

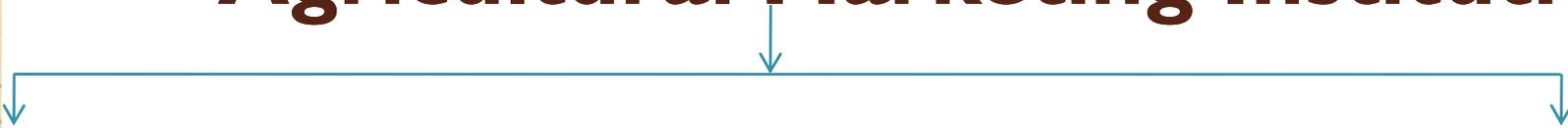


AGRICULTURAL MARKETING INSTITUTIONS OF INDIA

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Agricultural Marketing Institutions



PUBLIC SECTOR INSTITUTIONS

1. Food corporation of India (FCI)
2. Directorate of Marketing and Inspection (DMI)
3. Cotton Corporation of India (CCI)
4. Jute Corporation of India (JCI)
5. Commission for Agricultural Costs and Prices (CACP)
6. Commodity Board
7. Central Warehousing Corporation (CWC)
8. Export Inspection Council (EIC)
9. Council of State Agricultural Marketing Boards (COSAMB)
10. Silk Export Promotion Council (SEPC)
11. State Trading Corporation (STC)

COOPERATIVE INSTITUTIONS

1. National Agricultural Cooperative Marketing Federation (NAFED)
2. National Cooperative Development Corporation (NCDC)
3. National Consumer Cooperative Federation (NCCF)
4. State Cooperative Marketing Federation (SCMF)

PUBLIC SECTOR INSTITUTIONS

1. Food Corporation of India (FCI)

- Established under the Food Corporation Act, 1964.
- FCI works towards procurement of food grains and their effective distribution throughout the country, at affordable price through the Public Distribution System (PDS).

OBJECTIVES: Some of its objectives are:

- To make provisions for providing remunerative prices to the farmers
- To maintain buffer stocks as a measure of food security.
- To ensure the availability of food grains at affordable prices, especially to the poor section of the society.
- Intervene in the market for ensuring price stabilization.

FUNCTIONS: Major functions of FCI are:

- Procurement
- Storage
- Preservation
- Transportation
- Distribution
- Stock

2. Directorate of Marketing and Inspection (DMI)

- DMI holds the responsibility of implementing Union Government's marketing programmes.
- It acts as a liaising body between the Centre and States, on matters related to the marketing of agricultural produce.
- Headquartered at Nagpur, it has a strong network of 11 Regional Offices and 37 sub-offices.

Functions of DMI

1. **Grading-** Promotion of grading and standardisation of agricultural and related commodities. Eg: AGMARK
2. **Agmark Laboratories** – DMI has set up a total of 22 Regional Agmark Laboratories across the country for the purpose of quality certification of agricultural products.

3. Cold Storage

- DMI is very active in offering consultancy services related to the construction and operation of cold storages.
- Organises workshops, conferences, seminars, lectures, etc., specifically targeted at issues related to cold storages.

4. Meat Food Products:

- DMI implement the Meat Food Products Order for ensuring the required hygienic and sanitary conditions related to the production, import, export of meat food in the country.

5. Research

- DMI conducts a wide range of surveys for various types of agricultural products.
- Food grains, oil-seeds, vegetables and fruits, essential oils, edible nuts, spices, fibers, etc.

3. Cotton Corporation of India (CCI)

- CCI is a Government of India Undertaking.
- Engaged in the marketing of international standard cotton.
- Annual turnover is between 1,500 crore and 4,700 crore.
- It provides necessary support to all the cotton growing states of the country.
- CCI assists the Indian Textile Industry in the procurement of superior quality raw material.

FUNCTIONS

- Provides the requisite marketing support to cotton farmers.
- Assist farmers by providing them remunerative prices for their produce.
- Purchases cotton to fulfill export commitments.

4. Jute Corporation of India (JCI)

- JCI was established in the year 1971 by the Government of India.
- It was established to provide the Minimum Support Price (MSP) to the jute growers in India.
- It aims at strengthening the raw jute sector by providing various incentives and assistance to the farmers.
- JCI is operating successfully in the seven major jute growing states i.e. Assam, W. B, Bihar, Orissa, Andhra Pradesh, Tripura, and Meghalaya.

FUNCTIONS:

- By ensuring MSP, it protects the farmers' interest and protects them against exploitation.
- Helps jute cultivators produce better yield, both quantitatively and qualitatively.
- Maintains a database for recording information relevant to the jute industry.
- Plays an important role in stabilizing raw jute prices in the country.

5. Commission for Agricultural Costs and Prices (CACAP)

- Commission for Agricultural Costs and Prices (CACAP) was earlier known as Agricultural Prices Commission.
- It was set up in January, 1965 to advise the government on matters pertaining to pricing policy of important agricultural products.

FUNCTIONS:

- It recommends MSP for major agricultural products to the govt., based on factors like :
 - a. cost of production,
 - b. market trends,
 - c. changes in input prices ,
 - d. demand and supply ,
 - e. international prices, etc.
- Conducts on-field surveys, and collects relevant data from the farmers.

6. Central Warehousing Corporation (CWC)

- It is one of the biggest public warehousing corporations in India.
- Established in the year 1957.
- It has a strong network of 482 warehouses across the country.
- Possess a storage capacity of about 10.4 million tonnes.

FUNCTIONS:

- Offers a variety of warehousing facilities like food grain warehouse, custom-bonded warehouses, industrial warehouses, etc.
- Provides services like clearing and forwarding, transportation, distribution, etc.
- Extends consultancy services to other institutions for setting up their own warehouses.

7. Export Inspection Council (EIC)

- EIC was established under The Export (Quality Control and Inspection) Act, 1963.
- Purpose of promoting overall development of India's export trade, through quality control and inspection.
- It has the power to:
 - a) Notify commodities subject to quality control and inspection before the actual export.
 - b) Establish quality standards for such notified commodities.
 - c) Specify the type of quality control & inspection applied to such commodities.

FUNCTIONS:

- It certifies the quality of food items through its Food Safety Management in food processing units.
- It certifies the quality of export commodities.
- It issues certificates of country of origin to the exporters.

8. Council of State Agricultural Marketing Board (COSAMB)

- It is a national level organization established in the year 1988.
- It acts as a coordinating body for all the State Agricultural Marketing Boards towards the construction of a strong marketing system.

OBJECTIVES:

It is supposed to meet the following objectives:

- Coordinating with the Central and State Govts. for securing the interests of producers, traders and consumers.
- Promoting information exchange at national and international level.
- Providing a common forum for all the concerned parties.
- Organizing various seminars and conferences for its members.

9. Silk Export Promotion Council (SEPC)

- Established on June 17, 1983, under the Companies Act, 1956.
- Main objective is to stay updated on various developments related to domestic and international silk trade.
- Acts as an important source of information for its members, on issues related to trade policies, government circulars, trade fair report, country profiles, etc.

FUNCTIONS:

- Promotes strategies towards the promotion and export of Indian silk.
- Identifies new market for Indian silk.
- Provides valuable market data.
- Brings potential overseas buyers in contact with Indian sellers.
- Advertises Indian Silk in foreign countries.

10. State Trading Corporation (STC)

- STC is a Government of India owned international trading house.
- Deals in bulk trade with most of the nations, specially with European countries.
- EXPORT- wheat, rice, coffee, tea, cashew, tobacco, rubber.
- IMPORT- Edible oils, fatty acids, pulses and sugar.

FUNCTIONS:

- It exports Agricultural products to most parts of the world.
- Offers quality product at competitive prices.
- Introduces new products to foreign markets.
- Explores new markets for Indian products.

II. COMMODITY BOARDS

Following are some of the boards that have been set up for supporting production and marketing activities for important commodities:

- Tea Board
- Coffee Board
- Spices Board
- Tobacco Board
- Rubber Board
- Coconut Development Board
- Central Silk Board

□ TEA BOARD

- It was established on April 01, 1954, under the Tea Act, 1953
- Looks after various activities related to tea production, its marketing, and export.

Functions:

- Provides financial and technical help for cultivation, manufacture and marketing of tea.
- Provides financial and technical assistance for R & D activities.
- Undertakes various initiatives for promoting exports.

☐ COFFEE BOARD

- It was set up in the year 1942, under an Act of Parliament.
- It undertakes and supervises various activities related, marketing quality maintenance, exports, etc.

Functions:

- Regularly participates in beverages exhibitions, both inside and outside India for promoting coffee consumption.
- The Central Coffee Research Institute carries out a variety of researches for improving the quality of Indian coffee.

■ **SPICES BOARD**

- The Spices Board was established by the Government of India, under the Spices Board Act of 1986.
- This board was established to consolidate the position of spices industry, and for extensive marketing of the products.

Functions:

- It has implemented various schemes aimed at production development and post harvest improvement.
- To carry out various research activities to improve crop production and quality maintenance.

❑ **RUBBER BOARD**

- Established under the Rubber Act, 1947.
- The Board is responsible to look after the overall development of the rubber industry in India.

Functions

- It undertakes various activities for the development of rubber industry.
- It undertakes various measures for the marketing of rubber in India.
- Provides training for achieving better plantation and cultivation.
- Collects statistical data from plantation owners, rubber manufacturers, workers, etc.

COCONUT DEVELOPMENT BOARD

- Established on January 12, 1981.
- It works for integrated coconut production, and its marketing across the country.

Functions

- The board looks after the overall development of the coconut industry in India.
- Adopts concrete measures for the application of modern technology for coconut production.
- Provides financial assistance for the purpose of bringing more areas under coconut cultivation.

□ **TOBACCO BOARD**

- The Tobacco Board was established by the Government of India, under an Act of Parliament in the year 1975.
- Established to improve the quality of tobacco, and its marketing.
- Annual Production is 700 million kilograms.
- The board is committed towards promoting the Indian Tobacco as a high quality product in the global market.