



**Original Article**

**A STUDY AN OVERVIEW OF AGMARKNET IN APMC MARKETS**

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**Abstract:**

AGMARKNET is a digital platform created by the Ministry of Agriculture and Farmers' Welfare in India. It provides real-time information about agricultural markets online. This system helps farmers, traders, government officials, and others to get up-to-date details on prices and the number of crops that are being sold in different places across the country. This project was started to solve a common issue in Indian farming where farmers often don't have access to timely and correct price details. Because of this, they sometimes have to sell their crops at unfair prices, which affects their income. AGMARKNET makes market data available to everyone, which increases transparency and helps farmers make better decisions.

**Keywords:** AGMARKNET, Digital, APMC markets, price, agricultural products, mandis, Farmers

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**Introduction:**

Agricultural Marketing Information Network (AGMARKNET) was started in March 2000 by the Union Ministry of Agriculture. The Directorate of Marketing and Inspection (DMI), which is part of the ministry, connects around 7,000 agricultural wholesale markets in India with the State Agricultural Marketing Boards and

Directorates. This helps in sharing information effectively. AGMARKNET is an e-governance portal that was developed by the National Informatics Centre (NIC). It helps in collecting and sending information about prices and the arrival of agricultural products from markets to producers, consumers, traders, and policymakers in a transparent and fast way.



The AGMARKNET website (<http://www.agmarknet.nic.in>) is a government-to-citizen e-governance platform that provides agricultural marketing information to various groups like farmers, industry professionals, policymakers, and academic institutions through a single platform.

It helps farmers who may not have enough resources to get proper market information. The portal provides daily updates on the arrival and prices of commodities in agricultural markets all across the country. All the data from these markets is available on the AGMARKNET website in 8 regional languages and English. It shows daily prices and arrivals of commodities and varieties from all wholesale markets. The portal also allows users to view different types of reports, including trend reports for prices and arrivals of key commodities. Presently, about 1,800 markets are connected, and efforts are ongoing to link another 700 markets. The AGMARKNET portal now has a database covering about 300 commodities and 2,000 varieties.

#### **Objectives:**

1. To study Role of AGMARKNET helps to price information in APMC markets.
2. To study how the daily price reports and supplies covered by AGMARKNET help farmers make better decisions.
3. To find out how AGMARKNET helps farmers gain more power in discussions and decreases the gap in information between farmers and buyers.
4. To evaluate the role of market infrastructure and grading details provided by AGMARKNET in helping with better planning for the markets.
5. To understand how AGMARKNET contributes to making the market more efficient and ensures fair and standard trading practices in APMC markets.

6. To explore how the data from AGMARKNET is useful for government agencies in creating policies and keeping an eye on market activities.

#### **A major advantage of AGMARKNET is its detailed price reporting:**

1. **Daily Price Data Collection:** AGMARKNET gathers price information from over 3,000 APMC markets throughout India every day.
2. **Wide Commodity Coverage:** The platform provides price details for more than 300 agricultural products, such as grains, legumes, oil seeds, fruits, vegetables, and spices.
3. **Real-Time Information Sharing:** Market price data is uploaded and made available almost immediately, ensuring that users have access to the latest market updates.
4. **Market Comparison Facility:** Farmers can check prices from various APMC markets, helping them decide the best time and place to sell their crops.
5. **Enhanced Price Transparency:** Making price data public reduces unfair advantages and helps in determining fair market prices.
6. **Improved Market Efficiency:** Clear information helps markets operate more effectively by cutting down on price manipulation and boosting competition among buyers.
7. **Greater Farmers' Bargaining Power:** Having access to accurate price data improves farmers' ability to negotiate better deals when selling their produce.
8. **Market Infrastructure Information:** AGMARKNET offers details about market facilities like storage spaces, transportation options, and market timings.
9. **Better Market Planning for Farmers:** Farmers can use this information to plan their visits to



markets more effectively, saving time and reducing costs.

**10. Quality Standards and Grading Information:**

The platform shares quality guidelines and grading rules for different commodities, helping farmers meet the necessary standards.

**11. Support for Standardized Trading:**

Understanding grading and quality rules ensures consistency and fairness in trading across all markets.

**12. Decision Support for Policymakers:**

Government bodies use AGMARKNET data to track price changes and make informed decisions about agricultural trade policies.

**Characteristics of Agmark net:**

AGMARKNET also includes quality guidelines and grading rules for different products. This ensures farmers know the quality standards they need to follow when selling in different markets. Following are the characteristics of Agmark net.

- 1. Broad Network Coverage:** The system links thousands of Agricultural Produce Market Committees (APMCs) throughout India, enabling the sharing of market information across different regions.
- 2. Multi-Lingual Information:** Information is available in 12 regional languages as well as English, making it accessible to a wide range of users.
- 3. Direct Farmer-Consumer Link:** It helps cut out middlemen by connecting farmers directly with buyers and providing clear price details, which allows farmers to get better prices for their produce.
- 4. Technological Infrastructure:** The portal uses information and communication technology (ICT) to deliver information through various means such as mobile-friendly websites, SMS alerts, and electronic boards at different mandis.

**5. Comprehensive Market Data:** In addition to price details, it provides information on market infrastructure, grading, standardization, and GIS-based maps.

**6. Stakeholders:** The system is developed and managed by the Directorate of Marketing and Inspection (DMI) in partnership with the National Informatics Centre (NIC) and state marketing boards.

**7. Data Accuracy & Reliability:** Data is checked at the source, which is the mandis, and then sent to a central server to ensure it is accurate and reliable.

**8. Real-Time Data Dissemination:** It offers daily updated information on market prices, including highest, lowest, and most common prices, along with details on commodity arrivals and market trends for more than 300 commodities and over 2,000 varieties.

**Conclusion:**

AGMARKNET has become an important digital tool that helps make agricultural markets in India more transparent and efficient. It offers daily, almost real-time price updates for many types of agricultural products, which helps farmers make smarter decisions when selling their goods and gives them more power when negotiating prices. Along with price information, the system also provides details about market facilities, quality standards, and how products are graded, which helps farmers plan better and follow standard trading rules. Even though there are still issues like low digital skills and poor internet access, AGMARKNET is playing a key role in ensuring fair pricing, reducing unfair advantages in information, and helping farmers grow through clear and open marketing practices.

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