



Indo-German Cooperation on Agricultural Market Development

The AMD project focus and expected results

The project will support India's strategy for modernizing agricultural markets and increasing the export potential of Indian agri-food products by: (1) Providing support to a government-led Working Group (Dialogue platform) to enhance the policy environment; (2) Capacity building of key governmental institutions, services and value-chain stakeholders; and (3) Integration of farmer groups in market-oriented value-chains to enhance their profitability and incomes.

1. The **Agri-Food Market Development Working Group** will bring together public and private actors from the Indian agriculture and food sector to identify how to support modernizing agricultural markets and facilitating exports to the EU, focused on issues such as: standards, sorting, quality control, infrastructure and logistics.

2. **Capacity building** will focus on the development of tailor-made curricula for training and coaching in topics such as market research, modern inspection methods, sorting, quality certification, packaging, cold storage, whole-

salting and retailing of agricultural products.

3. **Farmer Producer Organisations (FPO)** will be assisted through targeted business development services, supporting management services, product development, quality standards, development of business and investment plans, identifying new market and export opportunities. B2B and other networking tools focussing on forward production linkages will also support access to new domestic and international markets.

Project facts

Project signing parties: This bilateral project implementation agreement was signed on August 5th, 2021 between the Department of Agriculture and Farmers Welfare (DA&FW) of the Ministry of Agriculture and Farmers Welfare of the Government of the Republic of India and the GFA Consulting Group GmbH, based in Berlin. GFA acts as the General Agent of the Federal Ministry of Food and Agriculture for the German Bilateral Cooperation Programme.

Project timeframe: August 2021 to August 2024 (36 months)

Project budget: Euro 1.775 million grant by the German Government (equivalent to app.154 million Indian Rupees)

Overview of project objectives, results and outcomes

Objectives



- Support India's strategy and the policy environment for **modernizing agricultural markets**
- Contribute to the **sustainable economic growth** of India's agricultural sector
- **Improve livelihoods** in rural regions

Results



- Establish a **dialogue platform** on agricultural market development
- **Strengthen capacities** of government institutions & other relevant stakeholders to enhance the agricultural marketing system
- **Integrate Farmers' organisations** in sustainable market-oriented value chains

Outcomes



- Increase **access to European Union markets** for targeted Indian agri-food commodities
- **Increase exports** of targeted Indian agri-food commodities
- **Improve knowledge, skills and profitability** of supported Farmer Producer Organizations.

Strategic Partners

With support from



Federal Ministry
of Food
and Agriculture



by decision of the
German Bundestag

The Ministry of Agriculture and Farmers Welfare of the Government of the Republic of India and the Federal Ministry of Food and Agriculture of the Federal Republic of Germany have agreed to establish a bilateral cooperation project to support agriculture market development in India.



GFA acts as the General Agent of the Federal Ministry of Food and Agriculture for the German Bilateral Cooperation Programme.

The wider aim of the Bilateral Cooperation Program is to improve India's agri-food sector and support the development of efficient, resource-conserving and sustainable value chains.

Project Partners and Implementers India



National Institute of Agricultural
Marketing (NIAM)

Ch. Charan Singh National Institute of Agricultural Marketing (NIAM) is a premier National level Institute known as centre of excellence in South East Asia. As per its mandate, institute offers specialized training, research, education, consultancy & policy advocacy in the field of agricultural marketing. NIAM is playing a vital role in expediting the reform process and availability of quality agribusiness managers through its mandate. NIAM is engaged in organizing training programmes in the field of agricultural marketing and allied areas for senior and middle level officers from various line departments of State Governments, Cooperatives, Marketing Boards and Agribusiness Entrepreneurs. The institute is also playing an active role to incubate & nurture Agri start-ups on pan India basis.



Directorate of Marketing and
Inspection (DMI) / Ministry of
Agriculture and Farmers
Welfare Government of India

The Directorate of Marketing and Inspection (DMI) is an attached Office of the Department of Agriculture and Farmers Welfare under the Ministry of Agriculture & Farmers Welfare. DMI head Office is located at Faridabad (Haryana), and works all across the country through its Branch Head Office at Nagpur, 11 Regional Offices, 27 Sub-Offices, Central Agmark Laboratory and 11 Regional Agmark Laboratories (RALs). DMI advises States and Union Territories on regulation, development and management of agricultural produce markets. It functions to promote standardization and grading of agricultural and allied produce under the Agricultural Produce (Grading and Marking) Act, 1937. DMI implements Agricultural Marketing Research and Information Network (MRIN), Agricultural Marketing Infrastructure (AMI) and Strengthening of Agmark Grading Facilities (SAGF) sub schemes of Integrated Scheme of Agricultural Marketing (ISAM).



The project works with Agricultural Produce Market Committees (APMC) at the federal-state level; and Farmer Producer Organizations (FPOs) at the local level. The project also works with representatives of other relevant government institutions that are engaged with international export-import of agricultural commodities and relevant non-government business organizations and think-tanks involved with agriculture market development.

Project Partners and Implementers Germany



ADT is the consortium lead partner assuring organisational and financial project management, technical and conceptual support; and quality assurance.



AFC is a consortium partner providing technical assistance focussed on value chain development and agri-finance.

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