

**GOVERNMENT OF INDIA
AGRICULTURE
LOK SABHA**

UNSTARRED QUESTION NO:3614

ANSWERED ON:21.03.2001

AGRICULTURAL MARKETING

SUKENDER REDDY GUTHA;UMMAREDDY VENKATESWARLU;V. VETRISELVAN

Will the Minister of AGRICULTURE be pleased to state:

(a) whether an expert Committee on marketing has been set up by the Government to look into all aspects of agricultural marketing; and

(b) if so, the terms of reference and the main objectives of the Committee?

Answer

MINISTER OF STATE IN THE MINISTRY OF AGRICULTURE (SHRI SHRIPAD Y.NAIK)

(a): Yes, Sir.

(b): The terms of reference and main objective of the Expert Committee on Strengthening and Developing of Agricultural Marketing are as under:

(i) To review the present system of Agricultural Marketing in the country in the context of increasing agricultural production and liberalisation of International trade;

(ii) To examine the organisational set-up and functioning of the different State Agricultural Produce Marketing Boards and Agricultural Produce Market Committees and to recommend measures to make them more effective instruments for providing better infrastructure and services to the farmers, traders and consumers;

(iii) To make recommendations for promoting pledge financing, direct marketing and alternative marketing systems;

(iv) To study the requirements of additional investments in infrastructure, supply chain management from farm to the consumer and other facilities for the marketing system for the next ten years and to make recommendations for encouraging public, private and cooperative sectors to make such investments;

(v) To examine the requirements of market intelligence for the farmers, exporters, traders and consumers and to make recommendations in this regard;

(vi) To examine the requirements of Market Extension, Research and training for the Agricultural Marketing system and to make recommendations in this regard;

(vii) To recommend measures for effectively utilising Information Technology tools with special reference to E-commerce, E-Business, etc. for the development of a modern marketing system;

(viii) To make recommendations on any other issues which is relevant to the development and modernisation of Agricultural Marketing System.