

**GROWING MORE.  
GROWING TOGETHER**







# MORE FOOD. BETTER GROWTH.

## A STRONGER LOCAL ECONOMY

The agricultural sector in India supports and provides a living to more than half of the country's population. But farmers still lack technical skills, sufficient management expertise and access to markets in order to be able to grow better crops, achieve greater yields and prosper financially.





SOON IN THE NEAR FUTURE,  
OUR DREAM OF A WORLD-CLASS  
AGRICULTURAL HUB WILL TURN  
INTO A REALITY.

My dear farmer brothers, agri-producer friends, staff and workers of APMC Unjha,

The efforts of the Agricultural Produce Market Committee towards improving the well-being of the farmers and their standards of living can be seen in the various praiseworthy activities of the members of the committee.

Through an efficient, organized and democratic functioning and along with the requirements of the farmers APMC Unjha has also considered the needs of the business class and laborers while executing all operations of the market yard in a lawful manner. APMC Unjha is now a well-reputed farming body. In today's modern world, it is important to keep pace with the moving times as well as to rise to the demands of progress. Thanks to the efforts put in by the former administrators of APMC it has reached a lofty status and students and experts from all over the country come here to observe its working. Now is the time to march forward and keep moving fast on the path of progress.

In the past two years, due to the hard work of our team we have been able to achieve an impressive growth rate of 30 per cent. In the coming years too we hope to achieve superior results through the excellent functioning of APMC. The team at APMC Unjha is proudly marching towards the objective of making APMC Unjha the world's best market yard and also building a world-class agricultural hub. There is a lot of work to be done, but nothing is impossible. Towards this objective, we have already made a requisition for land to the Gujarat Government and have also made the requisite service charge payment.

Presently, at APMC Unjha, trading is possible in just 4 commodities, and during peak-season, the space is proving to be very small. The products in the agricultural sector are varied, but due to the shortage of space we are unable to expand our operations. Keeping this in mind we therefore wish to build a new and modern market yard where trading of excluded commodities like mustard, castor seed, cluster beans and others like cotton can be carried out. We wish to introduce a modern fruit and vegetable market too, along with facilities for farmers engaged in horticulture. This will help to improve their standard of living. There is a plan of building cold storage facilities too- one for fruits and vegetables, and another for commodities. A processing unit for value-added products from fruits and vegetables is also on the cards. It has been planned to build an agricultural hub, here the smallest of entrepreneurs who are college-educated can do business with the globe or farmers can trade with the world through e-commerce; the hub will have the most modern facilities of humidity-free godowns, cleaning, grading, sortex, sterilization and laboratory-testing. The hub created will be entirely eco-friendly, user-friendly and will be updated with the latest knowledge.

For the earnest progress of the laborers of APMC Unjha, it has been planned to build special labor quarters, a primary health centre for the welfare of their families and a primary education centre for their children. Instead of simply maintaining fixed deposits with banks and earning interest on them, APMC Unjha utilizes money in wiser ways to ensure that the most backward of communities are taken care of in every way, through a host of facilities like security, education, health, solving social problems, disaster management, programs for increasing food production and other value-added schemes. The entire team of directors, secretaries and staff join me in my promise to work towards the good health, progress and well-being of each and every member of APMC Unjha.

Sincerely,  
Gaurang Patel  
Chairman





“ SARVE BHAVANTU SUKHINAH  
SARVE SANTU NIRAA MAYAHAA:  
SARVE BHADRAANI PASHYANTU MA  
KASCHID DUKKHA BHAAG BHAVET ”

Agricultural Produce Market Committee, Unjha has come out with a profile of its operations, and this is indeed the need of the hour, just as it is important to keep pace with the changing times.

I have had the privilege to act as Chairman of, now the topmost APMC in the country, for 16 years. Since I took over APMC Unjha it has undergone a radical transformation and everyone is now witness to its modern, efficient approach.

The current situation was made possible only because of the strong willpower, commitment and foresight displayed by my team of directors, and this has led to excellent results. Along with a modern approach APMC Unjha has tried to contribute to the common man's requirements in every sphere, be it education, health, security, infrastructure development or business, and through a medium of social service has rendered itself as the foremost market yard in the country.

I am delighted that in spite of a new team and a new chairman the efforts initiated by me have not stopped and the progress made in the sphere of social service is indeed praiseworthy. In fact the team at APMC Unjha is proudly marching towards the objective of making APMC Unjha the world's best market yard and also building a world-class agricultural hub. These are lofty ideals and demand a lot of hard work, but the team has set its sights on achieving them with great vision and foresight.

In the coming days, may team APMC Unjha work steadfastly towards achieving its goals. I pray that Mother Goddess bless the entire team to help fulfill all our wishes.

*“May all live happily. May all enjoy good health. May all see auspiciousness. May none experience distress. May peace prevail everywhere.”*

Sincerely,  
Narayanbhai Patel  
MLA (UNJHA)

# THE CONCEPT OF APMC

With the noble objective of ensuring a fair price to farmers, the Indian government established autonomous bodies called APMCs – Agricultural Produce Market Committees- in various parts of the country.



Every APMC is like a 'CENTRALIZED MARKETING PLACE' – a meeting point for sellers, buyers and agents. The committee is responsible for providing the required infrastructure as well as for preventing unfair trade practices.

APMC Unjha was primarily set up to cater to the marketing needs of the farmers and provide them with a platform for selling their agricultural produce in various markets and at competitive prices.

With 26 villages making up the Unjha Taluka, Unjha has been declared as the principal Market Yard in the Market area. Agricultural Commodities arrive at the Unjha Market Yard from a distance of a 300-kilometer radius – from as far as Mehsana, Sabarkantha, Banaskantha, Saurashtra, Kutch and Rajasthan. APMC Unjha extends its sale and purchase facilities to a wide area of farmer populations.

27 Agricultural commodities receive pride of place in APMC UNJHA: Jeera (Cumin), Variali (Fennel Seeds) Isabgul, Sarsav, Raido (Mustard), Castor seeds, Till, Groundnut, Asalio, Rajgaro, Fenugreek, Moong, Math, Udad, Gram. Tur, Val, Chola, Guwar, Wheat, Bajari, Juvar, Chino, Kalingada-Bij, Cotton, Corider Seeds, Vegetables & Fruits, Suwa (Dill Seed) & Ajmo (Ajwain Seed)





# HELPING FARMERS. REGULATING PRODUCE.

The Agricultural Market Committee, Unjha was established in 1954 under the Bombay Agricultural Produce Act, 1939. Its main objective was to aid the farmer and maintain fair prices. A modern Market Yard having state-of-the-art infrastructure with all required facilities for producers and traders was also envisaged.





# AN EFFICIENT MARKET COMMITTEE

The Market Committee consists of 17 members, including 8 Agriculturists, 2 members from the Co. Op. Sale Society, 4 traders, 1 local authority and 2 government nominees. A Chairman and Vice-Chairman, is elected from amongst these 17 members every two years. The state government nominates the first Committee and thereafter it comes up through election every four years.

The Committee appoints a Secretary and other staff under the purview of the Director, Agricultural Marketing & Rural Finance, Gujarat State, Gandhinagar.

## DIRECTOR



Gaurangbhai N. Patel



Naranbhai L. Patel



Jethabhai K. Patel

## AGRICULTURIST CONSTITUENCY



Amrutbhai K. Patel



Ambalal J. Patel



Mafatlal I. Patel



Deepakbhai M. Patel



Lt. Prabhuram K. Patel



Narotambhai K. Patel

## TRADERS CONSTITUENCY



Ramanlal I. Patel



Vishnubhai V. Patel



Kanubhai P. Patel



Harshadbhai K. Patel

## NOMINATED MEMBERS (Unjha Municipality)



Haradbhai R. Patel



Girishbhai P. Patel

# UNJHA AN IMPORTANT AGRICULTURAL HUB

As a reputed commercial hub the Unjha Market Yard is one of the biggest regulated markets in India, and is renowned throughout the country for its trade in JEERA (CUMIN SEEDS), VARIALI (FENNEL), ISABGOL (PSYLLIUM) AND RAIDO (MUSTARD).

The Jeera crop of North Gujarat particularly, is superior in quality and there is great demand for this seed, across the states of India and from foreign countries too. Unjha is a natural assembling and export centre for the agricultural commodities of North Gujarat. There are 800 large business firms in this town which export Jeera, Variali, Oil Seeds, Pulses and Isabgul to nearly 1500 centres of India and foreign countries every year.

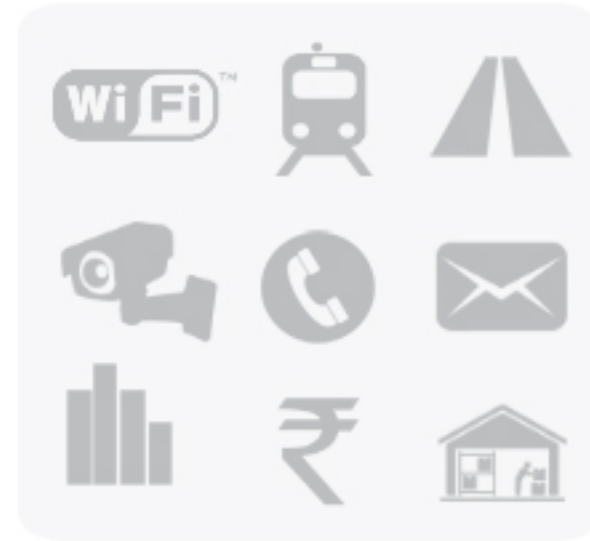
UNJHA is an important centre for crushing and grinding of Oilseeds, Pulses, Isabgul, Corianderseeds and Watermelon seeds.





# MARKET SAVVY FACILITIES

Situated on the main line of the Western Railway, Ahmedabad, Unjha is connected by road to Delhi via the National Highway. Equipped with a Post office, Telegraph and telephones services, 17 Banks, a sub-treasury, CCTV camera, Wi-fi area, modern kitchen, A modern architecture, Conference hall, a state warehouse, the Unjha Market has all the modern facilities for communication, banking and storage that will enhance growth and boost trade.



# IMPROVING METHODS FOR PROGRESS.

Before the application of the Act, operations in the Unjha Market were largely unregulated with no supervision. Trade was conducted by traders of their own accord. Facilities like open auction (Sale) standard weightment, cash payment protection from malpractices and other amenities were not provided. Many new features have been introduced by the Market Committee for stricter regulation and control

## METHOD OF SALE

Agricultural commodities brought in for sale are arranged in open heaps, allotted to general commission agent and sold through open auctions. Details of all sales are instantly noted by auction clerks to avoid disputes.

## SIEVING & DELIVERY

After auction all the produce is sieved for minimizing adulteration and for removing impurities. Delivery of the produce is taken in the Market Yard through standard weights and measures.

## CASH PAYMENT

The method of cash payments is introduced in all processes and is made on the same day as sales delivery.

## MARKET CHARGES

The old practice of collecting market charges in cash and kind has been abolished. The Market Committee has enforced new Market charges, from buyers and sellers. Market charges are not collected from farmers.

## COMMUNICATION OF PRICES

Daily prices and arrivals of the Market is published on the notice board and broadcast on a radio amplifier in the Market Yard. The same is also published in all leading news papers of Gujarat and the prices of important commodities are daily broadcast on All India Radio, Baroda centre.

## UNJHA MARKET YARD AND SUB YARD: CONVENIENTLY LOCATED

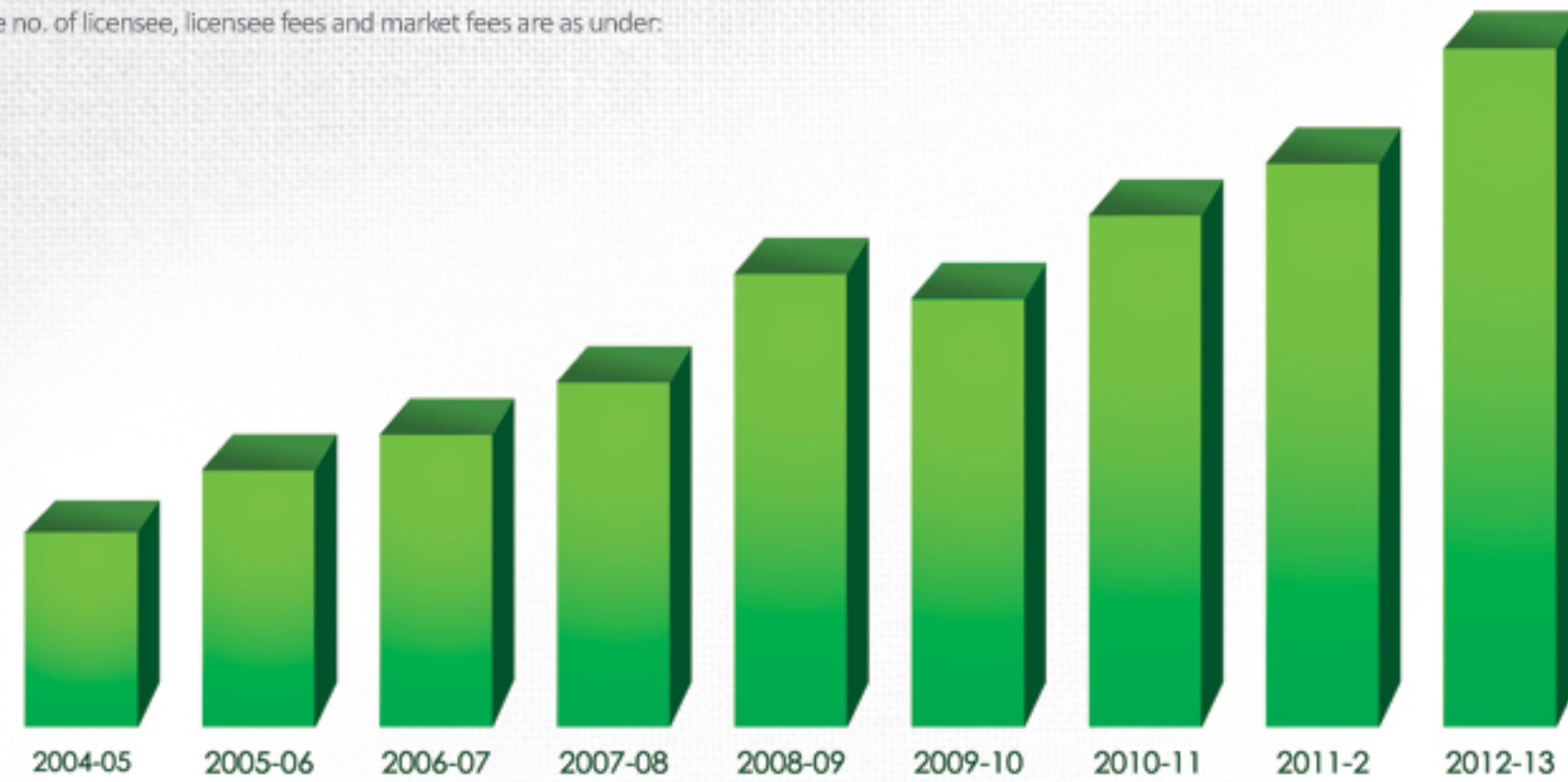
Unjha Market Yard is situated between Unjha town and the railway station. Spread over an area of 36.37 acres the Market has all necessary facilities. The land for a Sub Market Yard has also been obtained and the same will possess modern facilities, with 416 Office - cum - godowns.





## NO. OF LICENSEE, LICENSEE FEES AND MARKET FEES

The no. of licensee, licensee fees and market fees are as under:



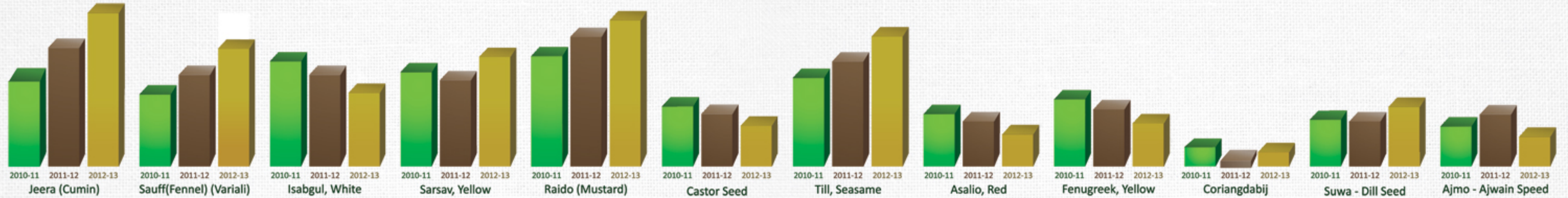
Year	No. of Licensee	Licensee Fees Rs.	Market Fees Rs.
2004 - 2005	3638	1,50,664	2,66,24,232-86
2005 - 2006	4116	1,63,888	2,83,31,658-80
2006 - 2007	5533	1,77,952	3,11,98,506-81
2007 - 2008	3817	1,58,493	4,16,05,512-98
2008 - 2009	3660	1,63,491	5,72,18,216-42
2009 - 2010	4690	1,84,236	5,52,88,187-71
2010 - 2011	4345	1,89,744	6,17,63,455-00
2011 - 2012	4228	1,78,500	7,95,45,762-00
2012 - 2013	4102	1,70,899	10,18,93,429-00





## The Agricultural Produce Market Committee, Unjha.

Statement Showing the yearly total arrivals, average prices & Sale valuation of regulated commodities in Unjha Market Yard  
From the last three Years (Arrivals & Prices in Quintals)



No.	Commodities Name	Year of 2010-2011 (1-04-10 to 31-03-11)			Year of 2011-2012 (1-04-11 to 31-03-12)			Year of 2012-2013 (1-04-12 to 31-03-13)		
		Sale	Yearly Avg. Price	Sale Valuation In Rs.	Sale	Yearly Avg. Pri	Sale Valuation In Rs.	sale	Yearly Avg. Pri	Sale Valuation In Rs.
1.	Jeera (Cumin)	492704	18500.00	596,23,000,00	799082	13400.00	107,07,000,00	1113113	12000.00	133,57,000,00
2.	Sauff(Fennel) (Variali)	188688	14500.00	148,76,000,00	280705	7700.00	216,14,000,00	372683	6780.00	252,67,000,00
3.	Isabgul, White	605570	5900.00	257,25,000,00	450660	5200.00	234,34,000,00	424558	5400.00	229,26,000,00
4.	Sarsav, Yellow	24857	2900.00	6,25,000,00	20495	2900.00	5,94,000,00	16227	3950.00	6,40,000,00
5.	Raido (Mustard)	168924	2600.00	39,59,000,00	156439	2800.00	43,80,000,00	124763	3620.00	45,16,000,00
6.	Castor Seed	16476	4600.00	4,86,000,00	1630	4400.00	7,1,000,00	1441	3400.00	4,8,000,00
7.	Till, Sesame	313734	6000.00	170,10,000,00	425290	5000.00	212,64,000,00	308242	7840.00	241,66,000,00
8.	Asalio, Red	3525	2500.00	92,000,00	1906	2400.00	4,5,000,00	1389	3580.00	4972620
9.	Fenugreek, Yellow	19928	2700.00	5,51,000,00	16284	2400.00	3,90,000,00	6391	2650.00	16936150
10.	Coriangdabij	33	2500.00	82,000				21	3500.00	73500.00
11.	Suwa - Dill Seed	10321	40000.00	4,16,000,00	13642	3000.00	40926000	15501	3260.00	50533260
12.	Ajmo - Ajwain Speed	1826	13375.00	1,76,000,00	5478	9500.00	52041000	1280	4340.00	5555200





## STATE-OF-THE-ART TESTING LABORATORY

Grain Quality Testing is an important process of agricultural produce marketing. Accurate, reliable grain quality testing requires scrupulous attention to testing protocols and standards and requires a dedicated facility that tests for indicators like test weight, moisture content and grain protein content.

To establish an accredited analytical laboratory to the satisfaction of its members and to provide facilities for grain quality testing under one roof, a resolution was passed unanimously to provide building, furniture and staff for setting up of a laboratory in the APMC Yard, Unjha.

A MOU was signed on 01-02-2000 between the APMC, Unjha and the Spices Board, Ministry of Commerce & Industry, Government of India, and it was decided that the Spices Board would purchase and provide equipments with an approximate total cost of Rs. 7.25 lac for setting up of the Quality Testing laboratory. The laboratory will soon start functioning for the benefit of the farming / trading communities.

## BETTER FACILITIES. SUPERIOR DEVELOPMENT.

To create a modern market on the present site the Market Committee has laid down a comprehensive plan and has allotted:

176 plots each of 105' x 18' for Office -cum- Godowns allotted

52 plots of godowns each of 65' x 16' size

54 plots for office -cum-godowns each of different size for licensed traders as per sale conditions

Apart from this the Market Committee has constructed 133 Office - cum - Godowns at a cost of Rs. 75 Lac which has been given to licensed traders at reasonable rent. This measure will help to solve the problems faced in storing agricultural commodities and also avoid their compulsory sale due to lack of space.

The Market Committee has also equipped the Market Yard with permanent amenities like a guest house, canteen, water works, asphalt road, pipe connection, tower, office auditorium, sanitary blocks, water rooms, water tank, water coolers, compound wall, tea stall, drainage, radio - amplifier and loud speakers etc.







## ACTIVITIES THAT SUPPORT THE COMMUNITY AND THE COUNTRY

APMC Unjha has been actively involved in many projects across industries and sectors to help and uplift entire communities.

### AGRICULTURAL

- Rs. 14 Crore 18 Lacs for 220 pond recharge purpose (with Govt. support)
- Rs. 138.70 Lacs for Boribandh and 70 checkdam (with Govt. support)
- Rs. 3.90 Lacs for Veterinary Camp
- Rs. 103 Lacs to distribute Polythin Sheets among the Taluka farmer (with Govt. support)
- Rs. 19.62 Lacs for Veterinary Camp
- Rs. 18.75 Lacs for Farmer Conference
- Rs. 13 Lacs for Cooperative Society Godown Construction
- Rs. 29.25 Lacs Mosquito Net Relief

### GOVERNMENT PARTNERSHIP

- Rs. 1.61 Crore Gokul Gram Yojna
- Rs. 59.84 Lacs for Jyoti Gram Yojna for Unjha Taluka (24 Hours Electricity Scheme)
- Rs. 50 Lacs for Jyoti Gram Yojna for Vadnagar Taluka (24 Hours Electricity Scheme)
- Rs. 6.49 Lacs Mehsana District Panchayat Information Technology Program
- Rs. 20 Lacs Unjha Taluka Data Connectivity, DDO Mehsana

### SECURITY

- More than Rs. 3 Crores for Accident Insurance Scheme
- Rs. 25 Lacs for Honorable Chief Minister Relief Fund
- More than Rs. 5 Lacs for Police Station Building

### EDUCATION

- Rs. 51 Lacs LOK KALYAN TRUST
- Rs. 52 Lacs KANYA KELAVANI MANDAL
- Rs. 61.15 Lacs for Primary School Building / Rooms
- Rs. 45 Lacs SHREYAS KELAVANI MANDAL
- Rs. 10 Lacs NAVJIVAN KELAVANI MANDAL
- Rs. 10 Lacs VIDHYA LAXMI BOND (To Promote Girls Education)
- Rs. 86.05 Lacs to distribute Note-Book and Full Scale Note-Books at a concessional rate
- Rs. 2.31 Lacs for "VANICHE GUJARAT PROGRAM"
- Rs. 11 Lacs Honorable Chief Minister 'KANYA KELAVANI NIDHI FUND'
- Rs. 13 Lacs for Cooperative Society Godown Construction
- Rs. 18.68 Lacs distribute Carpets in Primary School



## SOCIAL WELFARE ACTIVITIES

Excellent food at only Rs. 20 in AC canteen  
Fire fighter service 24 X 7  
Ambulance service 24 X 7  
Rs. 12.11 Lacs Muktidham, Sidhpur

## SOCIAL ACTIVITIES

Rs. 102 Lacs to promote mass wedding ('SAMUH LAGNA')  
Rs. 82 Lacs as Advertisement on Social Institution

## HEALTH

Rs. 31 Lacs Rotary Charitable Trust (Children Hospital), Unjha  
Rs. 46 Lacs Cottage Hospital, Unjha  
Rs. 13 Lacs Sardar Seva Trust, (Blood Bank)  
Rs. 5 Lacs Eye Hospital  
Rs. 5 Lacs District Blindness Treatment  
Rs. 1 Lac Sadbhavana Charitable Trust  
Rs. 5 Lacs Chicken Guniya Treatment Camp  
Rs. 3 Lacs All Diseases Diagnosis Camp, Samoda Vidhyapith  
Rs. 2.5 Lacs All Diseases Diagnosis Camp, Unjha  
Rs. 2.23 Lacs Save Girl Program  
Rs. 7.36 Lacs Healthy Children Year  
Rs. 4.35 Lacs Swine Flu Camp  
Rs. 1.56 Lacs Ayurvedic Hospital  
Rs. 51 Thousand for Yoga Camp  
Rs. 10 Lacs Upera General Hospital  
14.10 Lacs Rotary club, UNJHA (Urinal Block)

## NATURAL DISASTER

Rs. 95 Lacs Scarcity Relief Fund  
Rs. 56 Lacs Honorable Chief Minister Relief Fund  
Rs. 15 Lacs Kutchh Earth Quack Relief Fund  
Rs. 5 Lacs Flood Relief Fund  
Rs. 21 Lacs Tsunami Relief Fund

# FUTURISTIC PLANS

Funds have been kept aside for educational, social and cultural events and activities.

A request has been made to the Government for sanctioning 84 bigha land for creating not only Gujarat's but the country's most reputed market yard on the Unjha\_Siddhpur highway near Brahmanwada. The service charges for this purpose have already paid to the government.

To build godowns in the villages containing market areas.

A modern mall for farmers and a modern farmers' library .

Cattle insurance as well as crop insurance.

Building accessible toilets for BPL and APL families living in Unjha taluka and in the bazaar area without using funds from the Government but building them solely through the Bazaar Committee funds.

Not restraining selling of Jeera, Variyali and Isabgul in the Unjha Market yard but with the objective of trading in other commodities also, a request has been made to the Government for sanctioning 84 bighas land for creating the country's most reputed market yard on the Unjha-Siddhpur highway near Brahmanwada.







## **BUILDING GROWTH. BOOSTING TRADE.**

As the Indian economy develops there is a dire need for specialised marketing services such as physical distribution, storage, and grading and market information gathering of agricultural produce. As the number of participants increases the need for such services from intermediaries between the seller and buyer also increases. This is where APMC Unjha has been playing a major role.

With an experience of 35 years, the Unjha Market Yard is steadily progressing towards an, ideal market scenario - with all amenities and facilities require for the complex sector of Agricultural Marketing and has come to occupy a strategic place in agricultural markets, bringing whole communities of buyers and sellers onto a common platform, thereby providing a major boost to Agricultural Marketing.

**ACTIONS  
SPEAK  
LOUDER  
THAN  
WORDS**







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