

Dept of Agri Economics, COH bags NAIP project

Market information and intelligence are crucial to enable farmers and traders to make informed decisions about what to grow, when to harvest and sell, and where to sell. The most important marketing information input needed by a farmer in the current scenario is the price intelligence. For successful marketing of high value produce like plantation crops, spices, and oil seed crops, stakeholders need to have a fairly good understanding of consumer preferences, prices and markets. Most farmers today still lack a good understanding and capacity to use market intelligence in guiding their production and marketing decisions. In order to bridge this gap, the ICAR has granted a project entitled **Establishing and Networking of Market Intelligence Centres in India** to the Department of Agricultural Economics of the College of Horticulture under NAIP component 1 at a budget outlay of Rs.44.93 lakhs for 3 years. The project is on consortium mode, with Tamil Nadu Agricultural University, Coimbatore as the Consortium Leader, with Kerala Agricultural University, Vellanikkara, UAS, Banagalore, UAS, Dharward, Acharya N.G.Ranga Agricultural University, Hyderabad, Dr.Punjab Rao Deshmukh Krishi Vidyapeeth, Akola, Gujarat Agricultural University, Junagadh, GB Pant University of Agriculture & Technology, Pant Nagar, Maharana Pratap University of Agriculture and Technology, Udaipur, CCS Haryana Agricultural University, Hissar, and Punjab Agricultural University, Ludhiana as the Cooperating Consortium Partners.

Dr.Satheesh Babu,K., and Dr.K.Jesy Thomas, Professors in the Department of Agricultural Economics, College of Horticulture, will act as the Cooperating Consortium Principal Investigator (CCPI), and Co Principal Investigator respectively of the Kerala component (ie. Plantation Crops & Spices).

The objectives of the project are:

- (i) providing price forecasts before sowing and during harvests of selected commodities;
- (ii) making available product intelligence;
- (iii) providing information on high price markets;
- (iv) improving the dissemination of above market intelligence;
- (v) increasing the capacity to absorb and use such market intelligence by all stakeholders, and
- (vi) developing commodity market outlook along with NCAP-NAIP for selected commodities at state level besides providing commodity market research reports.

A Domestic and Export Market Intelligence Cell (**DEMIC**) was functioning in Tamil Nadu Agricultural University, Coimbatore from 2004 onwards. The cell has been forecasting prices of major agricultural commodities throughout the year on a continued basis, with a forecasting accuracy at 90 to 98 per cent probability levels. The Establishing and Networking of Agricultural Market Intelligence Centres is expected to help the farmers in the major states in getting higher net price realizations, besides providing improved regional linkages in the generation, dissemination, and sharing of market information for better decision-making. Improved access and use market intelligence will guide to form better production and marketing strategies by farmers and all stakeholders in the marketing chain.