

Report on the Conference
on
NATIONAL AGRICULTURAL MARKET

organized by

CCS National Institute of Agricultural Marketing, Jaipur,
&
Jharkhand State Agricultural Marketing Board, Ranchi

The CCS National Institute of Agricultural Marketing (NIAM), Jaipur is organizing a series of interactive programmes with the critical stakeholders in different states for creating awareness on National Agricultural Market. The programmes aim at creating environment for the implementation of the Scheme on National Agricultural Market of Ministry of Agriculture and Farmers Welfare.

The second conference was organized at Ranchi, Jharkhand on 22nd September 2015. The conference was organized in collaboration with Jharkhand State Agricultural Marketing Board, Ranchi.

The programme was attended by the following:

1. Mr Randhir Singh, Honorable Minister of Agriculture, Government of Jharkhand
2. Secretary, Agriculture and Cooperation, Government of Jharkhand
3. Mr Raj Kumar, Managing Director, Jharkhand State Agricultural Marketing Board, Gandhi Nagar
4. Mr Ajit Singh, Director (Agricultural Marketing), JSAMB, Ranchi
5. Ms Anita, Secretary, JSAMB, Ranchi
6. Col (Retd) A K Nath, Centre for Development of Advanced Computing, Kolkata
7. Dr Nabuttachrya, Centre for Development of Advanced Computing, Kolkata
8. Dr Amitabh, Centre for Development of Advanced Computing, Kolkata
9. Dr Shalendra, NIAM Jaipur
10. Secretaries and other Staff
11. Traders/Commission Agents
12. Farmers

Mr Raj Kumar, Managing Director, JSAMB, Ranchi in his welcome speech expressed the interest of the state for participation in the Scheme. He informed about the reforms undertaken mainly in the three critical areas identified by the Ministry for participation in the Scheme. He expressed the need for a customized approach in the implementation of the scheme as every state is unique in its own sense, Jharkhand being a state that has vegetable surplus.

Dr Shalendra from NIAM exposed different stakeholders to the concept of national agricultural market. Various components and benefits available to different stakeholders from the Scheme were also discussed during the conference. The participants were also informed about the concept of e-trading and how it may help in transparent and competitive price discovery.

Assaying is going to play an important role in the integration of markets across states. A presentation on the concept and technology available for assaying was made by Col (Retd) A K Nath from CDAC, Kolkata. Dr Bhattacharyya and Dr Amitabh from CDAC demonstrated the technology developed by CDAC for assaying of agricultural commodities. The results were mainly based on the physical assessment of the commodity. It was desired by the participants to make the technology more comprehensive by integrating features on moisture assessment, oil content, etc.

Shri Randeer Singh, Honorable Minister of Agriculture, Government of Jharkhand emphasized on the importance of agriculture for overall development of the State. He also accentuated the importance of developing requisite infrastructure mainly agricultural marketing like cold store and refrigerated vans for a state like Jharkhand with abundance of fruits and vegetables production. He welcomed the introduction of concept like National Market with potential to ensure better price and making market information available to the farmers.

It emerged during the conference that there is need to identify the infrastructure required and the service providers to avail the identified services for developing market suitable for implementation of national market.

The assaying was considered to be critical by all the stakeholders. There is need to identify parameters important for assaying the quality of vegetables from trade point of view. The parameters may be identified by agencies like CDAC and NIAM in consultation with various stakeholders relevant for agri-trade in the region.

The conference was concluded with an appeal to different stakeholders to participate in the scheme and make it a success.
