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PUNJAB MANDI BOARD'S

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APNI MANDI



"Consumer's Satisfaction"

Punjab Mandi Board's

APNI MANDI



**Punjab Mandi Board
149 - 152, Sector 17 - C
Chandigarh**

FOREWORD

The Punjab Mandi Board under the guidance of Punjab Govt. had introduced the Apni Mandi Scheme in the Punjab State and Union Territory of Chandigarh for providing the better marketing facilities to the farmer's/grower's especially of fruits & vegetables growers. As the vegetable growers could not get reasonable price and on the other hand the city consumer's have to pay the exorbitant price for low quality products. The middle man involves in this takes the major share of producer and consumer.

After the study of the "Saturday Market" concept prevalent in England and U.S.A. Punjab Mandi Board decided to organised "APNI MANDI'S" where farmer's / growers would sell their products especially fruits & vegetables directly to the consumers. The middle men's profit margin is shared by the producers and the consumers, at the same time consumer gets farm fresh good quality products.

After the successful experiment of organising "APNI MANDI" in Feb 1987 at S.A.S. Nagar (Mohali). These Apni Mandi now being organised in 34 towns of the state. The number of farmers participating in these markets has been increased to 3876 as compared to 88 in Feb 1987. Similarly the value of products sold in these markets has increased to about Rs. 1.30 Crores per month as against Rs. 35.00 lacs in May 1987. An evaluation study conducted by the Economists of P.A.U. Ludhiana has shown that "APNI MANDI" has really proved a blessing for the farmers particularly the small ones and boon to the consumers.

The Punjab Mandi Board accepts all criticism and suggestions to improve this scheme further. I wish the concept of "APNI MANDI" would be accepted and introduced by the other states of the country to find solution to the marketing problems of the farmers and the consumers particularly for the perishable crops like fruits and vegetables.



HARCHARN SINGH HERO

Chairman.

**Punjab Mandi Board
Chandigarh.**

SCHEME OF APNI MANDI

1. APNI MANDIS are organised by the Punjab Mandi Board through market Committees. The Farmers sell farm fresh fruit and vegetables grown by them at their fields direct to consumers at reasonable rates. There is no middleman. APNI MANDIS provide direct contact between the producer and consumer. The profit of middleman is shared between the producer (farmer) and the consumer.

2. OBJECTIVES OF THE SCHEME

- i) Better Marketing of agricultural produce especially fruit and vegetables;
- ii) To diversify agricultural production and improve the profitability of these crops for the producers;
- iii) To ensure the availability of farm fresh produce at reasonable rates and discipline margins of profit in the market;
- iv) To remove social inhibition among the farmers for retail sale of their produce themselves;
- v) To ensure direct contact between the producer and consumer;
- vi) To help self employment of producers and thus help in rural development and economic growth;

- vii) To promote national integration by inviting the farmers of other States to sell the produce grown by them at their fields direct to consumers in APNI MANDIS.

3. CONTROL OF THE SCHEME

The scheme is to be operated by the Secretaries, Market Committees as per instructions of the Secretary, Punjab Mandi Board. At Board's level the working of the scheme is to be supervised by the secretary (Apni Mandi) under the supervision of Horticulture & Landscaping Officer.

4. SCOPE OF SCHEME

The scheme would apply to commodities listed in the schedule of agricultural produce under the Punjab Agricultural Produce Markets Act.1961. However, to begin with the items of fruit/vegetables are taken up for sale in APNI MANDI. Honey is also allowed to be sold in APNI MANDIS. Other items of agricultural produce may be permitted to be sold as per need of APNI MANDI.

5. REGISTRATION OF FARMERS

The selection of farmers for participation in APNI MANDIS is to be done by the Secretary, Market Committee. Help of the officers of Department of Horticulture may be taken. The persons so selected should be farmers in the real sense. Caution is to be

exercised that some retailers may not participate in the garb of farmers and thus defeat the purpose.

Following persons will be treated as farmers for the purpose of "APNI MANDI" :-

- i) Land lord in whose land agricultural produce (fruit/vegetables) is produced ; or
- ii) the tenants who actually till the land and grow or produce agricultural produce; or
- iii) Any other category which may be decided by the Horticulture & Landscaping officer with the approval of Secretary Board.

The farmers desirous to participate in APNI MANDI have to get their names registered with the secretary, Market Committee indicating the area of land owned or cultivated and the kind of commodities grown or produced by them. Secretary, Market Committee is to maintain a register of the farmers who have offered to participate in APNI MANDI. Such farmers should be registered by Secretary, Market Committee in this register alongwith their addresses and particulars of land under cultivation. The proforma (A.M.-I) for maintaining the register is given below:-

PROFORMA A.M.-I

Sr. No.	Name & Address of farmer/seller	Total Area of land owned	Area of Land under Cultivation of fruit/Veg.	Kind of Fruit/ Vegetable grown	State if Producer is tenant or land owner	Remarks
1	2	3		4	5	6

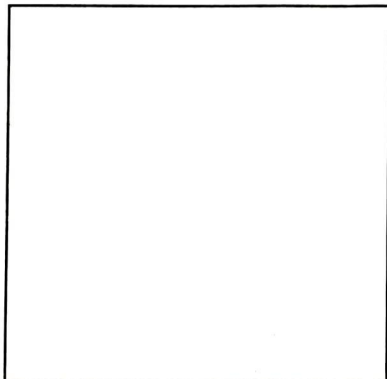
The farmers of states other than that of Punjab and Chandigarh (U.T.) should contact Horticulture & Landscaping officer of the Board for participation in APNI MANDIS in Punjab alongwith the proof of their being farmers or producers.

The number indicated in Serial No.1 in the register in form A.M.-I will be treated as registration number for being indicated in Identity card or elsewhere.

6. IDENTITY CARDS TO FARMERS

The farmers registered for participation in APNI MANDIS are to be issued identity cards by the Secretary, Market Committee in the following proforma:-

1. Name & Address
2. Area of Land owned or taken on lease
3. Area of land under cultivation of fruit/vegetables
4. Kind of produce grown.
5. Registration Number
6. Signature or thumb impression.



Secretary, Market Committee will have the particulars verified before issuing the identity cards particularly the fact that the farmer is himself land owner and cultivator or a tenant cultivator.

7. SELECTION OF SITE

APNI MANDI shall be held at the site to be selected by Secretary, Market Committee. Advice of District Mandi Officer may also be obtained. Horticulture & Landscaping officer will also be competent to direct the holding of APNI MANDI at a particular locality or town. The factors to be taken into consideration while selecting the site may include the following:-

- i) Concentration of consumers;
- ii) Spacious place should be available for parking;
- iii) The site should be visited by the people quite frequently. (A spacious site near the main market or shopping centre is advantageous); and
- iv) The farmers should be able to reach the site easily. The place should not be located in a congested area where the vehicles of farmers or consumers can not reach conveniently;
- v) The place should not be located in the area adjoining to any main road of the city where it causes traffic problems.

The idea is that more and more consumers and farmers take advantage of the APNI MANDIS. If any permission of local authority or local administration is required for

organising APNI MANDIS at the site, if should be obtained. If any fee is required to be paid for using the site it may be paid by the Market Committee.

8. PUBLICITY

Wherever APNI MANDI is started in a town or at a new location within a town where APNI MANDI is already being organised a good deal of publicity is required. Some of the means of publicity are:-

- i) Through handbills;
- ii) Through beat of drum or by professional 'Munadi Walas';
- iii) Through advertisement by cinema slides;
- iv) Through loudspeakers with permission of local administration where necessary;
- v) Advertisement in News Papers;
- vi) News items by giving press notes or handouts to press correspondents or various news papers, T.V. and A.I.R.

9. INVOLVEMENT OF DEPUTY COMMISSIONERS/SUB DIVISIONAL MAGISTRATES.

The officers of District Administration viz., D.C., A.D.C., (Development), S.D.M., and other local officers may be involved in the Scheme and they may be requested to occasionally visit the APNI MANDIS. The

wives of D.Cs, S.D.Ms. or local officers are also to be requested to patronise APNI MANDIS and occasionally visit APNI MANDIS.

10. LEGALITY OF EXPENDITURE

The expenditure incurred on APNI MANDIS is within the purview of the activities and within the objects of Punjab Agricultural Produce Markets Act.,1961. Reference can be made to preamble of the Act.,Section 13(1)(a), Section on 28 (viii). The expenditure on APNI MANDIS has also been declared by the Punjab Mandi Board as a fit charge on the funds of the Market Committees under Section 28(xvii) of the Act. vide circular No.154 dated 13.7.1987.

11. DETERMINATION OF RATES

- i) The board policy is to allow the sale of fruit vegetables in APNI MANDIS at the rates 20% to 25% less than the prevailing rates in the retail market;
- ii) Rate Board is to be kept in each APNI MANDI. The rate board should preferably be such on which the figures and letters made of plastic can be fixed and changed according to need.
- iii) In addition to displaying the rates on the rate board, the rates are also to be written on the rate plates made of wood or

steel painted with black board paint on which the name of commodity and rates can be written with chalk. This rate plate has to be fixed at the sale counter.

12. SALE IN PRE-WEIGHED PACKETS DULY GRADED

Efforts are to be made gradually to shift over to the sale of graded produce in plastic packets preweighed in multiples of 1 kg. or 2 kg. according to local needs and circumstances. Some produce can not be put in plastic packets but grading can be done according to quality or size and can be arranged on the counters accordingly. The sale of pre-weighed and graded produce would avoid confusion and rush. It would be easy for the farmers to hand over already weighed produce packed in packets or bundles or graded pieces immediately to customer against payment. The customer would have the advantage of speedy delivery of graded produce in a short period. Grading staff of Punjab Mandi Board are being involved for the purpose of grading. Grading staff ensure that only quality produce shall be sold in the Mandis and rotan and degraded produce shall be discussed and should not be allowed to participate.

13. TELEGRAPHIC INFORMATION OF SALE

On each day of APNI MANDI information may be sent to Horticulture & Landscaping

Officer, Punjab Mandi Board by telegram indicating the number of farmers who participated in APNI MANDI, quantity in kilograms and total value of the produce in Rupees (circular No.155 dated 13.7.1987).

14. INFRASTRUCTURE

Following infrastructure is to be provided by Market Committees for APNI MANDIS:-

- i) Shamianas, Kanats, Tables, etc. can be hired by the Market Committee till these items are permanently arranged. A Chhouldari may be fixed for camp office of Market Committee also.
- ii) Counter balances of capacity upto 5 kg. with weights of 1 kg. or 2 kg. etc. can be provided to the farmers in due course, the farmers are expected to arrange these items themselves but it should be ensured that weights and weighing scale is duly stamped by Inspector, Weight and Measures Deptt.
- iii) Plastic Packets in which minimum 2 kg. commodity can be put are to be supplied to the farmers. The facility shall be given for one month from the start of APNI MANDI. Thereafter the farmers are expected to arrange these themselves.
- iv) The farmers who do not have transport facility have to be provided the facility or transport to bring their fruit and veg-

etable to APNI MANDI. If the Market Committee does not have tractor-trolley they can have it from the nearby committee or can also arrange a vehicle on hire. This facility of free transport shall not exceed six months from the day of APNI MANDI started. Thereafter, if the farmers want this facility they will be charged for the service.

- v) Arrangement of drinking water and cleanliness according to the need be made.

15. RECORD OF SALES

The record of each APNI MANDI is to be kept in a register indicating the names and number of farmers, commodities brought by them and their value in the proforma A.M.-II as given below:-

PROFORMA A.M.-II

S.NO.	NAME OF THE FARMERS WITH ADDRESS	NAME OF THE VEGETABLES/ FRUIT	QUANTITY	AMOUNT
1	2	3	4	5

16. REGULATION OF TRAFFIC

Secretary, Market Committee should ensure that traffic in the APNI MANDI and near the APNI MANDI is properly regulated and some employee of the Committee is posted at this place. Where necessary the help of local management or police can also be

obtained. A separate place for parking of various kinds of vehicles may also be earmarked. The idea is that there should be order in APNI MANDI and traffic accidents at the site of APNI MANDI may be avoided. APNI MANDIS operate at fixed time may be in the morning or evening so that the local administration can deploy the police for control of traffic.

17. **UNIFORMS**

The staff on duty in APNI MANDI should be in uniforms.

18. **COMPLAINT/SUGGESTION REGISTER**

A register is to be kept in each APNI MANDI wherein the complaints and suggestions may be recorded by the customers or farmers. Prompt action is to be taken to remove the complaints wherever possible.

19. **BEWARE OF SABOTEURS**

APNI MANDI is a scheme for the welfare of producers and consumers. Various forces may try to sabotage this welfare marketing measure. Secretary, Market Committee and other officers and officials must remain vigilant and cautious to counter such moves tactfully.

Progress Report (Apni Mandi)
(Report of May 1987 to April 1994)

Month	Average	Selling Price
May (1987)	88	3,54,595/-
June	147	3,60,860/-
July	317	6,40,938/-
August	371	8,11,962/-
September	437	8,26,302/-
October	373	14,89,068/-
November	486	18,57,596/-
December	500	2246445/-
Total	340 Per day	8587776/-
January (1988)	588	2324505/-
February	640	2216322/-
March	821	2312731/-
April	663	2225040/-
May	347	3448519/-
June	823	2286104/-
July	876	2299410/-
August	878	1897004/-
September	824	1847023/-
October	811	2406145/-
November	1294	3067581/-
December	1713	3294277/-
Total	855 Per day	29624761/-

January (1989)	1601	3129327/-
February	1609	3007911/-
March	1681	3831374/-
April	1470	3524046/-
May	1604	4821850/-
June	1784	4275131/-
July	1507	3852111/-
August	1270	3705504/-
September	1473	4205037/-
October	1502	4450762/-
November	1704	4230406/-
December	1911	4578254/-
Total	1598 Per day	47611713/-
January (1990)	2034	4495292/-
February	2007	3521041/-
March	1980	5571387/-
April	1629	4643577/-
May	1758	5304805/-
June	1893	5443835/-
July	1671	4915720/-
August	1582	4727789/-
September	1192	3782986/-
October	1434	5656029/-
November	1958	6040947/-
December	2078	6029265/-
Total	1770 Per day	60132673/-
January (1991)	2177	6256366/-
February	2109	5231223/-

March	2041	5774872/-
April	1676	5411343/-
May	1918	6218065/-
June	1916	6914165/-
July	2005	6298157/-
August	1967	5097382/-
September	1980	6041139/-
October	1864	6131705/-
November	2199	6926895/-
December	2340	8176804/-

Total	2016 Per day	74478116/-
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January (1992)	2350	8367267/-
February	2232	6996033/-
March	2358	8578049/-
April	2133	7670972/-
May	2562	9557710/-
June	2550	9128790/-
July	2229	9505160/-
August	2383	9043421/-
September	2260	9228083/-
October	2262	10266493/-
November	2694	10696694/-
December	2672	10683398/-

Total	2390 Per day	109722070/-
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January(1993)	2433	9759121/-
February	2745	10145541/-
March	2820	11809822/-

April	2279	10194810/-
May	2609	12254967/-
June	3636	12863381/-
July	2989	9317902/-
August	3450	11059891/-
September	3613	14276670/-
October	4173	12879563/-
November	5251	14826878/-
December	4608	12883665/-

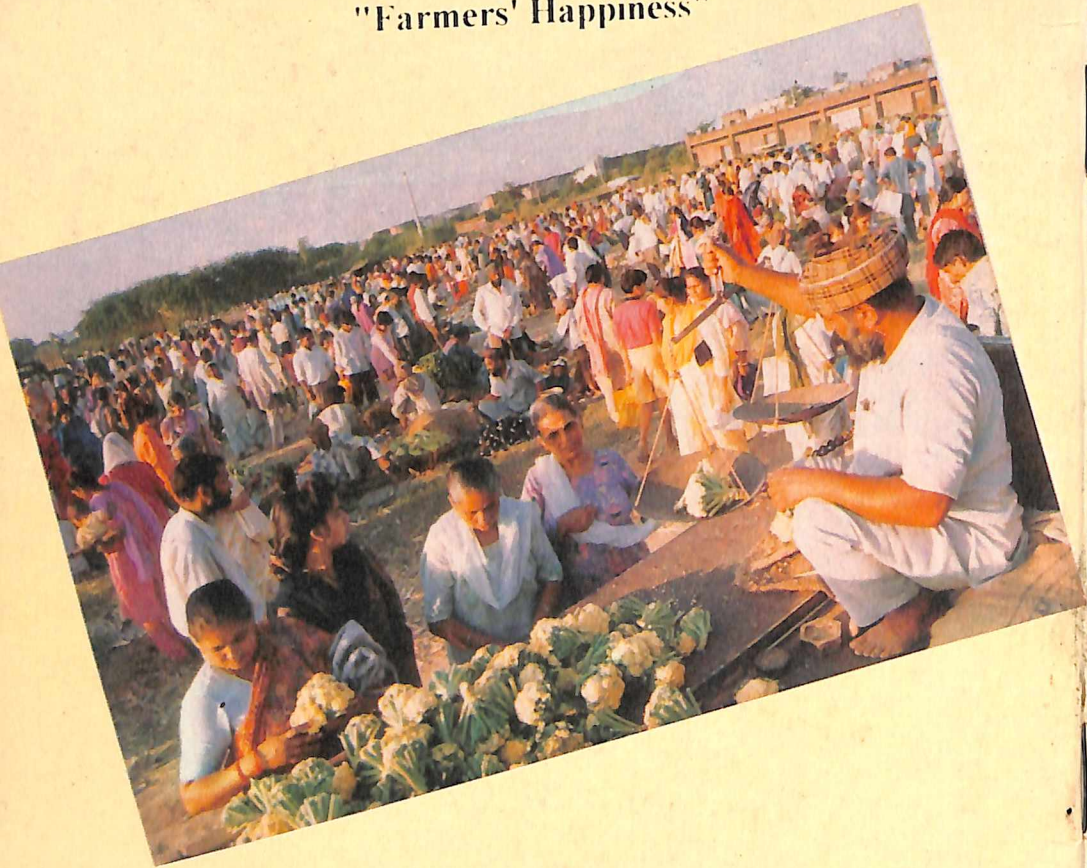
Total	3383 Per day	142272211/-
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January (1994)	4799	16658307-
February	5106	15260290/-
March	4015	14878156/-
April	2877	11819043/-

11. Bathinda	Wed./Sat.	Model Town/New Gurdwara Jeevan Parkash
Rampura Phul	Sat.	
12. Mansa	Mon.	
13. Hoshiarpur	Mon./Sat. Tue./Thus. Wed/Sun. Fri.	Model Town. New Abadi Krishan Nagar Near Joga Singh Gurdwara
Mukerian	Sun.	Dushehra Ground
Tanda	Sat.	Near Block Office
14. Amritsar	Thus/Fri.	Ranjit Avenue



"Farmers' Happiness"



Punjab Mandi Board
149 - 152, Sector 17 - C
Chandigarh