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Building sustainable partnerships

Agriculture Market Development (AMD) Project

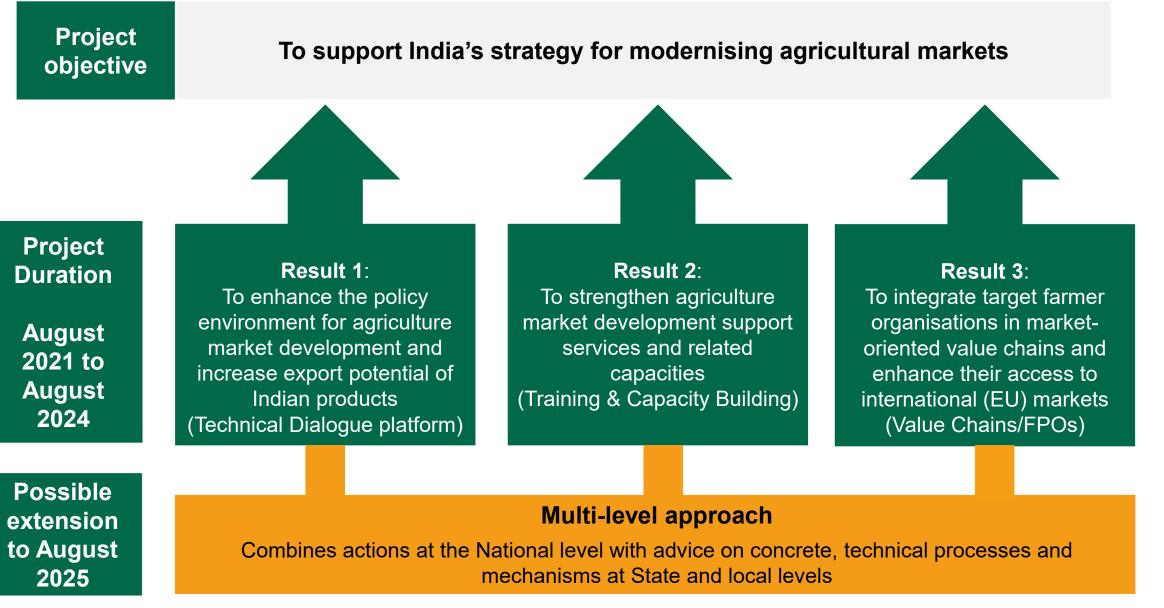
Implementing Consortium:





Project Objective & Expected Results





Project Implementation Support Structures



Project Steering Committee (PSC)	 Ministry of Agriculture and Farmers Welfare, Government of India (Co-Chair) Federal Ministry of Food and Agriculture, Government of Germany (Co-Chair) AMD Project Management & Experts
Project Management Unit (PMU)	 Director (Marketing), Agriculture Market Division, MoA&FW (Head of PMU) Director, National Institute of Agriculture Marketing (NIAM) Joint AMA, Directorate of Marketing and Inspection (DMI) AMD Project Experts
Technical Dialogue Platform / Working Group (WG)	 Additional Secretary (Marketing), MoA&FW Joint Secretary (Agricultural Marketing), MoA&FW Director, National Institute of Agriculture Marketing (NIAM) Representatives from ICAR, NCCD, APEDA, SFAC, NABARD State representatives from Rajasthan, Uttar Pradesh and Odisha AMD Project Experts
Project Team	 International Team Leader, based in Jaipur Agri-Business Expert, based in Jaipur Project Assistant / Analyst, based in Jaipur Short term expert pool Backstopping team, based in Germany

Progress to date (Aug 2021 to March 2022)



Project Management

Project management, operations and communication

- 1. Project core team recruited, office fully in Jaipur and website developed
- 2. Wide range of stakeholder consultations undertaken with NIAM/ DMI support
- 3. 5 studies designed, consultants recruited, and all studies completed
- 4. Three states (Rajasthan, Uttar Pradesh & Odisha) identified as target states

Progress to date (Aug 2021 to March 2022)



Result 3

To integrate target farmer organisations in market-oriented value chains & enhance access to international (EU) markets

- 1. 23 commodity studies/value chain studies focused on products with both domestic and EU export potential completed (supply-demand analysis)
- **2. FPO case studies** to identify current status, lessons learned, best practices and actionable recommendations completed
- **3. Innovative digital technologies assessment** (national & state level) to consider potential for digital solutions to support VC development completed
- 4. Agriculture market development **projects mapping** to consider linkages and complementarities completed
- **5. State profiling /mapping assessments complete** for Rajasthan, Odisha & UP to assess potentials and challenges





- Uttar Pradesh: Major producer of wheat, rice, pulses, sugar cane, potatoes, vegetables & milk. Profiling identified potential for future growth & development in Potatoes, Dairy, Mango, Guava, Chilies, Cereals & Oilseeds.
- Odisha: Agrarian-based economy. Profiling identified potential for growth & development in rice, millets, various fresh vegetables (tomato, pumpkin, cabbage, okra, cauliflower, sweet potato, onion), pulses, dairy products & maize.
- Rajasthan: Currently largest producer of mustard, 2nd largest for oilseeds, & 3rd largest for soybean. Emerging opportunities inc. cumin, coriander, mango, maize, & mustard

> **Common challenges** in all three States:

- Low productivity levels, linked to poor agriculture practices (over-use of seeds, pesticides, fertilizers)
- Limited access to essential inputs (i.e., quality seeds, credit, irrigation, mechanisation etc.)
- Lack of market information, limited farmer knowledge &/or availability of training & info services
- Limited access/availability of quality market infrastructure (cleaning, sorting, grading, processing)
- Fragmented provision of services, knowledge & information to build FPO /farm group /VC capacities



State commodity and FPO selection (for the present)



Uttar Pradesh

Mangos & Green Chilies





Rajasthan

Cumin & Coriander





Odisha

Turmeric & Ginger







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ADT-AFC Project Office / Team in Jaipur (Rajasthan), India

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