



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

Maharashtra is an important fruits and vegetable 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.

### **“Farmer to Consumer Direct Marketing” 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 do not have to pay any market fees.

In the financial year 2013-14 under this scheme MSAMB has provided total 21 stalls at the premises of Pune APMC. to the Mango growers to sell their mangoes. 42 Alphonso & Kesar Mango growers from Ratnagiri, Sindhudurg, Pune & Osmanabad district have participated & sold mangoes of value of about Rs.195.00 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 &amp; Date &amp; Place</b>	<b>No. of Stalls</b>	<b>Subsidy released (Rs.)</b>
1.	Dhanshri Mahila Bachat Gat, Pune	Mango Festival 22/04/2013 to 29/04/2013	50	58,000
2.	Swanada Mahila Bachat Gat, Pune	Mango Festival, 23/04/2013 to 30/04/2013	50	60,000
3.	Jagruti Mahila Bachat Gat, Pune.	Mango Festival, 01/05/2013 to 05/05/2013	50	60,000
4.	Kalpna Chawala Mhila Bachat Gat, Pune	Mango Festival, 01/05/2013 to 08/05/2013	50	60,000
5.	Asmita Mahila Vikas Sanstha, Pune	Mango Festival, 03/05/2013 to 07/05/2013	50	60,000
6.	Swamini Mahila Swayam sahayatta Bachat Gat, pune	Mango Festival, 10/05/2013 to 14/05/2013	50	60,000
7.	Jivhala Mahila Bachat Gat, Pune	Mango Festival, 20/05/2013 to 24/05/2013	50	60,000

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8.	Manini Mahila Bachat Gat, Pune	Mango Festival, 24/05/2013 to 28/05/2013	50	60,000
9.	Project Director, ATMA, Pune	Fruit Festival 24/04/2013 to 26/04/2013	40	60,000
10.	Project Director, ATMA, Nashik	Fruit Festival 06/04/2013 to 08/04/2013	45	60,000
11.	Project Director, ATMA, Ahmednager	Fruit Festival 19/04/2013 to 21/04/2013	40	60,000
12.	Project Director, ATMA, Thane	Fruit Festival 28/02/2014 to 03/03/2014	35	1,00,000
			<b>Total</b>	<b>7,58,000</b>

**Plastic Crates Subsidy Scheme:**

To increase the use of plastic crates by farmers, MSAMB has started Plastic Crates Subsidy Scheme. In the year 2013 - 2014 Total 1645 Applications for in principal approval for purchase of plastic crates were received and all these proposals were in principally approved. Finally 90128 plastic crates amounting to Rs.89,14,121/- were disbursed to the 1645 farmers.