



# **AGRICULTURE MARKETING (AGM)**

**USER GUIDE for Marketing Committee**

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## Overview

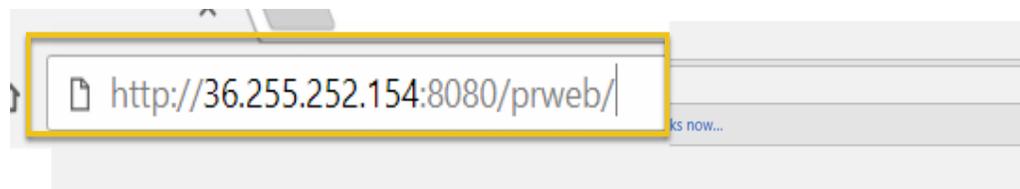
**Agricultural marketing Department** is a unique platform where various systems coexist to facilitate efficient and effective service. It regulates, facilitates, and promotes Agriculture Marketing. It acts as an information gateway to citizens & governs Farmer Welfare.

- Registration of farmers & traders
- Issuing licenses for commission agents and trades
- Collection of transactional data about all kinds of production from Agriculture department
- Create a smart link / interface between Traders, Commission agents and other information providers.
- Execute and maintain required Infrastructure facilities in Agriculture Marketing Committee and department check post for the economic development in Andhra Pradesh.
- E-enable delivery of the entire Agriculture Marketing department services through appropriate automation of backend processes.

## Login to AGM

### Step 1:

Open browser in your desktop or laptop & enter the URL <http://36.255.252.154:8080/prweb/> to open AGM website.



### Step 2:

Enter valid Marketing Committee user name (license number), password & click on the 'Log in' button.



Password

Log in

[Forgot password?](#)

“Permit Validation” page is displayed.



Government of Andhra Pradesh  
Agriculture Marketing

Permit Validation

Market Name \_\_\_\_\_ Market Address \_\_\_\_\_ Market Licence Number WithoutLogin Date and Time 24/05/2018 02:47:02 PM

Penalise

Please enter permit id

## PERMIT VALIDATION

The marketing committee uses this section to penalize the traders who violates the rules of the Permit.

### Step 1:

Enter valid permit id in the text box & click on submit button.

Permit details page is displayed with “Approve” & “Penalize” buttons.

**NOTE:**

Marketing Committee will validate all the details of the permit & “approve” it if the “Permit Start Date” & “Permit Due Date” are valid.

Marketing Committee will validate all the details of the permit & “Penalize” it if

- Expired Permit
- Reuse of Permit
- Under Value of Commodity
- Under Weight of Commodity

## Approve

Click on “Approve” button to approve the permit.

**Government of Andhra Pradesh**  
Agriculture Marketing

**Permit Validation**

Penalise

**The Andhra Pradesh AMC (Regulation and Development) Act, 1968**  
Form 35-A Rule 74 A(1)  
AMC-Guntur  
Permit For Transportation of Agriculture Produce

License Number 123123003	Permit Start Date 24/05/2018 12:47:23 PM	Permit Number P2018052421
Permit Due Date 24/05/2018 3:42 PM	Permit Type Primary	Sale/Invoice No INV000710

Trader Name Munagala Mohan Syam Prasad	Place of Purchase Moragudi (CT) Jammalamadugu Y.S.R. ANDHRA PRADESH 435678	Consignee Name Testing
Trader Address Sri Gourav Spices,D.No. 237/A, Behind VGT Cold Storage, Opp. Tirupattamma Temple, Near Mirchi Yard, Guntur		Consignee Address Kalamalla Yerraguntla Y.S.R. ANDHRA PRADESH 435678

Commodity Ambada Seed	Quantity/Weight 10.00	Trade Value (INR) ₹1,000.00
Market Fees (INR) ₹10.00	Transport Vehicle ap03ed2323	

**Approve** **Penalise**

The permit is approved & the Permit validation page is displayed.

**Government of Andhra Pradesh**  
Agriculture Marketing

**Permit Validation**

Market Name \_\_\_\_\_ Market Address \_\_\_\_\_ Market Licence Number WithoutLogin Date and Time 24/05/2018 02:47:02 PM

Penalise

Please enter permit id  **Submit**

## Penalize

Click on “Penalize” button to approve the permit.

**Government of Andhra Pradesh**  
Agriculture Marketing

Permit Validation

Penalise

**The Andhra Pradesh AMC (Regulation and Development) Act, 1968**  
**Form 35-A Rule 74 A(1)**  
AMC-Guntur  
Permit For Transportation of Agriculture Produce

License Number 123123003	Permit Start Date 24/05/2018 12:47:23 PM	Permit Number P2018052421
Permit Due Date 24/05/2018 3:42 PM	Permit Type Primary	Sales Invoice No INV000710
Trader Name Munagala Mohan Syam Prasad	Place of Purchase Moragudi (CT) Jammalamadugu Y.S.R. ANDHRA PRADESH 435678	Consignee Name Testing
Trader Address Sri Gourav Spices,D.No. 237/A, Behind VGT Cold Storage, Opp. Tirupattamma Temple, Near Mirchi Yard, Guntur		Consignee Address Kalamalla Yerraguntla Y.S.R. ANDHRA PRADESH 435678
Commodity Ambada Seed	Quantity/Weight 10.00	Trade Value (INR) ₹1,000.00
Market Fees (INR) ₹10.00	Transport Vehicle ap03ed2323	

Approve Penalise

A new page is displayed with the license number & a dropdown to select the Penalty reason.

**Government of Andhra Pradesh**  
Agriculture Marketing

Permit Validation

Penalise

License Number  
123123003

Penalty Reason  
--Select Penalty Reason--

Commodity Name	Quantity	Sale Value (INR)	Market Fee (INR)
Bengal Gram	0.50	₹60,000.00	₹6,000.00
Penalty Amount (INR)			

Submit

Below list of reasons for penalty are displayed:

- Expired Permit
- Reuse of Permit
- Under Value of Commodity
- Under Weight of Commodity

## Expired Penalty

### Step 1:

Click on “Expired Permit” from the dropdown list of Penalty reason.

The penalty amount is auto-calculated based on the details in the permit.

### Step 2:

Click on Submit button.

The page is redirected to the permit validation page.

## Reuse of Permit

### Step1:

Click on “Reuse of Permit” from the dropdown list of Penalty reason.

Commodity Name	Quantity	Sale Value (INR)	Market Fee (INR)
Bengal Gram	0.50	₹66,666.67	₹6,666.67
Penalty Amount (INR)		13,333.00	

The penalty amount is auto-calculated based on the details in the permit.

### Step 2:

Click on Submit button.

The page is redirected to the permit validation page.

## Under Value of Commodity

### Step 1:

Click on “Under Value of Commodity” from the dropdown list of Penalty reason.

Commodity details are displayed with a text box to enter the “Corrected Sale Value” of the commodity.

### Step2:

Key in the corrected sale value of the commodity.

Commodity Name	Quantity	Sale Value (INR)	Market Fee (INR)
Ambada Seed	10.00	₹1,000.00	₹10.00
Corrected Sale Value (INR)		1200.00	
Corrected Market Fee (INR)		12.00	
Penalty Amount (INR)		14.00	

Submit

The corrected market fee & the penalty amount are auto-calculated based on the corrected sale value permit.

### Step 3:

Click on Submit button.

Please enter permit id

Submit

The page is redirected to the permit validation page.

## Under Weight of Commodity

### Step 1:

Click on “Under Weight of Commodity” from the dropdown list of Penalty reason.

Government of Andhra Pradesh  
Agriculture Marketing

Permit Validation

Penalise

Licence Number: 123123003

Penalty Reason: Under Weight of Commodity

Commodity Name	Quantity	Sale Value (INR)	Market Fee (INR)
Ambada Seed	10.00	₹1,000.00	₹10.00
Corrected Commodity Weight	Corrected Sale Value (INR)	Corrected Market Fees (INR)	
Penalty Amount (INR)			

Submit

Commodity details are displayed with text box to enter the “Corrected Commodity Weight” & “Corrected Sale Value” of the commodity.

### Step 2:

Key in the corrected commodity weight & sale value of the commodity.

Government of Andhra Pradesh  
Agriculture Marketing

Permit Validation

Penalise

Licence Number: 123123003

Penalty Reason: Under Weight of Commod

Commodity Name	Quantity	Sale Value (INR)	Market Fee (INR)
Ambada Seed	10.00	₹1,000.00	₹10.00
<b>Corrected Commodity Weight</b>		<b>Corrected Sale Value (INR)</b>	
1500		20000.00	
Penalty Amount (INR)		Corrected Market Fees (INR)	
390.00		200.00	

Submit

The corrected sale value & penalty amount are auto-calculated based on the corrected sale value permit.

### Step 3:

Click on Submit button.

Government of Andhra Pradesh  
Agriculture Marketing

Permit Validation

Market Name: \_\_\_\_\_

Market Address: \_\_\_\_\_

Market Licence Number: WithoutLogin

Date and Time: 24/05/2018 02:47:02 PM

Penalise

Please enter permit id

Submit

The page is redirected to the permit validation page.

**NOTE:** If the Permit as already penalized then the below screen is displayed.

**Government of Andhra Pradesh**  
Agriculture Marketing

Permit Validation

Penalise

This permit is already penalized with reason - ----

**The Andhra Pradesh AMC (Regulation and Development) Act, 1968**  
**Form 35-A Rule 74 A(1)**  
**AMC-Guntur**  
**Permit For Transportation of Agriculture Produce**

License Number 123123003	Permit Start Date 24/05/2018 01:36:44 PM	Permit Number P2018052434
Permit Due Date 24/05/2018 1:41 PM	Permit Type Primary	Sale/Invoice No INV000712
Trader Name Munagala Mohan Syam Prasad	Place of Purchase Bachepalle Alilagadda Kurnool ANDHRA PRADESH 567898	Consignee Name janrdhan
Trader Address Sri Gourav Spices,D.No. 237/A, Behind VGT Cold Storage, Opp. Tirupattamma Temple, Near Mircha Yard, Guntur		Consignee Address Bachepalle Alilagadda Kurnool ANDHRA PRADESH 567898
Commodity Bengal Gram	Quantity/Weight 20.00	Trade Value (INR) ₹26,666,666.64
Market Fees (INR) ₹266,666.67	Transport Vehicle ap03rh4545	

Approve Penalise

## PENALISE

The marketing committee uses this section to penalize the traders with no permits.

### Step 1:

Click on the Penalize tab under the main menu.

The Penalize page displays list of all penalized permits.

**Government of Andhra Pradesh**  
Agriculture Marketing

Permit Validation

Penalise

Market Name	Market Address	Market Licence Number	Date and Time
---	---	WithoutLogin	24/05/2018 05:40:51 PM

Penalise Without Permit

1 2 >

PermitID	PermitType	PermitCreateDate	PermitExpireDate	Quantity
P2018052443	Penalise	24/05/18 4:55 PM	25-May-18 6:16:44 PM	10
P2018052440	Penalise	24/05/18 2:57 PM	24-May-18 8:07:02 PM	56
P2018052432	Penalise	24/05/18 1:25 PM	30-May-18 12:45:22 AM	30
P2018051730	Penalise	18/05/18 12:24 AM	19-May-18 1:32:19 PM	2,000
P2018051729	Penalise	18/05/18 12:09 AM	18-May-18 2:56:26 PM	1,000

Generate Permit

This section is used to penalize the traders without permit details.

**Step 2:**

Select a permit id & click on “Generate Permit” button.

The screenshot shows the 'Government of Andhra Pradesh Agriculture Marketing' interface. On the left, there is a sidebar with 'Permit Validation' and 'Penalise' options. The main content area displays a table titled 'Penalise Without Permit'. The table has the following data:

PermitID	PermitType	PermitCreateDate	PermitExpireDate	Quantity
P2018052443	Penalize	24/05/18 4:55 PM	25-May-18 6:16:44 PM	10
P2018052440	Penalize	24/05/18 2:57 PM	24-May-18 8:07:02 PM	56
P2018052432	Penalize	24/05/18 1:25 PM	30-May-18 12:45:22 AM	30
P2018051730	Penalize	18/05/18 12:24 AM	19-May-18 1:32:19 PM	2,000
P2018051729	Penalize	18/05/18 12:09 AM	18-May-18 2:56:26 PM	1,000

Below the table, there is a 'Generate Permit' button.

Marketing Committee Penalties List should open in a pop up window.

Government of Andhra Pradesh  
Agriculture Marketing

Permit Validation  
Penalise

Market Name  
Penalise Without  
1 2 3 >

PermitID  
P2018052448  
P2018052447  
P2018052446  
P2018052445  
P2018052443

Date and Time  
25/05/2018 10:04:33 AM

MarketingCommitteePenaltiesList

Trader Details

Penalty Type\*  
--Select--

SupplierDetails

Name\*  
Supplier Address Line1\*

State\*  
--Select--

Village\*  
Select

District\*  
Select

PinCode

Consignee Details

Consignee Name\*  
Consignee Address1\*

Consignee State\*  
Select

Consignee District\*  
Select

Consignee Village\*  
Pincode

Cancel Submit

## Penalty Type: With License

### Step 1

Select the penalty type (with License) from the dropdown.

The screenshot shows a web application interface for the Government of Andhra Pradesh Agriculture Marketing. The main window is titled 'MarketingCommitteePenaltiesList'. On the left, there is a sidebar with 'Permit Validation' and 'Penalise' sections. The 'Penalise' section is active, showing a list of permit IDs (P2018052448, P2018052447, P2018052446, P2018052445, P2018052443). The main form area is divided into sections: 'Trader Details', 'Supplier Details', and 'Consignee Details'. The 'Penalty Type\*' dropdown menu is open, showing two options: 'With License' and 'With out License'. The 'Trader License Number\*' field is visible below the dropdown. The form also includes fields for State, Village, Consignee Name, Consignee State, Consignee Village, District, PinCode, and Consignee Address. There are 'Cancel' and 'Submit' buttons at the bottom.

'Trader License number' field is displayed under the 'Penalty type' dropdown.

This screenshot shows the same 'MarketingCommitteePenaltiesList' form, but now the 'Penalty Type' dropdown is closed and set to 'With License'. The 'Trader License Number\*' field is highlighted with a red rectangular box. The rest of the form structure, including the sidebar, permit list, and other input fields, remains the same as in the previous screenshot.

Step 2:

Enter the Trader License Number, Supplier & Consignee details displayed below the penalty type in the Marketing committee Penalty list pop up window & Click on Submit button.

The Penalty for the selected trader License number is generated, the pop up window for “Marketing Committee Penalties List” is closed & the default penalize page is displayed.

The screenshot shows the 'Penalise' page in the Government of Andhra Pradesh Agriculture Marketing system. The page header includes the government logo and the text 'Government of Andhra Pradesh Agriculture Marketing'. Below the header, there are fields for 'Market Name', 'Market Address', 'Market Licence Number' (set to 'WithoutLogin'), and 'Date and Time' (25/05/2018 10:21:55 AM). The main content area is titled 'Penalise Without Permit' and contains a table with the following data:

PermitID	PermitType	PermitCreateDate	PermitExpireDate	Quantity
P201805251	Penalize	25/05/18 10:21 AM	04-Jun-18 1:48:53 PM	1
P2018052448	Penalize	24/05/18 7:59 PM	24-May-18 10:36:33 PM	20
P2018052447	Penalize	24/05/18 7:57 PM	25-May-18 3:20:53 AM	20
P2018052446	Penalize	24/05/18 7:31 PM	25-May-18 2:14:07 AM	20
P2018052445	Penalize	24/05/18 6:23 PM	25-May-18 7:40:57 AM	40

At the bottom of the table, there is a 'Generate Permit' button.

**NOTE:** The Penalize Create Date & the Quantity are updated for the penalized Permit ID.

## Penalty type: Without License

### Step 1

Select the penalty type (Without License) from the dropdown displayed in the “Marketing Committee Penalties List” pop up window.

## Step 2:

Enter the Trader's Name, mobile number, Supplier & Consignee details displayed below the penalty type in the Marketing committee Penalty list pop up window & Click on Submit button.

The Penalty is sent to the Traders mobile number, the pop up window for "Marketing Committee Penalties List" is closed & the default penalize page is displayed.

**Government of Andhra Pradesh**  
Agriculture Marketing

Permit Validation

Market Name: \_\_\_\_\_ Market Address: \_\_\_\_\_ Market Licence Number: WithoutLogin Date and Time: 25/05/2018 10:21:55 AM

Penalise

Penalise Without Permit

1 2 3 >

PermitID	PermitType	PermitCreateDate	PermitExpireDate	Quantity
P201805251	Penalize	25/05/18 10:21 AM	04-Jun-18 1:48:53 PM	1
P2018052448	Penalize	24/05/18 7:59 PM	24-May-18 10:36:33 PM	20
P2018052447	Penalize	24/05/18 7:57 PM	25-May-18 3:20:53 AM	20
P2018052446	Penalize	24/05/18 7:31 PM	25-May-18 2:14:07 AM	20
P2018052445	Penalize	24/05/18 6:23 PM	25-May-18 7:40:57 AM	40

Generate Permit

## Switch Role

Based on the user access level, marketing committee member can also log in as trader.

### Step 1:

Click on the power icon displayed on top right side of the page.

**Government of Andhra Pradesh**  
Agriculture Marketing

Permit Validation

Market Name: \_\_\_\_\_ Market Address: \_\_\_\_\_ Market Licence Number: WithoutLogin Date and Time: 25/05/2018 10:55:40 AM

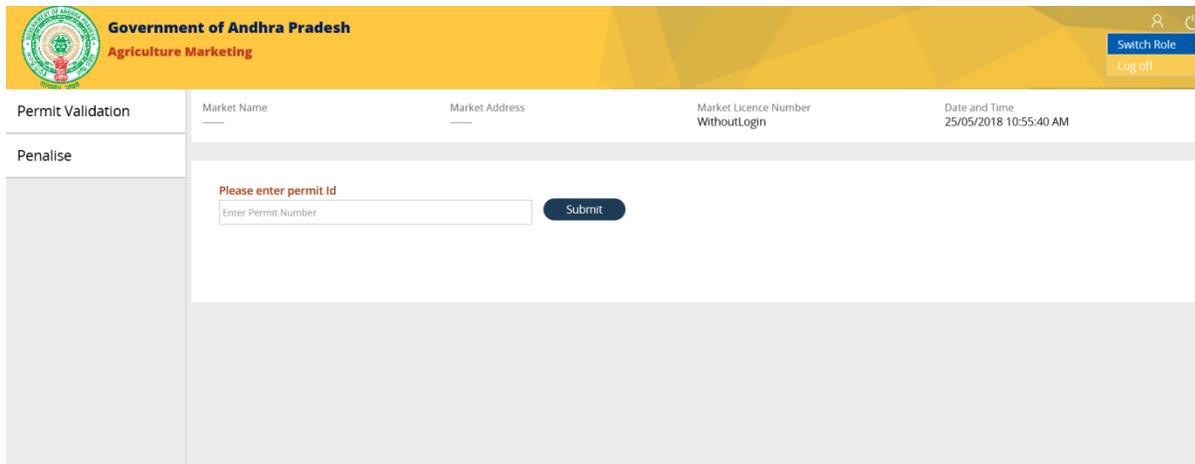
Penalise

Please enter permit id

Enter Permit Number

Below list of options are displayed in the dropdown to choose from

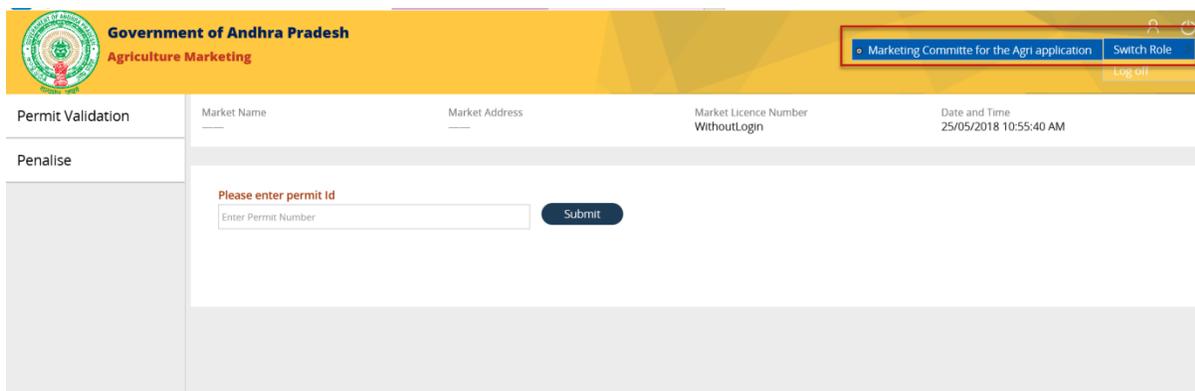
- Switch Role
- Log off



### Step 2:

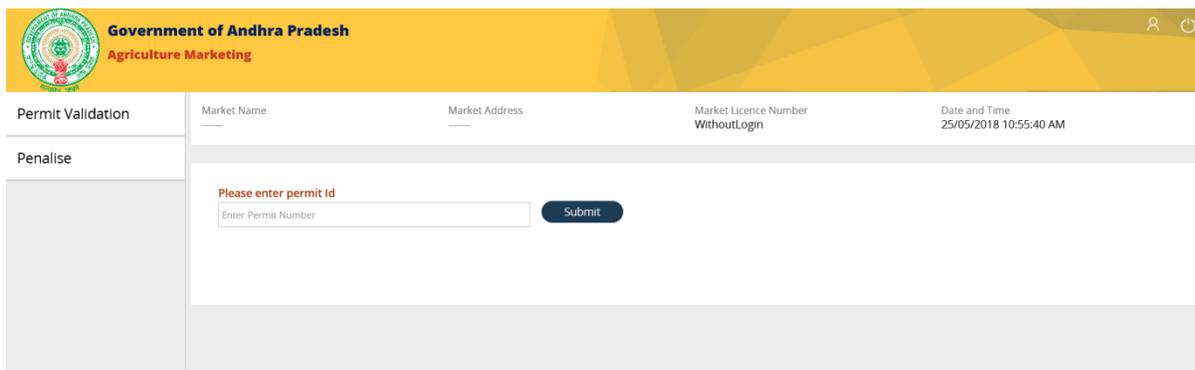
Mouse hover on the “Switch Role” option displayed in the list of options.

Based on the user access level, a list of options are displayed under ‘Switch Role’ option.



### Step 3:

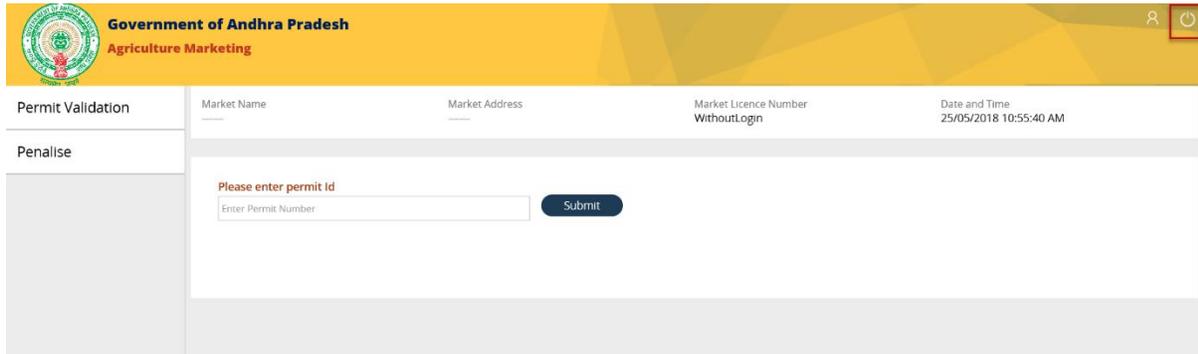
Click on the desired role (Marketing Committee for the Agricultural application) to switch role.



Based on the role selected the user is displayed with respective home page.

## Log Off

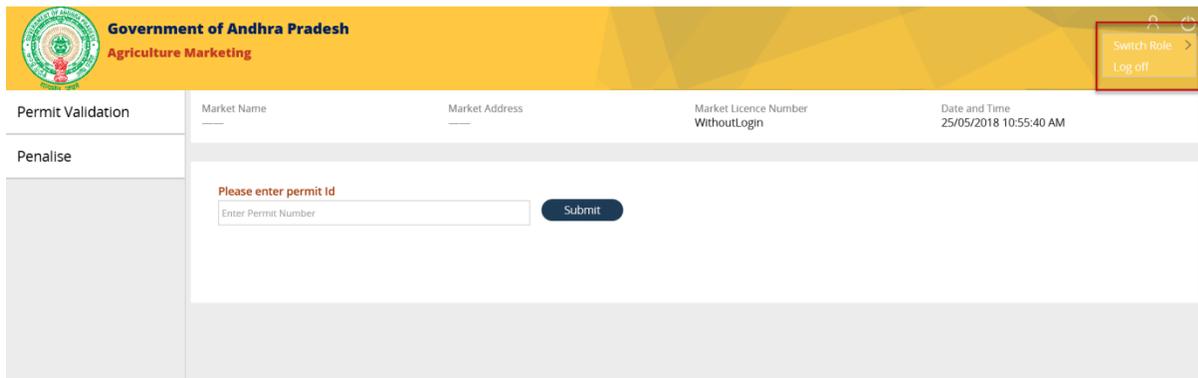
Click on the power icon displayed on top right side of the page.



The screenshot shows the top navigation bar of the Government of Andhra Pradesh Agriculture Marketing portal. The bar is yellow and contains the state emblem on the left, the text "Government of Andhra Pradesh" and "Agriculture Marketing" in the center, and a user profile icon and a power icon on the right. Below the navigation bar, there is a table with columns for "Permit Validation", "Market Name", "Market Address", "Market Licence Number", and "Date and Time". The "Market Licence Number" column contains the text "WithoutLogin" and the "Date and Time" column contains "25/05/2018 10:55:40 AM". Below the table, there is a "Penalise" section with a form that includes a text input field labeled "Enter Permit Number" and a "Submit" button. The power icon in the top right corner is highlighted with a red box.

Below list of options are displayed in the dropdown to choose from

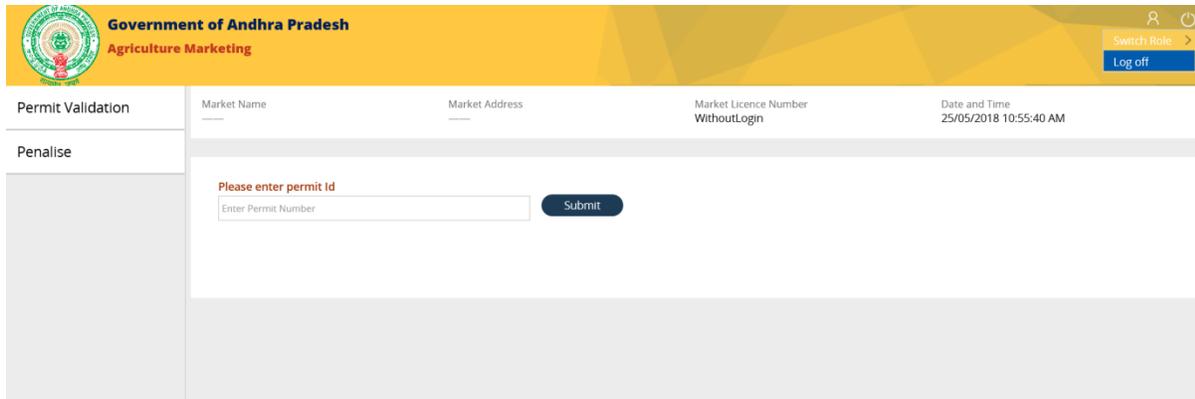
- Switch Role
- Log off



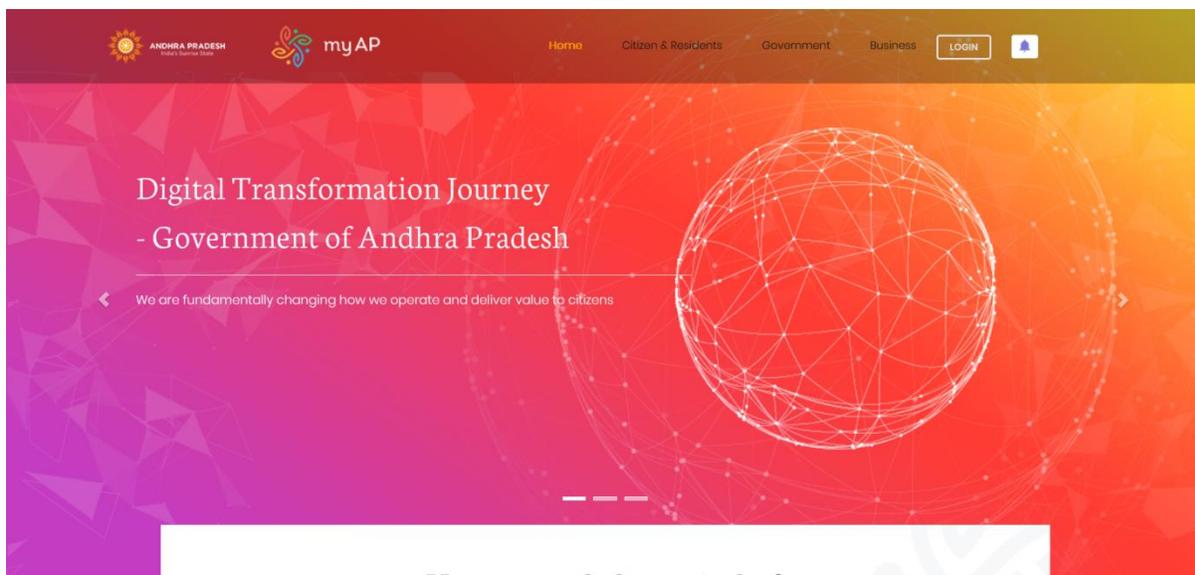
This screenshot is identical to the previous one, but the dropdown menu that appears when the power icon is clicked is highlighted with a red box. The dropdown menu contains two options: "Switch Role" and "Log off".

### Step 2:

Click on the "Log Off" button displayed in the list of options.



The user is successfully logged out of the application & the page is redirected to "One portal".



# Thank You !

[www.e-pragati.in](http://www.e-pragati.in)

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