

**GOVERNMENT OF INDIA
AGRICULTURE
LOK SABHA**

UNSTARRED QUESTION NO:1310
ANSWERED ON:29.11.2011
AGRICULTURAL MARKETING
Rajesh Shri M. B.;Reddy Shri Magunta Srinivasulu

Will the Minister of AGRICULTURE be pleased to state:

- (a) whether the Government is considering any measures to improve/ strengthen the marketing infrastructure/ facilities for agricultural produce in the country;
- (b) if so, the details thereof, State-wise including Andhra Pradesh;
- (c) the steps taken to avoid middlemen in the field of agricultural marketing;
- (d) whether the Government proposes to strengthen co-operatives to improve agricultural marketing; and
- (e) if so, the details thereof?

Answer

MINISTER OF STATE IN THE MINISTRY OF AGRICULTURE, FOOD PROCESSING INDUSTRIES AND PARLIAMENTARY AFFAIRS (SHRI HARISH RAWAT)

(a) & (b): In order to improve and strengthen existing agricultural marketing system through improved and alternative marketing channels, a model Agriculture Produce Marketing Committee (APMC) Act was prepared by the Government in 2003 and circulated to all State and Union Territories for adoption. Model Act provides provisions for direct marketing / purchase from farmers, contract farming, establishment of markets in private and cooperative sectors, special markets for commodities like onions, fruits, vegetables and flowers, rationalization of market fees, professionalization of management of markets, promotion of Public Private Partnership in management and development of markets, promotion of grading and standardization, etc. Sixteen States including Andhra Pradesh have made reforms on the line of Model Act. The State-wise status of reforms is given at Annexure.

The Government has also constituted a Committee of State Ministers, In-charge of Agriculture Marketing, on 2nd March 2010 to promote marketing reforms. The Committee has deliberated upon different issues related to market reforms. The First Report of the Committee has been submitted to the Government on 8th September, 2011 which has been circulated to all States and Union Territories for implementation of its recommendation and to offer comments.

In addition, the Ministry of Agriculture is implementing various schemes to improve the agricultural marketing in the country which include Marketing Research and Information Network Scheme, Grameen Bhandaran Yojana and the Scheme for Strengthening/Development of Agricultural Marketing Grading and Standardization.

(c): The Model APMC Act provides provisions for direct marketing, contract farming and setting up of market in private and co-operative sector. This facilitates direct sales by the farmers to the purchasers which reduces the role of middlemen and ensure remunerative prices to the farmers by reducing the marketing cost.

(d) & (e): Co-operatives are eligible to receive assistance under many schemes of the Government, such as, the Grameen Bhandaran Yojana, the Scheme for Strengthening/ Development of Agricultural Marketing Infrastructure, Grading and Standardization, Rashtriya Krishi Vikas Yojana, Price Support Scheme, Assistance for Cooperative Education and Training, Assistance to NCDC programme for Development of Cooperatives, etc.