

## AGRICULTURAL MARKET INTELLIGENCE UNIT

### FARMER AWARENESS PROGRAM BY AGRICULTURAL MARKET INTELLIGENCE UNIT (AMIU), APART

An awareness program on the Agricultural Market Intelligence Unit (AMIU) of APART and its various farmer-centric activities was held on 22nd November 2021 at the Department of Agricultural Economics and Farm Management (FM) of Assam Agricultural University, Jorhat. A total of 60 farmers from Jorhat, Sivasagar and Golaghat districts participated in the program. The program was inaugurated by Professor Nivedita Deka, Head of the Department of Agricultural Economics and FM. Prof Deka gave a brief introduction on AMIU and emphasized mainly the collection of regular price information from the wholesale markets of Assam, and dissemination of the same to the farmers to bring awareness on current market prices and its trend to improve farmers' bargaining power leading to better remunerative price. She also mentioned that farmers need to produce commodities based on market demand.



*Awareness program on Agricultural Market Intelligence of APART*

Prof. Utpal Barman, Department of Extension Education, said that the connection between the buyers and sellers can create a conducive environment for the marketing of farm produces, for which correct market information is required to the farmers in advance. Dr Sangita Borah and Dr Udesha Talukdar, Assistant Professor, Department of Agricultural Economics and FM explained the price delivery information system of the Market Intelligence Unit. They also clearly mentioned the information transparency, profitability and market access to the farming community