

Farmers asked to avail benefit of Agriculture Market Intelligence Unit at AAU

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JORHAT, Dec 27: The Assam Agricultural University has requested all the farmers to avail facilities provided by Agriculture Market Intelligence Unit (AMIU), Assam Agricultural University (AAU), Jorhat.

An official said that since Assam was an agriculture based economy, where majority of the population was dependent on agriculture for their livelihood, in order to improve transparency in market prices, bargaining power, knowledge of post harvest management and marketing, etc., was a requirement for which an Agriculture Market Intelligence Unit (AMIU) had been established under the World Bank funded Assam Agribusiness and Rural Transformation Project (APART) in January, 2021.

He said that a team of academicians from the department of Agricultural Economics and Farm Management, department of Extension Education and APART staff were carrying out different activities for the benefit of the farmers. "AMIU is primarily involved in regular collection of market information from major wholesale markets of Assam and other major national markets through field staff," the official said.

Regular dissemination of market information to farmers through various modes like newspa-



per, website, mobile application, SMS service, display boards, etc., provide timely advisories to farmers regarding the present and future price trend of the agricultural commodities produced in Assam, to help farmers in making right decisions in selling their produce.

Capacity building programmes for farmers and other value chain players through knowledge series related to technical aspects of post-harvest management, marketing, etc., provide information related to infrastructure facilities and services available to farmers in Assam.