



CITIZEN'S CHARTER

MINISTRY OF AGRICULTURE

DEPARTMENT OF AGRICULTURE AND CO-OPERATION

DIRECTORATE OF MARKETING AND INSPECTION

N.H. IV, FARIDABAD-121001

<http://agmarknet.nic.in>



DIRECTRATE OF MARKETING AND INSPECTION

CITIZEN'S CHARTER

- ✓ Vision
- ✓ Mandate of Directorate of Marketing and Inspection
- ✓ Mission
- ✓ Service Standard
- ✓ Grievance Redressal Mechanism
- ✓ Contact Details of Public Grievance Officer
- ✓ Time Frame for Redressal of the Grievances
- ✓ Stakeholders
- ✓ Responsibility of Regional and Sub offices
- ✓ Indicative expectations from Service Recipients
- ✓ Month and Year for Next Review of the Charter

Vision

Agricultural marketing is one of the important sectors of agriculture for ensuring food security of the nation by providing platform for efficient marketing of agricultural produce through orderly marketing and remunerative returns to the farmers for their produce. In order to achieve the 4% growth rate for the agriculture sector, it is necessary to develop need based marketing infrastructure in the country. The Agricultural marketing is State subject and the overall growth rate could only be achieved when the States take proactive steps in reforming agricultural marketing and provide enabling policy initiatives to facilitate private sector for making investments in development of agricultural marketing infrastructures in the country for vibrant and efficient marketing. However, without central assistance, policy and programme coordination, achieving targets and objectives with the help of States/UTs and other stakeholder would not be possible. The Directorate of Marketing and Inspection (DMI) under the Ministry of Agriculture has undertaken a number of initiatives and Central Sector plan Schemes such as Development/Strengthening of Agricultural Marketing Infrastructure, Grading and Standardization (AMIGS), Construction of Rural Godowns (RGS), Marketing Research and Information Network (AGMARKNET).

Mandate of the DMI

- Development/Strengthening of Agricultural Marketing Infrastructure Grading and Standardization;
- Construction of Rural Godowns;
- Marketing Research and Information Network (AGMARKNET);
- Promotion of Standardization and Grading of agricultural and other produce under the Agricultural Produce (Grading and Marking) Act, 1937 (as amended in 1986);
- Training of personnel in agricultural marketing;
- Advising States on Regulation and Management of Agricultural Produce Markets;
- Agricultural Marketing Reforms; and
- Marketing Extension.

Mission

- To accomplish the objectives/targets set for the development of required marketing infrastructures by encouraging active participation of individual/Institutions/Entrepreneurs/Government Agencies under various schemes;
- To achieve the targets of coverage of markets under computer connectivity for dissemination of market information to the farmers/other market users;
- To render necessary support for implementation of quality certification programmes under AGMARK by creating necessary infrastructure and involvement of States/Authorized AGMARK packers;
- To frame/harmonize AGMARK Standards of various agricultural and allied commodities;
- To launch vigorous publicity campaigns through different media channels and in association with different State agencies;
- To develop human resources by training in different disciplines of agricultural marketing, viz Training of Market Secretaries, Diploma Course in Agricultural Marketing, etc;
- To persuade States/UTs to bring about legal reforms in market legislation on the lines of Model Act/Rules circulated by the Ministry of Agriculture for development of unified marketing system in the country; and
- To create Scientific Storage facility for storing farm products.

(The detail information is available on our website <http://agmarknet.nic.in>).

Service Standards

Service Standards		
Sl. No.	Main Services	Standards
1.	<p>Strengthening of Agmark Grading Facilities Scheme.</p> <ul style="list-style-type: none"> ➤ Voluntary Agmark Certification Scheme for the benefit of farmers/processors and consumers. ➤ Issue of replica serial numbers 	<ul style="list-style-type: none"> ➤ Grant of Certificate of Authorization by various Sub Offices/Regional Offices within one month of the receipt of application complete in all respects as per prescribed requirements. ➤ Issue of replica serial numbers within 3 days of receipt of the application in sub-offices/regional offices provided the prescribed requirements are fulfilled.
2.	<p>Development/ Strengthening of Agricultural Marketing Infrastructure, Grading and Standardization (AMIGS) Scheme.</p> <ul style="list-style-type: none"> ➤ Projects financed through their own funds by the State Marketing Boards and other State Agencies – forwarding of proposal to the NABCONS for project appraisal. ➤ Projects financed through their own funds by the State Marketing Boards and other State Agencies - Placing the project and appraisal report of NABCONS before the Sanctioning Committee for State Agency Projects. ➤ Projects financed through banks /NABARD – Inspection by a joint Inspection Committee consisting of officials of Bank, NABARD and DMI to ensure that the executed project conforms to the technical and financial parameters. 	<ul style="list-style-type: none"> ➤ Within one month of the receipt of the project proposal from State Agency at DMI, Head Office provided it fulfills the requirement of the scheme. ➤ Within two months of the receipt of appraisal report from NABCONS subject to the availability of funds and it fulfills the requirements of the scheme. ➤ Within three months after the receipt of the information by the Bank from the promoter regarding completion of the project.
3.	<p>Construction/Renovation of Rural Godown (RGS) Scheme.</p> <ul style="list-style-type: none"> ➤ The main objectives of the scheme include creation of scientific storage capacity with allied facilities in rural areas to 	<ul style="list-style-type: none"> ➤ The Scheme is demand-driven and not location specific. For creation of scientific storage capacity, private and public sectors

	<p>meet the requirements of farmers for storing farm produce, processed farm produce and agricultural inputs.</p> <ul style="list-style-type: none"> ➤ Release of subsidy to the beneficiaries. ➤ Time limit for completion of projects. 	<p>are to be encouraged by providing subsidy on approved TFO. Back ended subsidy @ 25% of capital cost of the project is being provided to all categories of farmers, agriculture graduates, cooperatives & CWC/SWCs. In case of NE States, hilly areas and SC/ST entrepreneurs, subsidy is @ 33.33%. All other categories are being given subsidy @ 15% of the project cost.</p> <ul style="list-style-type: none"> ➤ Advance subsidy will be sanctioned normally within two month period from the date of receipt of application from the banker to concerned NABARD, RO. ➤ Sanction of final subsidy will be done within two month period from the date of receipt by concerned NABARD,RO from the banker after a satisfactory JMC report. ➤ A time limit of 15 months is prescribed for completion of the projects from the date of disbursement of first installment of loan. If the project is not completed within stipulated period, the benefit of subsidy shall not be available and advance subsidy has to be refunded forthwith.
4.	<p>Marketing Research and Information Network (MRIN) Scheme.</p> <ul style="list-style-type: none"> ➤ To establish a nation-wide information network for speedy collection and dissemination of price and market related information to farmers and other related organizations through AGMARKNET portal (http://agmarknet.nic.in). 	<ul style="list-style-type: none"> ➤ Arrivals and prices information of different agricultural commodities received from different markets uploaded daily.

Grievance Redressal Mechanism

The Directorate of Marketing and Inspection is sensitized to redress the grievances in a responsible and effective manner through the following:

- Vigilance Cell has been set up in the DMI, H.O, Faridabad and Branch Head Office, Nagpur. Grievance redress mechanism has been set up in H.O, Faridabad, Branch Head Office, Nagpur, Central Agmark Laboratory, Nagpur and 11 Regional offices of DMI in order to ensure speedy redressal of grievances received from the public and employees directly or through Department of Administrative Reforms and Public Grievance.

Contact details of Public Grievance Officer

The Office address, phone numbers of Office/ Residence and e-mail address of the concerned Officers are given below :

Name of Office/ Organization	Name of the Grievance Officer	Complete official address	Telephone numbers(O)/ (Residence) e-mail address	Working hours of officers	Time/Day (s) fixed for hearing grievances
1	2	3	4	5	6
Directorate of Marketing & Inspection, Head Office, Faridabad	Shri R.K. Meena, Assistant Agricultural Marketing Adviser	New CGO Complex, A-Block, NH-IV, Faridabad-121001	0129-2434346 (O) 9250046325 (R) e-mail: rksogun54@nic.in	8.45 AM to 5.15 PM	Wednesday 16 to 17 hrs
Directorate of Marketing & Inspection, Branch Head Office, Nagpur and Sub-Offices.	Shri Rakesh Saxena, Deputy Agricultural Marketing Adviser	New Secretariat Building, Nagpur-440001	0712-2562272 (O) 0712-2513762 (R) e-mail: dmibrhq@nic.in	9.30 AM to 6.00 PM	Tuesday & Thursday 10 to 11 hrs
Directorate of Marketing & Inspection, Central Agmark Laboratory, Nagpur.	Shri Rakesh Saxena, Deputy Agricultural Marketing Adviser	North Ambazari Road, Nagpur-440010	0712-2565647 (O) 0712-2565647 (R) -e-mail : cal@nic.in	9.30 AM to 6.00 PM	Friday 10 to 12 hrs
Directorate of Marketing & Inspection, Regional Office, New Delhi and Regional Agmark Laboratory, (RAL),New Delhi.	Dr. B.P. Pattnaik, Senior Marketing Officer	RAL, Okhla Building, W-6, Phase-II, Okhla, New Delhi	011-26387285 (O) 011 – 26175720 (R) drbppattnaik@rediffmail.com	9.30 AM to 6.00 PM	Monday & Friday 15 to 16 hrs

Directorate of Marketing & Inspection, Regional Office, Kolkata and Sub-offices & RAL, Kolkata.	Shri S.N.S. Tomar, Deputy Agricultural Marketing Adviser	CGO complex, 4 th Floor, A-Wing, DF Block, Sector-1, Salt Lake, Kolkata-700 064	033-23347553 (O) FAX:033-23340845 e-mail:: dmiwb03@hub.nic.in	9.00 AM to 6.00 PM	Friday 15 to 16 hrs
Directorate of Marketing & Inspection, Regional Office, Mumbai and Sub-offices & RAL, Mumbai	Shri M. Thangaraj, Deputy Agricultural Marketing Adviser	New CGO Building, 3 rd Floor, New Marine Lines, Mumbai-400020	022-22036801 (O) Mobile No. 9867218811 (M) e-mail: dmiromah@nic.in	9.30 AM to 6.00 PM	Wednesday 10 to 13 hrs
Directorate of Marketing & Inspection, Regional Office, Chennai and Sub-offices & RAL, Chennai	Shri Anil Kumar R, Assistant Agricultural Marketing Adviser	4 th floor, 6 th Block, Shastri Bhawan, 26, Haddows Road, Chennai-600 006	044-28278065 (O) 044-28218314 (R) e-mail: anilayanikkadu@yahoo.com	9.15 AM to 5.45 PM	Wednesday 12 to 13 hrs
Directorate of Marketing & Inspection, Regional Office, Hyderabad and Sub-offices & RALs	Shri C. Nandiah, Senior Marketing Officer	Room No. 219, II Floor, Kendriya Sadan, Sultan Bazar, Hyderabad-500095	040-24657446 (O) 040 -23740394 (R) nandaiahc@yahoo.co.in	9.15 AM to 5.45 PM	Friday 16 to 17 hrs
Directorate of Marketing & Inspection, Regional Office, Bhopal and RAL, Bhopal.	Shri A.K. Singh, Assistant Agricultural Marketing Adviser	2 nd floor, 245, Zone-II, M.P.Nagar, Bhopal-462011	0755-2551847 (O) Mobile No.: 09713869901 e-mail: dmicho@nic.in	9.30 AM to 6.00 PM	Wednesday 1530 to 1600 hrs
Directorate of Marketing & Inspection, Regional Office, Chandigarh and Sub-offices & RAL, Amritsar	Dr. Gajendra Singh, Assistant Agricultural Marketing Adviser	6 th Floor, Kendriya Sadan, Sector-9 "A", Chandigarh-160 047	0172-2743201 (O) Mobile No. 09417063945 e-mail : dmich01@nic.in	9.00 AM to 5.30 PM	All working days 0930 to 1800 hrs

Directorate of Marketing & Inspection, Regional Office, Jaipur and RAL, Jaipur	Shri Y.M. Rao, Deputy Agricultural Marketing Adviser	Block A, 4 th floor, Kendriya Sadan Parisar, Sector-10, Vidyadhar Nagar, Jaipur-302 023	0141-2233762 (O) Mobile No.: 9001559966 e-mail: agmarkjprj@nic.in	9.30 AM to 6.00 PM	Friday 16 to 17 hrs
Directorate of Marketing & Inspection, Regional Office, Lucknow and Sub-offices & RALs	Dr..B.M. Mehrotra, Assistant Agricultural Marketing Adviser	Kendriya Bhawan, 5 th Floor, Hall No-2, Sector-H, Ali Ganj, Luknow -226 024	0522-2326658 (O) Mobile No.: 09454992285 e-mail: agmark@up.nic.in	9.30 AM to 6.00 PM	All working days 0930 to 1800 hrs
Directorate of Marketing & Inspection, Regional Office, Guwahati and Sub-office, Shillong	Shri T.K. Ray, Assistant Agricultural Marketing Adviser	Rukminigaon, Nabaratna Path, House No.09, Guwahati-781 022 (Assam)	0361-2485256 (O) 09435041360 (R) e-mail: dmias01@nic.in	9.00 AM to 5.30 PM	Monday 16 to 17 hrs
Directorate of Marketing & Inspection, Regional Office, Kochi and RAL, Kochi, Sub-office, Calicut and Trivandrum	Shri M. M. Jose, Senior Marketing Development Officer	Block 'A', 6 th Floor, Kendriya Bhawan, Opp:CSEZ, Kakkanad, Kochi-682037	0484-2424794 ,(O) 0484-2427516 (R) e-mail: mmjose45@yahoo.Com	9.00 AM to 5.30 PM	Tuesday 14 to 15 hrs

Time Frame for the Redressal of the Grievances

- Issue of acknowledgement/interim reply to the petitioner - 15 days
- Final redressal of grievances - 3 months

Stakeholders

As Directorate is providing services in various fields therefore stakeholders include farmers, growers, consumers, entrepreneurs, State agencies, Govt. and Non-govt. organisations etc.

Responsibility of Regional and Sub Offices : Regional office ,Sub-Office ,Central Agmark Laboratory and Regional Agmark Laboratories situated in different region of the country are responsible to carryout the service standards of the various Schemes. Incharge of these offices are responsible for better service standards. (Details of offices are available on <http://agmarknet.nic.in>).

Indicative Expectations from Service Recipients

- ❖ The Directorate would like to appeal to the service recipients to provide full and complete information as per guidelines of the scheme for timely disposal of cases/ issues;
- ❖ Service recipients should provide correct and precise information for timely disposal of cases/ issues.

Month and Year for the next review of the Charter

The Citizen's Charter will be reviewed after two years for further improvement keeping in view the response received from the Public.
