

**Report on the Conference
on
NATIONAL AGRICULTURAL MARKET
organized by
CCS National Institute of Agricultural Marketing, Jaipur,
&
Department of Agricultural Marketing, Government of Rajasthan**

As a designated knowledge partner in the implementation of Central Sector Scheme on National Agricultural Market, National Institute of Agricultural Marketing is committed to creating awareness about the Scheme through interactive programmes with the critical stakeholders. This would create an appropriate environment for the implementation and acceptability of this ambitious Scheme, introduced by the Ministry of Agriculture and Farmers Welfare.

The third conference was organized at Jaipur by NIAM on 28th Sept. 2015.

The programme was attended by the following:

1. Mr Siraj Husain, Secretary, DAC, Ministry of Agriculture and Farmers Welfare, New Delhi (Chief Guest)
2. Mr Ashok Sampatram, Additional Chief Secretary, Government of Rajasthan
3. Mr Kuldeep Ranka, Secretary, Agriculture and Horticulture, Government of Rajasthan
4. Mr Dinesh Yadav, Director, Agricultural Marketing, Government of Rajasthan
5. Ms Irina Garg, Director General, NIAM Jaipur
6. Mr Sheetal Sharma, Director, SIAM Jaipur
7. Ms Sharda Shaadh, Chairman, APMC Jaipur (Grain)
8. Ms Rukama Bala Soyal, APMC Jaipur (F&V)
9. Col (Retd) A K Nath, Centre for Development of Advanced Computing, Kolkata
10. Dr Nabuttachrya, Centre for Development of Advanced Computing, Kolkata
11. Dr Amitabh, Centre for Development of Advanced Computing, Kolkata
12. Mr Senjit Tiwari, SFAC, New Delhi
13. Secretaries and other Staff
14. Traders/Commission Agents
15. Farmers
16. NIAM Faculty and students

The programme was inaugurated by the Chief Guest of the Programme, Shri Siraj Husain, Secretary, DAC, Ministry of Agriculture and Farmers Welfare, New Delhi. The Chief Guest expressed satisfaction on the balanced participation by wide range of actual users of the scheme. He emphasized the importance of interaction with real users of the scheme like traders and farmers to address their queries and doubts while devising the model of the Scheme. He also expressed his faith in the Scheme, as similar initiatives in states like Karnataka had helped farmers fetch better price for their produce.

The Secretary also advised NIAM to organize the exposure visit of stakeholders including farmers, secretaries and Chairperson to Karnataka to help them understand the concept of e-trading and market integration. NIAM may ask the Ministry for support for organizing such programme under the various schemes.

He was also informed by Marketing Division about the computerization done by the state in selected markets with the help of the State IT Department. He desired the State department of Agricultural Marketing to revisit the various provisions of the current system in the light of integration with the national system being developed by SFAC. He advised NIAM to study the computerized system introduced by the Rajasthan and its impact on various aspects of marketing like arrivals, prices, understanding and acceptability of stakeholders.

Ms Irina Garg, Director General, NIAM Jaipur in the welcome speech expressed her gratitude to Mr Siraj Husain and other dignitaries for participating in the programme. She observed that several factors like liberalization of economy, increased pressure on land, e-commerce and reforms in the APMC Acts had prepared the ground for introduction of this unique Scheme. The successful implementation of the Scheme was likely to have a significant ramification for the economy as a whole and farmer and consumers specifically.

Shri Sampatram emphasized on the need of modernization in agricultural marketing. He expressed the importance of modernization of the system through implementation of national market as was being undertaken in most of the other sectors of the economy. The Karnataka model was also discussed by Shri Kuldeep Ranka.

Mr Senjit Tiwari from SFAC and Dr Shalendra from NIAM informed participants about the concept of the Scheme. The participants were also exposed to different 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 with the help of a film on the concept.

The importance of assaying of agricultural commodities in the light of national market and its requirement for integration of market was discussed by Col (Retd) A K Nath and his team from CDAC, Kolkata. He informed about the

technology developed by his centre for selected agricultural commodities. The demonstration of the technology was made by Dr Bhattacharyya and Dr Amitabh. The market official showed great interest in the technology but desired to make the technology more comprehensive by integrating features on moisture assessment, oil content, etc.

The plan to test the suitability of the technology in the field was also discussed and it was decided to establish the technology on pilot basis in two selected APMCs in Rajasthan. Three agencies namely CDAC, NIAM and Agricultural Marketing Department, Government of Rajasthan, would collaborate to implement this project.

It was decided that NIAM will help CDAC in identification of parameters for assessment of different commodities important for Rajasthan taking into consideration specifications defined by FSSAI, DMI and traders.

The appropriate technology for assaying is going to be a vital element to make true integration of markets possible. CDAC has successfully developed technology for commodities like coffee and tea and for other grains it is in the process of testing the technology in field.

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