



**ಕರ್ನಾಟಕ ಸರ್ಕಾರ**

SINCE 16

ಸಂಖ್ಯೆ: ಸಇ 231 ಎಂಆರ್ ಇ 2019/ಇ.ಆ  
ಆದ್ಯ: 10 ಡಿಸೆಂಬರ್

ಕರ್ನಾಟಕ ಸರ್ಕಾರದ ಸಚಿವಾಲಯ  
ಬಹುಮಹಡಿಗಳ ಕಟ್ಟಡ,  
ಬೆಂಗಳೂರು, ದಿನಾಂಕ: 31.01.2020

**ಇವರಿಂದ:**

ಸರ್ಕಾರದ ಅಪರ ಮುಖ್ಯ ಕಾರ್ಯದರ್ಶಿ,  
ಸಹಕಾರ ಇಲಾಖೆ,  
ಬಹುಮಹಡಿ ಕಟ್ಟಡ,  
ಬೆಂಗಳೂರು-560 001.

**ಇವರಿಗೆ:**

ಮುಖ್ಯ ಮೌಲ್ಯಮಾಪನಾಧಿಕಾರಿ,  
ಕರ್ನಾಟಕ ಮೌಲ್ಯಮಾಪನ ಪ್ರಾಧಿಕಾರ,  
ಬಹುಮಹಡಿಗಳ ಕಟ್ಟಡ,  
ಬೆಂಗಳೂರು.

**ಮಾನ್ಯರೇ,**

**ವಿಷಯ :** Action taken report on evaluation of rural markets financed under Rural Infrastructure Development fund (RIDF) in Karnataka-reg.

**ಉಲ್ಲೇಖ :** ನಿರ್ದೇಶಕರು, ಕೃಷಿ ಮಾರಾಟ ಇಲಾಖೆ ಇವರ ಪತ್ರ ಸಂಖ್ಯೆ: DAM/Plan/41/2017-18, Dated: 19.11.2019.

\* \* \* \* \*

ಮೇಲ್ಕಂಡ ವಿಷಯಕ್ಕೆ ಸಂಬಂಧಿಸಿದಂತೆ, ಉಲ್ಲೇಖಿತ ಪತ್ರ ಮತ್ತು ಲಗತ್ತುಗಳ ಪ್ರತಿಗಳನ್ನು ಇದರೊಂದಿಗೆ ಲಗತ್ತಿಸಿ ಮುಂದಿನ ಕ್ರಮಕ್ಕಾಗಿ ತಮಗೆ ಕಳುಹಿಸಲು ನಿರ್ದೇಶಿತನಾಗಿದ್ದೇನೆ.

ತಮ್ಮ ನಂಬುಗೆಯ,

(ಬಿ.ಎಸ್. ಮಂಜುನಾಥ್)

ಸರ್ಕಾರದ ಅಧೀನ ಕಾರ್ಯದರ್ಶಿ-1  
ಸಹಕಾರ ಇಲಾಖೆ



**Department of Agricultural Marketing**

O/o Director of Agricultural Marketing, No.16, 2<sup>nd</sup> Raj Bhavan Road,  
P.B.No.5309, Bengaluru-01, E-mail: [bngdam@kar.nic.in](mailto:bngdam@kar.nic.in) Ph:080-22867192,  
Fax:080-22864375.

No:DAM/Plan/41/2017-18

Date:19-11-2019

To,

1. The Principal Secretary to Government,  
Department of Co-operation,  
M.S.Building, Bengaluru.

2. Chief Evaluation Officer,  
Karnataka Evaluation Authority,  
M.S. Building, Bengaluru.

Respected Sir/Madam,

**Sub:** Action taken report on evaluation of rural markets financed under  
Rural Infrastructure Development Fund (RIDF) in Karnataka -reg.

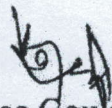
**Ref:** Letter No.KEA/51/ATR (Co-operation)/2019 Dated 14-10-2019  
from The Principal Secretary, Planning, Programme monitoring  
and Statistics Department, GoK.

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With respect to the above mentioned subject, action taken report on the  
recommndations made in the evaluation report on RIDF works has been  
enclosed herewith for further necessary action.

Yours faithfully,

**Encl:** As mentioned above.

  
(Karee Gowda)  
Director



## Department of Agricultural Marketing

O/o Director of Agricultural Marketing, No.16, 2<sup>nd</sup> Raj Bhavan Road,  
P.B.No.5309, Bengaluru-01, E-mail: [bngdam@kar.nic.in](mailto:bngdam@kar.nic.in) Ph:080-22867192,  
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### **Action taken report on evaluation of rural markets financed under Rural Infrastructure Development Fund (RIDF) in Karnataka**

Department of Agricultural Marketing is playing a Key-role in the development of socio-economic conditions of the farmers by providing all the essential facilities for marketing of their agricultural commodities in the state through APMCs.

There are morethan 900 rural shandies, which help farmers in selling their produce locally. Rural haats and Agricultural Produce Market Committees play a crucial economic role for agrarian community in realizing prices for the commodities traded. However, the village haats, lacking requisite marketing and supporting infrastructure and facilities, are of paramount importance for farmers in general and for small and marginal farmers including women in particular, for better value realization of their agricultural produce. Many regulated wholesale markets also suffer from the lack of necessary marketing and auxiliary infrastructures.

Department of Agricultural Marketing has meticulously planned and implemented several infrastructural works in the rural markets to facilitate the farmers enabled to get profitable prices by directly selling their produce with reduced transportation cost.

Most of the markets at village area are weekly markets, where people buy the items of daily necessities, fruits and vegetables, utensils, garments, farm inputs etc. They are the source for rural people and a place of social get together. These village level markets provide to the marketers an opprtunity to display their products. It is a place where face to face interaction between the sales person and the prospective customer happens.

The village level markets play a dominant role in the improvement of the economy, living standard and livelihood of the rural farmers. There is a need to modernise these village markets which will suit to the needs of retailers' natural desire to maximize profit and the consumers' desire to have the convenience of a wide range of reasonably priced services and facilities within a short distance of where they live.

Circular direction has been issued to all the Secretaries of APMCs of the State, to follow the below mentioned directions to achieve the recommendations proposed in the evaluation report :


1. The design and implementation of access infrastructure projects should include targeting project beneficiaries with special bias for the farmers
2. Operations and maintenance of market infrastructure should be integral to the project design and operations; infrastructure users-particularly the traders who hold most of the benefits-should be required to bear a larger share of maintenance and up keep of weekly markets.
3. APMCs shall extend necessary support to the project implementers and partners, particularly the GPs overseeing the weekly markets, to the management and maintenance of these markets.
4. APMCs shall take interest by providing proper guidance to members of TPs/MAs/GPs in the proper management of these markets.
5. The RIDF works shall be completed in time from the APMCs fund, the amount will be reimbursed to the concerned APMCs once the grant is released from the Government.
6. APMCs shall conduct orientation or training programmes to the Farmers/Traders to convince about the project.
7. Appointment of watchmen, preferably the local person or handing over the responsibility to the contractor to protect the property in weekly markets may be thought of.
8. The officials or members of APMCs shall visit to weekly markets periodically.
9. APMCs shall enter an MOU between TPs/MAs/GPs regarding management and maintenance of these markets.
10. Proper publicity / awareness about the existence of weekly markets to the local population.
11. Orientation or training programme to members of TPs/MAs/GPs about management and operations of weekly markets.
12. Priority may be given to weekly markets operating in remote areas particularly at village level to build infrastructure under RIDF project.

In addition to the above, Government of India has issued Operational Guidelines for Operation and Management of Grameen Agricultural Markets (GrAMs), which helps the farmers in local retail transactions and to directly link with terminal markets, thereby the goal of achieving doubling the farmers' income can be achieved.

Department is planning to develop selected village markets which are nearer to highways and economically feasible, by creating modern marketing space that acts like a financial hub for direct selling of farm produce and other village produce directly to the consumers from village and cities alike. The scheme targets to create whole new innovative experience of market which not only replicates all the modern facilities and technology to attract people from urban areas to rural environment. An authentic, rural habitat that will be refreshing change for city dwellers to drive down to these village markets to experience rural environment, shop farm produce and have village recreation, outing and play area for children. A well organised and professionally managed village fair like environment that is available for people through out the year.

The infrastructure includes ample open area, market platform, Parking area, and Kiosk to sell food, village crafts and other itenerary exclusively from village. It is very important to design and develop these markets in a very interesting manner with visual beautification with ample space for leisure, recreation, amphi theater, sports etc,. So that people who visit to these kinds of village markets will feel refreshed and rejuvenated. A well organised space like this in village will ultimately become epicenter for villagers, youth, city dwellers, youngsters and children. An exclusive web page to be created to showcase the village market to distance customers and at the same time allow the customers who have visited this village market to get any produce of their choice via online shopping from the village markets.

Department has developed nearly 649 rural shandies by providing basic infrastructure facilities at a total cost of Rs.80.35 crore. Action has been taken to construct 20 number of rural godowns under RKVY grant of Rs.15.00 crore. Tender process is under progress. In addition to this, proposal has been submitted to Government to accord permission to provide basic amenities in select 150 rural shandies at a cost of Rs.154.00 crore and 32 rural shandies at a cost of Rs.49.55 crore under WIF and RIDF-25 schemes respectively.

  
(Karee Gowda)

Director

**ಕೃಷಿ ಮಾರಾಟ ಇಲಾಖೆ**

ಕೃಷಿ ಮಾರಾಟ ನಿರ್ದೇಶಕರ ಕಚೇರಿ, ನಂ:16, 2ನೇ ರಾಜಭವನ ರಸ್ತೆ, ಪಿ.ಬಿ.ನಂ.5309,  
ಬೆಂಗಳೂರು-01, ಇ-ಮೇಲ್ [bngdam@kar.nic.in](mailto:bngdam@kar.nic.in), ಡೂ:080-22867192, Fax-080-22864375

ಸಂಖ್ಯೆ:ಕೃಮಾಇ/ಯೋಜನೆ/41/2017-18

ದಿನಾಂಕ:19-11-2019

**“ಸುತ್ತೋಲೆ”**

ವಿಷಯ: ಗ್ರಾಮೀಣ ಮಾರುಕಟ್ಟೆಗಳ ಅಭಿವೃದ್ಧಿ ಕಾರ್ಯದಲ್ಲಿ ಮಾರುಕಟ್ಟೆ ಸಮಿತಿಗಳು  
ಅನುಸರಿಸಬೇಕಾದ ಕ್ರಮಗಳ ಕುರಿತ ಮಾರ್ಗಸೂಚಿ.

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ಭಾರತವು ಕೃಷಿ ಪ್ರಧಾನ ದೇಶವಾಗಿದ್ದು, ಶೇ.65 ರಷ್ಟು ರೈತರು ನೇರವಾಗಿ ಕೃಷಿಯನ್ನೇ ಅವಲಂಬಿಸಿರುತ್ತಾರೆ. ಹಾಗೂ ಭಾರತದ ಅರ್ಥಿಕ ವ್ಯವಸ್ಥೆಯು ಪ್ರತ್ಯಕ್ಷವಾಗಿ ಹಾಗೂ ಪರೋಕ್ಷವಾಗಿ ಕೃಷಿ ವಲಯಗಳನ್ನೇ ಅವಲಂಬಿಸಿರುತ್ತದೆ. ಕರ್ನಾಟಕ ರಾಜ್ಯದಲ್ಲಿ ಅಂದಾಜು 977 ಗ್ರಾಮೀಣ ಸಂತೆಗಳು (Gramin Haats) ಕಾರ್ಯನಿರ್ವಹಿಸುತ್ತಿದ್ದು, ಸದರಿ ಗ್ರಾಮೀಣ ಸಂತೆಗಳನ್ನು ಗ್ರಾಮೀಣ ಸ್ಥಳೀಯ ಸಂಸ್ಥೆಗಳು, ಗ್ರಾಮ ಪಂಚಾಯತ್‌ಗಳು, ನಗರ ಸ್ಥಳೀಯ ಸಂಸ್ಥೆಗಳು, ಪಟ್ಟಣ ಪಂಚಾಯತ್‌ಗಳು, ಮುನ್ಸಿಪಾಲಿಟಿಗಳು, ಕೃಷಿ ಉತ್ಪನ್ನ ಮಾರುಕಟ್ಟೆ ಸಮಿತಿಗಳು, ಟ್ರಸ್ಟ್‌ಗಳು, ದೇವಾಲಯ, ವಕ್ಫ್ ಇತ್ಯಾದಿ ಖಾಸಗಿ ಸಂಸ್ಥೆಗಳು ನಿರ್ವಹಣೆ ಮಾಡುತ್ತಿವೆ. 2018-19ನೇ ಸಾಲಿನ ಕೇಂದ್ರ ಸರ್ಕಾರದ ಆಯವ್ಯಯ ಭಾಷಣದಲ್ಲಿ ರಾಷ್ಟ್ರದಲ್ಲಿನ 22,000 ಗ್ರಾಮೀಣ ಸಂತೆಗಳನ್ನು ಗ್ರಾಮೀಣ ಕೃಷಿ ಮಾರುಕಟ್ಟೆಗಳಾಗಿ ಅಭಿವೃದ್ಧಿಪಡಿಸಲು, e-NAM ನೊಂದಿಗೆ ಜೋಡಿಸಲು ಹಾಗೂ ಎ.ಪಿ.ಎಂ.ಸಿ.ಕಾಯ್ದೆಯ ವ್ಯಾಪ್ತಿಯಿಂದ ಹೊರಗಿಡುವ ಕುರಿತಂತೆ ಘೋಷಿಸಲಾಗಿರುತ್ತದೆ. ಅದರ ಜೊತೆಗೆ 2019-20ನೇ ಸಾಲಿನ ರಾಜ್ಯ ಆಯವ್ಯಯದಲ್ಲಿಯೂ ಸಹ ಗ್ರಾಮೀಣ ಸಂತೆಗಳನ್ನು ಅಗತ್ಯ ಮೂಲಭೂತ ಸೌಕರ್ಯಗಳೊಂದಿಗೆ ಕಿರು ಮಾರುಕಟ್ಟೆಗಳಾಗಿ ಪರಿವರ್ತಿಸಲು ಸಹ ಘೋಷಿಸಲಾಗಿರುತ್ತದೆ.

ಗ್ರಾಮೀಣ ಸಂತೆ ಸ್ಥಾಪನೆಗಳ ಮೂಲ ಉದ್ದೇಶವು, ಕೃಷಿ ಹುಟ್ಟುವಳಿಗಳ ಉತ್ಪಾದನೆಯ ಸ್ಥಳದಿಂದ ಮಾರಾಟದ ಸ್ಥಳಗಳ ನಡುವಿನ ಅಂತರವನ್ನು ಕಡಿಮೆಗೊಳಿಸಿ, ರೈತರು ನೇರವಾಗಿ ಕೃಷಿ/ ತೋಟಗಾರಿಕೆ ಉತ್ಪನ್ನಗಳನ್ನು ಹಾಗೂ ಜಾನುವಾರುಗಳನ್ನು ಗ್ರಾಹಕರಿಗೆ ಯಾವುದೇ ಮಾರಾಟ ನಿರ್ಬಂಧಗಳಿಲ್ಲದೇ ಮಾರಾಟ ಮಾಡಲು ಅವಕಾಶ ಕಲ್ಪಿಸುವುದಾಗಿರುತ್ತದೆ. ರೈತರಿಗೆ ಸ್ಥಳೀಯವಾಗಿಯೇ ಮಾರುಕಟ್ಟೆ ಸೌಲಭ್ಯ ಕಲ್ಪಿಸುವುದರಿಂದ ಸಾಗಾಣಿಕಾ ವೆಚ್ಚ ಕಡಿಮೆ ಆಗುವುದರಿಂದ ಗ್ರಾಹಕರ ಹಣದಲ್ಲಿ ಹೆಚ್ಚಿನ ಪಾಲು ದೊರೆತಂತೆ ಆಗುತ್ತದೆ.

ಗ್ರಾಮೀಣ ಸಂತೆಗಳನ್ನು ಸಮರ್ಪಕ ರೀತಿಯಲ್ಲಿ ಅಭಿವೃದ್ಧಿಪಡಿಸಿ, ಅವುಗಳನ್ನು ಇನ್ನಷ್ಟು ರೈತ ಸ್ನೇಹಿಯನ್ನಾಗಿ ಮಾಡುವುದು ಇಲಾಖೆಯ ಪ್ರಮುಖ ಕರ್ತವ್ಯವಾಗಿದ್ದು, ಈ ಕುರಿತಂತೆ ಸಮಿತಿಗಳು ಅನುಸರಿಸಬೇಕಾದ ಕ್ರಮಗಳ ಕುರಿತಂತೆ ಮಾರ್ಗದರ್ಶನ ನೀಡುವ ಅವಶ್ಯಕತೆ ಕಂಡುಬಂದಿರುವುದರಿಂದ, ಮಾರುಕಟ್ಟೆ ಸಮಿತಿಗಳು ಗ್ರಾಮೀಣ ಮಾರುಕಟ್ಟೆಗಳನ್ನು ಅಭಿವೃದ್ಧಿಪಡಿಸುವಾಗ ಈ ಕೆಳಕಂಡ ಅಂಶಗಳನ್ನು ಗಮನದಲ್ಲಿಟ್ಟುಕೊಂಡು ಅಗತ್ಯ ಕ್ರಮಗಳನ್ನು ಕೈಗೊಳ್ಳುವಂತೆ ನಿರ್ದೇಶನ ನೀಡಲಾಗಿದೆ.

1. The design and implementation of access infrastructure projects should include targeting project beneficiaries with special bias for the farmers.
2. Operations and maintenance of market infrastructure should be integral to the project design and operations; infrastructure users-particularly the traders who hold most of the benefits-should be required to bear a larger share of maintenance and up keep of weekly markets.

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3. APMCs shall extend necessary support to the project implementers and partners, particularly the GPs overseeing the weekly markets, to the management and maintenance of these markets.
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(ಕರೀಗೌಡ)  
ನಿರ್ದೇಶಕರು

**ಇವರಿಗೆ:**

- 1) ರಾಜ್ಯದ ಎಲ್ಲಾ ಕೃಷಿ ಉತ್ಪನ್ನ ಮಾರುಕಟ್ಟೆ ಸಮಿತಿಗಳ ಅಧ್ಯಕ್ಷರು/ಕಾರ್ಯದರ್ಶಿಗಳಿಗೆ.
- 2) ರಾಜ್ಯದ ಎಲ್ಲಾ ಜಿಲ್ಲೆಗಳ ಸಹಾಯಕ/ಉಪ ನಿರ್ದೇಶಕರು, ಕೃಷಿ ಮಾರಾಟ ಇಲಾಖೆ.
- 3) ಹೆಚ್ಚುವರಿ ನಿರ್ದೇಶಕರು (ಯೋಜನೆ) / ಹೆಚ್ಚುವರಿ ನಿರ್ದೇಶಕರು (ಆಡಳಿತ) / ಜಂಟಿ ನಿರ್ದೇಶಕರು (ಕಾನೂನು ಜಾರಿಕೋಶ), ಕೃಷಿ ಮಾರಾಟ ಇಲಾಖೆ, ಕೇಂದ್ರ ಕಛೇರಿ, ಬೆಂಗಳೂರು.
- 4) ಅಧೀಕ್ಷಕ ಅಭಿಯಂತರರು, ಮಾರುಕಟ್ಟೆ ಅಭಿವೃದ್ಧಿ ಯೋಜನೆ, ಬೆಂಗಳೂರು
- 5) ಜಂಟಿ ನಿರ್ದೇಶಕರು (ಆಡಳಿತ), ಕೃಷಿ ಮಾರಾಟ ಇಲಾಖೆ, ಕೇಂದ್ರ ಕಛೇರಿ, ಬೆಂಗಳೂರು.
- 6) ವಿಶೇಷ ಲೆಕ್ಕ ಪರಿಶೋಧಕರು, ಕೃಷಿ ಮಾರಾಟ ಇಲಾಖೆ, ಕೇಂದ್ರ ಕಛೇರಿ, ಬೆಂಗಳೂರು.
- 7) ಎಲ್ಲಾ ವಿಭಾಗೀಯ ಕಾರ್ಯಪಾಲಕ/ಸಹಾಯಕ ಕಾರ್ಯನಿರ್ವಾಹಕ ಅಭಿಯಂತರರು, ಮಾ.ಅ.ಯೋ, ಕೃಷಿ ಮಾರಾಟ ಇಲಾಖೆ
- 8) ಮಾರುಕಟ್ಟೆ ಅಧಿಕಾರಿಗಳು, ಕೇಂದ್ರ ಕಛೇರಿ, ಕೃಷಿ ಮಾರಾಟ ಇಲಾಖೆ, ಬೆಂಗಳೂರು
- 9) ಕೇಂದ್ರ ಕಛೇರಿಯ ಎಲ್ಲಾ ವಿಭಾಗದ ಅಧೀಕ್ಷಕರುಗಳಿಗೆ, ಕೃಷಿ ಮಾರಾಟ ಇಲಾಖೆ, ಬೆಂಗಳೂರು
- 10) ಮಾನ್ಯ ನಿರ್ದೇಶಕರ ಆಪ್ತಶಾಖೆ
- 11) ಕಛೇರಿ ಪ್ರತಿ.