



## **G) Domestic Marketing & Import**

Maharashtra is an important fruits and vegetables producing State in the country. Domestic Marketing & Import department is working to reduce the chain of middleman to enable farmers to get better returns for their produce and at the same time to make available good quality agricultural produce at reasonable prices to the consumers. This department is also working to identify new domestic markets for agricultural produce in the State and Country.

### **“Producer to Consumer Direct Sale“ Scheme**

For enabling Producers to get maximum share from Consumers rupee Maharashtra State Agricultural Marketing Board (MSAMB) has been implementing “Producer to Consumer Direct Sale” Scheme. In this scheme producer (farmers) directly sell their produce to the consumers, which reduces chain of middleman & helps to get more returns to the farmers as compared to regular market price as they have not pay any market fees.

In the financial year 2012-13 under this scheme MSAMB has provided total 20 stalls at MSAMB’s Headquarter Yashwantrao Chavan Auditorium, Kothrud, Pune to the Mango growers to sell their mangoes. 36 Alphonso & Kesar Mango growers from Ratnagiri, Sindhudurg, Pune & Osmanabad district have participated & sold mangoes of value of about Rs.175.00 lacs.

### **Fruit Festival Subsidy Scheme**

To boost the idea of direct marketing and for making available platform for the farmers at various places in the States, MSAMB has been implementing Fruit Festival Subsidy Scheme through APMC’s/ Co- op Societies / Self Help Groups. In this year under this scheme following organizations/ SHGs have been given subsidy

<b>Sr.</b>	<b>Name of Organization</b>	<b>Name of Festival, Date &amp; Place</b>	<b>No. of Stalls</b>	<b>Subsidy released (Rs.)</b>
1	Pragati Mahila Swayamsahayatta Bachat Gat, Mumbai	Mango Festival 27/04/2012 to 06/05/2012	50	60,000/-
2	Jagruti Mahila Bachat Gat, Pune.	Mango Festival 22/04/2012 to 05/05/2012	22	32,000/-
3	Jijau Marketing Mango Sanstha, Pune	Mango Festival 16/05/2012 to 20/05/2012	50	3,00,000/-
4	Dhanshri Mahila Bachat Gat, Pune	Mango Festival 14/04/2012 to 20/04/2012	12	22,000/-
			<b>Total</b>	<b>4,14,000/-</b>

### **Plastic Crates Subsidy Scheme**

To increase the use of plastic crates by farmers, MSAMB has started Plastic Crates Subsidy Scheme. In the year 2012 - 2013 Total 1830 Applications for in principal approval for purchase of plastic crates were received and all these proposals were in principally approved. Finally to the 7147 farmers for 3,83,908 plastic crates amount of Rs. 3.80 Cr. Was disbursed.



### **Shetkari Bazar**

For construction of Shetkari Bazar, MSAMB gives loan to Agricultural Produce Market Committees (APMCs) up to Rs. 10.00 lacs with 5% interest rate for a period of 10 years. MSAMB has developed a standard design for Shetkari Bazar. MSAMB has sanctioned 33 Shetkari Bazar, out of which 25 APMCs have completed construction and presently 13 shetkari bazaars are working.

### **Krushni Panan Dairy**

MSAMB has published and distributed Krushi Panan Dairy -2013. It publicizes the various schemes of MSAMB, State and Central government's schemes and various projects that MSAMB has been implementing, and to educate about the details of schemes and State and National organizations that are working in the field of agricultural marketing.