

GOVERNMENT OF INDIA
MINISTRY OF AGRICULTURE AND FARMERS WELFARE
DEPARTMENT OF AGRICULTURE, COOPERATION AND FARMERS WELFARE

LOK SABHA
UNSTARRED QUESTION NO.3883
TO BE ANSWERED ON THE 17TH MARCH, 2020

**OBJECTIVES AND TARGETS OF INTEGRATED SCHEME FOR AGRICULTURAL
MARKETING**

3883. SHRI SHYAM SINGH YADAV:
SHRI GIRISH CHANDRA:
SHRI DHARMENDRA KASHYAP:

Will the Minister of AGRICULTURE AND FARMERS WELFARE कृषि एवं किसान कल्याण मंत्री be pleased to state:

- (a) the number of objectives achieved out of the objectives enumerated in the Integrated Scheme for Agricultural Marketing (ISAM) effective since 01.04.2014 along with the details thereof;
- (b) the number of objectives which have not been achieved so far out of the targets enumerated in the ISAM effective since 01.04.2014 along with the reasons therefor;
- (c) the number of targets achieved out of the targets mentioned in the ISAM since 01.04.2014; and
- (d) the number of targets which have not been achieved out of the targets mentioned in the ISAM along with the reasons for their non-completion?

ANSWER

MINISTER OF AGRICULTURE AND FARMERS WELFARE

कृषि एवं किसान कल्याण मंत्री (SHRI NARENDRA SINGH TOMAR)

(a) to (d): The objectives of Integrated Scheme for Agricultural Marketing (ISAM) are as under:

- (i) To promote creation of agricultural marketing infrastructure by providing backend subsidy support to State, cooperative and private sector investments.
- (ii) To promote creation of scientific storage capacity and to promote pledge financing to increase farmers' income.

- (iii) To promote Integrated Value Chains (confined up to the stage of primary processing only) to provide vertical integration of farmers with primary processors.
- (iv) To use ICT as a vehicle of extension to sensitize and orient farmers to respond to new challenges in agricultural marketing.
- (v) To establish a nation-wide information network system for speedy collection and dissemination of market information and data on arrivals and prices for its efficient and timely utilization by farmers and other stake holders.
- (vi) To support framing of grade standards and quality certification of agricultural commodities to help farmers get better and remunerative prices for their graded produce.
- (vii) To catalyze private investment in setting up of agribusiness projects and thereby provide assured market to producers and strengthen backward linkages of agri-business projects with producers and their groups.
- (viii) To undertake and promote training, research, education, extension and consultancy in the agri marketing sector.
- (ix) To establish a National Unified Agricultural Market through e-NAM.

In order to achieve the objectives (i) and (iii) above pertaining to the creation of agricultural marketing infrastructure and to promote Integrated Value chains (confined up to the stage of primary processing), 9753 marketing infrastructure projects have been created against the target allocated for XIIth Plan to create 4000 marketing infrastructure projects.

With respect to objective (ii) above, pertaining to creation of scientific storage capacity, 345.52 Lakh MT storage capacities have been created under the scheme against the targeted capacity of 230 lakh MT.

With respect to objective (iv) and (v) above, the Government is implementing Marketing Research & Information Network (MRIN) sub scheme of ISAM. The scheme has a coverage of 3356 markets spread all over the country having coverage of more than 300 commodities. Mandi Price and arrival data is being captured through the Agmarknet portal and disseminated through various modes such as DD Kisan and Kisan call centre.

With respect to objective (vi) above, the Government is implementing Strengthening of Agmark Grading Facilities (SAGF), sub scheme of ISAM, to support framing of grade standards and quality certification of agricultural commodities to help farmers get better and remunerative prices for their graded produce. So far, total 226 agricultural commodities grade standards framed and have been notified since inception which include fruits, vegetables, cereals, pulses, oilseeds, vegetable oils, ghee, spices including turmeric, honey, creamery butter, wheat, atta, besan, etc.

With respect to objective (vii) above, the Government is implementing Venture Capital Assistance Scheme (VCA) through Small Farmers Agri-business Consortium (SFAC). Under VCA scheme, SFAC has assisted 2002 number of agribusiness projects during the period from 01.04.2014 to 28.02.2020.

With respect to objective (viii) above, CCS National Institute of Agricultural Marketing (NIAM), an autonomous organization under the Government, has completed 55 survey and research projects. Further, 880 training and seminar programmes and 96 consultation projects have also been completed by NIAM.

With respect to objective (ix) above, in order to promote a National Agriculture Market by integrating the physical regulated wholesale markets through a virtual platform for providing transparent quality based price discovery system, an e-trading platform named National Agriculture Market (e-NAM) platform has been launched which helps in shortening the intermediation for agricultural and horticultural produce through inter-mandi and inter-state trade. As per the target, a total of 585 wholesale regulated markets of 16 States and 02 Union Territories have been integrated with e-NAM platform.
