

Agriculture Marketing Schemes In India

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Abstract - Agriculture marketing schemes in India are pivotal in transforming the agricultural sector by modernizing markets and enhancing market efficiency. These schemes aim to empower farmers by ensuring fair prices, reducing middlemen exploitation, and improving market accessibility through initiatives such as establishing market yards, promoting direct marketing channels, implementing quality standards, and providing training and government support. By fostering transparency and competitiveness, these schemes contribute to the welfare of farmers, enhance food security, and strengthen the overall agricultural economy of India.

Introduction - Agriculture marketing schemes in India play a crucial role in shaping the dynamics of the agricultural sector, which is the backbone of the country's economy and a primary livelihood source for millions of farmers. These schemes are designed to address systemic challenges such as inefficient market infrastructure, middlemen exploitation, and price volatility, which have traditionally hindered farmers' ability to receive fair prices for their produce.

India's agriculture marketing schemes aim to modernize and streamline agricultural markets by improving physical infrastructure like market yards, storage facilities, and transportation networks. They also promote the adoption of technology-driven solutions for efficient market operations and price discovery mechanisms.

National Agriculture Scheme(14-04-2017): Small Farmers' Agribusiness Consortium (SFAC) is designated as Lead Agency, to roll out the NAM in partnership with a Strategic Partner (SP), which will be responsible for developing, running and maintaining the proposed e-marketing platform.

National Agriculture Market (NAM) is envisaged as a pan-India electronic trading portal which seeks to network the existing APMC and other market yards to create a unified national market for agricultural commodities. NAM will create a national network of physical mandis which can be accessed online. It seeks to leverage the physical infrastructure of the mandis through an online trading portal, enabling buyers situated even outside the State to participate in trading at the local level.

Some Basic Facts About National Agriculture Market Scheme Design: It is the objective to usher in reform of the agri marketing system and to provide farmers /

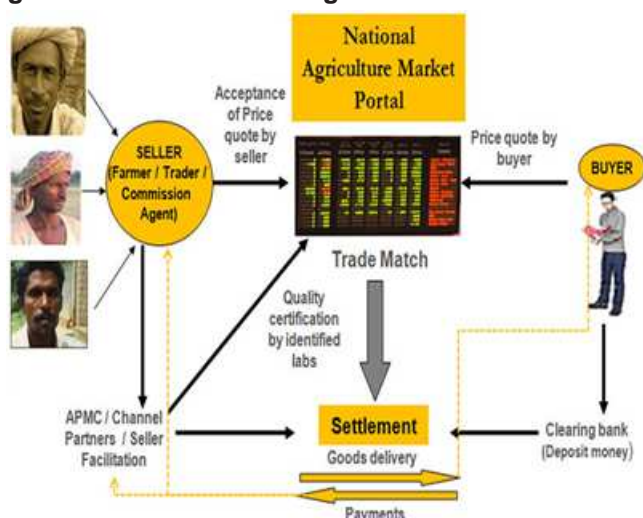
producers with access to markets across the country. The scheme envisages implementation of the NAM by setting up of an appropriate common e-market platform that would be deployable in selected 585 regulated wholesale markets in States / UTs desirous of joining the e-platform.

National Agriculture Market Scheme Features:

1. A National e-market platform for transparent sale transactions and price discovery in regulated markets, kisan mandis, warehouses and private markets. Willing States to accordingly enact provision for e-trading in their APMC Act.
2. Liberal Licensing of traders / buyers and commission agents by State authorities without any pre-condition of physical presence or possession of shop / premises in the market yard.
3. One license for a trader valid across all markets in the State.
4. Harmonization of quality standards of agricultural produce and provisions of assaying (quality testing) infrastructure in every market to enable informed bidding by buyers.
5. Restriction of agriculture Produce Marketing Committee's (APMC) jurisdiction to within the APMC market yard / sub yard instead of a geographical area (the market area) at present.
6. Single point levy of market fees i.e. on the first whole-sale purchase from the farmer.

SFAC will implement the national e-platform and will cover 400 and 185 mandis during 2016-17 and 2017-18 respectively. SFAC will develop, operate and maintain the NAM platform with technical support from the Strategic Partner viz. M/s Nagarjuna Fertilizer and Chemicals Limited, who have been selected through an e-procurement process.

Agriculture Market Working Model



Benefits of Trading on NAM:

1. Transparent Online Trading
2. Real Time Price Discovery
3. Better Price Realization For Producers
4. Reduced Transaction Cost For Buyers
5. Stable Price and Availability to Consumers
6. Quality Certification, Warehousing, and Logistics
7. More Efficient Supply Chain
8. Payment and Delivery Guarantee
9. Error Free Reporting of Transactions
10. Enhanced Accessibility to the Market

Soil Health Card Scheme: Soil Health Card Scheme is a scheme launched by the Government of India on 19 February 2015. Under the scheme, the government plans to issue soil cards to farmers which will carry crop-wise recommendations of nutrients and fertilisers required for the individual farms to help farmers to improve productivity through judicious use of inputs. All soil samples are to be tested in various soil testing labs across the country. Thereafter the experts will analyse the strength and weaknesses (micro-nutrients deficiency) of the soil and suggest measures to deal with it. The result and suggestion will be displayed in the cards. The government plans to issue the cards to 14 crore farmers.

Scheme: The scheme aims at promoting soil test based and balanced use of fertilisers to enable farmers to realise higher yields at lower cost. also the main objective is to aware growers about the appropriate amount of nutrients for the concerned crop depending on the quality of soil. It covers 12 Parameters.

Budget: An amount of Rs 568 crore (US\$71 million) was allocated by the government for the scheme. In 2016 Union budget of India, Rs 100 crore (US\$13 million) has been allocated to states for making soil health cards and set up labs.

Performance: As of July 2015, only 34 lakh Soil Health Cards (SHC) were issued to farmers as against a target

2015–16. Arunachal Pradesh, Goa, Gujarat, Haryana, Kerala, Mizoram, Sikkim, Tamil Nadu, Uttarakhand and West Bengal were among the states which had not issued a single SHC under the scheme by then. The number grew up to 1.12 crore by February 2016. As of February 2016, against the target of 104 lakh soil samples, States reported a collection of 81 lakh soil samples and tested 52 lakh samples. As on 16.05.2017, 725 lakh Soil Health Cards have been distributed to the farmers.

Plans: The target for 2015–16 is to collect 100 lakh soil samples and test these for issue of soil health cards. 2 crore cards are under printing and will be distributed before March 2016.[5] The government plans to distribute 12 crore soil cards by 2017.

Rashtriya Krishi Vikas Yojana(RKVY): The Rashtriya Krishi Vikas Yojana was introduced to provide support to the agricultural sector in achieving 4% annual agriculture growth. RKVY scheme was launched in the year 2007 and was later rebranded as Remunerative Approaches for Agriculture and Allied sector Rejuvenation (RAFTAAR) to be implemented for three years till 2019-20 with a budget allocation of Rs 15,722 crore. In a meeting held on 29th May 2007, the National Development Council (NDC), resolved the idea of launching a Central Assistance Scheme (RKVY) concerned by the slow growth in the Agriculture and allied sectors. The NDC also aimed at the reorientation of agricultural development strategies to meet the needs of farmers. The scheme provided considerable flexibility and autonomy to States in planning and executing programmes for incentivising investment in agriculture and allied sectors.

What is Rashtriya Krishi Vikas Yojana?

The scheme facilitated decentralized planning in the agricultural sector through the initiation of the State Agriculture Plan (SAP) and District Agriculture Plans (DAPs). The scheme was based on agro-climatic conditions ensuring the availability of appropriate technology and natural resources thus providing accommodation for local needs.

Rashtriya Krishi Vikas Yojana (RKVY) is an important topic for the IAS Exam. Candidates can download the notes PDF at the end of the article.

Objectives of RKVY RAFTAAR: The main objective of Rashtriya Krishi Vikas Yojana is to develop farming as the main source of economic activity. Some of the objectives also include:

1. Risk mitigation, strengthening the efforts of the farmers along with promoting agri-business entrepreneurship through the creation of agri-infrastructure.
2. Providing all the states with autonomy and flexibility in making plans as per their local needs.
3. Helping farmers in increasing their income by encouraging productivity and promoting value chain addition linked production models.
4. To reduce the risk of farmers by focusing on increas-

ing income generation through mushroom cultivation, integrated farming, floriculture, etc.

5. Empowering the youth through various skill development, innovation, and agri-business models.

Latest Updates on RKVY RAFTAAR: Ministry of Agriculture funding start-ups under the innovation and agri-entrepreneurship component of Rashtriya Krishi Vikas Yojana in 2020-21.

In addition to 112 startups already funded for a sum of Rs. 1185.90 lakhs, 234 startups in the agriculture and allied sectors will be funded for a sum of Rs. 2485.85 lakhs.

A component, the Innovation and Agri-entrepreneurship Development programme has been launched under Rashtriya Krishi Vikas Yojana to promote innovation and agri-entrepreneurship by providing financial support and nurturing the incubation ecosystem.

These start-ups are in various categories such as agro-processing, artificial intelligence, digital agriculture, farm mechanisation, waste to wealth, dairy, fisheries etc.

The following are the components of this scheme:

Agripreneurship Orientation – 2 months duration with a monthly stipend of Rs. 10,000/- per month. Mentorship is provided on financial, technical, IP issues etc.

Seed Stage Funding of R-ABI Incubatees – Funding upto Rs. 25 lakhs (85% grant & 15% contribution from the incubatee).

Idea/Pre-Seed Stage Funding of Agripreneurs – Funding up to Rs. 5 lakhs (90% grant and 10% contribution from the incubatee).

Significance of RKVY Scheme: The Rashtriya Krishi Vikas Yojana scheme is responsible for planning and executing programs for incentivizing investment in agriculture by providing the states considerable flexibility and autonomy. This scheme became successful in increasing the agricultural state domestic product and promoting agri-entrepreneurship.

Some of the useful significances of the RKVY Scheme are as follows:

1. Incentivising all the states of India in enhancing more allocation to agricultural and allied sectors.
2. RKVY helps in creating the post-harvest infrastructure required for the growth of agriculture along with strengthening the efforts of the farmers by providing market facilities.
3. It will help in the promotion of private investment in the

farm sector across the nation.

Some of the major sub-schemes that are implemented under RKVY-Raftaar are Accelerated Fodder Development Programme (AFDP), Saffron Mission, Crop Diversification Programme (CDP), etc.

The RKVY – Raftaar covers all the major sectors of the country which include:

1. Crop Cultivation and Horticulture
2. Animal Husbandry and Fisheries
3. Dairy Development, Agricultural Research and Education
4. Forestry and Wildlife
5. Plantation and Agricultural Marketing
6. Food Storage and Warehousing
7. Soil and Water Conservation
8. Agricultural Financial Institutions, other Agricultural Programmes and Cooperation.

Conclusion: Agriculture marketing schemes in India represent a crucial step towards transforming the agricultural landscape by addressing longstanding challenges faced by farmers. Through initiatives aimed at modernizing infrastructure, enhancing market access, and empowering farmers with knowledge and support, these schemes foster fairer pricing, reduce exploitation by middlemen, and improve overall market efficiency. By promoting transparency, competitiveness, and sustainability in agricultural markets, these efforts not only benefit farmers by increasing their income and reducing post-harvest losses but also contribute significantly to India's food security and economic growth. Continued commitment to these schemes is essential to ensure sustained progress and prosperity for the agricultural sector in India.

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