

**GOVERNMENT OF INDIA  
AGRICULTURE  
LOK SABHA**

UNSTARRED QUESTION NO:4714  
ANSWERED ON:23.04.2013  
NEW TECHNOLOGY FOR MARKET INFORMATION  
Gandhi Shri Feroze Varun

**Will the Minister of AGRICULTURE be pleased to state:**

(a) whether the Government is considering to provide SMS technology to the farmers to get the current market information for their benefit; and

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

**Answer**

MINISTER OF STATE IN THE MINISTRY OF AGRICULTURE AND FOOD PROCESSING INDUSTRIES (SHRI TARIQ ANWAR)

(a): Yes, Madam. In order to provide better market access opportunities to farmers, the Department of Agriculture and Cooperation, Ministry of Agriculture is implementing a Central Sector Scheme of Marketing Research and Information Network (MRIN) since March, 2000. The Scheme is being implemented in association with National Informatics Centre (NIC), Directorate of Marketing / State Agricultural Marketing Boards/APMCs and Directorate of Marketing and Inspection. The aim of the scheme is to collect and disseminate price and market related information in respect of agricultural commodities to the farmers and other market users and to facilitate larger market access of farm produce to the farmers by providing online facilities. The information available on the Portal is in public domain and can be instantly accessed from anywhere in the world by farmers and stakeholders.

The Market Information on the Agmarknet portal is also being disseminated through SMS/voice response mode in collaboration with IFFCO Kisan Sanchar Ltd (IKSL) and NOKIA. Dissemination through BSNL Telecom Center of Excellence of IIT, Kanpur has been launched only in Haryana on pilot basis.

(b): The State-wise details on SMS technology used for dissemination of market information to farmers are given at Annexure.