

**UPDATED VALUE ADDITION MATERIAL 2024**

**INDIAN ECONOMY**

**STORAGE, TRANSPORT AND MARKETING OF  
AGRICULTURAL PRODUCE AND ISSUES  
& RELATED CONSTRAINTS**



# CONTENTS

|  |   |
|--|---|
| <b>1. Storage and Warehousing ..... 2</b>                      | <b>3.4. Regulation of Agricultural Marketing ..... 10</b>   |
| 1.1. Warehousing ..... 2                                       | 3.4.1. Agricultural Produce Marketing Committee (APMC) ..... 10   |
| 1.1.1. Warehousing in India ..... 2                            | 3.4.2. Model APMC Act, 2003 ..... 11  |
| 1.2. Cold Storage ..... 4                                      | 3.4.3. Model Agricultural Produce and Livestock Marketing (Promotion & Facilitation) Act, 2017 ..... 11 |
| 1.3. Schemes Related to Storage in India ..... 5               | 3.4.4. Model Contract Farming Act 2017 ..... 12   |
| 1.3.1. Schemes Targeting Cold Storage in India ..... 6         | 3.4.5. Other Government Measures to improve Agricultural Marketing in India ..... 13                    |
| <b>2. Transport ..... 6</b>                                    | <b>4. Way Forward ..... 14</b>  |
| 2.1. Transit Losses ..... 7                                    | <b>5. Previous Years UPSC Mains Questions ..... 14</b>  |
| <b>3. Agriculture Marketing ..... 7</b>                        | <b>6. Previous Years Vision IAS GS Mains Questions ..... 14</b>   |
| 3.1. Types of Agricultural Marketing in India ..... 8          |   |
| 3.2. Significance of Agriculture Marketing ..... 8             |   |
| 3.3. Issues pertaining to Agriculture Markets in India ..... 9 |   |



Copyright © by **Vision IAS**

All rights are reserved. No part of this document may be reproduced, stored in a retrieval system or transmitted in any form or by any means, electronic, mechanical, photocopying, recording or otherwise, without prior permission of **Vision IAS**.

# 1. Storage and Warehousing

Storage is an important marketing function, which involves holding and preserving goods from the time they are produced until they are needed for consumption.

## Need for storage and warehousing

- The agricultural and horticultural crops production has been steadily increasing due to advancement in production technology and high-yielding varieties development, but improper handling and storage of these commodities results in **high losses before reaching the consumers**.
- Storage is the most important aspect of the food supply chain that **ensures food security** and round-the-year quality food supply of a country. According to the World Bank Report, the food grains and perishables wasted due to improper storage could be sufficient to feed one-third of the world's poor population.

## Why a robust storage set-up is an essential precondition for an efficient supply chain of agricultural produce?



Ensure continuous flow of goods in the market.



Prevent deterioration of quality of perishable and semi-perishable products.



Ensure stabilization of prices by adjusting demand and supply.



Provide employment and income through price advantages.



Enables states to meet the needs in a catastrophe or emergency situation.

## 1.1. Warehousing

Warehouses are **scientific storage structures** especially constructed for the protection of the quantity and quality of stored products.

### Role of Warehousing

- **Scientific storage:** The product is protected against quantitative and qualitative losses by the use of such methods of preservation as are necessary.
- **Financing:** Warehouses meet the financial needs of the person who stores the product. Nationalized banks advance credit on the security of the warehouse receipt issued for the stored products to the extent of 75 to 80% of their value.
- **Price Stabilization:** Warehouses help in price stabilization of agricultural commodities by checking the tendency to make post-harvest sales among the farmers.
- **Market Intelligence:** Warehouses also offer the facility of market information to persons who hold their produce in them.

### 1.1.1. Warehousing in India


Central Warehousing Corporation (CWC), State Warehousing Corporations (SWCs) and the Food Corporation of India has created storage facilities in India.

#### 1.1.1.1. Food Corporation of India (FCI)

The Food Corporation of India was setup under the **Food Corporations Act 1964** in order to fulfil following objectives:

- **Effective price support operations** for safeguarding the interests of the farmers.
- **Distribution of food grains** throughout the country for Public Distribution System; and
- Maintaining satisfactory level of **operational and buffer stocks** of food grains to ensure National Food Security.







Since its inception in 1965, having handled various situations of plenty and scarcity, FCI has successfully met the challenge of managing the complex task of providing food security for the nation. Today it can take credit for having contributed a great deal in transforming India from a **chronically food deficit country to one that is self-sufficient.**



## FOOD CORPORATION OF INDIA (FCI)

Ensuring Food Security for All

Key Achievements of 2023

|   |   |
|---|---|
|  | Free foodgrains for 80 crore Indians.   |
|  | Procured about 756.6 Lakh MT food grains.   |
|  | Transferred about ₹2,19,140 crore to paddy & wheat farmers.   |
|  | Offloaded 55.11 Lakh MT wheat & 1.43 Lakh MT rice in open market through weekly e-auctions.                                   |
|  | Distributed fortified rice to PMGKAY beneficiaries & other welfare programmes like ICDC & MDM to ensure nutritional security. |
|  | GPS-based Vehicle Tracking System (VLTS) Implemented for real-time tracking of trucks.  |

### Analysis of Working of FCI

The procurement, storage, and distribution of foodgrains is undertaken by the Food Corporation of India (FCI), along with agencies of the state governments. **The Standing Committee on Food, Consumer Affairs, and Public Distribution** submitted its report in 2021 on the working of FCI.

**Key observations and recommendations of the Committee** along with other issues are discussed as follows:

- **Procurement:**
  - Most of the procurement operations for foodgrains are carried out by state agencies. The **share of FCI in direct procurement is less than five percent.**
  - Thus, the **central government and FCI should assist the state governments** in creation of adequate infrastructure for effective procurement.
- **Decentralised procurement:**
  - Under the decentralised procurement scheme, the state governments utilise the foodgrains procured locally from within the state for distribution under various schemes. The scheme:
    - ✓ reduces the overall transportation cost
    - ✓ encourages procurement in non-traditional states, and
    - ✓ enables procurement of local foodgrains, which may be more suited to local taste.
  - However, even after 23 years of the inception of the scheme, it has been **undertaken by only eight states in case of wheat**, and 15 states in case of rice.
  - Thus, the Department of Food and Public Distribution **should encourage the adoption of the scheme in non-traditional states.**
- **Refusing procurement at centres:**
  - The lower staff posted at procurement centres sometimes refuse to procure citing non-bona-fide technical reasons, such as moisture content in the produce. This causes great **hardships for the farmers**, thus leading to **distress sales.**
  - Thus, it should be ensured that foodgrains are **not rejected on flimsy grounds** if they conform to the Fair Average Quality norms.
- **Storage capacity:**
  - Despite various audits for optimum utilisation of storage capacity, the **utilisation of hired storage facilities is still very high.** Meanwhile, the FCI-owned facilities remain under-utilised.
    - ✓ Thus, it should be seen that FCI maximise utilisation of owned facilities before hiring. Hiring **should be done only if absolutely necessary** to minimise the cost incurred in paying rent.
- **Mismatch between production and storage capacity:**
  - At present, India has a foodgrain storage capacity of 145 million metric tonnes (MMT) against the total food production of 311 MMT—leaving a **gap of 166 MMT.**

- ✓ In the absence of sufficient storage facilities, foodgrains are sometimes stored in the open, which results in damage.
- ✓ India has a **storage capacity of 47 per cent of its total foodgrains production**.
- ✓ At the regional level, only a few southern states have the storage capacity of 90 per cent and above. In northern states like Uttar Pradesh and Bihar, it is below 50 per cent.
- For this, the Union Cabinet recently approved the constitution of an Inter-Ministerial Committee (IMC) to facilitate the **“world’s largest grain storage plan in the cooperative sector”**.
  - ✓ Under this plan, the Ministry of Cooperation aims to set up a network of integrated grain storage facilities through Primary Agricultural Credit Societies (PACS) across the country. There are more than 1,00,000 PACS spread across the country with a huge member base of more than 13 crore farmers.
- **Unscientific storage and inefficient management:**
  - Often the stock stored in the warehouses remains in **storage for more than its shelf life** and such long storage makes grains prone to rodents, moisture, birds, and pests.
  - About 80% of handling and warehousing facilities are **not mechanized** and traditional manual methods for loading, unloading, and handling food grains and other commodities are used.
- **Open ended Procurement:**
  - It means that FCI buys as much grains as the farmers can sell. Not only it strains the already burdened godowns, it also distorts the food grains market.
  - It also leads to FCI’s mounting debts. As on April 30, 2023 the **total external debt stands at Rs 44,203 crore**.
- **Excess stock:**
  - One of the key challenges for FCI has been to carry buffer stocks way in excess of buffer stocking norms. The underlying reasons for this include- export bans, open ended procurement and no pro-active liquidation policy.
  - Excess stocks piling leads to the financing, storage and other logistics costs going up.
  - Further, it forces the FCI to routinely dump the excess grains in the open market and such transactions often takes place at a price much lower than the procurement cost, causing massive losses to FCI.

## 1.2. Cold Storage

The cold chain infrastructure is a crucial part of agriculture and allied sectors. The produce, particularly fresh produce like fruits and vegetables, is **perishable** and requires a temperature-controlled supply chain involving efficient storage, transportation, and distribution to **increase the shelf life** of the food grains, fruits, vegetables, livestock products, etc.

As per an estimate, the Indian **cold chain market size grew to INR 1.8 lakh Cr in 2022**, and it is expected that it will reach approximately INR 3.8 lakh Cr by 2028, exhibiting a **growth rate (CAGR) of about 12.3% during 2023-2028**.

### Need for Cold Storage

- Availability of proper cold storages are important for **preserving perishable commodities** like milk, meat, eggs, vegetables, fruits, ornamental flowers and other floricultural goods.
- These cold storages give perishable food items a **longer shelf life** by preventing them from rotting due to humidity, high temperature and micro-organisms. This results in a decrease in loss due to spoilage.
- It will significantly **reduce waste**, create a **surplus for exports**, and enhance the **income of farmers**.
- This will also go a long way in achieving the **Sustainable Development Goal of zero hunger**, which aims to end all forms of hunger and malnutrition and double the agricultural productivity and incomes of small-scale food producer.

## Issues/Challenges in cold chain infrastructure in India

- **Under-utilisation:** Presently, there are 8,653 cold stores in the country with a capacity of 394.17 lakh MT, whereas **only 60% of this facility is being utilized.**
- **Geographical and logistical challenges:** India typically sees temperatures soaring to as high as 45 to 50 degrees Celsius during the summer months. Consequently, many temperature-sensitive products transported within the country often arrive damaged or degraded due to insufficient or broken cold chain systems
- **Unawareness:** There is a lack of awareness among farmers, food processors and logistic experts about the benefits of cold storage and cold chain.
- **Expensive:** High cost of building and operating cold storage facilities in India is a barrier for startups to venture into this industry. **Fuel costs in India constitute around 45% of operating expenses of cold storage** in India, leading to significantly higher costs. Indian cold storage businesses pay approximately Rs 100 plus per cubic feet every month as operating costs. It **costs half of that in the West**, as fuel costs constitute a mere 10% for them.
- **Support ecosystem lacking:** It includes unavailability of proper equipment, frequent power shortages, inappropriate packaging, vehicle breakdowns and lack of skilled workforce.
- **Fragmented setup:** Cold chain facility is fragmented and virtually non-existent in many states in India. India's cold storage capacity is unorganized and dominated by traditional cold storage facilities. The distribution of cold storage is **highly uneven - only 4 states acquire 60% of the total cold storage** – UP, Gujarat, West Bengal and Punjab.
- **Inadequate tech adoption** – While the West has integrated technologies such as Artificial Intelligence, Machine Learning, and Internet of Things among others in their operations, India lags way behind in this aspect. Lack of tech leads to unoptimized and broken cold chains, which create losses for both operators and food manufacturers.

## 1.3. Schemes Related to Storage in India

### National Policy on Handling and Storage of Food Grains

- It aimed to reduce storage and transit losses and to introduce bulk handling, storage and transportation of foodgrains procured by the FCI.

### The Gramin Bhandaran Yojana

- It aims to build specialised storage facilities in rural areas to accommodate farmers' needs for storing agricultural output and encouraging agricultural produce grading, standardisation, and quality assurance of to increase marketability.

### Warehouse Infrastructure Fund

- It was established to provide loans to public and private sectors to build cold chain infrastructure, including silos, storage, and warehouses.

### Negotiable Warehouse Receipt (NWR) or Electronic NWR

- The **Warehousing Development and Regulatory Authority (WDRA)** was established to introduce the Negotiable Warehouse Receipt (NWR)/Electronic Negotiable Warehouse Receipt (e-NWR) system in India in order to encourage farmers (as well as businesses) not to sell their produce right after harvest, when prices typically fall to their lowest levels of the year.
- They can keep their produce in WDRA-approved warehouses that provide NWRs or e-NWRs.
- Farmers can use e-NWR to apply for institutional financing from banks using their NWR or e-NWR as collateral.

### Private Entrepreneurs Guarantee (PEG) Scheme

- It is being implemented for construction of storage godowns in Public Private Partnership (PPP) mode through private entrepreneurs, Central Warehousing Corporation (CWC) and State Warehousing Corporations (SWCs).
- It aims to overcome storage constraints and ensure safe stocking of foodgrains across the country.

### Central Sector Scheme for construction of godowns

- It focuses on augmenting capacity in the North Eastern Region (NER) along with few other States.

### 1.3.1. Schemes Targeting Cold Storage in India

#### PM Kisan Sampada Yojana (PMKSY)

- For Development of cold storage facilities, specialised packaging units, warehousing facilities, etc.
- One component of PMKSY is **Integrated Cold Chain and Value Addition Infrastructure scheme**, which promotes integrated and complete cold chain facilities without any break from the farm gate to the consumer, to reduce losses by improving efficiency in collection of farmers produce, storage, transportation, and minimal processing.
- Both horticultural and non-horticultural produce are eligible for support under this scheme.
- Under this scheme, as of December 31, 2022, cold storage capacity of 8.38 lakh MT has been created.

#### Mission for Integrated Development of Horticulture (MIDH)

- Under this, financial assistance is provided for various horticulture activities, including construction/Expansion/ Modernisation of cold storages of capacity up to 5000 MT in the country.

#### Capital Investment subsidy scheme for Construction/expansion/modernisation of Cold Storage and Storage for Horticulture Products

- It provisions credit linked back-ended subsidy at the rate of 35% of the capital cost of the project in general areas and 50% in case of North East, hilly & scheduled areas for construction/expansion/modernisation of cold storage and Controlled Atmosphere (CA) storage of capacity above 5000 MT and up to 10000 MT.

#### Pradhan Mantri Matsya Sampada Yojana

- It addresses critical gaps in fish production, productivity, quality, technology, post-harvest infrastructure — with emphasis on a seamless cold chain — and management, modernisation, and strengthening of the value chain, reduction of post-harvest losses, traceability, etc.
- The scheme aims to **enhance fish production to 22 million MT, exports to INR 1 lakh Cr, and generate about 55 lakh direct and indirect employment opportunities by 2024-25.**

#### Priority Sector Lending:

- It cover loans for the construction of storage facilities (warehouse, market yards, godowns, and silos), including cold storage units/cold storage chains designed to store agricultural produce/products, irrespective of their location.

#### Integrated Cold Chain Availability Platform:

- It is envisaged to be a **national database** that enables active linkage between multiple cold-chain assets across owners, promoting integration of use through collaboration.
- It is a joint effort of various institutions like National Horticulture Board, Agricultural and Processed Food Products Export Development Authority, Ministry of Food Processing Industries and National Centre for Cold-chain Development.

## 2. Transport








Ensuring accessibility to food in a country of India's size is a herculean task. The food grains are transported from the surplus States to the deficit States.

FCI undertakes movement of food grains in order to:

- Evacuate stocks from surplus regions
- Meet the requirements of deficit regions for NFSA/TPDS and Other Schemes
- Create buffer stocks in deficit regions
- The food grain surplus is mainly confined to the Northern States, transportation involves long distance transportation throughout the country.
  - Stocks procured in the markets and purchase centers are first collected in the nearest depot and from there dispatched to the recipient States within a limited time.
- About **40 million tonnes** of food grains are transported by FCI across the country in a year.
  - Movement of food grains is undertaken by rails, road and Waterways. More than **85% of the movement** of stocks is undertaken by rail.
- Inter-State movement by road is mainly undertaken in those parts of the country which are not connected by rail.
- Food grains stocks are also moved by **ocean vessels** to Lakshadweep and Andaman & Nicobar Islands and through coastal shipping and riverine movement to Kerala/Agartala (Tripura).

## 2.1. Transit Losses

Transit losses during distribution processes remain a significant concern. Loss of foodgrains belonging to Food Corporation of India (FCI) during transportation or transit annually cost nearly Rs 300 crore.

| Primary contributors to transit losses  |  |
|---|--|
|  | Transport of grain from procurement states to other states                   |
|  | Inadequate infrastructure at the mandal level buffer storage facilities      |
|  | Spillage during handling and pilferage issues                                |
|  | Litigation issues leading to seized rice stocks                              |
|  | Multiple handling, poor texture of gunnies and accentuated use of iron hooks |
|  | Poor quality wagons and inadequate security at rail points                   |
|  | Distant transportation before reaching fair price shops                      |

Distance covered during transport of grains for the market is a key variable explaining total loss. The variable is not significant for Punjab and MP due to higher market density, whereas the variable is significant for Bihar. **A one unit increase in distance from mandi increases paddy loss per hectare by 1.4 percent in Bihar.** A survey shows that in Bihar, 61.50 percent used tractor as mode of transport whereas the share is almost 100 percent in other two states.

Transit losses **currently stand at 0.22 percent as of 2021-22.** Though it has **declined substantially from 0.47 per cent in 2012-13** due to improved operations, standardised procedure and small innovations. FCI has saved about 10.75 lt of wheat and rice, valued at about ₹3,500 crore, from transit loss.

### Factors behind improvement in storage and transit losses

During the last decade improvement has been possible due to various strategies adopted by FCI. These include:

- Inspection of warehouses by senior officers
- Augmenting covered storage capacity to avoid open storage of wheat
- Revamped security system with CCTV to ensure timely and periodic checks
- Improvisation of loading and unloading process and making loading and unloading officials more accountable
- Keeping spilled grains safe for collection by laying plastic sheets in wagons.
- Coordination with the Railways for good quality wagons and use of electronic seals to keep the wagons safe from pilferage during transportation

Further, transport units such as freezer trucks, freezer containers, reefer vans/trucks, carriers, merchandising carts, etc. need to be developed. However, this can also result in a higher transportation cost, as one needs to invest heavily in getting the right equipment and fleet. Small farmers may find it difficult to afford transport facilities and engage in distress sales which would need to be addressed.

## 3. Agriculture Marketing

Agricultural marketing primarily concerns with the buying and selling of agricultural products. It refers to **all the activities, agencies and policies involved** in the procurement of farm inputs by the farmers and the movement of agricultural produce from the farms to the consumers.

The **Indian council of Agricultural Research** includes **three important functions** involved in agricultural marketing, namely

- **assembling** (concentration)
- **preparation for consumption** (processing) and
- **distribution.**

According to the **National Sample Survey Office (NSSO) report in 2019**, out of the 93 million agricultural households in India, approximately 63% reported the sale of crops, of which 76% sold to local markets and **only 7.2% sold to Agricultural Produce Marketing Committee (APMC)** markets, indicating a substantial proportion of the produce being sold outside of government markets.

- Furthermore, the report revealed that **only 5.4% and 0.37% of agricultural households sold their produce to private processors and contract farming companies, respectively**, highlighting the need for improving the marketing system to ensure better price realisation for agricultural commodities, which is a primary objective of building an efficient marketing system.
- The survey also indicates that 60% of agricultural households were satisfied with their sale outcomes, while **36% were dissatisfied due to receiving lower than market prices.**

### 3.1. Types of Agricultural Marketing in India

| Types of Agricultural Marketing in India   |  |   |
|--|--|---|
| <p><b>Traditional Marketing Methods</b></p> <p>Here, the produce is directly sold by the farmers involving number of intermediaries. Close to 50% of the agricultural produce in India is sold via these channels.</p> | <p><b>Cooperative Marketing Method</b></p> <p>Agriproducts are directly purchased from farmers through marketing network of NAFED, thus eliminating middlemen.</p> | <p><b>Emerging Models of Agri Marketing</b></p> <ol style="list-style-type: none"> <li>1. National Agriculture Market (eNAM)</li> <li>2. Farmer Producer Organizations</li> <li>3. Contract Farming</li> <li>4. Commodity and Future</li> </ol> |

#### Emerging Models of Agri Marketing

- **National Agriculture Market (eNAM):** It is an online trading platform for agricultural commodities in India. The market facilitates farmers, traders and buyers with online trading in commodities. The market is helping in better price discovery and providing facilities for smooth marketing of their produce.
- **Farmer Producer Organizations (FPO):** It is a legal entity formed by primary producers, viz. farmers, milk producers, fishermen, weavers, rural artisans, craftsmen. It can be a producer company, a cooperative society or any other legal form which provides for sharing of profits/benefits among the members.
- **Contract Farming:** It is a form of agricultural production carried out according to an agreement between a buyer and farmers, which establishes conditions for the production and marketing of a farm product or products.
- **Commodity and Future Market:** Future trading has also been allowed to protect the market participants from the risk arising out of adverse price fluctuations.

### 3.2. Significance of Agriculture Marketing

- **Monetizing the Produce**
  - Marketing facilitates and improves the sale of agricultural products. The value of these products is factored by the demand and supply status, which in turn is impacted by the marketed volume and the asking price.

- Also, a well-developed marketing infrastructure and efficient marketing system **promote competitive trade** resulting in better price realization for the farmer.
- **Acting as a source of market information and price signal**
  - The information from the marketing plays crucial role to empower the producers capable of producing marketable surplus.
  - It provides them with **relevant demand linked information** on quantity, desired quality, standards and specifications of the produce.
  - It provides **information that helps the supply chain** to become efficient by indicating **logistical and infrastructural weaknesses** such as post-harvest and storage losses.
- **Reducing the role of intermediaries**
  - An efficient marketing chain progressively decreases the number of hands agricultural produce changes both for economic and qualitative reasons.
  - In such a scenario, role of intermediaries is replaced by institutional mechanisms or market structures.
- **Capital formation and investment in technology**
  - Effective agricultural marketing can appropriately showcase the growth potential in the sector. This will encourage investment and penetration of better technologies in the sector.
- **Value addition in agriculture**
  - Robust marketing systems **provide access of agricultural produce** to downstream industries, creating a potential for large scale value addition. For example, large scale 'Makhana' snack industry has been developing in the recent past after marketing initiatives were taken by Bihar Government.

Apart from above, well-functioning markets can drive growth, ensure food security, employment and economic prosperity in rural areas of the country via the agricultural sector.

### 3.3. Issues pertaining to Agriculture Markets in India

#### Institutional Issues:

- **Licensing Barriers:** The compulsory requirement of owning a shop/godown for getting license as commission agents/traders has led to the monopoly of certain licensed traders. This acts as a major entry barrier in existing APMCs for new entrepreneurs, thus, creating cartelization and preventing competition.
- **High Incidence of Market Charges:** APMCs are authorized to collect market fee ranging between 0.5% to 2.0% of the sale value of the produce. Further, other charges, such as, purchase tax, weighment charges etc. are also required to be paid. In some States, this works out to **total charges as large as 15 %**.
- **Absence of standardized grading mechanism** of agricultural produce before it is sold. It hinders farmers from fetching the prices commensurate with the quality of their produce.

#### Infrastructural Issues:

- **Poor Infrastructure in Agricultural Markets:** Studies indicate that covered and open auction platforms exist only in two-thirds of the regulated markets, while only one-fourth of the markets have common drying yards. Cold storage units exist in less than one tenth of the markets and grading facilities in less than one-third of the markets.
- **Poor economic viability of projects:** Agriculture marketing infrastructure projects have a long gestation period. The seasonality and aggregation of small surpluses of agricultural produce further affects the economic viability of the projects, which deters investments.

#### Market information system issues:

- **Lag in demand signals:** Absence of efficient real-time informational channels create a lag in demand signals. This has resulted in farmers following price trends as indicators to supply. Presently, price is a measure that is post-circumstantial and these circumstances may not

repeat next season.

- **Limited information channels and content:** The current information dissemination systems, (like local newspapers and APMC display boards) provide information only on prices of major commodities, are far away from farmer's location and generally not available in local languages.
- **Poor awareness about new channels of information:** Only a small fraction of farmers use the more accessible SMS based advisories or Voice interactive systems.

#### Other issues:

- **Absence of a National Integrated Market:** Although, there exists a national level physical market in the form of APMCs, there is no national level regulation for the same and the existing regulations do not provide for a barrier free market in the country.
- **Limited public investment:** Public expenditure on agricultural marketing sub-sector ranges 4-5% of the total public expenses on agriculture, while expenditure on marketing infrastructure development has been less than 1 %.

The collective result of these issues has been **low price realization for farmers**, creation of **food and nutritional insecurity** and **high wastages in the supply chain**.

### 3.4. Regulation of Agricultural Marketing




Agriculture falls **under the State List** of the Constitution. Agriculture marketing in most states is **regulated by APMCs established by state governments** under the respective APMC Acts. The **APMC, also referred to as mandi**, is the physical market infrastructure which is found in all states in India (except Jammu and Kashmir, Bihar, Kerala and Manipur). They serve as physical entities which regulate market practices such as weighing, methods of sale, methods of grading and methods of payment. To date, there are **7,246 functioning mandis in India**.

#### 3.4.1. Agricultural Produce Marketing Committee (APMC)

Agricultural Produce Market Committee (APMC) is a **statutory market committee** constituted by a State Government in respect of trade in certain notified agricultural or horticultural or livestock products, under the Agricultural Produce Market Committee Act issued by that state government.

#### Major Issues Involved in functioning of APMCs

- Under the APMC Regulation, **no exporter or processor could buy directly from the farmers**, thereby discouraging processing and export of agri-products. This creates a monopsony (a market situation where there is only one buyer who then exercises control over the price at which he buys) situation.
- Due to above situation of monopsony produce is **procured at manipulatively discovered price** and sold at higher price, defeating the very purpose of APMCs.
- Markets are overly-regulated leading to lot of **corruption and exploitation of farmers**.
- **Fragmented markets, multiple levy of license fees, limited licenses, late payment for the purchase, unavailability of amenities** and services such as facility for grading, storage etc. actually act as an impediment to the cause of farmers rather than benefitting them.
- Only State Govt. could set up markets, thereby **preventing the private sector from setting up markets** and investing in marketing infrastructure.

| APMCs are intended to be responsible for  |   |
|---|---|
|  | Ensuring transparency in pricing system and transactions taking place in market area;                     |
|  | Providing market-led extension services to farmers;   |
|  | Ensuring payment for agricultural produce sold by farmers on the same day;                                |
|  | Promoting agricultural processing including activities for value addition in agricultural produce;        |
|  | Publicizing data on arrivals and rates of agricultural produce brought into the market area for sale; and |
|  | Setup and promote public private partnership in the management of agricultural markets                    |

- APMCs play **dual role of regulator and Market**. Consequently, their role as regulator is undermined by vested interest in lucrative trade. Generally, member and chairman are nominated/elected out of the agents operating in that market.

### 3.4.2. Model APMC Act, 2003

Due to the above inefficiencies in APMCs functioning, Ministry of Agriculture formulated a model law on agricultural marketing - **State Agricultural Produce Marketing (Development and Regulation) Act, 2003** and requested the state governments to **suitably amend their respective APMC Acts for deregulation of the marketing system in India**, to promote investment in marketing infrastructure, thereby motivating the corporate sector to undertake direct marketing and to facilitate a national market.

The Model APMC Act, 2003 provided for the **freedom of farmers to sell their produce**. The farmers could sell **their produce directly to the contract-sponsors or in the market set up by private individuals, consumers or producers**. The Model Act also increases the competitiveness of the market of agricultural produce by allowing **common registration of market intermediaries**.

#### Criticisms of Model APMC Act

- The Model APMC Act **does not go far enough to create a national or even state level common market** for agriculture commodities.
- The Act **retains** the mandatory requirement of the buyers having to pay **APMC charges** even when the produce is sold directly outside the APMC area.
- Though the Model Act provides for setting up of markets by private sector, this is not adequate to create competition even within the state since the owner will have to collect fees/taxes on behalf of the APMC in addition to their own charges.

### 3.4.3. Model Agricultural Produce and Livestock Marketing (Promotion & Facilitation) Act, 2017

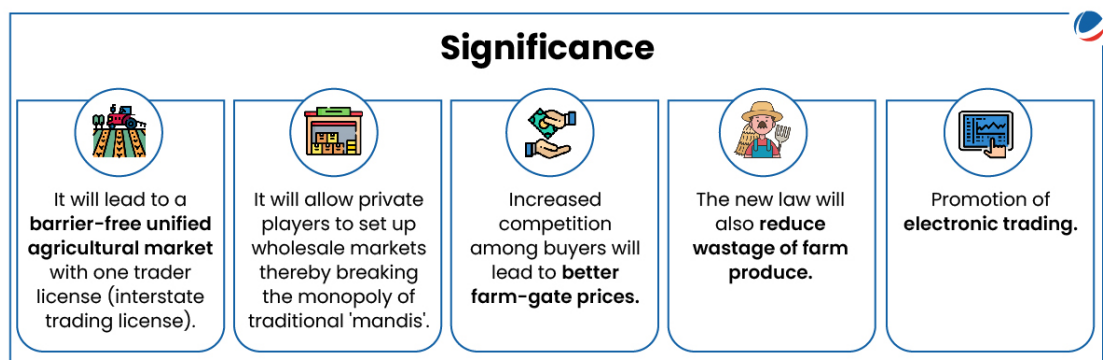
The Government of India brought in a new draft model law, **Agricultural Produce and Livestock Marketing (Promotion and Facilitating) Act (APLM), 2017** to replace the **Agriculture Produce Markets Committee Act, 2003**.

#### Objectives

- To create a **single agri-market** where with single license one can trade agri-produce as well as livestock.
- Better **price realization** for farmers.
- **Doubling farmer's income** by 2022.

#### Major Provisions of the Draft Model Act

- **Intra-state trade** made available by paying a single fee.
- Traders will be able to sell perishables like fruits and vegetables outside existing mandis (wholesale markets).
- The draft law proposes to **cap market fees and commission charges payable by a farmer** after bringing produce to a wholesale market.
- Cap on levy of market fees is proposed at 2% (of sale price) for fruits and vegetables and 1% for food grains.
- Warehouses and cold storages are to act as regulated markets.
- All **regulatory powers will lie with the office of the director of agricultural marketing** in the state, who will also issue licenses to traders and new private players. As of now, this power lies with the mandis – managed by a board of directors.
- Farmers can directly sell their produce to bulk buyers.

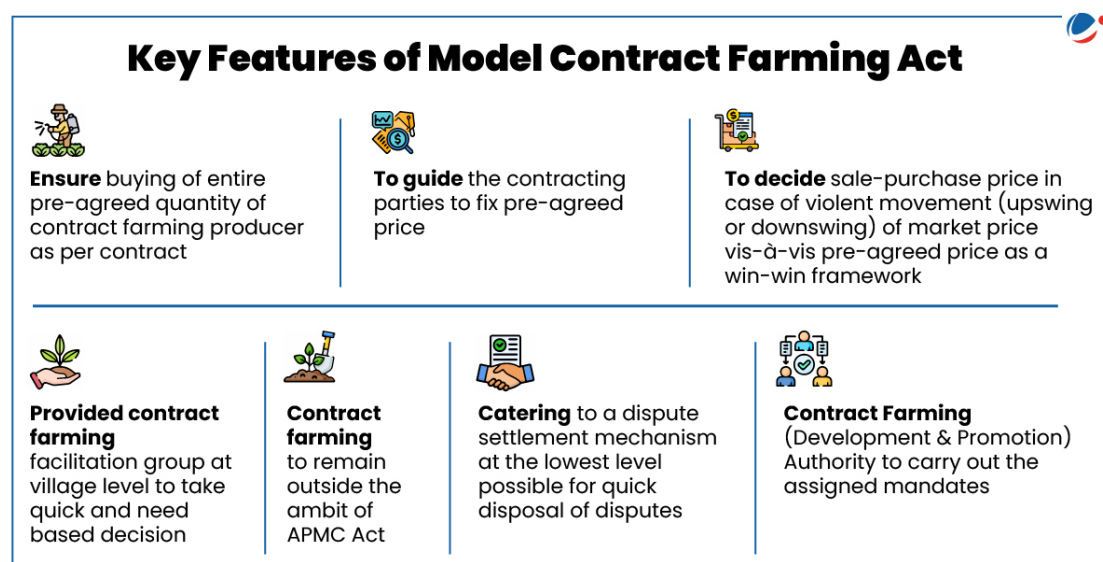


#### 3.4.4. Model Contract Farming Act 2017

Under Contract Farming, agricultural production (including livestock and poultry) can be carried out based on a **preharvest agreement** between buyers (such as food processing units and exporters), and producers (farmers or farmer organisations).

- **Benefit:** The producer can reduce the risk of fluctuating market price and demand while buyer can reduce the risk of non-availability of quality produce.
- **Issues:** Present laws on contract farming only include one or two farm commodities and are limited to marketing only.

Thus, The Government has brought Model Contract Farming Act in 2017.



#### Challenges with Contract Farming

- **State reluctance:** States have been reluctant to carry forward reform for the fear of loss of revenue.
- **Stockholdings limits** on contracted produce under Essential Commodities Act, 1955 are restrictive and discourage buyers to enter into contracts.
- **Lack of uniformity or homogeneity** among states law regarding kinds of produce, conditions etc. which is needed for allowing contract farming.
- **Promote Regional Inequality:** Currently it is practiced in agriculturally developed states (Punjab, TN etc.) while States with highest concentration of small and marginal farmers are not able to reap its benefit.
- **Supply side issue:** Buyers have no incentive for contract farming with a large number of small and marginal farmers (**average size of landholdings in India was 1.15 hectare (Agriculture**

**Census 2010-11))** due to high transactions and marketing costs, creating **socio-economic distortions** and preference for large farmers.

- **It is a capital-intensive and less sustainable pattern of cultivation** as it promotes increasing use of fertilizers and pesticides which have detrimental impact on natural resources, environment, humans and animals.
- **Encourages Monoculture Farming:** This will not only impact soil health but also possesses risk of food security and import of food grains
- **It increases dependency of farmers on corporate** for inputs, making them vulnerable.
- Predetermined prices can **deny farmers the benefits of higher prices** prevailing in market for the produce.

### ***3.4.5. Other Government Measures to improve Agricultural Marketing in India***

#### **e-NAM:**

- To further improve agricultural marketing, the Government in 2016 launched a National Agriculture Market (e-NAM) to enable the farmers to transparently sell their produce to large number of buyers accessing multiple markets electronically.
- Thus, the eNAM portal aimed at networking the mandis to **“One Nation One Market”** for agricultural commodities in the country.
- So far, **1361 APMC mandis have been registered with eNAM out of which 365 mandis are actively trading** online.
- The eNAM has made satisfactory progress and plays an imperative role in augmenting farmers income by providing several benefits such as transparency in trade, access to better price discovery, entry to more markets, real time price information from nearby markets, speedy online payments etc.

#### **AGMARKNET**

- It is a G2C e-governance portal that caters to the needs of various stakeholders such as farmers, industry, policy makers and academic institutions by providing agricultural marketing related information from a single window.

#### **Gramin Agricultural Markets (GrAMs)**

- Efforts are being made to develop and upgrade existing 22,000 rural haats (Rural Primary Markets) into GrAMs. It will be linked to e-NAM and will remain outside the APMC Act regulation.

#### **Scheme for Formation and Promotion of Farmer Produce Organizations (FPOs)**

- The scheme aims to create 10,000 FPOs in five years period from 2019-20 to 2023-24 and also provide handholding support to each FPO.

#### **Agriculture Infrastructure Fund (AIF)**

- The Government is implementing this Central Sector Scheme of Rs. 1,00,000 Crore to provide a medium-long term loan facility for investment in viable projects for post-harvest market infrastructure including warehousing facility and community farming assets through interest subvention and financial support.

#### **Agricultural Marketing Infrastructure (AMI)**

- The Government is implementing AMI, a sub-scheme of Integrated Scheme for Agricultural Marketing (ISAM) under which assistance is provided for construction of godowns/warehouses in the rural areas in the States to enhance the storage capacity for agriculture produce.
- Under the scheme, Government provides subsidy at the rate of 25% and 33.33% on capital cost of the project based on the category of eligible beneficiary.

## 4. Way Forward

### Way Forward to ensure holistic reformation of the markets



**Reforms in APMCs** like appointment of an independent regulator and encouraging private sector participation in APMCs (through Private Wholesale Markets, Unified Single Registration etc.).



**Creating a National Integrated Market via strengthening e-NAM** by creating a third-party assessment certification, encouraging involvement of farmer groups and other intermediaries.



**Promotion of Investment in Marketing Infrastructure Development** by creating a long-term National Policy on storage and movement of agricultural produce, increasing infrastructure investment in RKVY and prompting states to promote PPP Model for infrastructure development.



**Creating more robust information dissemination systems** by popularizing more accessible methods, catering to personalized information needs via Mobile devices and providing farmers a broader set of information.



**Rationalization of Market Fee/Commission Charges** to maximum 2% of the value of the produce.



**Implementation of Market Yard of National Importance (MNI)** to promote inter-mandi & inter-State trade as highlighted by the report of Expert Committee

## 5. Previous Years UPSC Mains Questions

1. What are the main bottlenecks in upstream and downstream process of marketing of agricultural products in India? (2022)
2. What are the main constraints in transport and marketing of agricultural produce in India? (2020)

## 6. Previous Years Vision IAS GS Mains Questions

1. *How far can public-private partnerships (PPPs) help in improving the storage, transportation, and marketing of agricultural produce in India?*

### Approach:

- Introduce with the public-private partnerships (PPP) in the agricultural sector.
- Elaborate on the significance of PPP in improving the storage, transport, and marketing of agricultural produce.
- Briefly highlight the challenges involved in it.
- Conclude accordingly.

### Answer:

Public-Private Partnerships (PPPs) play a significant role in the agricultural sector by **pooling private capital, leveraging public investment, and aligning various stakeholders** towards a growth in the agricultural sector. These partnerships are crucial in improving the **storage, transportation, and marketing of agricultural produce** as given below:

- **Modern technology:** PPPs can indeed play a crucial role in bringing in technology and fostering innovation. This modern technology helps to improve the handling systems of perishable agricultural produce, marketing of agricultural produce, etc.
- **Investments:** PPP initiatives will crowd in private capital in agriculture, leverage public investment and align the Central and State Governments, the Private sector,

and farmers in a shared vision of dynamic and value-added growth in the sector. For example, investment in quality certification, warehouses, cold storages, etc.

- **Optimise risk allocation:** As post-harvest losses account for nearly an average 10 to 25%, PPP models through the “hub and spoke” model, consisting of farm collection points and primary processing centres, can optimize the post-harvest supply chain infrastructure network and reduce such losses.
- **Infrastructure development:** Private sector participation can be sought and encouraged for development of infrastructure for the integrated bulk handling, storage and transportation through models like Build-Own-Operate-Transfer (BOOT), Build-Own-Lease-Transfer (BOLT), joint ventures etc.
- **Better market access:** PPP models can assist the states to unlock the full potential of their respective agro-climatic regions, and wide variety of agri-produce and help producers to integrate better with domestic and export markets.
- **Ensure knowledge management:** Knowledge management strategies like sharing of information, expertise, and innovative practices between the public and private sectors helps to improve the capacity to store, transport and market agricultural produce effectively.

Despite the significance, there are some **potential challenges of PPP in agriculture** as follows:

- **PPP can blur the boundary between public and private roles**, potentially distorting markets if the respective roles are not clearly defined and public funding unduly subsidizes private benefits.
- **In the absence of appropriate public institutions and legislative arrangements**, the partnerships may not be able to compensate for a lack of government capacity.
- The **differences in working styles** of the public and private sector can create challenges in collaboration. The Government often has broader social objectives, while private entities focus on profitability.
- The **fragmentation of public scientific resources** across different ministries and weak communication channels within the public sector can hinder the effectiveness and efficiency of such partnerships.

Considering these challenges, both public and private partners need to be held accountable for the roles they play in agri-PPPs. Public partners, in particular, need to uphold their roles as regulators. Moreover, transparency and due diligence needs to be ensured when selecting private partners for inclusion in projects aimed at improving the storage, transportation, and marketing of agricultural produce in India.

2. ***A reliable and efficient transport system is the key to agricultural marketing. Discuss. Also, highlight the significance of Kisan Rail Scheme and Krishi Udan Scheme in this context.***

**Approach:**

- Briefly mention the importance of efficient transport for better marketing of agricultural produce.
- Highlight some key issues associated with transport system in India.
- Discuss the role of Krishi Udan and Kisan Rail Scheme in improving agricultural marketing.
- Give a brief overview of the significance of these reforms in the conclusion.

**Answer:**

Transport is regarded as a crucial factor in providing the **forwards linkage** to agricultural produce. It facilitates interaction among geographical and economic regions and opens

up new areas to economic focus.

Student Notes:

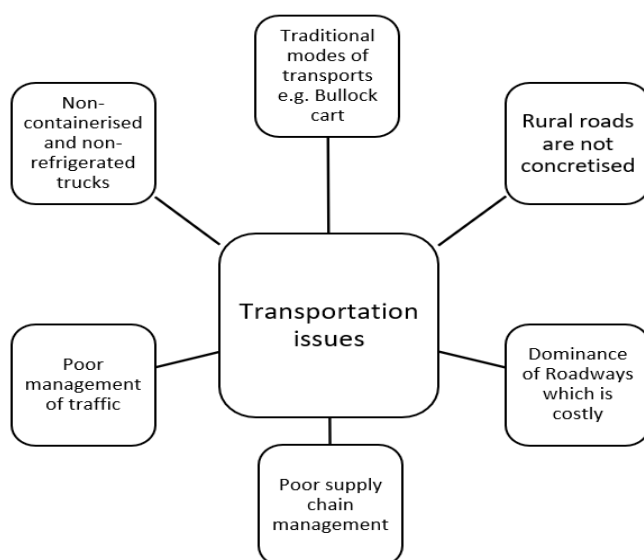
**Transport, whether traditional or mechanized, is needed to move the agricultural commodities from field to market as shown below:**



**There are multiple benefits of a reliable and efficient transportation to agricultural marketing. This can be explained in following ways:**

- It provides a wider **market to the agricultural produce**, taking the produce from remote villages to domestic and international markets.
- **Better price for the farmers:** Improved market access provides better bargaining power in the hands of the farmers.
- **Reduce the post-harvest losses:** Because of timely transportation of produce, the chances of post-harvest losses are low.
- **Reduce damages during transportation:** Efficient transportation has a controlled environment for carrying goods. Thus, the chances of damages are low.
- **Boost export of agricultural commodity:** Better transportation reduces cost of production and hence makes the product competitive in the external market.
- **Affordable food for common man:** An efficient supply chain and reduced prices increase the availability and affordability of food for all.

But the farmers have not been able to market their produce properly because of transportation issues. **These issues can be analysed at various levels:**



In order to tackle some of the issues of transportation of agricultural produce, **Kisan Rail and Krishi Udaan** scheme were announced in Budget 2020-21:

- **Kisan Rail:** It will be set up by Indian Railways in *public-private partnership (PPP) mode* for providing a cold supply chain to transport perishable agricultural goods.
- **Krishi Udaan:** It will be launched by the Civil Aviation Ministry to transport agricultural products to national as well as international destinations.

**Role of Krishi Udan and Kisan Rail Schemes in improving agricultural marketing:**

- **Safe transportation:** To build a seamless national cold supply chain for perishables to be transported safely without damage.
- **Speedy transportation of farm produce:** Agricultural goods can be transported quickly to distant places.
- **Refrigerated parcel vans** on select mail express and freight trains for carrying perishable cargo to various market places across the country.
- **Doubling the farmers' income:** By ensuring better prices for the commodities to the farmers, their income will increase.
- **Booting exports:** The schemes will also help in increasing agricultural exports, especially the Krishi Udan Scheme.
- **Advantage over roadways:** Kisan Rail Scheme will have both cost and time advantage over road transport. Whereas, Krishi Udan Scheme will have time advantage. Also, in comparison to road transport, there will be less damage to the farm produce during transportation.

These will bring a major change in the economy related to agricultural marketing. Also, it will increase the capacity of the country's cold supply chain. Even the smallest produce will be able to reach the big market properly at an optimum price, benefitting both the farmer and the consumer.

**3. India has an opportunity to become a leading global food supplier provided it has an efficient supply chain and the right marketing strategies. Elucidate.**

**Approach:**

- Introduce with facts about India's agricultural production capabilities.
- Explain how a right marketing strategy and an efficient supply chain would help India in becoming a global food supplier.
- Conclude with a way forward.

**Answer:**

India has 60.43% of its total land as cultivable land. It has all 15 major global climates, 20 agro-climatic regions and nearly 46 out of 60 soil types. India has exploited these natural advantages well and is presently the **largest producer** (25% of global production), consumer (27%) and importer (14%) of **pulses** in the world. India has the world's largest livestock population and is also the second major producer of fish through aquaculture in the world.

Despite the huge agricultural production, India ranks outside top 10 in the export of food products owing to various domestic structural constraints. India has a huge opportunity to become a leading global food supplier if it has **the right marketing strategies:**

- **Marketing the diversity:** India has diversity in terms of religion, food habits and culture. This diversity can be exploited to become the Organic food hub, the Vegetarian food hub, and the Sea food hub, the Meat food hub, among others to target specific consumers in domestic and foreign markets.
- **Food packaging, branding and traceability:** They are competitive tools to reach the consumers such as those of EU where consumers are more interested in authentic products. At present, India is able to export only a few of its GI tagged products.
- **Standards of production:** The standards are not only the parameters that define the quality but also aspects like labour and environment. Consumers, especially in developed countries prefer to buy products with certifications indicating sustainable, cruelty-free productions.

- **Food safety and hygiene:** There is an increasing need to provide greater assurance about the safety and quality of food to consumers.

**Further strengthening and making efficient supply chain is also important for realizing the goal of making India a leading global food supplier:**

- In advanced countries, the retailers (Wal-Mart, Tesco etc.) have become the **Channel Masters of the food supply chain** taking over from the food manufacturers. India needs to develop such channel masters who can manage the **global supply-demand situation** and coordinate the logistical activities.
- A well-organized **cold chain** starting from the farm level up to the consumer level reduces spoilage, retains the quality of the harvested products and makes the process cost-efficient. If any of the links is missing or is weak, the whole system fails. In India, the state of this chain is fragmented and primitive.
- There is a need to embrace the concept of **Efficient Consumer Response (ECR)** which refers to a set of strategies that aims to get companies across a supply chain to work closely to serve their customers better and at lower cost.

To become the food supplier of the world, India needs to further enhance the competitiveness of its products. **Automation and adoption of new technologies such as use of RFID** to track the movement of consignments, barcodes on packaging to trace when, where and by whom the product is created and **food irradiation** technique for a longer shelf life can be explored.

**4. Discuss the impact of inadequate marketing infrastructure on small and marginal farmers. How can Farmer Producer Organisations (FPOs) assist in improving marketing efficiency for the benefit of such farmers?**

**Approach:**

- Briefly mention the status of agriculture marketing infrastructure in India.
- Highlight the impact of inadequate marketing infrastructure on small and marginal farmers in India.
- Discuss the role of FPOs in improving marketing efficiency for small and marginal farmers.
- Conclude appropriately.

**Answer:**

India has highly fragmented and underdeveloped agriculture marketing facilities, which are further hampered by inefficient marketing channels, low procurement by state agencies and high transaction costs. This leads to insufficient remunerative prices to farmers jeopardising the goal of doubling the farmer's income. The small and marginal farmers, who comprise almost 85% of total farmers, are significantly impacted as the ability to sell their produce effectively and profitably is hampered.

**Impact of inadequate marketing infrastructure on small and marginal farmers:**

- **Limited market access:** According to the National Institute of Agricultural Marketing (NIAM), owing to **difficulty in accessing distant markets**, farmers are forced to rely on local and unorganized markets, which often offer **lower prices** for their produce.
- **Post-harvest losses:** According to the Agricultural and Processed Food Products Export Development Authority (APEDA), India **loses around 30% of its horticultural produce** annually due to inadequate post-harvest infrastructure.
- **Information asymmetry:** Inadequate infrastructure implies that small and marginal farmers often **lack access to market information**, including price trends and demand forecasts. This information gap can result in suboptimal marketing decisions.

- **Middlemen exploitation:** The absence of direct marketing channels often forces farmers to sell their produce through **intermediaries**, who charge hefty **commissions**, further reducing farmers' profits.

Faced with the above challenges, farmers producer organisations (FPOs), which are a hybrid between cooperative societies and private limited companies, can assist in improving the marketing efficiency in the following ways:

- **Collective bargaining power:** FPOs provide an important institutional mechanism to organise small and marginal farmers, which can help them overcome the constraint of small size. For instance, **Amul's cooperative model** in India empowers dairy farmers to negotiate better prices for milk, significantly enhancing their income.
- **Infrastructure development:** FPOs like **LEAF (Lawrencedale Agro Processing India Pvt. Ltd.)** have established **infrastructure for sorting, grading, and packaging**, which adds value to the produce of small farmers and reduces post-harvest losses.
- **Value addition and branding:** The cooperative brand 'Himalaya' from the *Sikkim State Cooperative Supply & Marketing Federation Ltd. (SIMFED)* has enabled organic farmers in Sikkim to sell their produce under a **common brand**, fetching higher prices.
- **Market linkages:** The *Uralungal Labour Contract Co-operative Society (ULCCS)* in Kerala, India, has developed market linkages that allow its members to **bypass intermediaries** and sell directly to consumers and institutional buyers.

While incomes may rise because of the benefits flowing from FPOs, they may not still be adequate to give a reasonable income to small and marginal farmers. Therefore, it is imperative that gaps in the existing marketing infrastructure should be filled. This will provide equal access to all farmers and ensure remunerative prices, which will be crucial to achieve the goal of doubling farmer's income.

##### 5. Discuss the factors hindering the uptake of integrated cold chain infrastructure in India.

###### Approach:

- Introduce with the significance of integrated cold chain infrastructure in India.
- Describe the factors hindering the uptake of integrated cold chain infrastructure in India.
- Conclude appropriately.

###### Answer:

An integrated cold chain infrastructure (CCI) improves the availability of diversified foods, makes them affordable and accessible, creates growth and employment opportunities through backward integration, promotes food processing and food export and provides higher prices to farmers. However, **less than 10% of agricultural produce** in India **passes through a cold chain**.

###### Barriers to uptake of integrated cold chain infrastructure:

- **Investment barriers: Long payback periods** often result in lower investment returns and present the risk of technology becoming outdated, discouraging investors from deploying capital into the sector.
- **Lack of awareness:** Lack of awareness regarding the CCI contributes to the perception that it is a **luxury rather than a necessity** for ensuring the quality, safety, and longevity of perishable goods.
- **Limited tech integration:** Several cold chain facilities still rely on manual temperature monitoring and inventory management processes. This lack of tech integration leads

to **data inaccuracies and delays in decision-making**, increasing the risk of product spoilage.


- **Higher operating cost:** Due to high fuel costs, operating an integrated cold chain is costly.
  - For example, **fuel costs constitute around 45% of the operating expenses of cold storage in India.**
- **Lack of holistic approach:** The disproportionate allocation of subsidies to specific components, such as cold storage, neglects other crucial elements of CCI.
  - For example, **two-thirds of the government funding has gone to cold storage development whereas refrigerated transport, pack houses, and pre-cooling units get only 4%, 2%, and 1% of the funding, respectively.**
- **Inefficient infrastructure:** Factors like **uneven power supply, lack of last-mile connectivity, poor refrigerated transportation network** etc. highlight the inefficiencies in cold chain infrastructure in India.
- **Accessibility issue:** Most cold chain infrastructure today is **concentrated near urban areas**. This uneven distribution creates operational inefficiencies due to **low levels of demand aggregation**. It leads to low utilisation rates making it less profitable for the operators and expensive for farmers to access.

The lack of adequate and efficient cold chain infrastructure in India leads to **massive post-harvest losses** estimated at **₹92,561 crores annually**. A **system-wide approach** combining farmer education for behavioural change, business models like pay-as-you-store to fuel CCI uptake and tech infusion is needed to realise the potential of the cold chain market in India.

“You are as strong as your Foundation”

# FOUNDATION COURSE GENERAL STUDIES

## PRELIMS CUM MAINS 2025, 2026 & 2027






Approach is to build fundamental concepts and analytical ability in students to enable them to answer questions of Preliminary as well as Mains Exam

- ▶ Includes comprehensive coverage of all the topics for all the four papers of GS Mains, GS Prelims & Essay
- ▶ Access to LIVE as well as Recorded Classes on your personal student platform Includes All India GS Mains, GS Prelims, CSAT & Essay Test Series
- ▶ Our Comprehensive Current Affairs classes of PT 365 and Mains 365 of year 2025, 2026 & 2027

ONLINE Students  
NOTE - Students can watch LIVE video classes of our COURSE on their ONLINE PLATFORM at their homes. The students can ask their doubts and subject queries during the class through LIVE Chat Option. They can also note down their doubts & questions and convey to our classroom mentor at Delhi center and we will respond to the queries through phone/mail.

Live - online / Offline  
Classes

Scan the QR CODE to  
download **VISION IAS** app

DELHI: 13 JULY, 5 PM | 16 JULY, 1 PM | 18 JULY, 9 AM  
29 JULY, 1 PM | 30 JULY, 9 AM | 31 JULY, 5 PM

GTB Nagar Metro (Mukherjee Nagar):  
19 JULY, 8:30 AM | 23 JULY, 5:30 PM

AHMEDABAD: 12 JULY

BENGALURU: 12 & 18 JULY

BHOPAL: 18 JULY

CHANDIGARH: 18 JULY

HYDERABAD: 24 JULY

JAIPUR: 22 JULY

JODHPUR: 11 JULY

LUCKNOW: 17 JULY

PUNE: 5 JULY

Copyright © by Vision IAS

All rights are reserved. No part of this document may be reproduced, stored in a retrieval system or transmitted in any form or by any means, electronic, mechanical, photocopying, recording or otherwise, without prior permission of Vision IAS.

# Heartiest Congratulations

to all Successful Candidates



1  
AIR

**Aditya Srivastava**

**16**

in TOP 20 Selections in CSE 2023

from various programs of Vision IAS



2  
AIR

**Animesh  
Pradhan**



5  
AIR

**Ruhani**



6  
AIR

**Srishti  
Dabas**



7  
AIR

**Anmol**



9  
AIR

**Nausheen**



10  
AIR

**Aishwaryam  
Prajapati**

**39**  
Selections

in TOP 50

in CSE 20 22



1  
AIR

**Ishita  
Kishore**



2  
AIR

**Garima  
Lohia**



3  
AIR

**Uma  
Harathi N**

**1**  
AIR



**SHUBHAM KUMAR**  
**CIVIL SERVICES**  
**EXAMINATION 2020**



DELHI

#### HEAD OFFICE

Apsara Arcade, 1/8-B 1<sup>st</sup> Floor,  
Near Gate-6 Karol Bagh  
Metro Station

#### MUKHERJEE NAGAR CENTER

Plot No. 857, Ground Floor,  
Mukherjee Nagar, Opposite Punjab  
& Sindh Bank, Mukherjee Nagar

#### GTB NAGAR CENTER

Classroom & Enquiry Office,  
above Gate No. 2, GTB Nagar  
Metro Building, Delhi - 110009

#### FOR DETAILED ENQUIRY

Please Call:  
+91 8468022022,  
+91 9019066066



[enquiry@visionias.in](mailto:enquiry@visionias.in)



[/c/VisionIASdelhi](https://www.youtube.com/c/VisionIASdelhi)



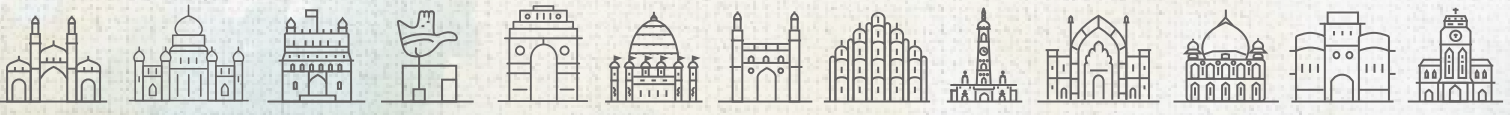
[/visionias.upsc](https://www.facebook.com/visionias.upsc)



[/vision\\_ias](https://www.instagram.com/vision_ias)



[VisionIAS\\_UPSC](https://www.telegram.com/VisionIAS_UPSC)



AHMEDABAD

BENGALURU

BHOPAL

CHANDIGARH

DELHI

GUWAHATI

HYDERABAD

JAIPUR

JODHPUR

LUCKNOW

PRAYAGRAJ

PUNE

RANCHI