

STRENGTHENING SREP WITH AGRICULTURAL MARKETING PLAN



GUIDELINES

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Introduction

Production and Marketing aspects of agricultural produce are intertwined with each other. Market-driven production rather than production-propelled marketing is the order of the day. Under the present dispensation, the agriculture and allied departments dealing with production enhancement are totally dissociated from the marketing setup. This has led to conspicuous absence of integration in planning and implementation of different schemes at district level. The need of the hour is to bring convergence amongst agriculture and allied departments in marketing of agricultural produce. This calls for convergence of schemes and resources therein to explore the synergies for the benefit of farmers. Efforts have been made to realize this objective through ATMA platform at the district level. SREP, as a perspective plan, included Research and Extension strategies required for enhancing production and productivity of agriculture and allied commodities based on identified gaps. However, the marketing component did not get due importance in the SREP, partly because the marketing agencies are not a part of the mainstream administration through the normal state budgetary allocation and the monitoring thereof, and partly because these agencies are governed under a separate Act altogether with a network of autonomous APMCs. It is against this backdrop that there is a need to incorporate the marketing component in the SREPs by bringing the production and marketing agencies on a single platform.

At present, the agricultural marketing setup of the state is governed under the respective APMR Act. The agricultural marketing setup of a state is generally a bicameral system comprising a Marketing Board and a Directorate. Under the Marketing Board, a network of APMCs (Agricultural Produce Market Committees) function catering to the agricultural marketing needs of the state. The Regulated Marketing system operating through a network APMCs (democratically elected bodies) have served the needs in the past. However, in course of time a number of discrepancies have crept in to the regulated marketing system and the agriculture sector, as such, is also confronted with many new challenges. This has necessitated introduction of certain reforms in the system so that the

marketing aspects of the agriculture economy could be attuned to those on the production front. Under the present arrangement, it so happens that the marketing departments go on creating infrastructure facilities without taking into consideration the needs of the farmers in different production pockets for different agricultural produce. This, in turn, has given rise to lot of dysfunctional aspects in the functioning of the marketing agencies. There is an urgent need to bridge these gaps in the functioning of the marketing agencies keeping in view the marketing needs of the farmers of different agricultural commodities.

The efficacy of the agricultural marketing system has to be assessed in terms of both the infrastructure facilities (hardware) and different ongoing marketing practices (software). An analysis of the existing system reveals that the existing gaps on the marketing front are mainly due to absence of coordination between the production departments and marketing departments. It is also observed that the present agricultural policy/plans are basically production-focused, relegating the marketing aspects to the back burner.

The agricultural marketing system is no more confined to regulated market only and the change in the dynamics in the agricultural economy has wily nilly brought about changes in the marketing systems in the form of different alternative marketing systems such as Contract Farming, Direct Market, Futures Market, Spot markets, Group Marketing, Hub and Spoke model of terminal markets etc. These instruments have the potential to measure up to the challenges of modern agricultural production system. Hence, there is a need to tune the marketing system to the needs of the production system. This calls for concerted efforts of both the agencies i.e., production and marketing, through an integrated planning process. SREP is a veritable step in this direction. Thus, incorporation of marketing component in the SREP will go a long way towards making the agricultural planning process meaningful for the farmers, which is the need of the hour to put the agricultural economy of the country on a growth trajectory.

STEPS IN DEVELOPING MARKETING PLAN

Step-I: Interaction between Agriculture & Marketing Department

In the First phase of preparation of SREPs, the Directorates of Agriculture of a States did not involve the Directorates of Marketing. As a result, the district core team for SREP failed to get the support of district level formations of the Marketing Department. It is because of this that justice could not be done to the preparation of the SREPs on the agricultural marketing front. Hence, as a first step, there should be interaction between the Director (Agriculture) and Director (Marketing) for incorporation of marketing plan in the SREPs. The incorporation of the Marketing Plan in the SREP has got tremendous potential to bring improvement in the existing planning activity of marketing department itself, as the marketing plan will now be prepared in keeping with the production pattern of the district. This plan will also be very handy and practical for the marketing department to give requisite market linkage to the production of different agricultural produce at the district level.

STEP-II: Core Team Formation:

District level core team is to be constituted consisting of Agriculture, **Marketing**, Horticulture, Soil Conservation, Animal Husbandry, Dairy Development, Fisheries, Sericulture, Irrigation, Forest etc., Scientists from Agricultural University, Zonal Research Stations and Krishi Vigyan Kendra and NGOs working in the district.

STEP-III: Orientation of Core Team:

The core team has to be sensitized about different aspects of Marketing for which the formats/schedules have been developed. The team will be sensitized about the marketing practices prevailing in the district covering regulated marketing, contract farming, direct marketing, retail chain linkage, futures market, spot market, processing and export of agricultural produce etc.

STEP-IV: Data Collection for the Marketing Component:

Since an APMC is the nodal field formation of marketing department and every part of the district is covered under some APMC or the other, the APMC should be the reference point for collecting the primary and secondary data, in respect of agriculture marketing. This will automatically cover all the representative blocks of all the AESs of the

district under SREP. Since each APMC is a unique entity with its own issues, challenges and infrastructure requirements depending upon the arrivals (commodities), each and every APMC in the district has to be covered under the plan. Information should be collected from at least 10 farmers from the area under the jurisdiction of each APMC. The purposively selected sample farmers should be able to furnish information/data on different aspects of agricultural marketing such as contract farming, direct marketing, futures markets etc. Before going in for the data collection, the team should familiarize itself with the marketing scenario of the district with the help of the marketing department. The representative of the marketing department has to play a vital role in this activity. As is evident from the formats prepared for the marketing aspects of the district, the data have to be collected from the different stakeholders such as farmers, traders, exporters, processors, APMC functionaries etc.

STEP-V: Analysis & Consolidation of the data:

The data have to be collected by using the schedules (Part-I) and the formats (Part-II) developed from different stakeholders on different aspects. The schedules will help in finding the gaps and the reasons for the gap in the system. This will also help in chalking out the future strategies in respect of different sub-components of the marketing plan of a district. The gaps and strategies are to be mentioned in the relevant columns of the final formats/ tables to be incorporated in the SREP document. The analysis of the data collected through the schedules/survey should be used in preparing a broad marketing scenario of the district in keeping with the production pattern, crop diversification etc., with a focus on future strategies.

OPERATIONAL DEFINITIONS

1. CONTRACT FARMING

Contract farming is generally defined as farming under an agreement between farmers and processing and or marketing firms for the production and supply of agricultural products under forward agreements, frequently at predetermined prices. Within this broad frame work there are different variants of contracts depending on the intensity of contractual arrangements.

Variations of contracts

- **Market provision:** -Terms & conditions of future sale: price, quality, quantity and timing etc.
- **Resource provision:** -selected inputs, extension or credit including on occasions land preparation and technical advice
- **Management specifications:** -The grower agrees to follow recommended production methods, inputs regime, and cultivation and harvesting specifications.

Contract farming- a crying need

- Addresses traditional ills
- Fragmented holdings, long chain of market intermediaries.
- Producer's ignorance about buyers' requirements- marketing concept
- Low farm mechanization
- Inadequacy of capital and distress sale
- Contract farming;- scale economy, corporate mgt, reduce transaction costs, vertical integration

Crops suitable for contract farming

- **Perishable:** cannot be stored for long periods and needs to find market immediately
- **Bulky:** and therefore costlier to transport
- **Plantation crops:** Growers cannot abandon the plantations or the estates and are locked into relationship with processor
- **Processible:** Need for processing created inter-dependence between growers and processors, vulnerable to exploitation
- **Variations in quality:** Where crops vary in quality and quantity, is important for processing

- **Unfamiliar:** Medicinal plants like Safed musli, Ashwagandha etc. and new products for new markets like gherkins etc

CONTRACT FARMING STATUS IN DIFFERENT STATES

State	Crop	Company/ Corporate
Karnataka	Ashwagandha Dhavana; Marigold & Caprica chili; Coleus; Gherkins Medicinal Plants	Himalaya Health Care, Mysore S.N.C. Oil Company; AVT Natural Products; Natural Remedies Private Ltd.; 20 Pvt. Companies*; Sami Labs Limited, Bangalore
Maharashtra	Soybean; Several fruits, vegetables, cereals, spices and pulses; Potato; Sugarcane, Orange	Tinna Oils and Chemicals; Ion Exchange Enviro Farms Ltd. (IEEFL); M/s Mahindra Sulabh; Cooperative Societies
Madhya Pradesh	Wheat, Maize, Several fruits, vegetables, cereals, spices, pulses, Soyabean, Garlic and White onion	Cargil India; Ion Exchange; Enviro Farms; ITC-IBD; Mahindra Sulabh, Garlico Industries Limited.
Punjab	Tomato and Chilly; Barley, Basmati, Maize; Basmati, Groundnut, Potato and Tomato; Green vegetables and exotic vegetables	Nijjer Agro; United Breweries, Satnam overseas; Sukhjit Starch, Mahindra Shubhlabh Satnam Overseas, DD Intl. Amira Foods PepsiCo, Punjab Agro Foods Park Limited.
Tamil Nadu	Cotton, Maize, Paddy, Cotton, Marundu Koorkan (Medicinal Plant) (Coleus Forskholii), Maize, Gherkins	Super Spinning Mills; Bhuvu Care Pvt. Ltd.; Bhuvu Care Pvt. Ltd; Appachi Cotton Company; M/s Mahindra Sulabh
Chhattisgarh	Safed Musli; Tomato	Larson & Turbo; BEC Co.
Uttaranchal	Guar Gum	M/s Mahindra Sulabh
Haryana	Turmeric, Mentha, Sunflower, White Musli	HAFED
Andhra Pradesh	White Viagra, Fruits, Vegetables and flowers, Gherkins, Cocoa, Oil palm	Nandan Farms,.Aduri Natural products, ACE Agrotech, Mahendra ,Cadbury, Godrej, Palm Tech, Simapuri Industry
Gujarat	Processing of Medicinal Plants and Alovera	Reliance Group
Orissa	Seeds (paddy, Ragi, Green gram, arhar, ground nuts etc), Sugar, Eucalyptus	Orissa seeds Production Corporation, Shakti Sugar, J.K.Paper
Rajasthan	Exotic Vegetables	M/S Raj Tech Agro
West Bengal	Chip Quality Potato	Fritt-lay India

2. GROUP MARKETING:

- Farmers form group for marketing of their produce
- Take advantage of common transportation, storage, access to information, bargaining,
- Group can go in for backward linkage and forward linkage
- Group can directly sell to hotels, hostels, restaurants etc
- Groups can take advantage of Government schemes.

3. RETAIL CHAIN LINKAGE:

- Retail chains like Wall Mart, Reliance, Spencer etc. do backward linkage and forward linkage
- Enter into contract farming mode, providing advisory services, quality inputs and assured market for the produce and also assured price to the farmers for their produce
- Provide safe food to the consumers, by promoting good agricultural practices (GAP) at the pre-harvest stage (insecticide and pesticide residue)
- Save the farmers from being exploited by unscrupulous middlemen

4. DIRECT MARKETING:

- In regulatory marketing system, the state APMC Acts did not permit direct purchase from the farmers' field and the farmers were supposed to come to the market yard for selling their produce
- This was discouraging processing, export and contract farming etc.
- Now after the reforms direct marketing is permitted in the states which have amended their state acts as per Model Act of the central Government.
- Under direct marketing provision, a trader, exporter, processor can directly buy from the farmers and enter into buy back arrangement with them.
- Now under direct marketing a number of farmer markets(Rythu Bazar of Andhra Pradesh, Uzvar Santhaigal of Tamil Nadu, Apni Mandis of Punjab) have been set up in different states. These markets facilitate direct linkage between farmers and consumers and other end-users.
- This is a model to eliminate middlemen and improve farmer's share in consumer's rupee.

5. SUPPORT PRICE MARKETING

- Under the system, MSP is provided to the farmers for a number of food grains and other fiber crops.
- During the harvest season a number of procurement centres are set up for this.
- These procurement centres are equipped with requisite quality assessment equipment during the harvest season, as prices are linked to the grade of the produce based on different quality parameters., e.g moisture content for paddy.
- The procurement centres are supposed to have infrastructure for weighment, storage, transportation etc.

6. PROCESSOR MARKETING:

- A processor of a certain produce need certain processible varieties of certain quality and quantity with assured supply throughout the year / season.
- A processor, of necessity, has to go in for buy-back arrangement
- Those states which have amended their APMC Acts (17 till now) very much promote and encourage processing
- Processing leads to crop diversification and better income to farmers.

7. SPOT MARKETING:

- A spot exchange (say National Spot Exchange) provides an electronic platform, an alternative to regulated marketing, for online transaction throughout the country(like stock market)
- Spot Exchanges like NSE, NCDEX Spot exchanges etc have now outlets in different market yards.
- Thus the farmer is not confined to a particular market yard or not under compulsion to sell through only a particular commission agent.

8. EXPORT MARKETING:

- Exporters directly procure from the farmer field
- Enter into buy-back arrangement with farmers
- Set up their own procurement centres and other infrastructure like storage, cold storage facilities in the production pockets.
- Thus provide the farmers access to markets, marketing infrastructure, quality control, remunerative price for their produce etc.

9. FUTURES MARKET AND COMMODITY EXCHANGES

- A future exchange is a financial market where different groups of participants trade commodity – linked contracts, with the underlying objective of transferring exposure to commodity –price risks.
- Organized commodity futures exchanges have existed since the last century. As concerns exchange of international importance, the main ones are the “Chicago Board of Trade” (CBOT), the New York Mercantile Exchange (NYMEX) and the Coffee Sugar and Cocoa Exchange (CSCE) in the United States and the London Metal Exchange (LME), International Petroleum Exchange (IPE) and London International Financial Futures and Options Exchange” (Liffe) in the United Kingdom.

1. CONTRACT FARMING

I. SCHEDULE FOR FARMERS

1. Since how many years you are in contract farming?.....(years)
2. Whether an agreement has been signed between you and the company? (Yes/No)
3. Whether the agreement is registered or not?..... (Yes/No)
4. Whether the company is sticking on to the price commitment? (Yes/No)
5. Whether there is a rejection of commodity on frivolous ground by the company at the time of harvest?.... (Yes/No)
6. Reasons for rejection? Please specify _____
 1. Poor Quality ()
 2. Unfavorable Price ()
 3. Any other reason, please specify _____
7. What are the services provided by the company?
 - a. Quality inputs ()
 - b. Agronomical advisory services ()
 - c. Extension Services ()
 - d. Any other, please specify _____
8. Do you have access to post harvest facilities due to contract farming like
 - a. Grading ()
 - b. Cleaning ()
 - c. Processing ()
 - d. Storage ()
 - e. Cold storage ()
 - f. Transportation ()
 - g. Crop insurance ()
 - h. Banking facilities – loan facility ()
 - i. Any other
9. What do you do if the lot is rejected by the sponsoring company?
 - a. Sell in the Mandi..... (Yes /No)
 - b. Sell in the local retail market..... (Yes/No)
 - c. Or it is a simple post-harvest loss? (Yes/No)

II. SCHEDULE FOR COMPANY

- a. Name of the company/organization _____

- b. No. of farmers covered _____
- c. No. of years in Contract Farming _____
- d. Do you have you a registered Contract Farming with the competent authority of the state ____ (Yes/No)
- e. Do you enter into the agreement with the farmers?..... (Yes/No)
- f. Do the farmers stick to the agreement to sell their produce after harvest? ____ (Yes/No)
- g. What do you do if the farmers violate the contract? _____
- h. What services do you provide to the farmers?
- a. Quality Input supply ()
 - b. Agronomical advisory services ()
 - c. Extension services ()
 - d. Supply of packing material (like plastic crates) ()
 - e. Transport ()
 - f. Grading/ cleaning and processing ()
- i. Any other hurdle you face in the contract farming? Please specify _____
- j. Any plans to expand your business in the state and in production pockets? Please specify?

- k. Are you a Processor/Exporter/Trader? _____

III. SCHEDULE FOR OFFICIALS

1. Please mention the commodities of contract farming in you jurisdiction?

Sl. No.	Name of the Company	Production Pocket	Name of the Produce/ Commodity
1.			
2.			
3.			
4.			

2. Are the companies complying with the existing rules in applying for the licenses?
- a. Applying for the license
 - b. Registering the contract farming
 - c. Any other
3. Is there any contract farming company/ firm working without license? Please mention _____
4. Is contract farming beneficial to the farmers, if so, please specify _____

2. GROUP MARKETING

I. SCHEDULE FOR FARMERS

1. Are you a member in any one of the groups (CIGs/SHGs/FIGs) for marketing? Yes/No
2. What are the commodities that you sell through the groups? Please mention _____

3. What benefits do you get as being in the group? Please specify?
 - a. _____
 - b. _____
 - c. _____
 - d. _____
4. What are the problems faced by you in the group? Please specify
 - a. _____
 - b. _____
 - c. _____
 - d. _____
5. What improvements do you want in the functioning of the group? _____

II. SCHEDULE FOR FUNCTIONARIES OF THE GROUP

1. In which year the Group has been registered? Mention the year _____
2. What are the assets base of the Group?
 - a. Warehouse ()
 - b. Grading unit ()
 - c. Packing unit ()
 - d. Transport ()
3. How the Group has up-scaled over the years? Please mention _____

III. SCHEDULE FOR OFFICIALS

1. Whether the Groups are beneficial to the farmers? Give reasons _____

2. Whether any mechanism to track the functioning of the Group in the areas under your jurisdiction?
Please specify _____
3. What types of the Groups (CIGs/SHGs/FIGs) exists in your area under your Jurisdiction? Please
specify _____
4. What are the commodities handled by the Groups? Please specify _____
5. What are the common arrangement availed by the Groups? Please specify _____

3. RETIAL CHAIN LINKAGE

I. SCHEDULE FOR COMPANY

1. What is the arrangement for procurement? Please tick

- a. Buy back ()
- b. Procurement center ()
- c. Direct purchase from Mandis ()
- d. Any other ()

2. Have you taken license from a competent authority?..... (Yes/No).

If yes what type of license?

- a. Direct Marketing ()
- b. Contract Farming ()

3. Infrastructure facilities put in place in the field?

- a. Procurement center ()
- b. Grading Packing unit ()
- c. Weightment facilities ()
- d. Refrigerated vans ()
- e. Any other

4. What are the hurdles faced in the field for retail chain? Please specify _____

II. SCHEDULE FOR FARMERS

1. What are the services provided by the Retail Chain Companies? Please specify _____

- a..... C.....
- b. d.....

2. Whether the prices rated by Retail Chain Companies are competitive?(Yes/No)

3. Whether it is bringing changes/improvements in the Production Practices, Productivity, Volume and extent of area? Please specify _____

4. SUPPORT PRICE

I. SCHEDULE FOR FARMERS

1. Name the commodities for which you get Market Support Price (MSP)?
 - a. _____
 - b. _____
 - c. _____
 - d. _____
2. Is MSP available for the whole quantity of marketable surplus _____ (Yes/ No)
3. If "No" then what percentage of your produce you sell in the market? Please specify _____ Qts/ tons
4. Do you get the full MSP price _____ Yes/ No. If "No" does any middlemen take your produce to get MSP from Mandi. Please specify? _____
5. Do you get immediate payment for your produce for selling at MSP price? Yes/No. If "No" then what is the time taken to get full payment. Please specify? _____
6. What is your waiting time in Mandi for selling your produce? Please specify? _____
7. What distance you cover to sell your produce to the nearest procurement center for MSP? Please specify _____
8. Are you really benefited by MSP? Please specify? _____
9. Is Minimum Support Price, is saving you from distress sell? Please specify _____
10. Any suggestion to improve the functioning of MSP in your area. Please mention _____
11. Is your I.D proof is being useful in the Mandi for verifying your credentials? Yes/No If "No" please specify the reasons _____

II. SCHEDULE FOR OFFICERS OF THE AGENCY

1. How do you identify the real beneficiary/target farmers in the MSP system? Please mention _____
2. How do you ensure that a lot is not rejected on any quality parameter on some Frivolous grounds? Please explain _____
3. What steps you take for vetting time of the farmer in the Mandi? Please specify? _____
4. What steps you take to avoid the exploitation of farmers by the middlemen in the MSP system? Please specify _____
5. Suggestion to improve the MSP systems? _____

5. PROCESSING

I. SCHEDULE FOR FARMER

1. What commodities you have tied up with the processing company? Please mention?
 - a.
 - b.
 - c.
 - d.

2. What is the arrangement of sell?
 - a. Direct Marketing ()
 - b. Contract Farming ()

3. Does the processor gives you any facilities like
 - a. Grading Cleaning unit ()
 - b. Packing ()
 - c. Agronomical advice etc. ()
 - d. Input Supply ()
 - e. Planting material. ()
 - f. Any other

4. Whether the processor provides transportation? Yes/No

5. What distance you travel to reach the procurement center? Please specify? _____

6. Do you get prompt payment for your produce? Yes/No. If "No" please specify the reasons

7. Are you satisfied with the quality control system of the processor? Yes/ No. If "No" give reasons

8. Any other suggestion. Please mention _____

II. SCHEDULE FOR COMPANY

1. What are the commodities for which you have tied up with the farmers? Mention the commodities?
 - a.
 - b.
 - c.
 - d.

2. Do you get sufficient supply of raw material to run your plant throughout the year? (Yes/No)
If " No" what are the reasons _____

3. What sort of purchase arrangement you have put in place?

a. Direct marketing ()

b. Contract farming ()

4. Is there any legal hurdles to run your business? If so please specify _____

5. Do the farmers stick to their commitments for assured supply to your firm? Yes/No

6. What services you provide to your farmers to supply raw material to your firm? Please tick mark?

a. Grading Cleaning unit ()

b. Packing ()

c. Agronomical advice etc. ()

d. Input Supply ()

e. Planting material ()

f. Any other

7. Any suggestions to improve?

6. DIRECT MARKETING

I. SCHEDULE FOR FARMER

1. Name the commodities for Direct Marketing?
 - a.
 - b.
 - c.
 - d.
2. What percentage of your produce, you sell through direct marketing? Please specify _____
3. Are you satisfied with the price given by direct marketing? Yes/No
4. Are you satisfied with the Quality control systems? Yes/No
5. Do you get prompt payment after you sell? Yes/No
6. What facility you get at the procurement center? Please specify _____
 - a. Lodging/ Rest share
 - b. Parking
 - c. Canteen
 - d. Weighting facility
 - e. Market information display
 - f. Drinking water
 - g. Toilets etc.
 - h. Any other
7. Suggestion for improvement? Please mention _____

II. SCHEDULE FOR MARKETING AGENCY/ LICENSED HOLDER

1. What is the buying arrangement from the farmers? Please specify? _____
2. What facilities do you provide to the farmers
 - a. Weighting Machine ()
 - b. Parking material ()
 - c. Revolving parking tray ()
 - d. Transport ()
 - e. Refrigerated van ()
 - f. Inputs for sale (Seeds/ fertilizers/ pesticides etc., ()
 - g. Information Display ()
 - h. Canteen ()
 - i. Drinking water ()
 - j. Rest shade ()

3. What for the commodities are purchased by you? Please specify _____

- a. Export ()
- b. Processing ()
- c. Trading ()
- d. Any other ()

4. Any legal hurdles faced by you, please mention _____

5. Suggestions if any _____

**

TABLE-1
APMC MARKETS AND ARRIVALS IN THE DISTRICT

SL. No.	Name of the APMC	Average Annual Arrivals of last 5 years in M.Tonnes	Major Arrivals or Commodities Marketed	No. of villages covered
1.				
2.				
3.				
4.				
5.				
6.				
7.				
8.				
9.				
10.				
11.				
12.				
13.				
14.				
15.				
16.				

TABLE-2

RURAL HATTS IN THE DISTRICT

Sl. No	Name of the Block	Name of the Rural Hatt	Major Commodities Marketed	Villages Covered
1.				
2				
3.				
4.				
5.				
6.				

**TABLE-4
LIVESTOCK MARKETS IN THE DISTRICT**

Sl. No	Name of the Block	Major type of Animals Marketed	Annual Market fees Collected	Managed By whom
1.				
2.				
3.				
4.				

TABLE-5

GAP IN MARKETING INFRASTRUCTURE AND THE STRATEGIES TO BE ADOPTED

Sl. No.	Infrastructure Availability	Name of the APMC and Major arrivals :				Name of the APMC and Major arrivals :				Name of the APMC and Major arrivals :				Name of the APMC and Major arrivals			
		Exists Yes / No	Gap F/P/N	Reas ons	Strat egy	Exists Yes / No	Gap F/P/N	Reas ons	Strate gy	Exists Yes / No	Gap F/P/N	Reas ons	Strat egy	Exists Yes / No	Gap F/P/N	Reas ons	Strat egy
1.	Drying yards and auction platforms																
2.	Ware Houses / Storage facilities																
3.	Market office																
4.	Dormitory / Rest homes for the farmers and Traders																
5.	Weighing facilities																
6.	Electronic Weighing Machines																
7.	Auction Halls																
8.	Paid phone/ public telephone booth																
9.	Internal roads in the Market yard																
10.	Approach roads																
11.	Banking Services																
12.	Raised Platforms with tin roofs																
13.	Open raised Platforms																
14.	Drinking water facilities																
15.	Fire fighting equipments																
16.	Toilets Ladies / Gents																

17.	Public Address System for announcements																		
18.	Notice Board																		
19.	Illumination in the market yard																		
20.	Watch and ward cabins																		
21.	Drinking Water facilities																		
22.	Solid waste management unit																		
23.	Compound wall / fencing																		
24.	Labour (Hamali) availability																		
25.	Cleaning Unit for food grains / vegetables																		
26.	Cold Storage plants for fruits and vegetables																		
27.	Use of electronic display boards for market information																		
28.	Gate Check Post																		
29.	Canteen																		
30.	Transport (access to transport services)																		
31.	Parking space to park the vehicles																		
32.	First Aid facilities																		
33.	Post Office																		
34.	Police Station																		

TABLE-7

GAP IN RURAL HATTs INFRASTRUCTURE AND THE STRATEGIES TO BE ADOPTED

Name of the Block:

Sl. No.	Infrastructure Availability	Name of the Rural Hatt and Major arrivals:				Name of the Rural Hatt and Major arrivals:				Name of the Rural Hatt and Major arrivals:				Name of the Rural Hatt and Major arrivals:			
		Exists Yes / No	Gap F/P/N	Reas ons	Strat egy	Exists Yes / No	Gap F/P/N	Reas ons	Strate gy	Exists Yes / No	Gap F/P/N	Reas ons	Strat egy	Exists Yes / No	Gap F/P/N	Reas ons	Strat egy
1.	Raised platforms with tin roof																
2.	Parking place																
3.	Drinking water facility																
4.	Canteen																
5.	Shaded trees																
6.	Internal Roads in the Hatt																
7.	Approach Road																
8.	Toilets (Gents/ Ladies)																
9.	Auction Platform																
10.	Cleaning Unit for Vegetables																
11.	Telephone booth																
12.	Street Lights																
13.	Washing Place																
14.	First Aid																
15.	Refuse bins / disposal units to avoid pollution																
16.	Market Information																
17.	Access to public transport																

TABLE-8

GAPs IN LIVE STOCK MARKETING INFRASTRUCTURE AND THE STRATEGIES TO BE ADOPTED

Sl. No.	Infrastructure Availability	Name of the Livestock market and Type of animal Marketed:				Name of the Livestock market and Type of animal Marketed:				Name of the Livestock market and Type of animal marketed:				Name of the Livestock market and Type of animal Marketed:			
		Exists Yes / No	Gap F/P/N	Reasons	Strategy	Exists Yes / No	Gap F/P/N	Reasons	Strategy	Exists Yes / No	Gap F/P/N	Reasons	Strategy	Exists Yes / No	Gap F/P/N	Reasons	Strategy
1.	Loading and Unloading Ramps																
2.	Access to Veterinary Doctor / veterinary dispensary																
3.	Water Trough																
4.	Fodder Outlet																
5.	Drinking water facility																
6.	Trees (Shaded trees)																
7.	Canteen																
8.	Sheds for small ruminants																
9.	Internal Roads in the Market																
10.	Approach Road to the Market																
11.	Toilets (Gents/ Ladies)																
12.	Parking place for vehicles																
13.	Telephone booth																
14.	Street Lights																
15.	Banking Service																
16.	Toilets (Gents / Ladies)																
17.	Iron Pegs fixed on the ground to tie the animals																
18.	Washing place																
19.	Refuse bin / waste disposal to prevent pollution																
20.	Veterinary shoe makers enclosure																

F= Full gap, P= Partial gap and N= No gap

TABLE-10

**GAP IN MARKETING PRACTICES AND THE STRATEGIES TO BE ADOPTED
IN THE DISTRICT**

Sl. No.	Name of the APMC	I. CONTRACT FARMING									
		Name of the sponsoring company	Name of the commodities covered	Licence by the state Authority	No. of farmers tied up with the company	Formal agreement – Registered or not with the competent authority	Whether the company is processor, exporter or trader	Gaps if any in the arrangements	Potential for other commodities and production pockets	Reasons for gap	Strategy to bridge the gap
1.											
2											
3											
4											
5											
6											
7											
8											
9											
10											
11											
12											
13											
14											
15											

Note: APMC wise the data has to be collected FROM ALL the APMCs of the District.

TABLE-11

**GAP IN MARKETING PRACTICES AND THE STRATEGIES TO BE ADOPTED
IN THE DISTRICT**

Sl. No.	Name of the APMC	II. GROUP MARKETING								
		Type of the Group (SHG/ FIGs/CIGs/ producer co; etc	Name of the commodities covered	Common arrangements in the group (Grading/ Packing/ Transportation/ Liaison with buyer etc.)	Selling to whom (Institution/Exporter /Traders/Direct retailing)	Marketing facilities (Grading / Cleaning /Transportation/ Packing/ Branding)	Gaps if any in the arrangements	Potential for other commodities and production pockets	Reasons for gap	Strategy to bridge the gap
1.										
2										
3										
4										
5										
6										
7										
8										
9										
10										
11										
12										
13										
14										
15										

Note: APMC wise the data has to be collected. Data has to be collected FROM 10 SELECTED FARMERS INVOLVED IN GROUP MARKETING

TABLE-12
GAP IN MARKETING PRACTICES AND THE STRATEGIES TO BE ADOPTED
IN THE DISTRICT

Sl. No.	Name of the APMC	III. RETAIL CHAIN LINKAGE							
		Name of the Retail chain	Name of the commodities covered	Details of linkages (Buy back / providing transport/ grading / cleaning / packing / advisory to the farmers / beneficial price to the farmers)	No. of farmers tied up	Gaps if any in the arrangements	Potential for other commodities and production pockets	Reasons for Gap	Strategy to bridge the gap
1.									
2									
3									
4									
5									
6									
7									
8									
9									
10									
11									
12									
13									
14									
15									

Note: APMC wise the data has to be collected. The Data has to be collected form 10 selected farmers involved in Retail chain linkage

TABLE-13

**GAP IN MARKETING PRACTICES AND THE STRATEGIES TO BE ADOPTED
IN THE DISTRICT**

Name of the APMC:

Sl. No.	Name of the agency (FCI/	IV. SUPPORT PRICE						
		Name of the commodities covered	Whether all farmers are benefited	Percentage of commodities not being sold under MSP	Gaps if any in the arrangements	Potential for other commodities and production pockets	Reasons for Gap	Strategy to bridge the Gap
1.								
2								
3								
4								
5								
6								
7								
8								
9								
10								
11								
12								
13								
14								
15								

Note: Same format shall be used for the selected 10- Farmers in each APMC. Data has to be collected from all the APMCs in the district.

TABLE-14

**GAP IN MARKETING PRACTICES AND THE STRATEGIES TO BE ADOPTED
IN THE DISTRICT**

Sl. No.	Name of the APMC	V. PROCESSING								
		Name of the Organization	Commodities covered	Backward linkages with the farmers (Contract farming / purchasing from Mandi/ Direct purchase from farmers/ pre – harvest contract etc.,)	No. of farmers tied up with the company	Benefits to the farmers (Improved price/ impact on production/ beneficial to small farmer/expansion of markets)	Gaps if any in the arrangements	Potential for other commodities and production pockets	Reasons for gap	Strategy to bridge the gap
1.										
2										
3										
4										
5										
6										
7										
8										
9										
10										
11										
12										
13										
14										

Note: APMC wise the data has to be collected FROM ALL the APMCs of the District.

TABLE-15

**GAP IN MARKETING PRACTICES AND THE STRATEGIES TO BE ADOPTED
IN THE DISTRICT**

Sl. No.	Name of the APMC	VI EXPORT MARKETING							
		Name of the organization	Commodities covered	Practices followed (Grading/Cleaning/packaging/transportation/branding)	Linkage with farmers (Buy back/ Direct buying/ Mandi / Advisory to farmers / supply of quality inputs like seed, pesticides/ fertilizers etc.,)	Gaps if any in the arrangements	Potential for other commodities and production pockets	Reasons for gap	Strategy to bridge the gap
1.									
2									
3									
4									
5									
6									
7									
8									
9									
10									
11									
12									
13									
14									
15									

Note: APMC wise the data has to be collected FROM ALL the APMCs of the District.

TABLE-16

**GAP IN MARKETING PRACTICES AND THE STRATEGIES TO BE ADOPTED
IN THE DISTRICT**

Sl. No.	Name of the APMC	VII. DIRECT MARKETING							
		Name of the organization (Licence holder)	Commodities covered	Status of Direct Marketing (Exporter/ Sponsoring co;/processor/trader/ retail chain etc.,)	Benefits to the farmer (Grading/packing/improved or assured prices/reduction in wastage / access of farmer to the market/ prompt payment etc.,)	Gaps if any in the arrangements	Potential for other commodities and production pockets	Reasons for gap	Strategy to bridge the gap
1.									
2									
3									
4									
5									
6									
7									
8									
9									
10									
11									
12									
13									
14									
15									

Note: APMC wise the data has to be collected from all the APMCs of the District.

TABLE-17
GAP IN MARKETING PRACTICES AND THE STRATEGIES TO BE ADOPTED
IN THE DISTRICT

Sl. No.	Name of the APMC	VIII. FUTURE MARKET						
		Commodities covered	No. of farmers Benefited	Benefits to the farmer (Price (improved price) whether it is affecting/ impact of production planning/ whether small farmers are benefited / whether it has expanded markets for its farmers etc.,)	Gaps if any in the arrangements	Potential for other commodities and production pockets	Reasons for gap	Strategy to bridge the gap
1.								
2								
3								
4								
5								
6								
7								
8								
9								
10								
11								
12								
13								
14								
15								

Note: APMC wise the data has to be collected from all the APMCs of the District.

TABLE-18

**GAP IN MARKETING PRACTICES AND THE STRATEGIES TO BE ADOPTED
IN THE DISTRICT**

Sl. No.	Name of the APMC	IX. SPOT MARKET							
		Commodities covered	No. of farmers benefited	Production pockets of which farmers are benefited	Benefits to the farmer (Grading/packing/ pricing/ price discovery mechanism / impact on production/ impact on production plan/ whether it has expanded the market for the farmers etc.,)	Gaps if any in the arrangements	Potential for other commodities and production pockets	Reasons for gap	Strategy to bridge the gap
1.									
2									
3									
4									
5									
6									
7									
8									
9									
10									
11									
12									
13									

Note: APMC wise the data has to be collected from all the APMCs of the District.