

✓G2G

✓G2C

✓G2B

✓G2E



Commodity	Unit	Price (Rs.)
Chattisgarh	100 kg	1500
Chennai	100 kg	1500
Coimbatore	100 kg	1500
Delhi	100 kg	1500
Hyderabad	100 kg	1500
Kolkata	100 kg	1500
Mumbai	100 kg	1500
Patna	100 kg	1500
Thiruvananthapuram	100 kg	1500
Udaipur	100 kg	1500



(<http://www.agmarknet.nic.in>)

Agricultural Marketing Information System
(A Central Sector Scheme of Directorate of Marketing & Inspection,
Department of Agriculture & Cooperation, Ministry of Agriculture)

"A Sunshine Portal for farmers to bargain better prices for their produce"

**A Step towards Globalisation of Indian Agriculture,
Rural Empowerment and Prosperity**

**Included as a Mission Mode Project under National
e-Governance Action Plan (NeGAP) 2005**

Markets - Driver for Agricultural Growth

Agricultural Marketing in India is undergoing a significant metamorphosis in view of globalisation and economic liberalization process. As market oriented economic development proceeds, Indian farmers in rural areas continue to experience great disparity in income compared with other sectors. 70 percentage of India's population live in rural areas and depend on agriculture and allied activities. A good agricultural production and step-up prices - farm prices - would put more money in the hands of the people living in the rural areas.

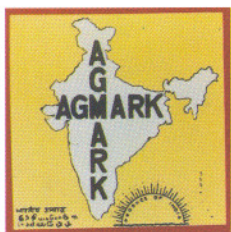
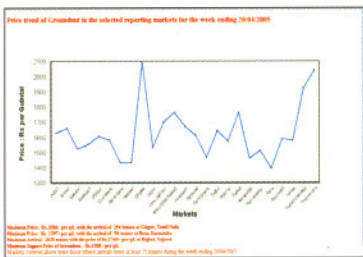
The McKinsey Analysis on intermediary economics (fruits and vegetables) shows that farm-gate price available to the farmers is only 25% of the retail price in Indian condition, whereas the same is 70% in case of Dutch and the US farmers, where more efficient marketing system is in place. To benefit the farming communities from the new global market access opportunities, the internal agricultural marketing system of the country needs to be integrated and strengthened.

Marketing today depends on information system, i.e. on adequate information about what people want, at what price, and who can supply it. Various studies reveal that farmers, on an average, get a reasonably higher price by selling their produce in the regulated markets (Agricultural Produce Market Committees - APMCs) compared to rural, village and unregulated wholesale markets.

The locus of agricultural growth has been shifted from production front to the processing and marketing front. The investment in agricultural marketing system would, therefore, go a long way in making agricultural sector vibrant and enable it to face the competition of international trade environment without adversely affecting the livelihoods of those who depend on farming.

Information & Communication Technology (ICTs)

ICTs have opened considerable opportunities for the rural poor, both in terms of direct employment and in improving their linkages with the market. ICTs need to be extensively promoted in agricultural marketing to generate useful



Sponsored by:

Directorate of Marketing & Inspection,
Department of Agriculture & Cooperation,
Ministry of Agriculture
Tel.: +91-11-23382416, 0129-2434351
E-mail : reddywr@nic.in, irai@nic.in



National Informatics Centre
Department of Information Technology
Ministry of Communications & Information Technology
Government of India



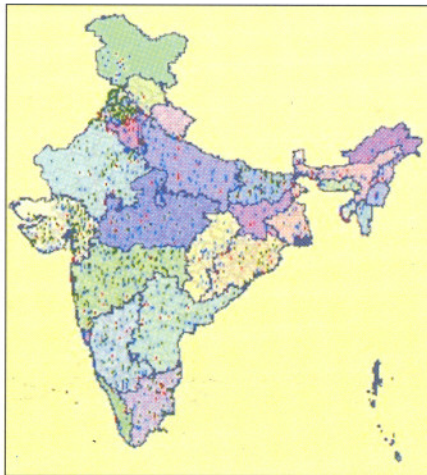
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databases and information packages for expanding marketing opportunities, especially for online information on-demand and availability of different products, product specifications with regard to price, quality, packsize, packaging material, quantity and the time frame of supply.

AGMARKNET

As a step towards globalisation of agriculture, the Directorate of Marketing & Inspection (DMI) has embarked upon **an ICT project: NICNET based Agricultural Marketing Information System Network (AGMARKNET)**" in the country, during the Ninth Plan, for linking all important APMCS (Agricultural Produce Market Committees), State Agricultural marketing Boards / Directorates and DMI regional offices located throughout the country, for effective information exchange on market prices. NIC implements this project on a turn-key basis.

This AGMARKNET project has already networked 735 Agricultural Produce Wholesale Markets (APWMs), 75 State Agricultural Marketing Boards/Directorates and DMI Regional Offices during 2000-02 and embarked upon additional 2000 Markets during the Tenth Plan Period (2002-2007).



(Geographical Spread of AGMARKNET)

AGMARKNET appears to be filling a huge gap by providing access to information at reasonable cost. The AGMARKNET venture is a heartening initiative from the much criticized and slow-to-react government, especially on the issue of easing the infrastructural constraints on agriculture (Times of India, 2002)¹.



Advantages

The advantages of AGMARKNET database accrue to the farmers, as they have choices to sell their produce in the nearest market at remunerative prices. In addition to this, the Country witnesses:

- Nationwide market information for wholesale produce
- Project supported by various Departments and State Boards of Agricultural Marketing
- Access mainly through the Internet
- Information dissemination progressively through local languages
- Computer facilities at the markets
- Software for download - Daily market prices
- Information collected by nodes in the various markets
- Weekly trends
- Information on loans, policies and regulations
- Bypass middlemen
- Data Dissemination through NGOs, SHGs, KVKs, GISTNIC, Cooperatives etc

¹Times of India : "Website to help farmers bargain better", dated 31st May 2002.



http://agmarknet.nic.in - COMMODITY - Microsoft Internet Expl...

Market-wise Daily Report On 21/04/2005

Commodity: Apple
Variety: Delicious

NR: Not Reported

Market	Grade	Minimum Price (Rs./Quintal)	Maximum Price (Rs./Quintal)	Modal Price (Rs./Quintal)
Punjab				
Sahib	Large	2200	2400	2300
Jagraon	Large	1700	2500	2200
Mukerian	Medium	1200	2400	1800
Ranish	Medium	1525	1650	1600
Uttar Pradesh				
Bijnour	Large	2150	2250	2160

This Digital Advantage Project is progressively achieving the followings:-

- "Reaching the Unreached i.e. resource poor farmers",
- "reduction of distress sale",
- "right to information",
- "base for production planning",
- "base for marketing led agricultural extension",
- "increased competition",
- "reduced marketing margins",
- "vertical linkages in export crop markets that connect multinational traders to domestic traders"



AGMARKNET is an effort to bring rural people into the mainstream economy.

Constraints/Challenges

The challenge, if the full potential of such ventures have utilized, is to take IT to rural India in a big way.

- connectivity in rural areas,
- training the stakeholders
- ensuring data updation in real time frame

(<http://www.eapf.net/casestudies/in/agmarket.asp>).

Every efforts are undertaken to overcome these difficulties. AGMARK software has become stabilized in all AGMARKNET nodes. This project has followed the path of "Best Practices, Integrated Services and Global Solution" and uses a "National Delivery Model".

International Cooperation

There have been requests for AGMARKNET venture in various developing countries, ASEAN Member Countries, SAARC Member Countries, Countries in Africa Region, etc., in view of its operational efficiency in India.

- AGMARKNET System for SAARC Member Countries - SAARC Workshop Recommendation, organized at Dhaka (Bangladesh), 22-23 October, 2003
- "PDA & Wireless network solution from Korea to resolve last mile

अपविकृत दण्ड/ अणविकृत दण्ड विवरण 21/04/2005

NIC: BSNL and other

अपविकृत दण्ड

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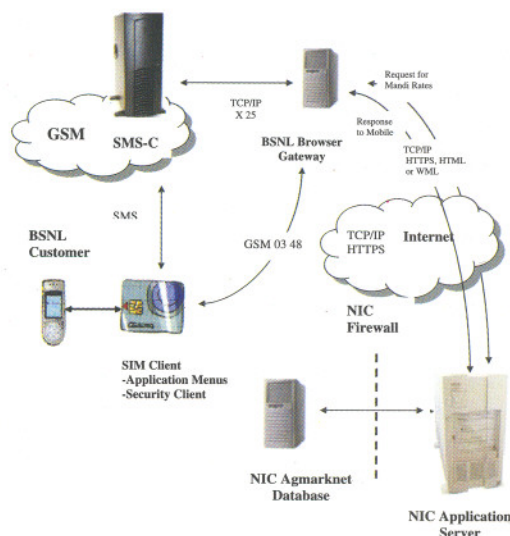
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problem and AGMARKNET System evolved by India to serve the farming community in APO Member Countries" Recommendation of the APO Seminar at Manila (Philippines) July 19-23, 2004

- Possible Collaboration on AGMARKNET System for Sri Lanka
- AGMARKNET System Study by South Africa under the bilateral cooperation programme and India-Brazil-South Africa (IBS) Initiative
- Asian Development Bank initiative on "Agribusiness Development Support Project (GOI/ADB TA 4407-IND)

Potential Expansion

This AGMARKNET venture benefits the farming communities from the new global market access opportunities and also strengthens the internal agricultural marketing system in India.

This project has the potential of expansion to about 7000 Wholesale Markets located through out the country and further to 30,000 Rural Markets in India. This ICT Project is a 'farmer-centric' project to put the progressive farmers on "global free trade zone on Internet"

AGMARKNET A Broad Framework to usher in Rural Prosperity

AGMARKNET Programme plays a catalytic role for ushering in "market-led agricultural extension" in India, highly scalable, planned through bottom-up process, and implemented through active involvement and collaboration of Agricultural Produce Market Committees (APMCs) in India.

This "digital development in rural areas" of India facilitates rural prosperity, rural empowerment, and a warehousing of "data for development" a step towards digital inclusion to foster rural enterprise in India.

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ಕೃಷಿ ಮಾರಾಟ ವಾರ್ತೆ - ಮೊದಲ ಪುಟ - 05/01/2008

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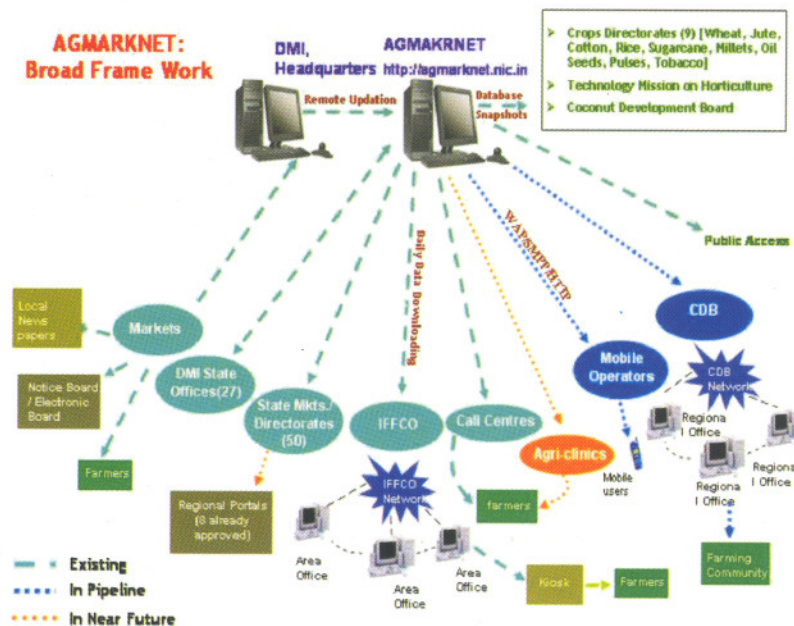
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AGMARKNET: Broad Framework



AGMARKNET Project Directorate
Agricultural Informatics Division
National Informatics Centre

A-Block, CGO Complex, New Delhi 110 003

Tel: +91-11-24367712, 24305669, 24305673, 24305692, 0129-2415954

<http://www.agmarknet.nic.in>

e-mail: pksuri@nic.in, rajivkumar@nic.in, pratibha@nic.in