

1. Brief activities of (MRIN) Division

Market information is needed by farmers in planning production and marketing of their produce and equally needed by other market participants in arriving at optimal marketing decisions. Implementation of Marketing Research and Information Network, sub Scheme of Integrated Scheme for Agricultural Marketing (ISAM) through State Marketing Boards/APMCs spread across the States/UTs with the technical assistance from NIC/IT Division of DAC & FW. The objective of MRIN division is to a) facilitate for timely and quality data reporting on the Agmarknet portal from APMC/Markets of the country b) Monitoring and dissemination of data in respect of Mandi prices and arrivals reported by the APMCs/Markets on the Agmarknet Portal (c) Release of Financial Incentives to the Data Reporting/Monitoring Officials d) Development of National Agricultural Market Atlas (NAMA) portal in the GIS platform e) Market Atlas (NAMA) would provide information in respect of the commodity with regard to major areas of market charges, market arrival, movement and storage etc. f) Updating of market profiles by APMCs to make available functional information on various mandis in the public domain. g) Undertaking marketing research studies/other useful studies and training programmes. h) Conducting farmer's awareness programmes at market level and promoting Marketing Extension activities under Marketing Research and Information Network (MRIN) sub-scheme of ISAM etc.

2. Brief activities of Extension Division

The main objectives of extension division are: a) Publicity and Extension work pertaining to Agmark Certification and Agricultural Marketing Schemes implemented by the Directorate. b) Organizing Agmark Exhibition every year. c) Participation in the India International /National/State level Trade fairs and exhibitions by various Govt. Departments. d) Organization of National Consumer Day/ World Consumer Day through Regional Offices. e) Participation in the public awareness programme organized by State Agricultural Marketing Boards / State Agricultural Universities etc.

3. Brief activities of Statistical Division

Statistical section deals with the maintenance of Statistical Data base of Directorate and preparation of Wholesale and Rural Primary Markets, Regulated Markets and publication of Annual Statistical Bulletin of the Directorate.

Brief activities of MRIN-Division

Market information is needed by farmers in planning production and marketing of their produce and equally needed by other market participants in arriving at optimal marketing decisions.

- i) Implementation of Marketing Research and Information Network, sub Scheme of Integrated Scheme for Agricultural Marketing (ISAM) through State Marketing Boards/APMCs spread across the States/UTs with the technical assistance from NIC/IT Division of DAC & FW.
- ii) Supervision work for timely and quality data reporting on the Agmarknet portal from APMC/Markets of the country.
- iii) Monitoring and Dissemination of data in respect of Mandi prices and arrivals reported by the APMCs/Markets on the Agmarknet Portal.
- iv) Release of Financial Incentives to the Data Reporting/Monitoring Officials.
- v) Development of National Agricultural Market Atlas (NAMA) portal in the GIS platform. Market Atlas (NAMA) would provide information in respect of the commodity with regard to major areas of market charges, market arrival, movement and storage etc.
- vi) Updating of market profiles by APMCs to make available functional information on various mandies in the public domain
- vii) Undertaking marketing research studies/other useful studies and training programmes.
- viii) Conducting farmer's awareness programmes at market level and promoting Marketing Extension activities under Marketing

Research and Information Network (MRIN) sub-scheme of ISAM etc.

Activities of Extension Division:-

- i) Publicity and Extension work pertaining to Agmark Certification and Agricultural Marketing Schemes implemented by the Directorate.
- ii) Organizing Agmark Exhibition every year.
- iii) Participation in the India International /National/State level Trade fairs and exhibitions by various Govt. Departments.
- iv) Organization of National Consumer Day/ World Consumer Day through Regional Offices.
- v) Participation in the public awareness programme organized by State Agricultural Marketing Boards / State Agricultural Universities etc.

Activities of Statistical Section

1. Maintenance of Statistical Data base of Directorate.
2. Preparation of Wholesale and Rural Primary Markets, Regulated Markets Annual report.
3. Publication of Annual Statistical Bulletin of the Directorate.