

Guidelines for grant of Incentives to the Marketing Personnel for collection and transmission of data at AGMARKNET portal

Background

Marketing Research and Information Network Scheme was launched by Ministry of Agriculture in March, 2000. The scheme is being implemented through Directorate of Marketing and Inspection in collaboration with National Informatics Centre, State Agricultural Marketing Boards/ Directorates and APMCs. Operational guidelines of the scheme for implementation during XI Five Year Plan provide grant of incentive to marketing personnel reporting market data at AGMARKNET Portal regularly as under:

“As per Implementation Plan of the Operational Guidelines of the Scheme, it has been stipulated that at each market node, for one person engaged in the work of data collection and transmission, an incentive amount of Rs. 500/- per month will be paid under the scheme subject to the maintenance of a regular reporting performance of more than 20 days in a month. NIC would be arranging this payment through the concerned Marketing Boards / Directorates / State Departments based on the performance diary of each market node. The State Agricultural Marketing Board / Department will nominate a Nodal Officer to coordinate functioning of the Scheme. The State level Nodal Officer of the scheme will ensure that market level officials perform their functions regularly to keep the scheme operational.”

In pursuance to this recommendation, Ministry of Agriculture, Govt. of India has framed following procedure / guidelines for grant of incentives to Marketing Personnel in different States/UTs under Marketing Research and Information Network Scheme:

- i) **Operation of the scheme:** - The scheme is in operation w.e.f. 1st August, 2008 to 31.7.2012.
- ii) **Daily reporting** - Market sending data on same day or by the end of next day will be considered as daily reporting for this purpose. Anomalous data, if reported by APMCs will not be counted for total number of days data transmitted at AGMARKNET Portal.
- iii) **Markets to be covered** - Market data is received from different market nodes including sub-market yards at AGMARKNET Portal. Markets which are operating bi-weekly or tri-weekly and data reported for such markets is for days market is held and is for 8-12 days in a month will also be considered for incentive provided continuity in data reporting is maintained, by sending Nil report for the commodity which are not traded for day of report and certified by SAMB / Departments / State Nodal Officers of DMI in case of such markets.
- iv) **Submission of proposal** - Proposal for consideration of incentives may be sent by concerned Secretary, In-charge, APMCs within 15 days from last day of the month to concerned State Agricultural Marketing Boards/ Directorate of Marketing in Annexure-I.

- v) The Board may thereafter send proposal duly certified to Concerned State level Nodal Officers of DMI within one week for further necessary action. Concerned State Marketing Boards / Directorates may submit such claims immediately. Time schedule for submission of claims for reimbursement of incentives will be within one year from date of eligibility of such claims.
- vi) **Duration of disbursement of incentive** - Disbursement of incentive will be on quarterly basis.
- vii) Managing Director will examine list of personnel, who have been recommended by Secretary of various APMCs concerned, for grant of incentives and recommend names of such personnel in a statement duly certified by him in prescribed format (Annexure II and Annexure III) to State Nodal Officers of DMI for necessary action.
- viii) DMI State Nodal Officers will examine the same and forward it to DMI Head Office for payment of incentives.
- ix) **Final disbursement** - Disbursement of funds would be made to concerned State Marketing Board / Directorate by NIC, New Delhi from where proposals have been received.

Certificate from the Secretary in-charge, APMC

Certified that Shri employee of the Agricultural Produce Market Committeelocated in State has sent data in respect of wholesale prices and arrivals of different agricultural commodities for more than 20 days for the month of for use in the AGMARKNET Portal.

Signature of the Secretary
In-charge APMC

Place :

Date :

Certificate from the Managing Director SAMB

Certified that no. of employees working in different Agricultural Produce Market Committees as indicated in the enclosed list have sent data in respect of wholesale prices and arrivals of different agricultural commodities for more than 20 days at AGMARKNET Portal for the month of

Signature of the Managing Director,
Stat Agricultural Marketing Board.

Place :

Date :

Annexure-III

Performance Diary of Marketing Personnel sending Market Data at AGMARKNET Portal

Name of the State :

Month :

Sr. No.	Name & Address of the Market Committee	Name of the Employee sending market data	No. of Reporting more than 20 days in a Month	No. of Commodities covered under reporting	Remarks

**Signature of the Secretary
In-charge APMC**

Place :

Date :