

**GOVERNMENT OF INDIA
AGRICULTURE
LOK SABHA**

UNSTARRED QUESTION NO:356

ANSWERED ON:06.08.2013

NEW MARKETING PLAN FOR FARM SECTOR

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Will the Minister of AGRICULTURE be pleased to state:

(a) whether it is a fact that the Government, in coordination with some States has unveiled new marketing plan for the farm sector with the help of the private sector to provide adequate marketing facility in various States; and

(b) if so, the details thereof along with the funds allocated and spent for the purpose during the 11th and 12th Plan period, State-wise?

Answer

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

(a) & (b): Following the recommendations of the Expert Committee set up in June, 2001 and subsequently recommendations of the Inter-Ministerial Task Force on Agricultural Marketing Reforms in May, 2002, "The Model Agricultural Produce (Development and Regulation) Act, 2003" was formulated by the Ministry of Agriculture in consultation with States and other stakeholders and circulated to all the States and UTs for its adoption. The essence was to reform the farm sector with the involvement of the private sector. It was envisaged (i) to involve the private persons including cooperatives to develop alternative competitive marketing channels with a view to provide alternative and innovative marketing choices to the farmers and enhance the efficiency of existing APMCs; and (ii) to introduce several schemes for incentivizing the private entrepreneurs to encourage them to invest in marketing and post-harvest infrastructure.

Simultaneously, Ministry also introduced several schemes for development of marketing and post-harvest infrastructure including cold chain logistics in the country by offering assistance to the promoters including private entrepreneurs who could avail subsidy under the relevant schemes of Department of Agriculture and Cooperation (DAC):

Since the Schemes are demand driven so no State-wise allocation is made. State-wise expenditure during the XI and XII Plan Period is given at Annexure- 1-4.

Further, the Ministry of Agriculture constituted a Committee of State Ministers In-charge Agricultural Marketing on 2nd March, 2010 to expedite the pace of market reforms in the country. The Committee recently submitted its Final Report to the Govt. of India on 2nd July, 2013. The report on Marketing Reforms inter-alia suggests encouragement to setting up of private markets.