



## About the Agricultural Marketing Directorate

The name of the organisation which paved the way of success of the agrarian economy of West Bengal is the Directorate of Agricultural Marketing under the jurisdiction and control of the Department of Agricultural Marketing. Directorate of Agricultural Marketing primarily started its activities under the Directorate of Agriculture as a branch namely MW&C Branch (MW&C stands for Marketing, Warehouse & Cold Storage) of the Department of Agriculture, Govt. of West Bengal. In the year 1981 due to increase of activities of the MW&C branch, the branch has been developed to a Directorate namely Agricultural Marketing Directorate and since then this Directorate has been acting as an independent Directorate. In the year 2011 a new Department namely, Department of Agricultural Marketing started its function and this Directorate started functioning under the jurisdiction of this newly framed Department. Functioning of this Directorate received momentum towards ensuring remunerative price to the farmers making agricultural produce available at reasonable price to the consumers and creating infrastructural development for marketing of Agricultural Produces in an well organised manner.

### - : Vision :-

Ensuring remunerative price to the unorganised farmers having limited marketable surplus and providing the agricultural produces to the consumers at a reasonable price through market monitoring and intervention scheme.



## -: Initiatives :-

Uploading of market information on the web based portal and disseminating the same to the public domain through 76 nos of AGMARK node.

Organising workshop on grading and standardisation of jute fibre towards empowerment of jute farmers for ensuring remunerative price.

Performing trainings at district as well as block level on preservation techniques through 23 nos Training and Canning Centres.

Implementation of the schemes Amar Fasal Amar Gola ,Amar Fasal Amar Gari, Amar Fasal Amar Chatal through selected beneficiaries from the individual, small and marginal farmers, Farmers Interest Groups, Self Help Groups, Farmers Producers Organisations etc.

- Amar Fasal Amar Gola is a subsidised scheme towards construction of traditional storage structure, community storage structure and onion storage structure through convergence with MGNREGA.

- Amar Fasal Amar Gari is a subsidised scheme for carrying vegetables from farm house to market point.

- Amar Fasal Amar Chatal is also a subsidised scheme under BGREI, a sub scheme of RKVY for drying of paddy and other grains at farm family level.

- Operationalisation of Krishak bazaars encouraging the farmers to take part in the supply chain directly with resultant minimum role of middlemen.



## -: Objectives :-

To safeguard the interest of farmers as well as consumers through dissemination of prevailing price of the agricultural produces in the major/important domestic and national markets.

Improvement of value chain through promotion of standardisation and grading of agricultural and allied produces.

To minimise the post harvest loss of agricultural produces by providing household level/community level infrastructure to the farmers and imparting training to the unemployed rural youth and farm family members.

To minimise the role of middlemen and prevent distress sale empowering the farmers with the opportunity of direct marketing through Krishak Bazars.



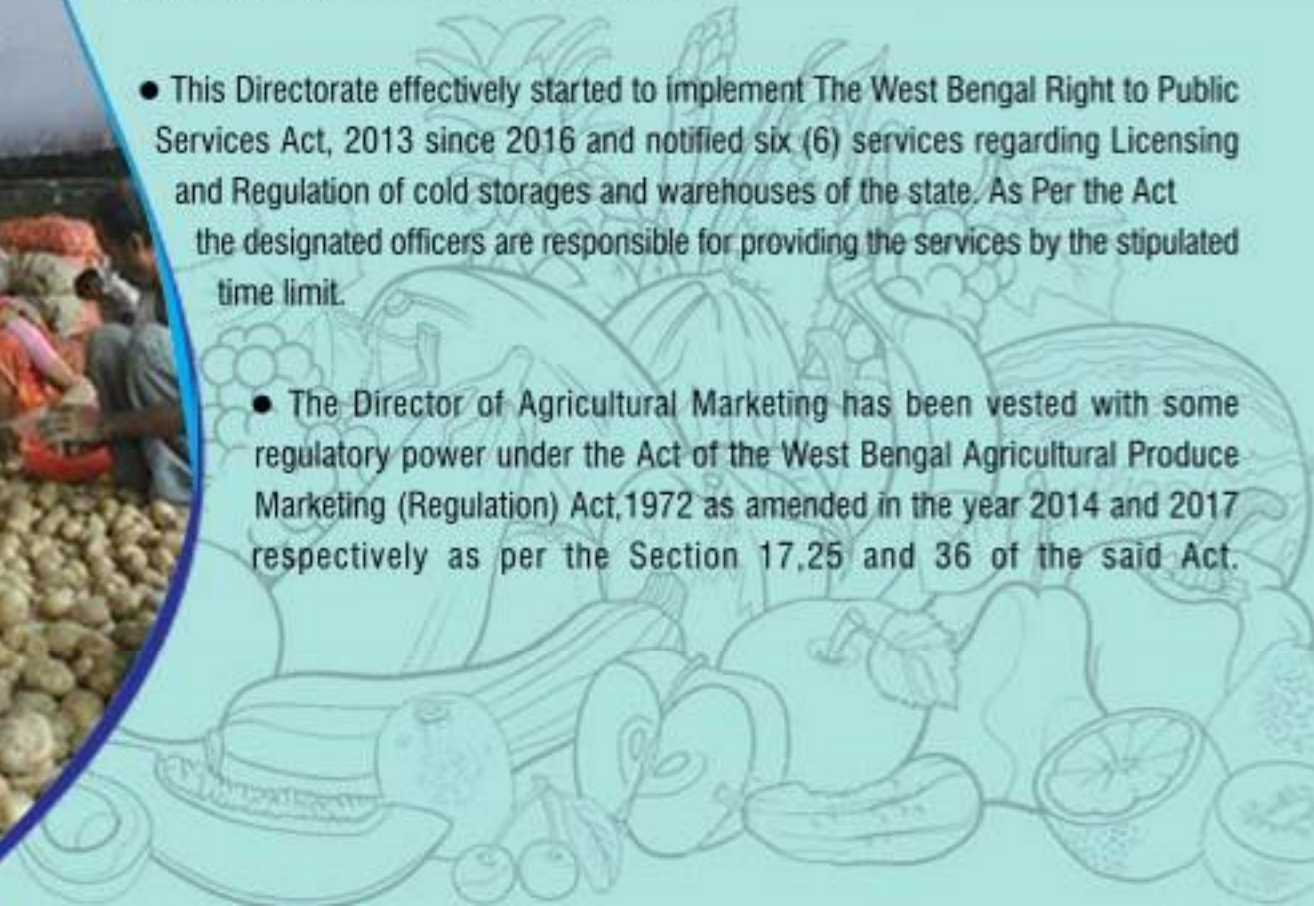
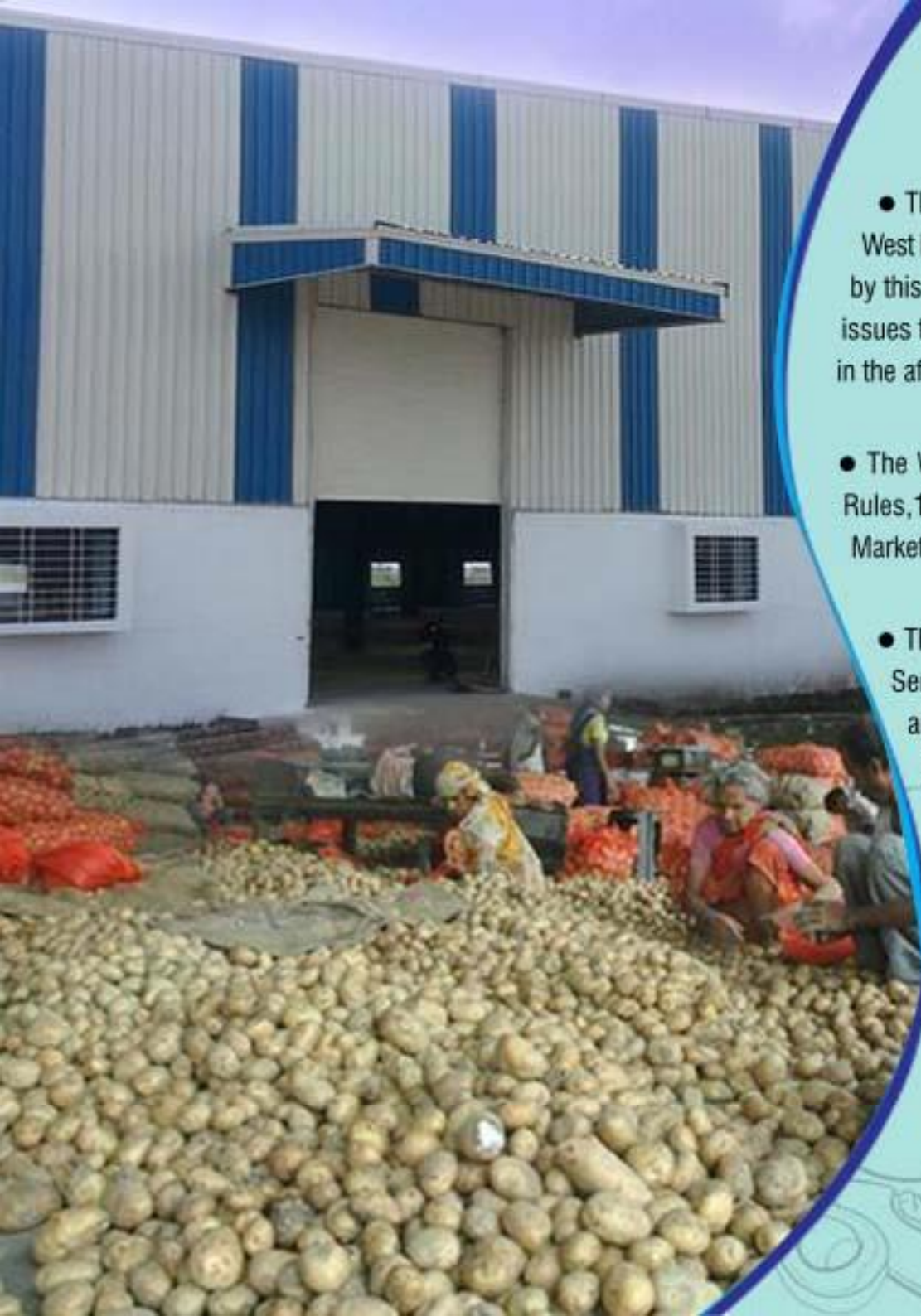
## **-: Regulatory Activities :-**

- The West Bengal Cold Storage Licensing & Regulation Act, 1966 as well as The West Bengal Cold Storage Licensing & Regulation Rules, 1967 are thoroughly implemented by this Directorate. The Director of Agricultural Marketing being the Licensing Authority issues the Licenses of Cold Storages and renews thereafter as per provisions laid down in the aforesaid Act and Rules.

- The West Bengal Warehouses Act, 1963 as well as The West Bengal Warehouses Rules, 1967 are also implemented by this Directorate and the Director of Agricultural Marketing acts as the warehouse authority.

- This Directorate effectively started to implement The West Bengal Right to Public Services Act, 2013 since 2016 and notified six (6) services regarding Licensing and Regulation of cold storages and warehouses of the state. As Per the Act the designated officers are responsible for providing the services by the stipulated time limit.

- The Director of Agricultural Marketing has been vested with some regulatory power under the Act of the West Bengal Agricultural Produce Marketing (Regulation) Act, 1972 as amended in the year 2014 and 2017 respectively as per the Section 17, 25 and 36 of the said Act.



# Organisational Set Up of Agricultural Marketing Directorate

## Directorate of Agricultural Marketing West Bengal, Kolkata

