Operational Guidelines for Operation and Management of Gramin Agricultural Markets (GrAMs)

Department of Agriculture, Cooperation and Farmers’ Welfare
Ministry of Agriculture and Farmers’ Welfare
Government of India
Message

The Government is clear that a major resolution to the challenges that Indian farmers are facing lie in creating an efficient and effective market structure. Over the last few years, Government has initiated several marketing reforms with a view to creating an agri-value system. The purpose of all these reforms is to enable the farmers to evacuate the surpluses in a manner, that will translate into remunerative prices.

2. As a part of the new market architecture, the Government is keen to provide a robust network of retail agricultural markets as foundation to wholesale agriculture markets (APMCs) and further upwards to export markets. In recognition of the fact that APMCs are bereft of feeder markets, Government has decided to take forward one of the recommendations of the Committee on Doubling Farmers’ Income and set up large number of retail agriculture markets called Gramin Agriculture Markets (GrAMs).

3. These markets shall serve the twin purpose of enabling direct sale-purchase transactions and aggregation of the small lots of the farmers. The farmers in general and those with small and marginal farms, in particular, will be able to benefit from GrAMs as they would be located in close proximity of their farm-gates. Since, India has about 22,000 number of rural periodical markets, the decision to co-locate GrAMs at these centres is an appropriate one.

4. I am happy that the Division of Agriculture Marketing of the Department has formulated ‘Operational Guidelines for Establishment and Management of GrAMs’. Shri. P.K. Swain, Joint Secretary (Marketing)-cum-AMA and Dr. S.K. Singh, Dy. AMA have worked diligently on the guidelines and their contribution is recognized. In consonance with these guidelines, the State and UT Governments responsible for setting up and managing GrAMs can design their own guidelines to meet the local requirements.

5. I would like to thank Dr. Ashok Dalwai, Chairman, DFI for the strategies, guidance and hand holding for preparation of these Guidelines.

Dated: the 15th October, 2018

(Sanjay Agrawal)
Preface

Agricultural Markets have always been conceived as platforms for conducting and regulating of buyer-seller transactions of agricultural produce. The current market architecture and regulations, by and large restricted the farmer-producer to partake in such transactions as the primary wholesale markets called APMCs which are in fact far from the farms. The transactions at these, as also other markets along the chain, are largely conducted between traders with very few farmers having the ability to link and monetise their produce at terminal destinations. As such, the market system relieves the farmer-producer off their value at farm-gate at locally determined prices, while other market players would monetise the same produce at more optimal rates which are determined at the markets farther afield. Rural retail markets also exist, to facilitate direct buyer-seller transactions between farmers and end consumers. These markets rely on local consumer foot fall, which limits the volume of direct sales, and hence they tend to operate periodically, with varying success.

2. Observing that income growth of farmers is intimately related to demand-linked prices and growth in the quantities transacted by farmers, the Committee on Doubling Farmers’ Income (DFI Committee) recommended that the existing rural periodical markets be utilised to co-locate facilitating platforms for direct sale, as also aggregation of farmers’ produce. The strategy is to assist farmers with local retail transactions and to directly link with terminal markets, thereby bringing scalability in the transactions effected by farmers. The concept was adopted with the announcements in the 2018 Union Budget in regard to Gramin Agricultural Markets (GrAMs).

3. The GrAMs ought to be designed to modernise the local direct retail, as well as to enable and expedite farmers to directly monetise at other demand centres, i.e. primary, secondary or terminal wholesale markets. These Guidelines are meant to be facilitative and not restrictive or regulatory in nature. These are model guidelines for the States/UT governments to tailor their own guidelines and suit the local conditions and promote an egalitarian marketing environment. The DFI Committee is thanked for the strategic framework of a new market architecture, and the Marketing Division of the Department of Agriculture, Cooperation & Farmers’ Welfare is commended for taking it forward by formulating these “Operational Guidelines for Establishment and Management of Gramin Agricultural Markets”.

Dated: the 15th October, 2018

(Ashok Dalwai)
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Operational Guidelines – Establishment and Management of Gramin Agricultural Markets (GrAMs)

1.0.0. Preamble and New Market Architecture

1.1.0. Agricultural marketing in common parlance refers to a series of services and functions involved in moving the agricultural goods from the point of production to the point of consumption, and encompasses all the activities involved in creation of time, place, form and possession value. In India, where landholding structure is dominated by small and marginal farmers with an average size of about 1.1 hectares, both production and post-production activities are challenged in terms of efficiency. Since the markets determine the value that their produce fetch, farmers need to be integrated with a market structure that will enable both transparency and efficiency of transaction.

1.2.0 Market structure in respect of agriculture has so far been lopsided, with major focus on APMCs/RMCs, ever since the states came to legislate Marketing Acts. However, these are largely primary wholesale agricultural markets situated at an average distance of upto 50 kms from the farm gates. The small and marginal farmers with small marketable surplus ratios (MSRs) have not benefitted much from these, either from scale in local transactions or from enabling marketing services to provide farmers a choice to link with transactions at other wholesale or retail markets that are located further at field. In order to enable the farmers in general, and those with small & marginal holding sizes in particular, it is necessary to set up retail agricultural market platforms in close proximity to the farm gates. These agricultural markets can be expected to support the farmers with the choice to participate directly, locally and in other markets, and at a more rational cost of transaction.

1.3.0. With increasing surpluses in case of various agri-commodities, the horizon of marketing has to expand, so that production centres and consumption centres are connected efficiently and effectively, such that the farmer-producers are able to capture maximum value and garner an optimal share in the final consumers’ rupee. The ‘New Market Architecture’ recommended by the
Committee on Doubling Farmers’ Income (DFI) and adopted by Government is as follows:

Notably, the GrAMs, located at village level, can also initiate and service transactions at terminal destinations, and with other primary and secondary markets. The GrAMs would therefore serve as first mile facilitators to organise the marketing chain, and are to be kept outside the ambit of APMC.

**2.0.0. Existing Market Structure and Rural Periodical Markets**

2.1.0. As of now, the agricultural market structure in the country primarily constitutes Agricultural Product Marketing Committees (APMCs) with 2,332 number of Principal Market Yards (PMYs) and 4,298 number of Sub-Market Yards (SMYs) established and regulated under the provisions of respective State Agricultural Produce Marketing (Regulation) Acts, popularly called Agricultural Produce Market Committee (APMC) Acts. In some states like Odisha, they are called as Regulated Market Committees (RMCs). Further, in some states, there also exist wholesale markets, which are not regulated under the State Acts. Kerala, for example, has 6 (six) such markets. Over the last two decades, many states have attempted to set up direct producer-seller markets, with varying degree of success. These go by the names of Rythu Bazar, Uzhavar Sandhais, Krushak Bazar, Krishak Bazar, Apni Mandi, Rytha Sante etc. The state governments/APMCs are operating and managing more than 550 such farmer-consumer markets. The APMCs have turned out to be highly regulatory and restrictive in their market practices. Unable to avail of
the benefits of AMPCs on account of high transportation and transaction costs on his small lot size, the small marginal farmer has no option but to let the local agents and village traders function as aggregators, who tend to relieve them of their produce at locally determined and dictated prices. These aggregators/middlemen transport the produce to APMC Market Yards and auction at better prices without any specific value addition, thus, depriving the farmer-producers of optimal or market linked price realization. In sum, the current market-structure is not farmer-friendly and hence the need for an alternate market architecture. An important pillar of the new market architecture, that the DFI Committee has recommended is establishment of 22,000 number of primary retail agricultural markets called ‘PRAMS’, by taking advantage of the existing periodical markets across the country, which are commonly known as ‘Haats’ or ‘Shandies.’

2.2.0. In the country, there are more than 22,000 periodical markets located in the villages and semi-urban areas, closer to the production centres and attract both consumers and bulk buyers from the hinterland. These are however all purpose markets that see sale-purchase of agri-produce, consumers goods, as also low cost white goods. These are owned and managed by different institutions-Gram Panchayats, Urban Local Bodies, APMCs,Trusts and Private Individuals. Further, these are not well organized, lack basic infrastructure & facilities besides being unhygienic. More importantly, being all purpose markets, there is no institutional mechanism for an orderly sale-purchase transaction of agri-produce.

2.3.0. Based on an analysis of the number and type of markets required in the country, the DFI Committee has recommended to set up about 30,000 markets across the country. These include both retail and wholesale markets. Further, the Committee has recommended to set up retail agricultural markets as the foundation of a robust market structure. It has in this regard suggested to take advantage of the existing periodical markets, and use these locations to co-host GrAMs as institutionally managed retail agricultural markets, that are well appointed with both on-market and off-market infrastructure.
3.0.0. Union Budget Announcement - GrAMs
In the light of the above and in consonance with the recommendation of the Department of Agriculture, Cooperation and Farmers’ Welfare (DAC&FW), the Union Budget 2018-19 made an important announcement to the effect that, 22,000 number of ‘Gramin Agricultural Markets’ or GrAMs in short shall be set up to facilitate retail agricultural marketing in the country.

3.1.0. Agri-market Infrastructure Fund (AMIF)
The Union Budget, 2018 has also demonstrated its commitment to realization of GrAMs by providing for creation of an Agri-Market Infrastructure Fund (AMIF) to strengthen infrastructure needed to commission them and upgrade the operations at 585 e-NAM on-boarded markets.

3.2.0 The DAC&FW will facilitate this Corpus Fund to be hosted at NABARD, and enable the state governments and Union Territories to borrow funds at concessional rate of interest of (about 6 per cent) to build needed infrastructure. The states/UTs in their DPRs under AMIF shall earmark at least 40% of the total investment on GrAMs.

4.0.0. Gramin Agricultural Markets– Definitions and Objectives
4.1.0. What are GrAMs?
These are defined as:

“Retail agricultural markets in close proximity of the farm gate, that promote and service a more efficient transaction of the farmers’ produce across the agricultural sub-sectors, by enabling both direct sale, between the producer and consumer, and aggregation of small produce-lots for subsequent transaction, both of which can occur either physically or online”.

4.2.0. What is agricultural produce?
It is defined as:

“An agricultural produce shall mean any farm produce as defined in the State Marketing Act, and shall include both raw or minimally processed commodities falling within the domains of agriculture (field crops or agronomic crops), horticulture, dairy, livestock, fishery & aquaculture,
4.3.0. GrAMs– Principle Objectives

They shall facilitate two following activities in principle.

i. Direct sale

The farmer-producers may offer any of their agri-produce on sale directly to the consumers without having to go through the market regulations. The consumer could be a retail purchaser or a bulk purchaser (trader, processor, exporter etc); and the sale can occur through a physical negotiation or via an online trade platform like e-NAM. The disintermediation of such a transaction will result in transferring maximum value to the farmer on his produce.

ii. Aggregation of the lots

The small lots of the farmer-producers can be aggregated through an institutional mechanism (like that of FPO, VPO, etc.) for gaining enhanced bargaining power and subsequent sale either at the GrAMs via an online trade platform like e-NAM or by availing primary preparatory or preconditioning services, such as assaying, cooling, packaging, and transporting from the GrAMs to APMC/RMC or any other primary or secondary or terminal wholesale agricultural market.

5.0.0. Advantages of GrAMs

5.1.0 The GrAMs shall be organisationally linked to primary wholesale agricultural markets like APMCs/RMCs, whether in public or private sector and the two together shall provide a hub and spoke model of agricultural market structure. Some of the specific advantages of GrAMs are as follows:

i. Reduce cost of first mile transportation by offering the farmers a marketing platform in close proximity to the farm gates.

ii. Reduce cost of transaction and enable the farmers to gain higher share in the consumers’ rupee by facilitating direct sale – both physical and online.
iii. Provide an orderly and transparent system of aggregating the small lots and substitute for the currently opaque & informal system of aggregation by the village traders.

iv. Provide small farmers the opportunity to target direct sales at markets of their own volition by providing the associated market linkage services.

v. Provide greater opportunity for mobilization of farmers through mechanisms like farmer producer organisations (FPOs-societies, cooperatives and companies), as well as Village Producer Organisations (VPOs).

vi. Offer an integrated platform for purchase of agri-inputs, besides other consumer & white goods.

vii. Serve as a place for dissemination of new information & knowledge relating to agriculture and other aspects of life.

6.0.0. Location of GrAMs

6.1.0 In principle, GrAMs may be located at the existing periodical markets, which are owned and managed by different agencies and individuals, such as Rural Local Bodies (RLBs) – Gram Panchayats, Urban Local Bodies (ULBs) – Town Panchayats, Municipalities, APMCs/RMCs, Trusts – Temples, WAQF, Private individuals, etc. At a broader level the ownership is illustrated as follows, which may actually vary:

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<th>SN.</th>
<th>Ownership</th>
<th>Number</th>
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<tr>
<td>1.</td>
<td>Under Local Bodies including Councils</td>
<td>11,811</td>
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<tr>
<td>2.</td>
<td>Under Marketing Boards, APMCs</td>
<td>1,274</td>
</tr>
<tr>
<td>3.</td>
<td>Under Private Sector (Trust, Temples, WAQFs, Individuals etc.)</td>
<td>9,856</td>
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6.2.0 These markets are found to assemble at a regular and fixed day interval of 7 days, 15 days and at times seasonally. These markets in general are located at an average distance of 5-6 kms from the farm gates. They are thus natural centres for promoting orderly marketing of agri-produce. Hence, the state governments may co-host GrAMs at these centres by identifying and delineating an extent of 0.5 to 2.0 acres dedicated to gramin agricultural markets (GrAMs).
6.3.0 In addition, it is also seen that some robust retail transaction centres have evolved and continue to evolve at vantage points of road/transport junctions, highways etc. The states may also identify such locations for establishing GrAMs.

7.0.0. Structure and Management of GrAMs

7.1.0 The States and UTs may keep the GrAMs outside the purview of State Marketing Act or any other such regulatory framework. However, they may develop and adopt an appropriate ‘Management Framework’ that defines:

- the department/agency/organization responsible for promotion & management
- the institutional mechanism for overseeing day to day operations
- the infrastructure required
- the rollout of facilitative guidelines
- all other related support system

7.2.0 In the sections that follow, an illustrative framework is suggested for the States and Union Territories (UTs) to adopt the same in totality or with amendments as appropriate to meet the local conditions.

8.0.0. Organisational Mandate

8.1.0 While the State and UTs may decide the Ministry/Department responsible for establishing and overseeing the operation of GrAMs in accordance with the Rules of Business prevalent in their jurisdiction, they may take care to keep these retail markets outside the purview of the State/UT Marketing Act or any other such Regulatory Act/Order, so as to provide for a liberalized and market friendly environment.

8.2.0 It is generally seen, that at the state level, the subject of agricultural marketing is assigned to the Department of Agricultural Marketing or Department of Cooperation and Agricultural Marketing, which are different from the Department of Agriculture/Horticulture.
8.3.0 One of the existing weaknesses of the Departments dealing with Agriculture and Horticulture, is that the concerned Extension Functionaries do not relate to marketing and focus on production aspects alone. Given the current need for market-led production from the perspective of farmers’ incomes, and also the need for keeping GrAMs outside the purview of State Marketing Acts, the States/UTs may consider to assign the subject of ‘Retail Agricultural Marketing’ under the ‘Rules of Business’ to the Department of Agriculture. This will sensitize the State Agricultural Extension Directorate to the market demands at the retail level vis-à-vis the recommended production at the farm level.

9.0.0. Infrastructure for GrAMs

9.1.0 The GrAMs to become operational and deliver the intended services will require basic infrastructure of two broad categories. These are:

9.1.1 Off-market infrastructure
9.1.2 On-market infrastructure

The States/UTs may ensure that both these are catered to appropriately by mobilizing different sources of funds.

9.2.0. Off-market infrastructure

9.2.1 This category primarily includes efficient road and transport infrastructure, that connects the farm produce from the farm gates to GrAMs, and therefrom to wholesale markets like APMCs or other consumption centres. While road connectivity may be upgraded/strengthened by tapping budgetary allocations under ongoing schemes like MGNREGS, PMGSY, PWD works (state & district roads), the transport system will need strengthening by mostly promoting private sector, including aiding the youth to become transport-entrepreneurs (e.g., owner driven carriage transport of varied capacities).

9.2.2 However, in case of cold transport system like reefer vehicles, larger investments will be necessary for setting up the preliminary pre-conditioning facilities at the GrAMs. Cooperative institutions, as also APMCs themselves apart from private entrepreneurs will need to be promoted.
9.2.3 The Budget 2018-19 also makes a commitment to road infrastructure in its announcement as follows:

“It is now time to strengthen and widen its ambit further to include major link routes which connect habitations to agricultural and rural markets (GrAMs), higher secondary schools and hospitals under Prime Minister Gram Sadak Yojana (PMGSY). The scheme of PMGSY-III of MoRD will be converged to develop such link roads”.

9.3.0. On-market infrastructure

9.3.1 Once the agri-produce is transported from the farm gate and delivered at the entry-gate of the GrAM, there arises a necessity of its efficient handling to enable the farmers to capture maximum value. The facilities provided will have to be in sync with the two broad and major mandates of GrAM, viz., direct sale and produce aggregation.

9.3.2 Further, the farmer-producers as also other stakeholders including market functionaries visiting the GrAM will need to be taken care of, by catering to their market transaction functions and civil amenities.

9.3.3 In the above context, the on-market infrastructures required are of two following sub-categories:

- Basic & support infrastructure
- Market transaction infrastructure

These are discussed in the following sub-sections.

9.4.0. Basic & support infrastructure

9.4.1 This refers to the primary infrastructure that will define the place as a market and create the primary environment to undertake various trade activities. These are a necessary, but not a sufficient condition to fulfil the mandates of a GrAM. The different types of infrastructure under this are as follows:

i. Boundary wall
ii. Internal roads and drainage network
iii. Parking space
iv. Cobbled paving for internal surfaces
v. Office block
vi. Electricity and back-up system
vii. Raised sale-purchase platforms – open and covered
viii. Infrastructure for livestock and fish market
   a. Animal shed with feed and drinking water facility.
   b. Inspection/Isolation Area
   c. Integrated facility for preparation and storage of feed and fodder
   d. Primary veterinary care
   e. Loading/Unloading ramp
   f. Animal weighing facility
ix. Storage (dry, cold, ventilated)
x. Sanitation system including compost pit
xi. Resting place – men and women
xii. Drinking water and canteen
xiii. Toilets – men and women
xiv. Tree cover

9.5.0. Market transaction infrastructure

9.5.1 This category includes facilities that will aid actual trade activities at the GrAM and constitute sufficient condition for carrying out the GrAM mandates. The nature of infrastructure will need to suit the production in the region and include the following:

   i. Electronic/normal weighing scales
   ii. Assaying laboratory and packaging of dry commodities
   iii. Bagging and stitching machines and facilities
   iv. Pre-conditioning- cleaning, sorting, grading, washing, waxing, etc. - unit of minimum capacity
   v. Integrated Pack-house of reasonable capacity
   vi. Appropriate storage capacity to stage the produce for forward linkage.
   vii. Appropriate transport capacity – reefer vehicles, ordinary trucks, etc.
viii. Primary processing and value addition facilities – mini dal mill/ rice huller/ mini oil expeller/ de-shelling machines etc.

ix. Other facilities like sheep shearing, baling machines, etc.

x. Information display on transport availability, storage availability and other services on offer

xi. IT infrastructure to integrate with e-NAM and for market information including electronic ticker board/ market information system

9.6.0. Funding the infrastructure

9.6.1 To build basic and support infrastructure as in section 9.4.0, allocations available under MGNREGS can be made use of and the Guidelines do permit most of these activities. Some facilities like godowns (particularly cold storage) may have to be funded from the schemes of DAC&FW under MIDH, AMI, AMIF, RKVY-RAFTAR etc. Likewise electricity will need specific allocations and states may arrange for it.

9.6.2 As regards infrastructure items vide section 9.5.0 which are transaction-specific, the States/UTs are advised to tap funds under AMIF-Corpus Fund, MIDH, AMI sub-scheme, RKVY-RAFTAR etc which are the schemes of DAC&FW. Supplementary funds may also come from the Ministry of Food Processing Industries (MoFPI) and Ministry of Textiles (MoT), apart from state’s own allocations.

10.0.0. Management Structure and Institutional Support

10.1.0. Management structure

A three tier management structure as follows is suggested for purpose of coordination, support and guidance.

- State level coordination committee
- District level supervision committee
- Market level management committee
10.1.1. Structure, role and responsibility

i. State level coordination committee
A Committee under the chairmanship of Development Commissioner / Agricultural Production Commissioner with the following composition is suggested

ACS/Principal Secretary/Secretary in charge of the Departments of Agriculture, Horticulture, Dairy, Animal Husbandry & Fisheries, Sericulture, Cooperation and Agricultural Marketing Rural Development
- Members
Managing Director, State Marketing Board/ Director, Agriculture Member
- Secretary

Role and responsibility

- To develop and adopt ‘GrAM Guidelines’ for establishment and management of retail agriculture markets of all categories.
- To examine and recommend service charges that can be levied in the markets for approval of competent authority.
- To mobilize and advise on funds from different sources including AMIF-Corpus Fund to build, upgrade and strengthen all categories of infrastructure related to GrAMs.
- To review progress of establishment and operation of GrAMs from time to time and resolves difficulties in timely progress.

ii. District level supervision committee
A committee under the chairmanship of the Collector/Dy. Commissioner/District Magistrate may be set up with the following composition.

CEO, Zilla Parishad - Vice Chairman
Joint Director/Dy. Director, l/c of Agriculture,Horticulture, Sericulture, Animal Husbandry & Fisheries - Members
Divisional Forest Officer - Member
Joint Director/Dy. Director l/c Agril. Marketing - Member
Dy. Registrar of Cooperative Societies - Member
Representatives of farmers (farmer associations)  
And agril. trade (professional trade associations)  - Members  
JD/DD l/c Agril. Marketing or JD/DD I/c of Agriculture- Member-Secretary  

**Role and responsibility**

- To supervise establishment and management of GrAMs of all categories.
- To ensure adherence to institutional guidelines issued by the State/UT Government, including levy of service charges.
- To ensure mobilization and convergence of resources.
- To undertake training and orientation of all GrAM functionaries, including members of the Management.
- To carry out any other responsibility assigned by the State/UT Government.

iii. **Market level management committee**

The committees at the GrAM level are the grass root level agencies responsible for smooth operation and management of GrAMs. Hence, a well knit committee will be necessary. There are broadly three categories of periodical markets that exist in the country, and the management committee will need to be put in place accordingly. These are as follows:

**a. Category I markets:** Owned by Local Bodies – Both Rural (Gram Panchayats) and Urban (Town Panchayats, Municipalities) Local Bodies. In such cases, the following committee composition is suggested.

Chairperson/President of G.P/Municipality - Chairman  
Member/Councillor l/c of markets - Member  
Extension Officers l/c of Agriculture, Horticulture, Animal Husbandry, Fisheries, Sericulture, Cooperation, Marketing - Member  
Farmer representatives (2) - Members  
Executive Officer/Panchayat Development Officer - Member Secretary
b. **Category II markets:** Owned by para-statal agencies like APMCs/RMCs, Temple committees, WAQF Boards and such other juristic persons.

A committee with similar composition as in the case of category I markets is suggested with Head of the concerned para-statal agency or his nominee as the Chairman.

c. **Category III markets:** Owned by private individuals, trusts etc. While, these markets may choose their own nominee as the chairman, the government functionaries as indicated in the previous two categories may serve as members of an ‘Advisory Committee’.

**Role and responsibility of market level management committees**

- To establish and maintain an office with minimal staff (Accountant, Computer Operator, Manager) to take care of Operation & Management (O&M) functions of GrAM.
- To mobilize funds from different sources to build, strengthen and upgrade needed infrastructure.
- To facilitate both direct sale-purchase and aggregation of small produce lots.
- To facilitate both physical & online modes of transactions.
- To on-board the market on any of the online trade platform including e-NAM.
- To maintain and update the list of all market participants – traders, FPOs, farmers etc.
- To maintain accounts in prescribed format and in accordance with prescribed financial norms & procedures.
- To set up a grievance redressal and dispute resolution mechanism.

**11.0.0. Management Framework and Service Charges**

**11.1.0. Liberal market environment**

**11.1.1.** The State/UT Government shall provide a liberal environment for the GrAM functionaries to carry out their trade and transaction functions, and for the
markets to function in a non-regulated environment. The following approach is suggested.

- GrAMs be kept out of the purview of State Marketing Acts, and if required by incorporating an explicit provision to this effect.
- The Control Orders relating to stock and transport be unrestricted.
- The liberalized framework may apply to all agri-commodities transacted at GrAMs, notwithstanding any provision contrary to the State Marketing Act.

11.2.0. Levy of service charges

11.2.1 The Market Management Committee will need to build its own funds to meet recurring expenses. Hence, the following levies are suggested:

i. Levy a rental-charge upto a maximum of Rs.10/day on the producer-seller using the space assigned at the sale platform.

ii. Levy a service charge preferably not exceeding 0.4 per cent *ad valorem* on a bulk buyer (trader, organized retailer, bulk retailer, exporter, processor etc.).

iii. Levy a nominal entry fee of Rs.5/animal in case of small ruminants; and Rs.10/animal in case of large ruminants. Lower duties may be considered for larger transactions.

iv. Levy a charge not exceeding 0.4 per cent *ad valorem* on the livestock.

v. Parking fee at nominal rate on day basis linked to type of vehicle.

vi. Nominal service charges for assaying and pre-conditioning of produce.

vii. Nominal service charges for packaging and short term storage.

viii. Nominal aggregation / user charges, not exceeding Rs. 75/-, on aggregation of produce by farmers/ FPOs, etc.

ix. Nominal service charges for delivery of produce to other markets, i.e. integrated services like packaging, documentation, loading, transport, etc. Service charges may be in form of revenue sharing as part of service contract by farmers.

x. Concessions or exemptions may be provisioned for services that expedite farmers’ group to transact a sale at secondary or terminal markets.
Note: These levies/service charges/rentals are only illustrative in nature and the State/UT government may adopt these in an appropriate manner with a view to promoting facilitation on (and not restrictive / regulatory) and egalitarian playing field.

11.3.0. Level playing field
11.3.1 All categories of markets irrespective of the nature of ownership and management shall be governed by the set of guidelines, institutional framework, rules & regulations and be offered identical authorization and power to levy service charges etc.

11.3.2 The States/UTs shall provide a level playing field to all categories of markets – public sector, private sector, PPP sector, para-statal etc.

12.0.0. Professional Support, Training and Orientation
12.1.0. Professional support
12.1.1 Retail agriculture marketing is a specialized domain, that calls for professional and competent support. In this regard, the States/UTs are advised as follows:

- Hire young professionals with requisite education and experience at the district level, with a mandate to aid and guide the market level management committees.
- Undertake performance evaluation and analytics of transaction activities (arrivals, prices, scales, disputes, etc.) and provide inputs to the market committees.

12.2.0. Training and orientation

- National Institutes, namely, MANAGE, Hyderabad and NIAM, Jaipur be tasked by DAC&FW to prepare training and orientation manuals to address the needs of management and executive functionaries at different levels.
- States/UTs may task the State Agriculture Universities (SAUs) to adopt the national level manuals with necessary changes to meet local situations, and make them available in local languages.
- SAUs and KVKs may be tasked to conduct orientation & training programmes for the District and Market level management and executive functionaries.