

With support from



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German Bundestag



Agriculture Market Development (AMD) Project

Implementing Consortium:



Project Objective & Expected Results

Project objective

To support India's strategy for modernising agricultural markets

Project Duration

August 2021 to August 2024

Result 1:

To enhance the policy environment for agriculture market development and increase export potential of Indian products
(Technical Dialogue platform)

Result 2:

To strengthen agriculture market development support services and related capacities
(Training & Capacity Building)

Result 3:

To integrate target farmer organisations in market-oriented value chains and enhance their access to international (EU) markets
(Value Chains/FPOs)

Possible extension to August 2025

Multi-level approach

Combines actions at the National level with advice on concrete, technical processes and mechanisms at State and local levels

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

Uttar Pradesh

Mangos & Green Chilies



Rajasthan

Cumin & Coriander



Odisha

Turmeric & Ginger



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