

Agricultural Marketing



Agricultural Marketing Department has been performing in the following sectors during last few years which includes market intelligence and intervention where it is necessary and creation of market infrastructures to introduce an orderly system of agricultural produce marketing aiming at achieving farmer's rational share in consumers' price.

1. Market intelligence and market intervention
2. Marketing infrastructures through regulated Market Committees and West Bengal State Marketing Board from own fund
3. Marketing infrastructures
4. New initiatives
 - Reforming Agricultural Marketing Legislations
 - State wide flagship programme for setting up of macro Agricultural Marketing infrastructures
 - Reorganization of implementing agencies.

Market intelligence and Market intervention

Daily market data including prevailing market prices and arrivals of agricultural produces in the markets are collected, recorded and disseminated through AIR and Doordarshan as well as through daily uploading of the data on GOI portal www.agmarknet.nic.in.

Potato

Govt. of West Bengal declared export subsidy for export of potato at overseas markets @ Rs 2/Kg and Rs 3.Kg for non refer and refer container respectively. In the year 2011, GOWB extended statutory storing period in cold storages to provide support to the producers. The State Govt. provided a subsidy of Rs 8 Crores for this in 2011.

Jute

In 2011-12, the Department declared additional support @ Rs 100/Qtl over and above declared MSP in jute to provide support to the growers of Jute.

Infrastructures

Financial Year	Amount (in Lakhs)	Scheme
2009-2010	1121	Godown + Development of Rural Primary Market + Auction Platform + Shops and Stalls + Development of RMC and Strengthening of Extension Programme under Directorate of Agricultural Marketing
2010-2011	1299.283	Godown + Development of Rural Primary Market + Auction Platform + Shops and Stalls + Development fo RMC and Strengthening of Extension Programme under Directorate of Agricultural Marketing
2011-2012	2767	Godown + Development of Rural Primary Market + Auction Platform + Shops and Stalls + Development fo RMC and Strengthening of Extension Programme under Directorate of Agricultural Marketing, Infrastructural Dev of Western districts
2009-2010	1173.95	Infrastructural development of Different RMCs in West Bengal
2010-2011	6484.82	
2011-2012	4316.21	
2009-2010	886.56	
2010-2011	2325.12	
2011-2012	459.92	

Convergence with institutes like IIT, Kharagpur, Indian Institute of Packaging and Bidhan Chandra Krishi Viswa Vidyalaya generated synergy and technical innovations like human energy driven farm family level value addition processing devices, packaging models, dry flower initiatives and formation of producers' companies, which are considered beneficial to the producers.

New initiatives

Reforming Agricultural Marketing Legislations

For making the Agricultural Marketing legislations more farmer friendly, steps are being taken to amend concerned APMC Act and Cold Storage Act suitably and the Ware Housing Act is also being amended to make the ware housing and cold storage receipts negotiable. It will help the producers to have credit on pledging the receipts from financial institutions.

Cold Storages

Department of Agricultural Marketing being the licensing authority has licensed Cold Storages as tabled below:

Sl No	Type of Cold Storage	Number	Capacity (in MT)
1	Potato	417	5719046
2	Potato + multipurpose	11	147831
3	Multipurpose	86	56070 6.11
TOTAL		514	6427583.11

During last one year, construction permission for additional 35 cold storages both Potato and Multipurpose were issued and an additional 4.15 Lakh MT storage space will be added shortly.

Cold Chain Management

The West Bengal State Marketing Board is setting up 36 Multipurpose Cold Storages in different Market Yards of RMCs and constructions of 30 units are going to be completed. As a part of cold chain, WBSMB has already provisioned 12 controlled atmosphere Refrigerated Vans, having 3 MT capacity each to reduce post harvest loss of perishables.

Reorganization of implementing agencies

GOWB has just notified Kolkata Regulated Market Committee for enforcement of Market Regulation in Kolkata and constituted Paschimbanga Agri Marketing Corporation Ltd. for direct procurement of Agricultural produces including paddy.

Setting up of block level Mandi

GOWB is intending to set up 'Mandis' in all 341 Blocks and in first phase 100 locations have been identified for setting up of block level farmer's markets along with infrastructures for procurement of paddy directly from producers. For this GOWB enhanced State budget provision 4 times more than previous budget provisions. During last one month Hon'ble Chief Minister of the State has kindly laid foundation stone for setting up of block level mandi at Bankura, Burdwan, Purba Medinipur and Uttar 24 Parganas.

Processing units

With financial assistance from APEDA and DAC, GOI, Department of Agricultural Marketing is going to establish potato flake unit at Sheoraphully Principal Market Yard.

Export Promotion Activities

Paschimbanga Agri Marketing Corporation Ltd. has already started promotion of Bengal short grain ethnic aromatic rice varieties like Gobindovog, Tolaipanji, Katarivog and Kalonunia in domestic and overseas markets. The corporation is going to open 2 outlets at Banga Bhaban, New Delhi and Writers' Buildings, Kolkata for sale of packaged aromatic rice and Department's own fruit products. It will facilitate direct marketing of aromatic rice and the producers will fetch maximum benefits. Four additional outlets will be opened in Kolkata airport and other Metros shortly.

Storage of Onion

The Department is going to set up an improved storage unit using latest technology for storage of state's marketed surplus of onion aiming at expansion of area under cultivation and better price realization by the onion producers.