

**GOVERNMENT OF INDIA  
AGRICULTURE  
LOK SABHA**

UNSTARRED QUESTION NO:1338  
ANSWERED ON:28.07.2015  
Integrated Scheme for Agricultural Marketing  
Joshi Shri Pralhad Venkatesh

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

- (a) whether the Ministry has sought additional assistance for subsidy towards new projects under the Integrated scheme for Agricultural Marketing, if so, the details thereof;
- (b) whether the allied sectors are also covered under the scheme;
- (c) if so, the details thereof; and
- (d) the steps taken by the Government to strengthen the agricultural marketing in the country?

**Answer**

MINISTER OF STATE IN THE MINISTRY OF AGRICULTURE

???? ?????????? ??? ?????? ??????? (SHRI MOHANBHAI KUNDARIA)

(a): Yes, Madam. The Ministry has requested Ministry of Finance for at least Rs. 1000 crores over and above the XII Plan allocation in order to provide subsidy towards new projects under the Integrated Scheme for Agricultural Marketing for the remaining Plan period.

(b) & (c): Yes, Madam. Agriculture including horticulture and allied sectors like dairy, poultry, fishery, livestock and minor forest produce are also covered under the scheme.

(d): In order to strengthen agricultural marketing in the country the Government has taken a number of measures. These include inter alia advocacy of reform of agri marketing sector which is administered by the States and Union Territories as per their respective agri marketing laws. The reform provisions advocated by this Department are intended to remove restrictive provisions existing in the States' Marketing Laws with a view to promote alternative channels of marketing with enhanced efficiency, transparency and improved price discovery so that the farmer has options for sale of his produce at an optimum price.

Contdâ€²/-

-2-

The Department also implements the Market Research and Information Network Scheme (MRIN) under which information on price and arrivals of agri commodities across wholesale markets is collected and disseminated through the AGMARKNET Portal for the benefit of farmers and stakeholders.

The Government also implements many schemes for development of Agri Marketing Infrastructure which include inter alia schemes of Department of Agriculture and Cooperation (DAC) like Agri Marketing Infrastructure (AMI) sub scheme of Integrated Scheme for Agricultural Marketing (ISAM), Rashtriya Krishi Vikas Yojana (RKVY), Mission for Integrated Development of Horticulture (MIDH) and the Cold Chain, Value Addition and Preservation Infrastructure of Ministry of Food Processing Industries (MoFPI). States also utilize Rural Infrastructure Development Fund (RIDF) being made available to them at concessional rate by National Bank for Agriculture and Rural Development (NABARD) for modernization and strengthening of marketing infrastructure.

Further, Government has approved a new scheme namely Promotion of National Agriculture Market through Agritech Infrastructure Fund (ATIF), under which assistance will be provided to selected regulated mandis across the country for integrating with the National e market platform.

Another scheme implemented by DAC is the Venture Capital Assistance Scheme (VCA) by Small Farmers' Agribusiness Consortium (SFAC) in which interest free loans are provided to ventures that provide market linkages to farmers. The SFAC is also facilitating formation of Farmer Producer Organizations (FPOs) to gather the benefits of aggregation for farmer in terms of more economical inputs and market linkages.

DAC also promote capacity building of farmers and other stakeholders in agri marketing sector through programmes conducted by Choudhary Charan Singh National Institute for Agricultural Marketing, Jaipur.

\*\*\*\*\*