

The Directorate of Agricultural Marketing

Write up on the Activities

Activities of the Directorate:

Market Supervision and monitoring of growers' and consumers' price:

- i) Ensuring remunerative price to the unorganised farmers and providing the agricultural produce to the consumers at a reasonable price through market monitoring and intervention. Farmers of the West Bengal as well as consumers are made aware of the major important domestic and national markets and the prices prevailing there through 76 (Seventy six) nos of Agmark Nodes.
- ii) Dissemination of price in public domain and regular preparation of price bulletin to cater R.B.I., Bureau of Economics and Statistics, Eastern Railway, & E.S.I. Hospital.
- iii) Submission of price report for tender purpose to the different Governments Departments namely, Child Development & Social Welfare, Health & Family Welfare, Vagrancy, Home and Agriculture Department & NAFED for procurement purpose and SUFAL BANGLA for price discovery.

Supervision of Cold Storages & Warehouses

- Successful implementation of the West Bengal Cold Storage (Licensing & Regulation) Act, 1966 and Rules, 1967 to manage the business of storing of potato in 576 no of licensed cold storages with the collective capacity of 79.81 Lakh MT towards safe keeping of harvested potato and ensuring remunerative price to th farmers as well as price stabilization throughout the year.
- Enforcement of the West Bengal Warehouses Act, 1963 and Rules made there under 1967 for proper supervision and control of licensed warehouses and other regulatory measures.

Grading & Standardisation

Under the purview of the Central Agricultural Produce (Grading and Marking) Act 1937, Oil, Honey & Spices are analysed and issued grade certificate by this Directorate and thus it could touch the figure of 1,06,595 kg of Mustard Oil, 17,218 kg of Honey and 97,851 kg Spices during the last three years.

Processing & Preservation of fruits:

Providing training to equip the SHG, FPO, FIG & individuals from farm families by the 23 nos. of Training & Canning Centres to reduce post harvest loss and value addition of fruits and vegetables. During the last three years, 5790 nos. of trainees have been imparted under (i) Block level Training with special emphasis on awareness of food adulteration, nutrition and involvement of supply chain in processed food (ii) Advance level Trainings with Special Emphasis on Development of Entrepreneurship and (iii) regular two and half months training on fruit processing & Preservation for self employment generation.

Production and sale of processed products like Jam, Jelly, Sauce, Pickle, Squash manufactured in the production centres under the supervision of the Agricultural Marketing Officer (Training &

Canning) are supplied to different fairs like Mati Utsav, Agri Horti Food Fest, International Trade Fair Delhi, Krishi Banga Shree stall at Banga Bhavan Delhi and the outlets of the SUFAL BANGLA thus making quality food products available to end consumers.

Jute Grading Training:

Imparting trainings to jute growers of the major jute producing districts of West Bengal for developing knowledge regarding retting & grading of jute fibre in order to improve quality of their jute and ensuring remunerative price. In last three years, 975 nos. of jute growers/farmers have been imparted the aforesaid trainings.

Subsidy linked Schemes:

Amar Fasal Amar Gola:

Providing assistance to the small and marginal farmers, farmers' interest groups, self help groups towards construction of Community, Traditional & Onion Storage structures having subsidy amount of Rs. 39,133/-, Rs. 6,336/- and Rs. 71,838/- respectively for storing food grains and onions at farm level towards preventing post harvest loss as well as enhancing farm level value addition.

Under this scheme, total 64,613 nos. of farmers have been benefitted so far.

Amar Fasal Amar Gari:

Towards minimising post harvest loss and facilitating transportation of agricultural produces from farm to market, assistance is provided to the small and marginal farmers, farmers' interest groups, self help groups for purchasing one vending cart having subsidy amount of Rs. 10,000/-.

Under this scheme, 31,215 nos. of farmers have been benefitted so far.

Amar Dhan Amar Chatal

Assistance is provided at farm family level for construction of paddy processing yards and traditional storage structure having subsidy amount of Rs.21,714/-, Rs. 6,336/- and Rs. 71,838/- respectively under BGREI, a sub scheme of RKVY towards preventing post harvest loss through drying of paddy and other grains. Remarkable achievement could be made in the field of price stability of major crops with negligible uproar amongst the rural farmers.

Under this scheme, 51,694 nos. of farmers have been benefitted so far.