

**GOVERNMENT OF INDIA
AGRICULTURE
LOK SABHA**

UNSTARRED QUESTION NO:2232
ANSWERED ON:27.03.2012
MARKET INFORMATION
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Will the Minister of AGRICULTURE be pleased to state:

(a) whether the Government is taking any steps to use the technology such as SMS to help farmers in gaining access to market information in the country; and

(b) if so, the details thereof State-wise?

Answer

MINISTER OF STATE IN THE MINISTRY OF AGRICULTURE AND FOOD PROCESSING INDUSTRIES (DR. CHARAN DAS MAHANT)

(a) & (b): Price and market related information in respect of agricultural commodities is being disseminated to the farmers and other market users through AGMARKNET portal (Marketing Research and Information Network) developed by providing online facilities. SMS based dissemination of information from the portal is also developed by using NICNETSMS Gateway and is operational since 2010.

National e-Governance Plan - Agriculture presently being implemented in 7 States, namely, Assam, Jharkhand, Himachal Pradesh, Maharashtra, Madhya Pradesh, Karnataka and Kerala, also has a provision for dissemination of farmer centric information through various modes of delivery including, SMS, IVRS, etc.

Indian Farmers and Fertilizers Co-operatives Limited (IFFCO) have installed about 1000 multimedia-enabled kiosks in rural areas which are integrated with AGMARKNET. They are providing market information as voice messages in the language of the State using AGMARKNET service. Messages are provided free of charge to the subscribers as value added services. During February, 2012 IFFCO Kisan Sanchar Ltd. delivered SMS/voice messages to 14,03,136 subscribers. The State-wise coverage is given at Annexure. 'Digital Mandi for Indian Kisan' a project launched by Indian Institute of Technology, Kanpur for disseminating AGMARKNET data through SMS/voice messages on Bharat Sanchar Nigam Limited mobile platform for the States of Punjab and Haryana on pilot basis, presents a unique web and cell phone based multi modal agriculture commodity pricing retrieval system on a GPRS enabled cell phone for the farmer.