

फैज अहमद किदवाई, भा.प्र.से
अपर सचिव
भारत सरकार
कृषि एवं किसान कल्याण मंत्रालय
कृषि एवं किसान कल्याण विभाग
कृषि भवन, नई दिल्ली-110001



Faiz Ahmed Kidwai, I.A.S.
Additional Secretary
Government of India
Ministry of Agriculture & Farmers Welfare
Department of Agriculture and Farmers Welfare
Krishi Bhawan, New Delhi-110001

D.O. No. T-13017/11/2024/Agriculture Mkt. Jornal

Dated: 14th May, 2024

Dear Director / MD,

The Directorate of Marketing & Inspection, Ministry of Agriculture and Farmers Welfare, Government of India, publishes a Journal "Agricultural Marketing" since 1958 in the field of Agricultural Marketing under marketing extension activity for the benefit of producers, consumers Traders, research workers and other integrated agencies. The first issue of National level Journal "Agricultural Marketing" for the period January-June, 2024 is proposed to be published under the theme of "**Strengthening Farmers Producer Organisations(FPOs)**". The objectives of the Agricultural Marketing Journal is to examine the issues of Agricultural Marketing, developing proper vision for the upcoming challenges in the field of agricultural marketing and publishing papers supported with empirical research methods or papers dealing with re-orientation of Agricultural Marketing Policies for the benefit of farmers community. Apart from the papers, the success stories, marketing initiatives for the benefit of farmers etc. are also published on priority basis

2. Keeping in view of the current scenario in the field of Agricultural Marketing, it is requested to send the papers or success stories on the selected theme based on your field experiences in the State. The guidelines for submission of papers are attached at Annexure. The papers may be sent at e mail id editordmi-agri@nic.in. For any clarification, you may contact Dr. Gajendra Singh, Dy. Agricultural Marketing Adviser & Chief Editor (Mobile No. 9779688725).

3. I would appreciate, if you can circulate the theme in APMCs in your State and provide the articles/papers or success stories for the issue of "Agricultural Marketing" January-June, 2024 under the theme "Strengthening Farmers Producer Organisations(FPOs)" by 10th June, 2024

Encl. As above

Warm regards,

Yours sincerely,


(Faiz Ahmad Kidwai)

To,

The Director of Agricultural Marketing/Managing Directors, State Agricultural Marketing Boards

JOURNAL ON “AGRICULTURAL MARKETING”

GUIDELINES FOR SUBMISSION OF PAPERS BY AUTHORS

The purpose of this section is to provide the guidance to the authors for the submission of the papers.

- (1) The Directorate of Marketing & Inspection, an attached office of the Ministry of Agriculture, Government of India, publishes a National level Journal “Agricultural Marketing” since 1958 in the field of Agricultural Marketing for the benefit of producers, consumers Traders, research workers and other integrated agencies.

The following are the specific objectives of the Journal: -

- (i) To provide a forum for dissemination and exchange of findings of research on Agricultural Marketing including new developments in research and methods of analysis.
- (ii) To publish papers dealing with re-orientation of Agricultural Marketing polices for the benefit of farmers.
- (iii) To publish papers dealing with policy implications in Agricultural Marketing in the era of globalization and liberalization.
- (iv) To develop proper vision for the upcoming challenges in the field of agricultural marketing.
- (v) To publish the information’s in the interest of the Directorate and for the benefit of the farmers.
- (vi) To examine the issues of Agricultural Marketing in the interest of the country.
- (vii) To undertake the extension and dissemination of activities focusing on Marketing reviews carried out by the States and activities undertaken

by the Directorate of Marketing and Inspection and associated organizations under the Marketing Division of Ministry of Agriculture and Farmers Welfare.

Note:- Papers supported with empirical research methods and techniques to new problems attempted to test new hypotheses/theoretical formulations of existing theories or policies to explain economic phenomena and providing the policies conclusion in the field of Agricultural Marketing in the Indian context would be welcome. In general, the preference shall be given for the papers in Hindi language. Papers in English language supported with abstract not exceeding 150 words in bilingual language i.e. in Hindi and English indicating the author's own assessment of the importance and relevance of the findings reported in his paper shall also be considered for publication on the merit basis.

(2) **Submission of the Papers:** - Two copies of each paper should be submitted at the address of Chief Editor/Editor, Directorate of Marketing and Inspection, NH-IV, CGO Complex, Faridabad-121001 followed by a soft copy at e-mail address editordmi-agri@nic.in. **The papers without soft copy will not be accepted for the consideration of the publication**

(3) **Undertaking by the Authors-** The authors should provide undertaking that the material has not been published or is not being published or being considered for publication elsewhere.

(4) **General-**The authors are advised to use the essential mathematical notations and the statistical formulae which should be neatly typed. The professional assistance may be taken for typing the mathematical formulae, presenting figures and charts. Tables should be kept to the minimum and large table could be broken into small tables for ease. It is also advised to provide proper references for the secondary

data/information mentioned in article and only cited works can be included in the reference list.

- (5) Authors are advised to restrict the length of the papers accepted for publication up to 12 (double space) typed pages of A-4 size including tables and appendices with margins on all sides of at least 1½. inches. The papers exceeding this size limit may be returned to the authors. When large number of papers are received on the subject and not possible to publish in full length after the acceptance than the Chief Editor/Editor may request to the authors to summarize the papers not exceeding 1000 words.
- (6) In general, the preference shall be given for the papers in Hindi language. Papers in English language supported with abstract not exceeding 150 words in bilingual language i.e. in Hindi and English indicating the author's own assessment of the importance and relevance of the findings reported in his paper will also be considered for publication on the merit basis.
- (7) It would be an Editorial policy to provide the representation to the maximum States and not to consider more than one paper for publication from the same author in next consecutive issue. **Normally, no correspondence shall be entertained on the papers which are not found suitable for publication.**