

Manual 1
Particulars of organization, functions and duties
[Section 4(1)(b)(i)]

1	Aims and objectives of the organization	Directorate of agricultural marketing aims to provide marketing facilities to agricultural producers so that they can get fair prices for their produces. To eradicate malpractice in the trade, the markets are brought under regulation and are therefore called “regulated markets”. To undertake, Standardization and grading of agricultural produce so that producers are benefited in marketing of pretested quality produce, which will bring remunerative price to them. To conduct, Market intelligence work, which is important to study market behavior, considered as a prerequisite to promote marketing activities.
2	Mission /Vision	<ul style="list-style-type: none"> • Regulation of wholesale market & marketing practices • promotion of grading under AGMARK • Integrated scheme for Market Intelligence
3	Brief history and background for its establishment	For the better regulation of marketing of agricultural produce and the establishment of markets for agricultural produce in the NCT of Delhi, the Directorate of Agricultural Marketing was established under the Development Department, Govt. of NCT of Delhi since 1976. Prior to this Directorate was under the office of Registrar Cooperative Societies, Govt. of NCT of Delhi.
4	Organization Charts	Annexure –1
5	Allocation of business	<p>Under the Govt. of NCT of Delhi (Allocation of Business) Rules, 1993 notified vide No. 57/1/92-SI/Vol. III dated 01-12-1993; the Administrative Secretary of the Directorate of Agricultural Marketing is the Secretary (Development) i.e. Development Commissioner, Delhi. The Director (AM) is the Special Secretary (Development). Under the Delegation of Financial Powers Rules, 1978 the Director (AM) is the Head of Department. The total strength of the Directorate is 55. Under the Director (AM), there is one Joint Director and four other officers viz., Marketing Officer, Office Superintendent, Assistant Accounts Officer, Senior Chemist Following Acts and the Rules framed there under are being implemented by the Directorate: -</p> <ul style="list-style-type: none"> • The Delhi Agricultural Produce Marketing (Regulation) Act, 1998 (Delhi Act No. 7 of 1999). • Agricultural Produce (Grading and

		Marking) Act, 1937 (Act No. 1 of 1937) (as amended upto 1986)
6	Duties to be performed to achieve the mission	<ul style="list-style-type: none"> • Regulation of wholesale market & marketing practices • Promotion of grading under AGMARK • Integrated scheme for Market Intelligence
7	Details of services rendered	<p>Regulation of wholesale market & marketing practices</p> <p>Eight Agricultural Produce Marketing Committees have been established to safeguard the interest of producers. These committees have been established under the provision of the Delhi agricultural produce marketing (regulation) act, 1998. To have superintendence and control of those regulated wholesale marketing committees, the Delhi Agricultural Marketing Board (DAMB) is functioning. The board and Eight marketing committees are directly under the administrative control of this directorate.</p> <p>Promotion of grading under AGMARK</p> <p>Grading is done under the agricultural produce grading & marketing act, 1937, as amended in 1986, as a voluntary scheme of G.O.I., the chemical testing is a prerequisite to determine grade & standards for grading. The act provides producers should have their own laboratory for testing of product. Alternatively they may utilize the services of state grading laboratory set up by state governments for grading/testing purpose. As per the provision state-grading laboratory is functional in this directorate. Presently about 70 producers are attached for grading through this directorate.</p> <p>Integrated scheme for market intelligence</p> <p>Regular study of market behavior i.e. Arrivals, price study etc. Is required to formulate policy etc. Survey of markets is a necessity to adjudge suitability of the market for regulation and to promote marketing activities. So under this scheme such activities are going on where market information is being collected on daily and weekly basis from different markets. They are then analysed and fed to different agencies. Prominent among the reports are the daily rates of essential commodities to be fed to different ministries.</p>

		Monthly bulletin depicting the various commodities in different markets of NCT of Delhi is also being published.
8	Citizens interaction	No work of this Directorate is of such nature which requires Citizens interaction.
9	Postal address of the main office, attached/subordinate office/ field units etc	Directorate of Agricultural Marketing, 49, Shamnath Marg, Delhi-54
10	Map of office location	Annexure -2
11	Working hours both for office and public	9:30 am to 6:00 pm
12	Public interaction, if any	There is no public interaction in general, but for grading activities under the AGMARK, interaction with packers are always maintained.
13	Grievance redress mechanism	Appointment of Public Information Officer, Assistant Public Information Officer & Appellate Authority has been made to clear the Grievances raised .



