**Market Intelligence and Early Warning System Portal**

**Syllabus subtopic:** Food Processing and Related Industries in India- Scope’ and Significance, Location, Upstream and Downstream Requirements, Supply Chain Management.

**Prelims and Mains focus:** about the portal: features and significance; about Operation Greens

**Context:** Union Minister of Food Processing Industries, launched the– Market Intelligence and Early Warning System (MIEWS) Web Portal.

**About MIEWS portal: features and significance**

- The MIEWS Dashboard and Portal is a ‘first-of-its-kind’ platform for ‘real time monitoring’ of prices of tomato, onion and potato (TOP) and for simultaneously generating alerts for intervention under the terms of the Operation Greens (OG) scheme.

- The portal would disseminate all relevant information related to TOP crops such as Prices and Arrivals, Area, Yield and Production, Imports and Exports, Crop Calendars, Crop Agronomy, etc in an easy to use visual format.

- As per the terms of the OG Scheme, during a glut situation, evacuation of surplus production from producing areas to consumption centres will be undertaken as determined by the following:
  
  a) When the prices fall below preceding 3 years’ average market price at the time of harvest;

  b) When the prices fall more than 50% compared to last year’s market price at the time of harvest;
c) When the prices fall less than the benchmark, if any, fixed by the State / Central Government for a specified period.

- The MIEWS system is designed to **provide advisories to farmers to avoid cyclical production** as well as an **early warning in situations of gluts**. For decision makers, the MIEWS system will help in
  
i. monitoring of supply situation for timely market intervention,

  ii. assist in rapid response in times of glut to move produce from glut regions to deficit/consuming regions and

  iii. providing inputs for export/import decision making.

- The **salient features** of the MIEWS portal include:
  
i. A dashboard that would indicate low price and high price alerts as well as price forecasts for 3 month forward

  ii. Prices and arrivals of TOP crops across the country including interactive charts and comparisons with previous seasons

  iii. Area, Yield and Production of TOP crops

  iv. Crop Agronomy and Trade Profile of each of the TOP crops

  v. Regular and special reports on the market situation of the TOP crops. The portal will have public and private sections into which the aforementioned features would be divided. Sections like Prices and arrivals, Area, yield and production, Crop Agronomy and Trade Profile would be accessible to the public while the regular and special market intelligence reports and price forecasts would be accessible only to the policy makers.

- This portal is a **novel initiative of MoFPI leveraging IT tools** and furthering the goals of **Digital India**. Previously, the Ministry has been credited for streamlining the entire project application, implementation & evaluation process online through its **Sampada portal & Dashboard**. MoFPI has recently received accolades from the, Ministry of Personnel,
Public grievances & Pensions, Government of India for effectively implementing **e-Office**.

- The initiative of MoFPI is **expected to leverage the strengths of IT in real time monitoring** and **timely responding to any exigency** on account of supply side irregularity or constraints in respect of these three crops. If successful, this **model can be further expanded and emulated** by other concerned departments/Ministries of Government of India.

**Operation Greens (OG) scheme**

- In the budget speech of Union Budget 2018-19, a new Scheme “Operation Greens” was **announced on the line of “Operation Flood”**, with an outlay of **Rs.500 crores** to **promote Farmer Producers Organizations (FPOs)**, agri-logistics, processing facilities and professional management.

- Accordingly, the Ministry has formulated a scheme for integrated development of **Tomato, Onion and Potato (TOP) value chain**.

The **objectives** of Operation Greens scheme are:

i. Enhancing value realisation of TOP farmers by targeted interventions to strengthen TOP production clusters and their FPOs, and linking/connecting them with the market.

ii. Price stabilisation for producers and consumers by proper production planning in the TOP clusters and introduction of dual use varieties.

iii. Reduction in post-harvest losses by creation of farm gate infrastructure, development of suitable agro-logistics, and creation of appropriate storage capacity linking consumption centres.

iv. Increase in food processing capacities and value addition in TOP value chain with firm linkages with production clusters.
v. Setting up of a market intelligence network to collect and collate real time data on demand and supply and prices of TOP crops.

The scheme has **two-pronged strategy of Price stabilisation measures** (for short term) and **integrated value chain development projects** (for long term).

**(I) Price Stabilisation Measures**

(a) **NAFED is the Nodal Agency to implement price stabilisation measures.** MoFPI will provide 50% of the subsidy on the following two components:

   a. Transportation of Tomato Onion Potato(TOP) Crops from production to storage;
   b. Hiring of appropriate storage facilities for TOP Crops;

(b) Creation of Market Intelligence and Early Warning System – ‘MIEWS’

Web Portal and Dashboard – a platform for monitoring prices of TOP Crops

**(II) Integrated value chain development projects**

a. Formation and Capacity Building of FPOs
b. Quality production
c. Post-harvest processing facilities – At Farm Level
d. Post-harvest processing facilities – At Main Processing Site
e. Agri-Logistics
f. Marketing / Consumption Points