



2) Maharashtra Agricultural Competitiveness Project (MACP)

1. The project development objective of MACP is to “increase productivity, profitability and market access of the farming community in Maharashtra”.
2. The total project cost is Rs. 703.95 cr. (Govt. Share Rs. 51.72 Cr – 7.3%, WB Share Rs. 461.31 Cr.- 65.5% and Beneficiaries Share - Rs. 191.02 Cr – 27.1 %). The details of the WB share (component wise) and expenditure of WB and Govt. share are as follows:

(Rs. Cr.)

Component	WB Share	Govt. Share	Bef. Share	Total Project	Expenditure upto Mar. 2013	Perct. %
A. Intensification & diversification of market led production	134.19	14.91	---	149.1	23.44	15.7
B. Improving farmer access to markets						
B.1 Promoting alternative markets	142.29	15.81	18.15	176.25	20.50	11.6
B.2 Modernisation existing markets	129.00	14.33	172.87	316.2	13.92	4.4
C. Project Management	55.73	6.67	---	62.4	16.27	26.1
Total	461.21	51.72	191.02	703.95	74.14	10.5

3. The project design encompasses both reform level interventions and interventions related to enhancement of market led extension and strengthening of marketing infrastructure. The reforms comprise of marketing reforms and APMC reforms. As per Govt. notification dated 30.7.2010, the role of regulator and developer has been segregated. Similarly, as per Govt. notification dated 22.6.2010, the minimum distance criteria for setting up of private markets has been eliminated. Measures have been taken to strengthen the office of Director of Marketing by providing computer hardware and accessories. Likewise, it has been ensured that, all the APMCs in the state have adopted Model Bye Laws. The Govt. of Maharashtra has issued notification for seeking objections from the stakeholders regarding reducing the number of regulated commodities.

4. Thus, the project has taken steps to promote reforms on both the fronts; for development of private markets, direct marketing, single licensing and contract farming which relate to market reforms. Whereas at the APMC level, adoption of model byelaws, practice of open auction, maintenance of books of accounts as per standard accounting system. The project design comprises of the reform related interventions, like computerized bidding systems, e- auction halls, e-spot markets, and virtual markets, to improve transparency & efficiency in APMC by initiating there as pilots.



5. Institutional Strengthening of Market Led Agricultural Technology Transfer is being achieved through strengthening of ATMAs, FIACs, HPTI & VANAMETI. These efforts are supported by sensitization and orientation workshops for ATMAs & FIACs, field level officers, capacity building of VANAMETI faculty members & ATMA staff and State level Workshop for District level officers. Similar activities for Phase II districts have also been initiated.

6. Preparation & Implementation of Production & Marketing Strategies focuses on preparation of MSS for all 10 phase-I districts and 11 phase-II districts, organizing Buyer-Seller Meets, preparation of Training Manual and conducting training of line department officers, conducting training of Field Functionaries at RAMETIs, conducting farmers trainings related to market improvement activities at APMCs, organizing on-farm crop demonstrations, organizing exposure visits within & outside the State. The project recognizes the importance of organizing farmers in groups and project interventions in clusters. Accordingly, the work of SP for mobilization of CIGs/ FIGs/ PGs in 10 Phase-I districts is in final stages of completion while the work for TNA and preparation of training modules is completed and identified training institutes will initiate the trainings.

7. The SP for Agri-business Promotion facility (ABPF) has initiated activities and established offices in Pune & regional offices at Aurangabad & Amravati. The ABPF have initiated activities of preparation of business proposals. A total of 192 business proposals are in various stages of sanction from the banks. The trainings for line department officers, Agriculture Marketing Experts and ATMA officers have been completed, trainings for APMCs and RHs have been initiated. Out of 08 studies, 04 studies are in various stages of procurement process.

8. The project recognizes a strong need of the alternative markets in near future and hence the project related interventions related to Warehouse Receipts Development, Farmers Common Service Centers and strengthening of Rural Haats are being speedily implemented as per project implementation plan. Out of 100 RhS in Phase-I districts, civil works in 51 Rural Haats has been completed, works in 38 RHs are ongoing, while activities for 11 RH are in FPP stage. Out of 94 RHs selected in Phase-II districts, civil works in 16 Rural Haats is ongoing, whereas for 04 RHs process is in tender stage and 74 are in FPP stage. The repairs of 15 MSWC godowns of Phase I has been completed and 02 in progress. The procurement of lab equipments for all 17 MSWC RHs has been completed. In Phase II districts, the repairs of MSWC godowns and procurement process for equipments for 23 MSWC godowns is in progress. The SPs have been appointed for FCSCs for 6 districts in Phase I, while in remaining 4 districts the CIGs will be formed by NGOs appointed by PIU- Agri., which will be taken up by a different SP for market linkages. In Phase II & III districts a similar strategy has been adopted.

9. The strengthening of existing wholesale markets and livestock markets for improving their efficiency requires a high degree of ownership & participation for



implementation of Market Modernisation & Implementation Plan (MMIP). In view of this, the project has undertaken capacity building activities & training programs for the officials of APMCs. The out of state exposure visits, training at NIPHT and experience sharing workshops have been organised to create awareness within the stakeholders about the MMIP.

10. In Phase-I districts civil works in 13 APMCs & 5 LSM has already commenced, whereas tender process for 9 APMCs is under way and full project proposals are being prepared by the service providers for the remaining 04 APMCs. While in Phase II districts, full project proposals are being prepared by inhouse team for 10 APMCs and 02 LSMs and by SPs for 23 APMCs and 04 LSMs.

11. The project management has been achieved through regular progress monitoring, ensuring ESMF framework, budgetary control, and bringing system for GAAP in place. Instructions have been issued to the field officers of the project and the activities are being monitored at the sub project sites regarding compliance to ESMF and GAAP, in addition to the departmental guidelines issued from time to time.

12. The project has achieved 91.7% of disbursement target in March 2013 against the PAD target ending June 2013 considering 1 USD = Rs. 55.00.