

Incorporating Marketing Component in Strategic Research Extension Plan (SREP) of a District

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Abstract

The Strategic Research and Extension Plan (SREP) is a vital document prepared at the Agricultural Technology Management Agency (ATMA) level for identifying research and extension gaps. In the first phase of the preparation of SREPs, the marketing component could not be incorporated due to different systemic reasons. Hence, MANAGE has taken up action research in Warangal district of Andhra Pradesh to incorporate the marketing component in the SREP of the District. Based on research experience and interaction with field functionaries, the fundamental steps for incorporation of marketing components in SREP have been arrived at. The components of the marketing aspects of Agriculture produce, from the viewpoint of preparation of SREP, can broadly be classified as infrastructure (hardware) and different marketing practices (software) such as direct marketing, group marketing, contract farming, processing and value addition, spot marketing, futures marketing, retail chain linkage, support price mechanism, export marketing etc. There is a need for a plan for each of these marketing components at the district level. The basic formats for development of SREP for marketing components have also been developed in consultation with the field officers. This paper focuses on these aspects with a hope that this would help ATMAs across the country. Considering that all the states have already started revisiting their SREPs, the results of this ongoing action research are expected to provide some timely inputs to incorporate the agricultural marketing components in terms of both hardware and software aspects.

Introduction

Production and marketing aspects of agricultural produce are intertwined with each other. Market-driven production rather than production - propelled marketing is the order of the day. Under the present dispensation, the agriculture and allied departments dealing with production enhancement are totally dissociated from the marketing setup. This has led to conspicuous absence of integration in planning and implementation of different schemes at the district level. The need of the hour is to

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agricultural produce. This calls for convergence of schemes and resources therein to explore the synergies for the benefit of farmers. Efforts have been made to realize this objective through the Agricultural Technology Management Agency (ATMA) platform at the district level. The Strategic Research and Extension Plan (SREP), as a perspective plan, included Research and Extension strategies required for enhancing production and productivity of agriculture and allied commodities based on identified gaps. However, the marketing component did not get due importance in the SREP. This may partly be due to the marketing agencies not being a part of the mainstream administration, and partly due to these agencies being governed under a separate Act altogether, with a network of autonomous APMCs. It is against this backdrop that there is a need to incorporate the marketing component in the SREPs by bringing the production and marketing agencies on a single platform. This article is based on action research carried out in Warangal district of Andhra Pradesh. This article is an attempt to develop guidelines for incorporating marketing component in the SREPs.

Need for Marketing Component

In the present system, the marketing departments are creating infrastructure facilities without taking into consideration the needs of the farmers in different production areas for various agricultural produce. This in turn, has given rise to a number of dysfunctional aspects in the functioning of the marketing agencies.

The efficacy of the agricultural marketing system has to be assessed, both in terms of the infrastructure facilities (hardware) and different ongoing marketing practices (software). An analysis of the existing system reveals that the existing gaps on the marketing front are mainly due to absence of coordination between the production department and marketing department. It is also observed that the present agricultural policy/plans are basically production-focused, relegating the marketing aspects to the back-burner. Hence, there is an urgent need to bridge the gap in the functioning of the marketing agencies, keeping in view the marketing needs of the farmers of various agricultural commodities.

Need for Incorporating Marketing Plan

The agricultural marketing system is no more confined to regulated markets. The change in the dynamics in the agricultural economy has given rise to alternative marketing systems in the form of different alternative marketing systems such as Contract Farming, Direct Market, Futures Market, Spot market, Group Marketing, Hub and Spoke model of terminal markets etc. These instruments have the potential to measure up to the challenges posed by the modern agricultural production system. Hence, in order to align the marketing system to that of production, there is a need for

concerted efforts of both the agencies i.e., production and marketing, through an integrated planning process. SREP is a veritable step in this direction. Thus, incorporation of the marketing component in the SREP will go a long way towards making the agricultural planning process meaningful for the farmers, which is the need of the hour, to put the agricultural economy of the country on a growth trajectory.

Steps in Developing Marketing Plan

Step-I: Interaction between Agriculture & Marketing Department

In order to bring about requisite top management understanding about the plan, interaction between Director (Agriculture) and Director (Marketing) is the first step to go ahead with the rest of the activities.

Step-II: Core Team Formation

A district level core team is to be constituted consisting of representatives of marketing, agriculture and allied departments and scientists from Agricultural Universities, Zonal Research Stations, Krishi Vigyan Kendras and NGOs working in the district.

Step-III: Orientation of Core Team

The team will be sensitized about the different marketing practices prevailing in the district, to enable them to provide information in the formats developed for the purpose.

Step-IV: Data Collection for the Marketing Component

APMCs of a district should be the reference points for collecting the primary and secondary data, in respect of agricultural marketing, as these cover all the representative blocks of all the Agro-Ecological Situations (AES) of the district under SREP. The purposively selected sample farmers should be able to furnish information on different aspects of agricultural marketing such as contract farming, direct marketing, futures markets etc. Before going in for the data collection, the data collection team should familiarize itself with the marketing scenario of the district with the help of the marketing department. The data has to be collected from different stakeholders such as farmers, traders, exporters, processors, APMC functionaries etc.

Step-V: Analysis & Consolidation of the Data

The data have to be collected from different stakeholders on different aspects, by using the formats developed. The schedules will help in finding the gaps and the reasons for the gaps in the system. This will also help in chalking out future strategies in respect of different sub-components of the marketing plan of a district. The analysis of the data collected through the formats should be used in preparing a broad marketing scenario of the district based on the production pattern, crop diversification etc., with a focus on future strategies.

Developing SREP with the Marketing Components

The detailed formats for developing SREP in terms of marketing components are at Tables 1 to 18. These formats have been developed taking into consideration the mid-course results of the action research and the field situation in respect of marketing of different agriculture and allied commodities based on production realities. The formats placed at Tables 1 to 4 are meant for collecting basic data regarding agricultural marketing system in the district. The formats placed at Tables 5 to 9 relate to infrastructure gap of the SREP and table no. 10 to 19 relate to different marketing components to be incorporated in the SREP, for which a brief explanation is given below.

1. Contract Farming

Contract farming is generally defined as farming under an agreement between farmers and processing and or marketing firms for the production and supply of agricultural products under forward agreements, frequently at predetermined prices. Within this broad framework there are different variants of contracts depending on the intensity of contractual arrangements. The Contract Farming system addresses the traditional yields of agricultural sector in the form of integrating the fragmented supply chain, better buyer seller linkage, bringing about scale economies, corporate management, reduction of transaction costs etc. The crops suitable for contract farming are those which are perishable, processible in nature and those with which the system is un-familiar (eg. medicinal plant like Ashwagandha).

How to Incorporate in the SREP

1. Making a survey of the district regarding existing Contract Farming in agricultural marketing and commodities covered,
2. Finding out the potential for contract farming for Crops, Commodities and Production pockets of the district,
3. Finding the gaps for Contract Farming, such as Operational/ legal hurdles in adequacy of infrastructure, lack of funds etc.,
4. Determining the gaps and realizing the potential for contract farming. A detailed format for incorporating contract farming in SREP is placed at Table - 10.

2. Group Marketing: Farmers formed into groups take advantage of common transportation, storage and also improve their bargaining capacity with the buyers. While improving the backward and forward linkage for marketing, the groups are in a better position to sell to the hotels, hostels, restaurants etc. Groups are also in a better position to take advantage of Government Schemes.

How to Incorporate in the SREP

1. Making a survey of the district regarding existing Groups in agricultural marketing and commodities covered, 2. Finding the potential for the crop & commodities and production pockets, 3. Finding the gaps for group marketing such as operational/ legal hurdles in adequacy of infrastructure, lack of funds etc., 4. Determining the gaps and realizing the potential for group marketing. A detailed format for incorporating Group Marketing in SREP is placed at Table - 11.

3. Retail Chain Linkage: Retail chains like Walmart, Reliance, Spencer etc. have backward and forward linkages, enter into contract farming mode, providing advisory services, quality inputs and assured market price to the farmers for their produce. They also provide safe food to the consumers, by promoting Good Agricultural Practices (GAP) at the pre-harvest stage.

How to Incorporate in the SREP

1. Making a survey of the district regarding existing Retail Chain Linkages in agriculture marketing and commodities covered, 2. Finding the potential for the Crops, Commodities and Production Pockets, 3. Finding the gaps for Retail Chain Marketing, such as operational/ legal hurdles in adequacy of infrastructure, lack of funds etc., 4. Determining the gaps and realizing the potential for retail chain linkage. A detailed format for incorporating Retail Chain linkages in SREP is placed at Table - 12.

4. Direct Marketing: The Model Marketing Act of the Central Government permits direct marketing, under which a trader, exporter, processor can directly buy from the farmers and enter into buy back arrangement with them.

How to Incorporate in the SREP

1. Making a survey of the district regarding existing direct marketing in agriculture, marketing and commodities covered, 2. Finding the potential for the Crops, Commodities and Production pockets, 3. Finding the gaps for direct Marketing, such as operational/ legal hurdles in adequacy of infrastructure, lack of funds etc., 4. Determining the gaps and realizing the potential for direct marketing. A detailed format for incorporating Retail Chain linkages in SREP is placed at Table - 13.

5. Support Price Mechanism: Under MSP, procurement centres are set up. These centres are equipped with requisite quality assessment equipment during the harvest season, as prices are linked to the grade of the produce based on different quality parameters, e.g. moisture content for paddy. The procurement centres are also supposed to have infrastructure for weighment, storage, transportation etc. There is a need for a plan for infrastructure and other logistics for procurement of food grains linked to projection of production.

How to Incorporate in the SREP

1. Making a survey of the district regarding functioning of the existing Support Price Mechanism in agriculture and commodities covered,
2. Finding the potential for the Crops, Commodities and Production pockets,
3. Finding the gaps for Support Price Mechanism, such as operational/legal hurdles in adequacy of infrastructure, lack of funds etc.
4. Determining the gaps and realizing the potential for Support Price Mechanism. A detailed format for incorporating Support Price Mechanism in SREP is placed at Table - 14.

6. Processing & Value Addition: A processor of a selected produce needs certain processible varieties of identified quality and quantity with an assured supply throughout the year / season. A processor has necessarily to go in for buy-back arrangement. The states which have amended APMC Act promote and encourage processing, which leads to crop diversification and better income to farmers. There is a need for a plan for processing in terms of infrastructure and volume linked to production.

How to Incorporate in the SREP

1. Making a survey of the district regarding existing Processing & Value Addition systems in agriculture and commodities covered,
2. Finding the potential for the Crops, Commodities and Production Pockets
3. Finding the gaps for Value Addition systems, such as Operational/legal hurdles in adequacy of infrastructure, lack of funds etc.,
4. Determining the gaps and realizing the potential for processing and value addition systems. A detailed format for incorporating Value Addition systems in SREP is placed at Table 15.

7. Spot Marketing: A spot exchange (eg. National Spot Exchange) provides an electronic platform, an alternative to regulated marketing, for online transactions throughout the country. Spot Exchanges now have outlets in different market yards. Thus the farmer is not confined to a particular market yard or under compulsion to sell through a particular commission agent.

How to Incorporate in the SREP

1. Making a survey of the district regarding existing Spot Marketing in agriculture and commodities covered, 2. Finding the potential for the Crops, Commodities and Production Pockets, 3. Finding the gaps for Spot Marketing, such as operational/ legal hurdles in adequacy of infrastructure, lack of funds etc., 4. Determining the gaps and realizing the potential for Spot Marketing. A detailed format for incorporating contract farming in SREP is placed at Table – 16.

8. Export Marketing: Exporters directly procure from the farmers' fields by entering into a buy-back arrangement with them. They often set up their own procurement centres and other infrastructure like storage, cold storage facilities in the production pockets. This provides the farmers access to markets, marketing infrastructure, quality control, remunerative price for their produce etc.

How to Incorporate in the SREP

1. Making a survey of the district regarding existing Export Marketing in agriculture and commodities covered, 2. Finding the potential for the Crops, Commodities and Production Pockets, 3. Finding the gaps for Export Marketing, such as operational/ legal hurdles in adequacy of infrastructure, lack of funds etc., 4. Determining the gaps and realizing the potential for Export Marketing. A detailed format for incorporating Export Marketing in SREP is placed at Table - 17.

9. Futures Market and Commodity Exchanges: A future exchange is a financial market where different groups of participants trade commodity - linked contracts, with the underlying objective of transferring exposure to commodity - price risks. This instrument plays a vital role in bringing vibrancy to the marketing process.

How to Incorporate in the SREP

1. Making a survey of the district regarding existing Futures Market and Commodity Exchanges in agriculture and commodities covered, 2. Finding the potential for the Crops, Commodities and Production Pockets, 3. Finding the gaps for Futures Market and Commodity Exchanges, such as operational/ legal hurdles in adequacy of infrastructure, lack of funds etc., 4. Determining the gaps and realizing the potential for Futures Market and Commodity Exchanges. A detailed format for incorporating Futures Market and Commodity Exchanges in SREP is placed at Table - 18.

Conclusion

Inadequacy of market linkage is the proverbial Achilles heel of the agriculture sector of the country. Since it is an issue that cuts across all the line departments, an integrated approach through a common plan like that of SREP is the need of the hour.

However, it is admitted that one-size-fits-all approach cannot be recommended for agri-marketing interventions at the ATMA level across the country. The model prescribed by this article for incorporating marketing component in SREP is a basic one and it is hoped that it shall go a long way towards meeting the field requirements across states. However, the core team entrusted with the task for preparing SREP at ATMA level can always have the flexibility to incorporate situation-specific variations, if any. It can be fairly concluded that SREP, prepared with the concerted efforts of all the line departments, no doubt, is a veritable instrument to slice through the Gordian knot of market linkage for agricultural produce.

Table-1: APMC Markets and Arrivals in the District

SL. No.	Name of the APMC	Average Annual Arrivals of last 5 years in M.Tonnes	Major Arrivals or Commodities Marketed	No. of villages covered
1.				
2.				
3.				
4.				

Table-2: Rural Hatts in the District

Sl. No.	Name of the Block	Name of the Rural Hatt	Major Commodities Marketed	Villages Covered
1.				
2.				
3.				

Table-3: Milk Collection Centers in the District

Sl. No.	Name of the Milk Collection Center	Pvt. or Co-Operative or Govt.	Block / Taluka	Average Daily Collection of Last 5 Years in Lts.
1.				
2.				
3.				
4.				

Table-4: Livestock Markets in the District

Sl. No.	Name of the Block	Major types of Animals Marketed	Annual Market fee Collected	Managed By whom
1.				
2.				

Table-5. Gap in Marketing Infrastructure and the Strategies to be Adopted

Sl No	Infrastructure Availability	Name of the APMC and Major arrivals				Name of the APMC and Major arrivals				Name of the APMC and Major arrivals				Name of the APMC and Major arrivals			
		Exists Yes / No	Gap F/P/N	Reasons	Strategy	Exists Yes / No	Gap F/P/N	Reasons	Strategy	Exists Yes / No	Gap F/P/N	Reasons	Strategy	Exists Yes / No	Gap F/P/N	Reasons	Strategy
1	Drying yards and auction platforms																
2	Ware Houses / Storage facilities																
3	Market office																
4	Dormitory / Rest homes for the farmers and Traders																
5	Weighing facilities																
6	Electronic Weighing Machines																
7	Auction Halls																
8	Paid phone/ public telephone booth																
9	Internal roads in the Market yard																
10	Approach roads																
11	Banking Services																
12	Raised Platforms with tin roofs																
13	Open raised Platforms																
14	Drinking water facilities																
15	Fire fighting equipments																
16	Toilets Ladies / Gents																
17	Public Address System for announcements																
18	Notice Board																
19	Illumination in the market yard																
20	Watch and ward cabins																
21	Drinking Water facilities																
22	Solid waste management unit																
23	Compound wall / fencing																
24	Labour (Hamali) availability																
25	Cleaning Unit for food grains / vegetables																
26	Cold Storage plants for fruits and vegetables																
27	Use of electronic display boards for market information																
28	Gate Check Post																
29	Canteen																
30	Transport (access to transport services)																
31	Parking space to park the vehicles																
32	First Aid facilities																
33	Post Office																
34	Police Station																

F= Full gap, P= Partial gap and N= No gap

**TABLE-6. Gap In Post Harvest Technologies and the Strategies to be Adopted in the District
(For Six Major Commodities with Substantial Marketable Surplus)**

Crop/ Commodity	Cleaning & processing			Grading			Packaging			Value addition			Storage			Transportation			Pledge loan			Market information collection through Agmarknet		Market information Dissemination			
	E	R	G	E	R	G	E	R	G	E	R	G	E	R	G	E	R	G	E	R	G	No. of markets covered	No. of markets not covered	Existing modes (Kiosk/Ticker board/Touch screen/IVRS/Mobile etc.)	Desirable	Gap	

* E: Existing, R: Recommended and G: Gap

TABLE-7. Gap In Rural Hatts Infrastructure and Strategies to be Adopted

Name of the Block:	Infrastructure Availability	Name of the Rural Hatt and Major arrivals				Name of the Rural Hatt and Major arrivals				Name of the Rural Hatt and Major arrivals				Name of the Rural Hatt and Major arrivals			
		Exists Yes / No	Gap F/P/N	Reasons	Strategy	Exists Yes / No	Gap F/P/N	Reasons	Strategy	Exists Yes / No	Gap F/P/N	Reasons	Strategy	Exists Yes / No	Gap F/P/N	Reasons	Strategy
1.	Raised platforms with tin roof																
2.	Parking place																
3.	Drinking water facility																
4.	Canteen																
5.	Shaded trees																
6.	Internal Roads in the Hatt																
7.	Approach Road																
8.	Toilets (Gents/ Ladies)																
9.	Auction Platform																
10.	Cleaning Unit for Vegetables																
11.	Telephone booth																
12.	Street Lights																
13.	Washing Place																
14.	First Aid																
15.	Refuse bins / disposal units to avoid pollution																
16.	Market Information																
17.	Access to public transport																

TABLE-8. Gaps in Live Stock Marketing Infrastructure and the Strategies to be Adopted

Sl. No.	Infrastructure Availability	Name of the Livestock market and Type of animal marketed				Name of the Livestock market and Type of animal marketed				Name of the Livestock market and Type of animal marketed				Name of the Livestock market and Type of animal marketed			
		Exists Yes / No	Gap F/P/N	Reasons	Strategy	Exists Yes / No	Gap F/P/N	Reasons	Strategy	Exists Yes / No	Gap F/P/N	Reasons	Strategy	Exists Yes / No	Gap F/P/N	Reasons	Strategy
1.	Loading and Unloading Ramps																
2.	Access to Veterinary Doctor / veterinary dispensary																
3.	Water Trough																
4.	Fodder Outlet																
5.	Drinking water facility																
6.	Trees (Shaded trees)																
7.	Canteen																
8.	Sheds for small ruminants																
9.	Internal Roads in the Market																
10.	Approach Road to the Market																
11.	Toilets (Gents/ Ladies)																
12.	Parking place for vehicles																
13.	Telephone booth																
14.	Street Lights																
15.	Banking Service																
16.	Toilets (Gents / Ladies)																
17.	Iron Pegs fixed on the ground to tie the animals																
18.	Washing place																
19.	Refuse bin / waste disposal to prevent pollution																
20.	Veterinary shoe makers enclosure																

F= Full gap, P= Partial gap and N= No gap

Table -9. Commodity Wise Production and Marketable Surplus

Sl No	Commodity	Ave. Annual Production	Quantity Retained by producer	Marketable Surplus	Av. Annual Sale in APMCs Within District	Av. Annual Sale in APMCs out of District
1.						
2.						
3.						

Table-10. Gap in Marketing Practices and Strategies to be Adopted in the District

Sl. No.	Name of the APMC	I. CONTRACT FARMING								
		Name of the sponsoring company	Name of the commodities covered	Licence by the state Authority	No of farmers tied up with the company	Formal agreement – Registered or not with the competent authority	Whether the company is processor, exporter or trader	Gaps if any in the arrangements	Potential for other commodities and production pockets	Reasons for gap
1.										
2										
3										

Note: APMC wise the data has to be collected in the above format, from all the APMCs of the District.

TABLE-11. Gap in Marketing Practices and Strategies to be Adopted in the District

Sl. No.	Name of the APMC	II. GROUP MARKETING								
		Type of the Group (SHG/ FIGs/CIGs/ producer co; etc	Name of the commodities covered	Common arrangements in the group (Grading/ Packing/ Transportation/ Liaison with buyer etc.)	Selling to whom (Institution/ Exporter/Traders/ Direct retailing)	Marketing facilities (Grading / Cleaning /Transportation / Packing/ Branding)	Gaps if any in the arrangements	Potential for other commodities and production pockets	Reasons for gap	Strategy to bridge the gap
1.										
2										
3										

Note: APMC wise the data has to be collected in the above format, from all the APMCs of the District.

TABLE-12. Gap in Marketing Practices and he Strategies to be adopted in the District

Sl. No.	Name of the APMC	III. RETAIL CHAIN LINKAGE							
		Name of the Retail chain	Name of the commodities covered	Details of linkages (Buy back / providing transport/ grading / cleaning / packing / advisory to the farmers / beneficial price to the farmers)	No. of farmers tied up	Gaps if any in the arrangements	Potential for other commodities and production pockets	Reasons for Gap	Strategy to bridge the gap
1.									
2									
3									

Note: APMC wise the data has to be collected in the above format, from all the APMCs of the District.

TABLE-13. Gap in Marketing Practices and Strategies to be Adopted in the District

Sl. No.	Name of the APMC	VII. DIRECT MARKETING							
		Name of the organization (Licence holder)	Commo dities covered	Status of Direct Marketing (Exporter/ Sponsoring co;/processor/ trader/ retail chain etc..)	Benefits to the farmer (Grading/packing/impr oved or assured prices/reduction in wastage / access of farmer to the market/ prompt payment etc.,)	Gaps if any in the arrange ments	Potential for other commodities and production pockets	Reasons for gap	Strategy to bridge the gap
1.									
2									
3									

Note: APMC wise the data has to be collected in the above format, from all the APMCs of the District.

TABLE-14. Gap in Marketing Practices and Strategies to be Adopted in the District

Name of the APMC:

Sl. No.	Name of the agency (FCI/	IV. SUPPORT PRICE						
		Name of the commodities covered	Whether all farmers are benefited	Percentage of commodities not being sold under MSP	Gaps if any in the arrangements	Potential for other commodities and production pockets	Reasons for Gap	Strategy to bridge the Gap
1.								
2.								
3.								

Note: Same format shall be used for the selected 10 Farmers in each APMC. Data has to be collected from all the APMCs in the district

TABLE-15. Gap in Marketing Practices and Strategies to be Adopted in the District

Sl. No.	Name of the APMC	V. PROCESSING & VALUE ADDITION								
		Name of the Organization	Commo dities covered	Backward linkages with the farmers (Contract farming / purchasing from Mandi/ Direct purchase from farmers/ pre – harvest contract etc.)	No. of farmers tied up with the company	Benefits to the farmers (improved price/ impact on production/ beneficial to small farmer/expansi on of markets)	Gaps if any in the arrange ments	Potential for other commodities and production pockets	Reasons for gap	Strategy to bridge the gap
1.										
2.										
3.										

Note: APMC wise the data has to be collected in the above format, from all the APMCs of the District.

TABLE-16. Gap in Marketing Practices and Strategies to be Adopted in the District

Sl. No	Name of the APMC	IX. SPOT MARKET							
		Commodities covered	No. of farmers benefited	Production pockets of which farmers are benefited	Benefits to the farmer (Grading/packing/ pricing/ price discovery mechanism / impact on production/ impact on production plan/ whether it has expanded the market for the farmers etc .)	Gaps if any in the arrangements	Potential for other commodities and production pockets	Reasons for gap	Strategy to bridge the gap
1.									
2									

Note: APMC wise the data has to be collected in the above format, from all the APMCs of the District.

TABLE-17. Gap in Marketing Practices and Strategies to be Adopted in the District

Sl. No.	Name of the APMC	VI EXPORT MARKETING							
		Name of the organization	Commodities covered	Practices followed (Grading/Cleaning/packaging/ transportation/ branding)	Linkage with farmers (Buy back/ Direct buying/ Mandi / Advisory to farmers / supply of quality inputs like seed, pesticides/ fertilizers etc..)	Gaps if any in the arrangements	Potential for other commodities and production pockets	Reasons for gap	Strategy to bridge the gap
1									
2									
3									

Note: APMC wise the data has to be collected in the above format, from all the APMCs of the District.

TABLE-18. Gap in Marketing Practices and Strategies to be Adopted in the District

Sl. No.	Name of the APMC	VIII. FUTURE MARKET							
		Commodities covered	No. of farmers Benefited	Benefits to the farmer (Price (improved price) whether it is affecting/ impact of production planning/ whether small farmers are benefited / whether it has expanded markets for its farmers etc..)	Gaps if any in the arrangements	Potential for other commodities and production pockets	Reasons for gap	Strategy to bridge the gap	
1.									
2									
3									

Note: APMC wise the data has to be collected in the above format, from all the APMCs of the District.

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