

WELCOME in this national conference on
INNOVATIONS in AGRICULTURAL MARKETING

15-17th FEBRUARY, at MUNNAR, KERALA

Hon'able Chairman and distinguished guests

1. Mr.R.P.Meena, Director General, NIAM
2. Dr.M.S.Jairath, Director, NIAM
3. Mr. Dhiren Sharma,Dy. C.E.O, Assam SAMB
4. Mr. Staish Pandey,Joint Director, Chhaitsgarh SAMB
5. Mr.P.K.Nanda, Senior Architect, Haryana SAMB
6. Mrs.Disha Architect, Haryana SAMB
7. Mr. M.A.Parrey, Area Marketing Officer, J&K
8. Mr.Upender Naraian Oraon, Managing Director, Jharkhand SAMB
9. Mr. K.C. Ohdar,Dy. Dir., Jharkhand SAMB
10. Mr. Ashok Kumar Sinha,Market Secretary, APMC, Ramgar
11. Dr. C. Somashekar, IAS, Managing Director, Karnataka SAMB
12. Mr.K.V.M.Bhatt, General Manager, Karnataka SAMB
13. Mr. Amar Sangar, Dy. Director, MP SAMB
14. Dr. B.K. Paty, Dir. Agr. Mktg, Orissa SAMB
15. Mr. Ajmer Singh Lakhwal, Chairman COSAMB & Chairman, Punjab SAMB (Cabinet Rank),
16. Mr. K. S. Sra, IAS, Secretary, Punjab SAMB
17. Mr G.P.S. Randhawa, GM Project, Punjab SAMB
18. Mr. Sukhvinder Singh, Personal Assistant to Chairman, Punjab SAMB
19. Mr. Trivendra Singh Rawat, Hon'ble Agriculture Minister, Govt.of Uttrakhand & Chairman Uttrakhand SAMB
20. Mr. P.S. Kutiyal, Chief Administrator, Uttrakhand SAMB
21. Mr.S.S.Parmar, Dy. Director, Uttrakhand SAMB
22. Mr. Vijay Kumar, Dy. Dir. Construction, Uttrakhand SAMB
23. Mr. Anil Kumar, Engineer, Uttrakhand SAMB
24. Mr.J.C.Khulbe, PA to Minister Uttrakhand SAMB
25. Mr.Ajeet, Director, Agricultural Marketing, Government of Kerala
26. Mr.M.N.Babu, Secretary, State Agricultural Price Board
27. Mrs.Bindu Chandran, Asst. Manager Vegetable & Fruit, Promotion Council
28. Mr. Prem Nath, Kerala State Horticultural Products Development Corporation

29. Mr.Sukumaran Achary, Dy. AMA DMI, Kerala
30. Dr.Staish Babu, Professor Kerala Agriculture University
31. Dr.J.S.Yadav, Chief Operating Officer, Premium Farm Fresh
32. Dr.Hari Prakash, Joint Director, Quality Council of India
33. Mr.S.S.Randhawa, Managing Director, COSAMB
34. Mr.B.S.Bedi, Administrative Officer, COSAMB
35. Mr.Chandan Bhalla, Manager, COSAMB

Agricultural Marketing being a State subject under State list of Article 246 of Constitution of India, so all the States have enacted own Laws for regulation of sale or purchase or other allied activities related to it and provision of infrastructure for the markets for agricultural produce. Nowadays it is the time for liberalization and with the technologies developed world wide mainly in the communication and transportation sector, one have to compete the world market for the economic viability and survival in this lovely hood sector. So main emphasis these days is on the qualitative production which is good for the human health and also is the need of the day. No doubt, agricultural produce is seasonal and more dependent on vagaries of nature, but better techniques available these days in production sector have helped to overcome to some extent with these situations. Moreover the technologies available these days especially the cool chain facilities, value addition by cleaning, grading, standardization, waxing and packing, ripening chambers, scientific storage to increase the shelf life, e marketing, speedy transportation to the needy areas, quick communication, better banking system, change in taste of the consumer etc. have helped to make these products available round the year as per taste in consumable and hygienic packs. Different parts of the country have different topography and climates, due to which the different kind of produce is grown in the different corners of the country and as per requirement at distant places it is made available in all the corner of the country round the year with the latest available technologies. Sometimes the availability of required produce in some parts of country becomes difficult due to different Laws in the States from which the produce is to be transported. Besides this, sometimes the quality of the produce available for consumption is also not comparable with the other developed nations, which forces to sell the produce in the domestic market at lower rates, ultimately making this sector unviable. The demand for agricultural produce is inelastic as the demand does not changes much with the increased supply due to highly perishable in nature.

India being a country with number of States having own Laws, has not made the significant progress as required to be made especially in the last two decades. GOI took the initiative to accede with this barrier, drafted the model Act in 2003 and Rules in 2007, since then the States are persuaded to make amendments as per the model Act and Rules. GOI suggested mainly to broaden the scope of the marketing Acts to provide for improved regulation in marketing of agricultural produce, development of efficient marketing system, promotion of agri processing, agricultural export, establishment and proper administration of markets for agricultural produce, also to put in place an effective infrastructure for marketing of agricultural produce and lay down procedures and systems thereto. Some States have amended Laws as suggested by GOI, some partially and some of the States are still hesitant to amend due to various reasons. GOI even linked these reforms with various financial schemes, despites that considerable number of States have not amended the Laws till date ignoring the financials benefits, due to local situations.

Debates and discussions on the results of reforms in the States which have amended are going on, but concrete results on the major reform suggested by GOI such as private market yard for providing market infrastructure or for direct marketing between producer and consumer, direct purchase from the producer, and contract farming for compulsory registration of all contract farming sponsors, recording of contract farming agreements, resolution of disputes, if any, arising out of such agreement, exemption from levy of market fee on produce covered by contract farming agreements and to provide for indemnity to producers' title/ possession over his land from any claim arising out of the agreement have not surfaced significantly so far, which can be the model for those States which have not amended the Laws till date.

Private investors are raising the concern that the present APMC's Laws are barrier to it, but again on these issues the States which have made the amendments as suggested by GOI or States where there is no APMC Law, again there are not significant results especially for private investments excepts few in some regions of the country.

In concern to the other related reforms as:

- legal persons, growers and local authorities are permitted to apply for the establishment of new markets for agricultural produce in any area;

- no compulsion on the growers to sell their produce through existing markets administered by the APMC's;
- special markets or special commodities markets;
- appointment of Chief Executive Officer of the Market Committee from among the professionals drawn from open market;
- e market / marketing / trading;
- single point levy of market fee on the further sale of notified agricultural commodities in any market area of State;
- to dispense with licensing of market functionaries and a time bound procedure for registration to operate in one or more than one market areas;
- prohibiting the commission agency in any transaction relating to notified agricultural produce involving an agriculturist;
- no deduction towards commission from the sale proceeds payable to agriculturist seller;
- establishment of consumers'/ farmers' market, and to facilitate and resolving of disputes, if any, arising between private market/ consumer market and APMC's;
- APMC's to use its funds among others to create facilities like grading, standardization and quality certification; to create infrastructure on its own or through public private partnership for post harvest handling of agricultural produce and development of modern marketing system;

SAMB's should be specifically responsible for:

- setting up of a separate marketing extension cell in the Board to provide market led extension services to farmers; and
- promoting grading, standardization and quality certification of notified agricultural produce and for the purpose to set up a separate Agricultural Produce Marketing Standards Bureau;

Funds of the SAMB's be permitted to be utilized for promoting either on its own or through public private partnership, for the following:

- market survey, research, grading, standardization, quality certification, etc.;
- development of quality testing and communication infrastructure;
- development of media, cyber and long distance infrastructure relevant to marketing of agricultural and allied commodities;

APMC's must be responsible for:

- ensuring complete transparency in pricing system and transactions taking place in market area;
- providing market led extension services to farmers;
- ensuring payment for agricultural produce sold by farmers on the same day;
- promoting agricultural processing including activities for value addition in agricultural produce; and
- publicizing data on arrivals and rates of agricultural produce brought into the market area for sale; and Setup and promote public private partnership in the management of agricultural markets.

All these reforms have shown some results in some parts of the country, but not shown significant results so far in the country as a whole.

Kerala is a State in the country where APMC's are not in existence. This State is famous for black pepper, cardamom, rubber and number of other crops and marketing these agri produce is satisfactory, even exporting to other countries. On the issue of APMC's laws a hurdle for private investment, this State is a real model of liberalization where there is no APMC Law. Various government agencies, private traders and farmer self help groups are involved in this sector in a big way.

The main governmental agencies involved in this sector in Kerala are:
State Agricultural Price Board, Kerala
Vegetable and Fruit Promotion Council, Kerala

Kerala State Horticultural Products, Kerala
Department of Agriculture, Kerala

and from these agencies we are here to see their set up and working to help the producer to sell their produce satisfactorily. I think this set up must have some strong footing and suits to the region as public of this State have not felt the need of APMC's set up till date.

Even the State of Bihar also have repealed the set up of APMC's in 2009, there might be some strong reasons for that in that region.

Due to the aspect COSAMB decided this time to hold the national conference in collaboration with NIAM, Jaipur (the pioneer institution in the subject) in Kerala State. In the conference all the main four organizations involved in the marketing of agricultural produce are invited for discussion to have a firsthand information to broaden the vision. So let us hear the authorities from these organizations and see how this model is working in a successful way and if it can be adopted elsewhere, we must take initiative.

On more important issue these days concerning human health is food safety, since APMC's are dealing with food articles. GOI enacted Food Safety and Standard Act, 2006 which was notified on 23rd August, 2006, after repealing all the Laws related to the food safety and established Food Safety Standard Authority of India. The related Regulations are notified in Aug. 2011 by the GOI. COSAMB is also in the process of framing the guidelines for the APMC's to adhere the related Laws concerning food safety. Keeping in view the importance of the chapter WUWM has already prepared the Community Guide to Good Hygienic Practices Specific to Wholesale Market Management in the European Union in 2003 and then redrafted in 2009. So this important area which is primarily concerns with human health, also have the importance to compete the international market competitively by supply of hygienic food will also be discussed in this conference.

So main emphasis in this conference should be given on the new innovations in this sector of high importance. Primarily the new innovations may be focused on the qualitative supplies of agri produce and the development of infrastructure activities rather than the regulation part. The main areas concerning may be the planning, kind of infrastructure required, use of natural resources for hygienic conditions, exploring the natural resource to be required as a alternate source of

power, use of new technologies especially for communication and record keeping, minimum use of inputs with maximum output to cut down the costs, e marketing, smooth credit flow, energy generation from waste, liberalization of policies etc. should be primarily focused these days to improve the existing markets as well as at the time of developing a new market.

The expert in different fields of the chapter in conference will be

Dr M S Jairath, NIAM, Jaipur

Mr M N Babu, State Agricultural Price Board, (Kerala)

Mrs Bindu Chandran, Vegetable and Fruit Promotion Council, (Kerala)

Mr Ajeet, Director of Agriculture (Kerala)

Dr Hari Prakash, Quality Council of India, New Delhi

Dr Satish Babu , Kerala Agriculture University, Kerala

Mr Prem Nath, Kerala State Horticultural Products Corporations, Kerala

Dr J S Yadav, Premium Farm Fresh Ltd., New Delhi

Let us now discuss such related issues to the subject to make the marketing of agri produce economically and efficiently, with the request to every participant to give the views in detail on every point of discussion.

Thanks

S.S.Randhawa,

MD, COSAMB.