



INDIA

Agricultural Market Development in India (AMD India)

Expert dialogue in support of India's strategy for modernising agricultural markets

Agriculture in India

Agricultural value chains in India are often characterised by inadequate infrastructure in agricultural markets (storage, refrigeration, grading and quality control), as well as fragmentation and high losses. In addition, there are often only limited opportunities for farmers to participate in cross-regional and global value chains. Improving the agricultural market system is an important aspect for the further development of Indian agriculture.

The Project

State and private sector institutions in the Indian agricultural market system are strengthened through project measures. In selected federal states, the project provides exemplary support for the further development of farmers' producer organisations (FPOs) and their marketing facilities. In addition to increasing the efficiency of marketing in domestic markets, the technical dialogue also includes competence development in tapping the export potential of selected agricultural products. The project thus promotes the expansion of marketing opportunities for Indian farmers.

Project Goals

- Establishment and management of a dialogue platform for agricultural market development.
- Strengthening the capacities of state institutions (especially NIAM, DMI) and other relevant actors through tailored qualification measures in order to improve the agricultural marketing system.
- Involvement of farmers' organisations in sustainable and market-oriented value chains.



Marketing facility for local agricultural products in Niwai town in Tonk district, Rajasthan state.



PROJECT TITLE

Indo-German Cooperation on Agricultural Market Development

TIMEFRAME

08/2021 to 08/2024

AS OF

October 2022



Supply Chains



Agricultural Market

With support from



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PORTRAIT INDIA

India is the country with the second highest population in the world. The subcontinent is home to approximately 18% of the world's population, but India has only about 2.4% of the world's land area and more than 4% of the world's water resources. A good half of the workforce is employed in the agricultural sector.

Results and Successes

During an international webinar and a study tour to Germany, experts analysed the potential of exporting Indian spices and fruits and vegetables to the European Union. Suitable federal products and farmer producer organisations (FPOs) were identified in selected states.

Project Partners and Cooperations

- Ministry of Agriculture and Farmers' Welfare (MoA&FW)
- Department of Agriculture and Farmers' Welfare (DA&FW)
- Joint Secretary (Marketing), Krishi Bhawan, New Delhi

Project Partner on Operational Level

- National Institute of Agricultural Marketing (NIAM), Jaipur
- Directorate of Marketing and Inspection (DMI), Faridabad
- Ministries of agriculture, technical agencies, and farmer producer organisations (FPOs) at the federal state level

Implementing Organisation

Consortium ADT Project Consulting GmbH (ADT) and Agriculture and Finance Consultants GmbH (AFC)

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Indo-German Cooperation on Agricultural Market Development

Building sustainable partnerships

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**Bilateral Cooperation
Programme**
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