8.	P/Pare Date of Nomitification:16/5/96	Grant-in-Aid	200 sq. mtr. for construction of Market year at Gohpur Tinali and 2900 sq.mtr. for the same purpose at Chandan Nagar vide Govt. order No. DCIA (Govt.) 073/99dt.31-8-2000	and Chandanagar
			3. One Truck for transportation	Yupia
			of Agri/Horti.Produces	
			4. Construction of Boundary	Kimin
			5. Renovation of SGL	Naharla
			6. Cont.of Market shed	gun Lower
			7. Cont. of Office-Cum-Sale conter	Tarasso
			8. Cont. of Market shed	Nirjuli
9.	Bomdia Date of Notification:9/3/2000	Grant-in-Aid	1. One sale counter (RCC)	Bomdia
			2. 0.7 Room SPT type Marketshed	Rupa
			3. 9 Room RCC Marketshed	Bomdia
			4. Garage with Timber/CGI Sheet roofing	Bomdia
			5. Installation of 63 KVA power station of cold storage	Tippi
10	Tawang Date of Notification:9/3/2000	Grant-in-Aid	1. Daily Marketshed	Near Bus
			2. Repairing of Potato Godown	Lemberdung
			3. Construction of Potato Godown	Seru
	Seppa Date of Nomitafication7/4/2005	Grant-in-Aid	Cont. Market shed	Sejiosa
11.	Daporijo Date of Notification:11/12/03	Grant-in-Aid	1. Cont. of Market sheds	Daporijo, Siyung, Taliha Radding
12.	Yingkiong Date of Notification :8/6/2005	Grant-in-Aid	-	-

ANNEXURE - "B"
STATEMENT SHOWING THE YEAR WISE INFRASTRUCTURE CREATION UNDER MACRO MANAGEMENT
SCHEME AT DIFFERENT LOCATION/DISTRICT

Sl. No.	Year.	Particulars	Qnty.	Sanctioned amount	District/ Location
1.	2000-2001	Establishment of Primary Market	3 nos.	Rs. 30,00,000/-	1. Singchung, West Kameng District 2. Neri, East Siang Distict 3. Aalo, West Siang District
2.	2000-2002	1. Establishment of Primary Market	6 nos.	Rs. 40,00,000/-	1. Raga, L/Subansiri Distict 2. Ziro, L/Subansiri District 3. Longding, Tirap District. 4. Mimir, East Siang District 5. Ganga Market, Papumpare District 6. Nari/Pam, East Siang District.
		2. Establishment of Secondary Market 3. Tata Truck - 709	1. nos. 1 nos.		7. Tenga, West Kameng District 8. Roing, L/Dibang valley District.
3.	2002-2003	1. Establishment of Primary Market 2. Rice Houller	3 nos. 15 nos.	Rs. 40,00,000/-	1. Yazali, L/Subansiri District 2. Hija, L/Subansiri District. 3. Nyapin, Kurung Kumey District 4. Pasighat, East Siang District 5. Aalo, West Siang District 6. Papumre District 7. Kurung Kumey District 8. Lohit District 9. Aalo, West Siang District 10. Kurung Kumey District
4.	2003-2004	1. Mustard Oil Mill	3 nos.	Rs. 35,00,000/-	1. East Siang District 2. Lohit District

ANNEXURE - 'C'

STATEMENT SHOWING THE MARKETING INFRASTRUCTURE CREATED IN THE DIFFERENT APMCS UNDER TECHNOLOGY MISSION OF MINI MISSION - III

Wholesale market-6 Nos.

Rural Primary Market - 24 Nos.

State Grading Laboratory - 2 Nos.

Sl. No.	Name of APMC	Programme	Insrastructure created	Location
1.	Khonsa	Mini Mission -III	1. One Rural Primary Market	Kanubari
1.	Miao	Mini Mission III	1. One Rural Primary Market -	Miao -
1.	Tezu	Macro Management Mini Mission III	- - 1. One Whole sale Market 2. 5 nos. Rural Primary Market	- - Tezu Chowkham /Hayuliang/ Lathao/ and Piyong
1.	Roing	Mini Mission III	1. One whole sale Market 2. One Rural Primary Market	Roing -do-
1.	Pasighat	Mini Mission III	1. One whole sale Market 2. 5 Nos. Rural Primary Market 3. State Grading Laboratory	Pasighat Koyu/Bolong /Nari/Koreng Mebo Pasighat
1.	Along	Mini Mission III	1. One Rural Primary Market	Likabali
1.	Ziro	Mini Mission III	1. One whole sale Market 2. Two Rural Primary Market	Hapoli Hapoli/ Boushimla
	P/Pare	Mini Mission III	1. One whole sale Market at Gohpur Tinali 2. 3 Nos. Rural Primary Market 3. State Grading Laboratory	Itanagar Chandan Nagar/ Sagalee/ Kimin Naharlagun
1.	Bomdila	Mini Mission III	1. One whole sale Market 2. 5 Nos. Rural Primary Market	Tenga/Lui Kalaktang/ Dirang/ Kaspi/Thriz- ino & Bhalukpogn

(Source : Deptt. of Agriculture Govt. of A.P. Naharlagun)



AGRICULTURAL MARKETING : A BOLD COMMITMENT

The Meghalaya State Agricultural Marketing Board was constituted in 1983 under the Meghalaya State Agricultural Produce Market Act, 1980. The Board with its head quarters at Shillong has six officials and nine non-official members as follows: -

OFFICIAL MEMBERS:

- i. The Principal Secretary/ Commissioner & Secretary/ Secretary to the Govt. of Meghalaya in the Agriculture Department.
- ii. The Director of Agriculture, Meghalaya.
- iii. The Director of Animal Husbandry & Veterinary, Meghalaya.
- iv. The Registrar of Co-operative Societies, Meghalaya
- v. Director of Institutional Finance, Govt. of Meghalaya.
- vi. Principal Chief Conservator of Forests, Meghalaya

NON-OFFICIAL MEMBERS:

- vii. The Managing Director of the

Meghalaya State Warehousing Corporation.

- viii. 3 (three) Secretaries of the Executive Committees of the three District Councils in the state.
- ix. One agriculturist representing the market committees.
- x. One progressive farmer.
- xi. One licensee.
- xii. One representative of the State Cooperative Marketing Federation.
- xiii. One representative of the MCAB Ltd

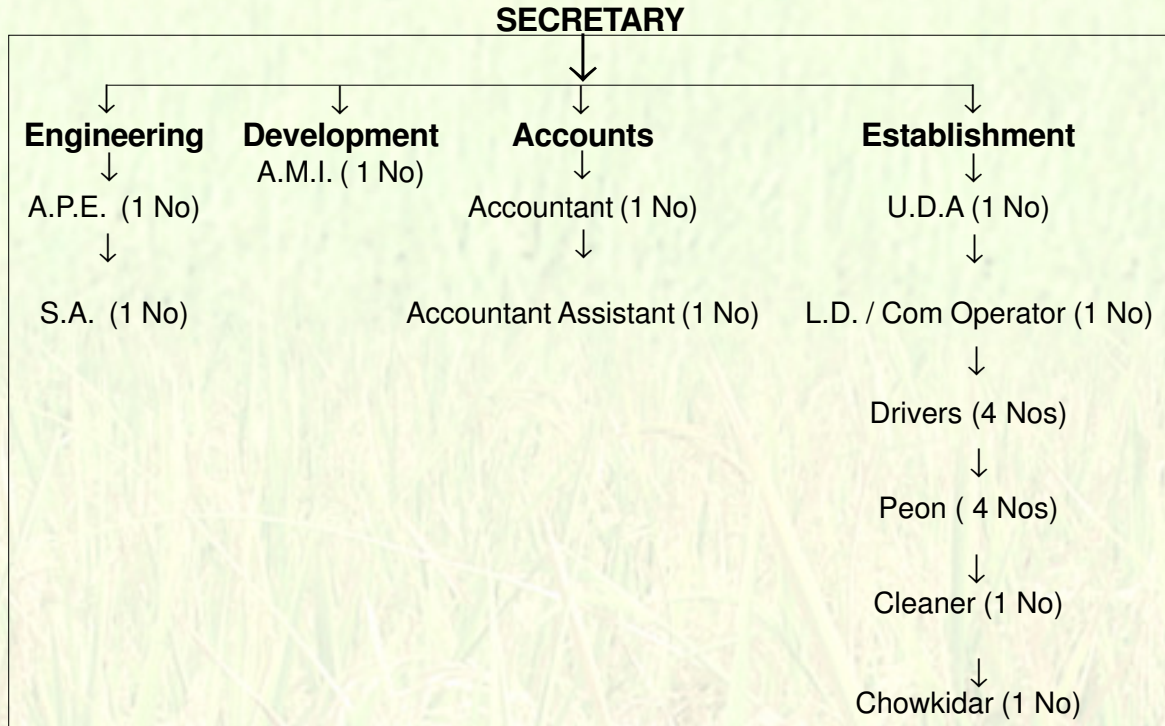
The term of office of the non-official members of the Board is three years.

The Commissioner & Secretary to the Government of Meghalaya, Agriculture Department is the ex-officio Chairman of the Board and a Government nominee of the rank of Deputy Director Agriculture, is the Secretary.

OFFICERS & STAFF OF THE BOARD:

The Board has its own officers and staff for carrying out the functions under this Act. The administrative set up of the Board is as under: -

ADMINISTRATIVE SET UP OF THE BOARD



FINANCIAL STATUS

The revenue generated by the Board from its only two existing regulated markets is still short to meet the administrative expenses of the Board and the two market committees. Till date, the Board has to depend on regular annual grants in aid from the state government to meet (a) the salaries of officers deputed by the state government and (b) for maintenance of the two regulated markets or infrastructural development of selected rural primary markets. Besides, funds under the Technology Mission (MM III) were also chanzalized to the Board through the Director of Horticulture for maintenance of existing regulated markets, construction of farm handling

units and rural primary markets. Further, The Govt. of India through the DMI had, in the year 2004-05, provided financial assistance to the Board for strengthening of market intelligence network and farmers' awareness campaigns in agricultural marketing.

ESTABLISHMENT OF THE MARKET COMMITTEES :

Since inception, the Board had established two regulated markets viz., Mawiong Regulated Market established in 1991 and Garobadha Regulated Market established in 1992. The former has a market area of 10,443 sq. kilometer comprising three Districts viz. East Khasi Hills, West Khasi Hills and Ri Bhoi District.



The later has a market area of 3,714 sq kilometer which includes the West Garo Hills District. Market

committees were constituted for each regulated markets with the following members: -

1. 5 (five) agriculturists.
2. 3 (three) nominated traders
3. 2 (two) nominated members of cooperative marketing societies
4. 1 (one) nominated government official
5. 1 (one) nominated member of the local body
6. 1 (one) nominated member of the warehousing corporation

The term of office of the members of the market committee is three years.

FUNCTIONS OF MARKET COMMITTEE :

- i. To maintain and manage the market yard and to control, regulate and run

the market yard in the interest of the agriculturists and traders.

- ii. To regulate and control transaction in the market.
- iii. To settle, mediate or arbitrate in all matters of claims, differences or disputes between the traders, agriculturists or other market functionaries making use of the market.
- iv. To control and regulate the admission to the market and to determine the conditions for the use of the market.
- v. To bring, prosecute or defend or aid in bringing, prosecuting or defending any suit, action proceedings, application or arbitration on behalf of the market committee or otherwise as directed by the state govt.
- vi. To levy and recover market charges, fees on agricultural produce, license and other fees and to impose fines and penalties.
- vii. To do such other things as may be required for the purpose of achieving



the objects and purpose of this Act and the rules and bye-laws framed thereunder.

The administrative set up of each Market Committee includes the Secretary nominated by the Department of Agriculture in the rank of class II officer. The Secretary is assisted by the Marketing Inspector and a team of office assistants.

NOTIFIED COMMODITIES :

1. Mawiong Wholesale Regulated Market — Potato, Ginger, Grass broom, Torch wood, Tezpatta, Leafy and fresh Vegetables (including cabbage, cauliflower, carrot, radish etc), pears (naspati) plums and peaches

2. Garobadha Wholesale Regulated Market — Jute, Cotton, Chillies, Mustard seed and Ginger.

INFRASTRUCTURAL DEVELOPMENTS MAWIONG WHOLESALE MARKET

1. 1000 M.T. capacity godowns - 2 Nos

2. Auction platform - 1 No

3. Grading & assorting shed - 1 No

4. Farmers' rest house - 1 No

5. Traders' store - 51 Nos.

6. Office building of the Market Committee - No

7. Internal roads

8. Compound Fencing

9. Drainage facility

10. Electricity

11. Water supply & sanitary arrangement

GAROBADHA WHOLESALE REGULATED MARKET

1. 1000 M.T capacity godowns - 2 Nos

2. Auction platform - 1 No

3. Grading & assorting shed -1 No

4. Open trading sheds - 8 Nos

5. Piggery and Goat sheds -2 Nos





6. Water supply & sanitary arrangement
7. Electricity
8. Internal roads

In Garobadha, a cattle market was also constructed and commissioned in January 1996. Besides, 4 (four) check gates were constructed at different locations in West Garo Hills to monitor the flow of notified agricultural commodities in the market area.

The Board had also constructed two Cold Storages of 1000 M.T.capacity each inside Mawiong and Garobadha Regulated Markets during 2002 and 2003 respectively.

The Board is also operating 2 mini trucks to transport agricultural commodities from the farmers' field to the

markets.

Other developmental activities:

(i) Technology Mission:- There are 112 Rural Periodical Markets in the state. Of these, 71 were identified in the Master Plan for development by the then Centre for Agricultural Marketing (now National Institute of Agricultural Marketing) Jaipur. Under the Technology Mission for development of horticulture-Mini Mission III 2002-03, the Government of India had sanctioned Rs 180.50 Lakhs for the development of 11 selected rural primary markets and for further infrastructural development of the two existing wholesale regulated markets.

(ii) Market Information Network Scheme: Towards creation of AGMARKNET nodes, the MSAMB had received during 2000-2001, 2 computers



under this scheme of which one was installed in the Board's office and the other at Mawiong regulated market. In the second phase, during 2001-2002, 5(five) more computers were received and installed in the Districts/Sub-divisions. Another 5(five) computers were received in the third phase during 2003-04 and similarly installed in the remaining Districts/Sub divisions. These AGMARKNET nodes wherever functional, are regularly reporting data to the State portal and to the AGMARKNET portal.

Further, a scheme was prepared and sanctioned by the DMI, Govt. of India to conduct farmers' awareness programmes on the importance and benefit of these market portals. Towards this end, an amount of Rs 12.28 Lakhs was sanctioned under MRIN scheme in 2003-04. The

Board is utilizing this amount effectively.

Future planning-

The Mawiong Market Committee covers a market area that includes the three districts of the State. Likewise, Garobadha Market Committee has a market area that covers the entire West Garo Hills District. Under such a situation, supervision, control and monitoring of trading of notified commodities by the Market Committees has proved ineffective. There is, therefore, a strong need to reduce the market area in order to exercise proper control and ensure free and fair trade of notified agricultural commodities. This calls for a reduction in the market area to a maximum of one market area for each district with one principal market yard and more sub





market yards in one market area. A present, there are 5 Districts requiring separate market area and separate principal market yard. The Board, presently, does not have the required financial resources to set up the infrastructural facilities for this purpose.

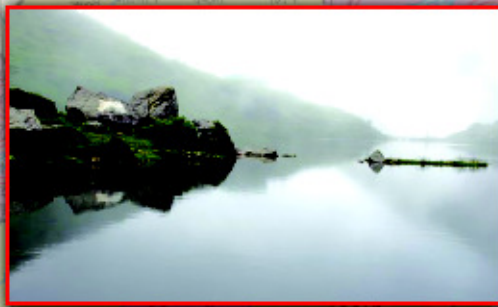
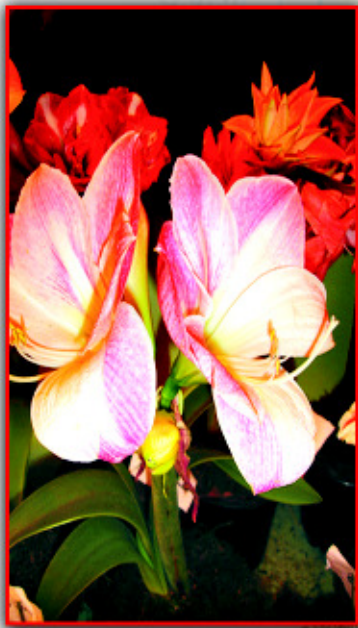
Under TM- MM III 2006-07, the Board had proposed for infrastructural development of 4 wholesale regulated (sub market yard) yards in the District of Ri Bhoi, East Khasi Hills and East Garo Hills. The land for these proposed wholesale markets are also available. Besides, 42 Rural Primary markets have been identified for development under the

proposal above. The proposal at the cost of Rs 13 crores has been forwarded to the Director of Horticulture for consideration under TM programme 2007-08.

On Market Reforms the State is examining the proposal of the Government of India to amend the existing State Agricultural Produce Marketing Act currently in vogue in the State. In this regard, the State Govt. had appointed a Technical Committee to study the model act and to come up with substantial recommendations for the amendment. Presently, the technical sub committee had submitted the draft amendment for consideration by the government. □

(Source : Sri L. Marbaniang, Secretary, Meghalaya State Agricultural Marketing Board, Shillong)





The enchanting North East

TRIPURA



The enchanting North East

AGRICULTURAL MARKETING ACTIVITIES IN TRIPURA

TRIPURA DIARY



Present scenario :

In Tripura, there are 554 listed rural primary markets (RPM), 84 wholesale assembling markets including 21 regulated markets. Markets in the District of North Tripura and Dhalai are fed basically from the produces harvested in the adjoining states of Assam and Meghalaya. The agricultural produce from Dhalai and North District find easy export to the adjoining states and the transport facility for the purpose is well in place, in the region, particularly through Assam. Here, cultivation follows the pattern of contract farming. Market infrastructures are being developed at Kumarghat (North Tripura) and more facilities for storage of perishable commodities are required to provide some relief to the farmers who bring their produces from their farm from far and near. Agricultural produce from West and South Tripura are actually fed the markets in these two districts and in the adjoining regions.

Infrastructure Development :

Every year, a considerable number

of markets are brought under the purview of development by way of construction of market sheds, stalls, electrifications, sanitation and drainage and drinking water facilities, earth filling, cattle sheds, internal roads, office buildings, garbage pits, auction platforms, small godowns etc. from the state plan fund and also from macro management scheme. Setting up of state grading laboratory is a long demand of the State and recently two proposals for Teliamura and Santirbazar are again placed before Govt. of India for consideration under additional central assistance scheme.

Cold Storages :

At present there are 9 (nine) existing cold storages in the state for potato, fruits, vegetables, egg and fish. The total space of cold storages are 21000 M.T. Another 500 MT multi chambered cold storage at Satchand (South Tripura) and 100 MT cold storage at Ambassa (Dhalai) are under process of construction by the Agriculture Department. A few cool chambers are also being constructed in various parts of the state by the Rural Development department. Every year, the Department



of Agriculture fixes the rent for cold storage for storing of potato. This year the rent is Rs. 110.00 per qntl. for the

total storing season.

Market intelligence & computer networking :

Daily market prices and arrivals of various agricultural commodities are collected and analysed by the Department. A monthly bulletin also comes up with all update of market intelligences. Under MRIN Scheme, 13 nos. of regulated markets are provided with computers with internet connectivity and daily reports are sent to the portals.

Support price activities :

The Department of Agriculture

declares the support price of potatoes every year to give relief to the potato growers in case of market glut. This year, 2008, the support price of potato has been fixed at Rs. 425/- qntl.

Awareness programme :

Various awareness programmes are organized throughout the state on agricultural marketing among the farmers, traders, market committee members etc. at regular interval.

Amendment of Tripura Agriculture Marketing Act :

In order to make the present marketing system more effective and efficient, the Govt. of India has circulated a model act in 2005 and requested all the states to reform the SAPM Act by way of repealing of the model act. 2003 or by way



of amendment of existing APM act. Accordingly, the amendment was made in 2007 incorporating the following provisions.

- (i) Establishment of market by private or cooperative or local authorities in any area.
- (ii) Establishment of consumers/farmers market by developing infrastructure by any person in any market area.
- (iii) Establishment of special commodity market in any market area for specified agricultural commodities.
- (iv) Contract farming : Agricultural produce covered under the contract farming agreement may be sold to contract farming sponsor outside the market yard and in such case no market fees will be leviable.

The State is in the process of framing the APMC Rule in accordance with the

Draft Model Rule of Govt. of India.

Market committees :

21 nos. regulated markets in the state has 21 nominated committees each consisting of 8 members headed by chairman. Some of the main responsibilities of the committee are as follows :

- (i) To protect and control the regulated market and the sub markets.
- (ii) To ensure free and fair agricultural marketing.
- (iii) To ensure proper weighing, to check sale of contaminated produce etc.
- (iv) To charge market fee, revenue, rent properly and keep an account of all the income and expenditure.
- (v) To provide license.





(vi) To ensure cleanliness in the market area for which they can hire sweeper from their own account.

State Agriculture Marketing Board:

To maintain the development of all the agricultural markets in the state and also for the overall control, Tripura Agricultural Produce Market Board has been constituted on 30.01.2004. The State Government has nominated the Chairman and other members of the Board. The Chairman of the Board is Hon'ble Minister for Agriculture. According to the Rule, the Board has following power and responsibilities:-

1. To co-ordinate among the various MCs and ensure various developmental works proposed by these committees.
2. To prepare the state level plan for development of agricultural market.
3. To approve the income and expenditure and the budget for the forthcoming year of different market committees.
4. To arrange audit of various marketing committees.
5. To arrange various workshops, exhibition etc. on agricultural marketing.

All the market committees have to contribute 10% of their annual income to the Marketing Board. □

(Source : The Director of Agriculture, Tripura)

