

GOVERNMENT OF INDIA
MINISTRY OF AGRICULTURE AND FARMERS WELFARE
DEPARTMENT OF AGRICULTURE AND FARMERS WELFARE

RAJYA SABHA
UNSTARRED QUESTION NO. 823
TO BE ANSWERED ON THE 09/02/2024

ROLE OF AGMARKNET PORTAL IN AGRICULTURAL MARKETING

823. DR. K. LAXMAN:

Will the Minister of **AGRICULTURE AND FARMERS WELFARE** be pleased to state:

- (a) the role of Agmarknet portal in improving and optimising agricultural marketing in the country; and
- (b) the details of the specific contributions it makes to enhance the overall efficiency of the agricultural market ecosystem?

ANSWER

MINISTER OF AGRICULTURE AND FARMERS WELFARE

(SHRI ARJUN MUNDA)

(a): Government has been implementing Marketing Research and Information Network (MRIN) sub-scheme under Integrated Scheme for Agricultural Marketing (ISAM) since 2000. Under the MRIN sub-scheme, Agricultural Marketing Information Network (AGMARKNET) portal was launched to link important agricultural produce markets, the State Agriculture Marketing Boards and Directorate of Agricultural Marketing across the country and the project is being executed with technical assistance of National Informatics Centre (NIC). Web based reporting system is developed by NIC and the user ID and Passwords were provided to Agricultural Produce Market Committee (APMC) markets nodes for reporting data on transacted agricultural commodities in the portal.

The portal analyses information drawn from 3700 markets across 28 States and 05 UTs of the country. The weekly arrivals and price trend analysis for important markets in respect of major agricultural commodities transacted are under the purview of this scheme component through AGMARKNET. Further enrichment of data collection and analysis is constantly done in AGMARKNET to ensure better price realization and market access for the farmers.

Market information helps the farmers to make appropriate decisions in planning of production and marketing of their produce in order get remunerative price.

(b): The objectives of AGMARKNET portal, inter alia, is to collect and disseminate prices, arrivals & other marketing related data for the use of farmers and other stakeholders to enable farmers to take better market linked production and marketing decision for better price realization. Further technological improvements in the portal and exhibition of price trend analysis have led to better market accessibility to the farmers and also taking

the better marketing decision. Government rely on AGMARKNET Portal information for its decision making, procurement and monitoring and review of wholesale prices of agri-commodities through Inter-Ministerial Committee.

Mandi Prices are also provided to farmers through DD Kisan channel, Mobile apps and Kisan Call Centres. Mandi arrivals and prices reported on the portal will help in commodity flow mapping and supply chain integration of agricultural produce in the country. The mandi arrival and Prices from Agmarknet are used in monitoring prices of various agricultural and essential commodities at various levels.
