

# The Orissa Gazette

EXTRAORDINARY  
PUBLISHED BY AUTHORITY

---

---

No. 2254, CUTTACK, SATURDAY, OCTOBER 1, 2011/ ASWINA 9, 1933

---

---

[ No. 9823-AGM-Misc.-29/2011/Co-op.]

## CO-OPERATION DEPARTMENT

### RESOLUTION

The 30th September, 2011

**Sub: Constitution of District Level Co-ordination and Monitoring Committee for strengthening Agricultural Marketing Sector of State.**

With a view to strengthen and streamline the agricultural marketing sector in the State, Government have decided to constitute District Level Co-ordination and Monitoring Committee for each District in the State.

2. The composition of the Committee shall be as follows:—

- |        |   |   |          |
|--------|---|---|----------|
| (i)    | The Collector- <i>cum</i> -District Magistrate  | : | Chairman |
| (ii)   | The PD, DRDA  | : | Member   |
| (iii)  | The District Civil Supplies Officer   | : | Member   |
| (iv)   | The Deputy Director of Agriculture/<br>Horticulture.  | : | Member   |
| (v)    | The Sub-Collector(s)  | : | Member   |
| (vi)   | The PA, ITDA  | : | Member   |
| (vii)  | The District Fisheries Officer  | : | Member   |
| (viii) | Two representatives of Farmers'<br>Organizations of the district to be<br>nominated by Collector. | : | Member   |

- (ix) Two representatives of NGO working in the field of agriculture marketing to be nominated by Collector : Member
- (x) DDM, NABARD. : Member
- (xi) Deputy Director (Marketing) : Member-Convenor

3. The role of the District Level Co-ordination and Monitoring Committee shall be as follows:—

- (a) To approve the Annual District Agricultural Marketing Plan of the district.
- (b) To carry out quarterly review of the agricultural marketing activities of the district and advise steps for improvement.
- (c) To chalk out strategy for district specific market-driven production.
- (d) To promote buyer-seller linkages for the agricultural produce of the district.
- (e) To promote group marketing, direct marketing and other innovative marketing models at the district level.
- (f) To identify the agri-marketing infrastructural gap at the district level on a continuous basis and make best utilisation of the funds available with the RMCs by coming up with proposals for putting in place need-based infrastructure in the district.
- (g) To help the process of selection of suitable sites and alienation of land for the setting up of markets and collection centres in the district.
- (h) To introduce good marketing practices in the markets belonging to the Urban Local Bodies and Panchayats by bringing about co-ordination between the marketing setup at the district level and these bodies.
- (i) To take advantage of the different schemes of the Government for funding of need based infrastructure in the district.
- (j) To mobilise farmers and traders to utilise the marketing infrastructure already created in the district and trigger the enforcement mechanism of the district for the purpose, if necessary, so that buyers and sellers assemble at the desired physical markets for the smooth operation of a price-discovery mechanism for the greater interests of the farmers and the consumers at large.

- (k) To make efforts for putting in place a responsive market information system with a proper mechanism for collection and dissemination of marketing information by roping in all the markets of the district into the system Municipal/Private/RMCs.
- (l) Any other item of importance for promoting the marketing of agricultural produce of the districts and for benefiting the producer-sellers.

**ORDER**

Ordered that this Resolution be published in an Extraordinary issue of the *Orissa Gazette*.

By order of the Governor

Dr. MONA SHARMA

Commissioner-*cum*-Secretary to Government