

F. No. 25011/01/2024-M.II/NPAM (C.No.146364)
Government of India
Ministry of Agriculture and Farmers' Welfare
Department of Agriculture and Farmers' Welfare
(Agriculture Marketing Division)

Krishi Bhawan, New Delhi
Dated: the 25th June, 2024

OFFICE ORDER

Agricultural marketing plays a role of economic function in the food supply chain, whose efficiency determines the price optimization of the farmers. To develop efficient markets in the country, governments' focused and planned approach is critical.

2. Hence, the Government of India has decided to formulate and notify a "National Policy Framework on Agricultural Marketing", which will guide to work in a focused and planned manner to achieve the envisaged goal of ensuring remunerative prices to the farmers. Therefore, the "Drafting Committee of National Policy Framework on Agricultural Marketing" is constituted herewith with the following composition:

S.No.	Name and Designation	Designation in the Committee
i.	Shri Faiz Ahmed Kidwai, Additional Secretary (Marketing), DA&FW, New Delhi.	Chairman
ii.	Senior Adviser, NITI Aayog, New Delhi.	Member
iii.	Director (Marketing), DA&FW, New Delhi.	Member
iv.	Director, SFAC, New Delhi.	Member
v.	Managing Director –cum- Commissioner, M.P. State Agricultural Marketing Board, Bhopal.	Member
vi.	Director, U.P. State Agricultural Produce Markets Board, Lucknow.	Member
vii.	Director, Agricultural Marketing Department, Telangana, Govt. of Telangana.	Member
viii.	Secretary, Punjab State Agricultural Marketing Board, Chandigarh.	Member
ix.	Managing Director, Maharashtra State Agricultural Marketing Board, Pune, Maharashtra.	Member
x.	Director, Directorate of Agriculture Marketing and Agribusiness, Chennai, Tamil Nadu.	Member
xi.	In charge of Agriculture Marketing, Department of Agriculture and Farmers' Welfare, Agartala, Tripura	Member
xii.	Dr. S.K. Singh, Deputy Agricultural Marketing Adviser	Member Secretary

3. In addition to aforesaid members, Shri Siraj Hussain, former Secretary (DA&FW), Dr. Ashok Dalwai, Chairman, Doubling Farmers' Income, and Dr. S. K. Goel, former ACS, Cooperation and Marketing, Govt. of Maharashtra shall be as "Special Members".

4. The Chairman may co-opt other expert(s)/ professional(s)/ practitioner(s)/ farmers/traders, etc. as special invitee member(s) for a particular meeting(s) or in all meetings, as per requirement.

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5. Committee will be serviced by Agriculture Marketing Division, DA&FW, New Delhi.
6. The Committee shall formulate and submit the National Policy Framework on Agricultural Marketing within 2 months from the date of its constitution.
7. Travel expenses to non-official Members will be borne as per rules.
8. **Terms of Reference:**
 - i) To study the existing policies of the States on Agriculture Marketing.
 - ii) To assess the support and facilitation needed at the national level in terms of its programmes/policies, coordination, etc with reference to agricultural marketing to keep the agriculture marketing ecosystem vibrant.
 - iii) To hold consultations with stakeholders to get their feedback.
 - iv) To finalise the National Policy Framework on Agricultural Marketing.
9. This issues with the approval of the competent authority.


(Omkar)

Under Secretary to the Govt. of India
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Distribution:

- 1) Shri Faiz Ahmed Kidwai, Additional Secretary (Marketing), DA&FW, New Delhi.
- 2) Senior Adviser, NITI Aayog, New Delhi.
- 3) Director (Marketing), DA&FW, New Delhi.
- 4) Director, SFAC, New Delhi.
- 5) Managing Director-cum-Commissioner, M.P. State Agricultural Marketing Board, Bhopal.
- 6) Director, U.P. State Agricultural Produce Markets Board, Lucknow.
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- 11) In charge of Agriculture Marketing, Department of Agriculture and Farmers' Welfare, Agartala, Tripura
- 12) Dr. S. K. Singh, Deputy Agricultural Marketing Adviser

Copy, for information, to:

- 1) PPS to Secretary, DA&FW, Krishi Bhawan, New Delhi.
- 2) PPS to Additional Secretary (Marketing), DA&FW, Krishi Bhawan, New Delhi.
- 3) Joint AMA, DMI, HO, Faridabad.