

GOVERNMENT OF INDIA  
MINISTRY OF AGRICULTURE AND FARMERS WELFARE  
DEPARTMENT OF AGRICULTURE, COOPERATION AND FARMERS WELFARE

**LOK SABHA**  
**UNSTARRED QUESTION NO. 3688**  
TO BE ANSWERED ON THE 9<sup>TH</sup> AUGUST, 2016

**MARKET INFORMATION VIA SMS**

3688. SHRI C. MAHENDRAN:

Will the Minister of AGRICULTURE AND FARMERS WELFARE कृषि एवं किसान कल्याण मंत्री be pleased to state:

- (a) whether the Government has any mechanism to inform farmers about current market information *via* sms;
- (b) if so, the details thereof;
- (c) whether numerous farmers are using the service; and
- (d) if so, the details thereof, State-wise?

**ANSWER**

MINISTER OF STATE IN THE MINISTRY OF AGRICULTURE AND FARMERS WELFARE

कृषि एवं किसान कल्याण मंत्रालय में राज्य मंत्री (SHRI PARSHOTTAM RUPALA)

(a): Yes Madam.

(b): The Government has devised certain mechanism to inform farmers about market information via SMS from the AGMARKNET Portal. Daily price information is collected from Agricultural Produce Markets (APMCs) on the Agmarknet portal on real-time basis. Efforts are made to disseminate desired information on commodities and mandies to farmers through SMS in their local languages.

Farmers registering on the AGMARKNET portal and m-kisan portal are provided with SMS through m-kisan portal.

Besides this, efforts are made to provide market information via SMS by other public and private agencies who have sought live data access through Advanced Programming Interface (API) route from AGMARKNET portal. Iffco Kisan Sanchar Ltd (IKSL) is providing market information to farmers through voice SMS. Media Lab Asia, is providing Market Information through SMS and interactive way in three states viz. Andhra Pradesh, Telangana and Meghalaya in their local languages. Karnataka State Marketing Board is also providing market information to farmers from their Krishi Maratha Vahini in local languages.

(c): Yes Madam.

(d): So far more than 1194 crore messages have been sent to the stakeholders/registered farmers through m-Kisan Portal. The details of users registered under AGMARKNET, Media Lab Asia, KSAMB & NIC (Karnataka), IFFICO Kisan Sanchar Ltd. is at **Annexure**.

**The details of users registered under AGMARKNET, Medialab Asia, KSAMB & NIC (Karnataka), IFFICO Kisan Sanchar Ltd. For market information via SMS**

Sl. No	State/Agency	AGMARKNET (No of Registered users)	Medialab Asia (No of Registered Users)	*KSAMB & NIC (Karnataka) (No of Registered Users)	IFFICO KISAN SANCHAR LTD(IKSL)	
					No of Users	(No of voice SMS)
1	Andhra Pradesh	1346	10,577	-	69,501	38,07,125
2	Assam	6	-	-		
3	Bihar	71	-	-	3,04,353	1,22,42,826
4	Chattisgarh	219	-	-	7,093	3,89,978
5	Gujarat	580	-	-	47,374	41,84,885
6	Haryana	297	-	-	13,578	5,51,923
7	Himachal Pradesh	27	-	-	9,572	1,93,689
8	Jammu Kashmir	14	-	-	-	-
9	Jharkhand	10	-	-	152	25,36,768
10	Karnataka	756	-	2,48,353	1,03,679	75,16,083
11	Kerala	85	-	-		1,25,771
12	Madhya Pradesh	431	-	-	42,258	22,13,857
13	Maharashtra	2676	-	-	34,493	54,35,662
	Meghalaya	-	9,956	-		
14	Nagaland	1	-	-		
15	Odisha	85	-	-	3,27,250	87,90,353
16	Punjab	1214	-	-	24,042	10,44,800
17	Rajasthan	279	-	-	81,619	69,26,051
18	Tamil Nadu	1123	-	-	22,026	10,78,885
19	Telangana	202	10,052	-		
20	Tripura	2	-	-		
21	Uttar Pradesh	679	-	-	5,16,913	2,57,05,441
22	Uttarakhand	15	-	-	343	53,878
23	West Bengal	83	-	-	1,01,354	46,63,642
24	Andaman & Nicobar	1	-	-	-	-
25	Chandigarh	5	-	-	-	-
26	NCT of Delhi	20	-	-	-	-
27	Pondicherry	11	-	-	-	-
	Total					8,74,61,617

## Note:

1. Under AGMARKNET system, SMS are provided to registered users for 3 mandies and 3 crops of their choice through m-Kisan portal.
2. Media Lab Asia is providing the market information through text SMS as well as interactive way
3. KSAMB and NIC system of Karnataka in SMS in local language.
4. IKSL voice messages

\* KSAMB and NIC are jointly implementing the scheme.

\*\*\*\*\*