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at National Level



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Agricultural Production and Market Outlook

The Rising Agriculture....

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Agricultural Market Information via SMS



The Government has devised certain mechanism to inform farmers about market information via SMS from the AGMARKNET Portal. Daily price information is collected from Agricultural Produce Markets (APMCs) on the Agmarknet portal on real-time basis. Efforts are made to disseminate desired information on commodities and mandies to farmers through SMS in their local languages. Farmers registering on the AGMARKNET portal and m-kisan portal are provided with SMS through m-kisan portal.

Besides this, efforts are made to provide market information via SMS by other public and private agencies who have sought live data access through Advanced Programming Interface (API) route from

AGMARKNET portal. IFFCO Kisan Sanchar Ltd (IKSL) is providing market information to farmers through voice SMS. Media Lab Asia, is providing market information through SMS and interactive way in three states viz. Andhra Pradesh, Telangana and Meghalaya in their local languages. Karnataka State Marketing Board is also providing market information to farmers from their Krishi Maratha Vahini in local languages. So far more than 1194 crore messages have been sent to the stakeholders/registered farmers through m-Kisan Portal.

Rainfall in August increases kharif sowing in Gujarat



Good monsoon during August has slightly increased kharif crop sowing in Gujarat during the month. According to the Gujarat agriculture department data, as on August 12, total kharif sowing was at 7.28 million hectares, a rise of 1.4 per cent from the 7.18 million hectares in 2015 at the same time.

According to the data, area under pulses has gone up by 56 per cent to 598,600 hectares, compared with 382,400 hectares in 2015-16. Groundnut sowing increased to 1.61 million hectares this year, against 1.28 million hectares in the corresponding period last year. However, area under cotton has declined 13.5 per cent to 2.31 million hectares, from 2.67 million hectares last year. Gujarat has received medium to heavy rains

in first week of August, which was needed for the standing crops such as cotton, groundnut, paddy, tur and other kharif crops. According to farmers, if the state does not receive rains, the situation might get critical.

Exports of key agriculture products in negative zone in July



Exports of as many as eight key agriculture products including tea, tobacco and cashew have registered negative growth in July mainly due to decline in prices in the global commodity market. Other cereals, oil meals, meat, dairy and poultry products and fruits and vegetables too recorded negative growth during the month. In all, 8 out of 13 main agriculture products that are closely monitored by the Commerce Ministry, were in the negative zone.

Exports of tea, tobacco and cashew declined by 9.72% to \$407 million, 0.36% to \$416 million and 18.21% to \$382 million respectively, according to the Commerce Ministry data for July. Other products which have reported negative growth include other cereals (14.3%), oil meals (22.68%), meat, dairy and poultry products (4.28%). Decline in these exports is a key factor for slow growth in India's overall merchandise exports in July. Growth rate of India's exports dipped by 6.84% in the last month to \$21.68 billion. Agri-products account for over 10% of the country's

total exports. In order to boost agri-exports, the Commerce Ministry is asking exporters to explore new markets and ship value-added products. Sectors which grew at a healthy pace last month include coffee (3.77%), rice (6.27%), spices (12.18%), and oil seeds (21.79%).

NDDB to Implement “Giftmilk” Scheme to Improve Child Nutrition



The duty and functions of National Dairy Development Board are to promote, plan and organize programmes for the purpose of development of dairy and other agriculture based and allied industries and biological on an intensive and nation-wide basis and to render assistance in the implementation of such programs. Government has approved a proposal for setting up an Institution for promotion of nutrition through milk/milk products (especially for children) utilizing Corporate Social Responsibility funds of NDDB's subsidiaries and other voluntary donation. Subsequently, NDDB registered a trust/society known as 'NDDB Foundation for Nutrition' (NFN) to implement this initiative known as "Giftmilk" to improve child nutrition through consumption of milk & milk products by providing milk free of cost. The supply of milk / milk product would be facilitated through dairy cooperatives only. NFN is currently implementing the "Giftmilk" initiative in 3 schools -2 in Delhi & 1 in Telangana,

which have a total enrolment of about 3100 students. Till now about 1,20,000 packets of flavored milk have been distributed. The "Giftmilk" is presently supported by NDDB's subsidiaries who have contributed from their CSR commitment. NDDB is extending financial and technical support to dairy cooperatives. NDDB is implementing National Dairy Plan phase-I (NDP-I), a central sector scheme of Ministry of Agriculture, Government of India to increase milk production in the country.

Centre Allocated Rs. 675.86 crore for Agricultural Marketing Infrastructure in 2015-16

The Government is implementing capital investment subsidy sub-scheme "Agricultural Marketing Infrastructure (AMI)" of Integrated Scheme for Agricultural Marketing (ISAM) scheme [the erstwhile two schemes viz. (i) Grameen Bhandaran Yojna (GBY), also known as Rural Godown Scheme; and (ii) Scheme for Strengthening/Development of Agricultural Marketing Infrastructure, Grading & Standardization (AMIGS) have been subsumed into one scheme known as Agricultural Marketing Infrastructure (AMI) on 01.04.2014]. Under the scheme, capital investment subsidy @ 25% of the capital cost for general category beneficiary and @33.33% for special category beneficiary is provided for construction/creation of scientific godowns and other marketing infrastructure in the country. However, the assistance for renovation is restricted to storage infrastructure projects of cooperatives only. Currently, AMI scheme is temporarily stopped w.e.f. 05.08.2014 for general category promoters due to exhaustion of



funds. However, the scheme is open for SC/ST promoters and for promoters in North-Eastern Region.

There is no State-wise allocation of funds under the scheme. The releases of funds are made to the States as per sanction of projects under the scheme in the particular state.

The details of the funds earmarked, allocated by the Government and utilized under the scheme during the last three years, is as below:

Year	Name of the Scheme	Allocation of funds	Utilization / Release of Funds
2013-14	GBY	344.16	344.10
2014-15	AMI	926.71	878.18
2015-16	AMI	675.86	518.81

Under AMI scheme (storage component) (erstwhile GBY), up to 30.06.2016, a total of 37371 godown projects have been sanctioned for renovation/ construction throughout the

country. Further, under Private Entrepreneur Guarantee (PEG) Scheme, storage capacity of 134.83 lakh MT has been constructed.



*Happy Diwali &
Happy New Year*



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