A Case Study :

Agricultural market intelligence – A case study of maize crop price forecasting

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SUMMARY : The majority of the rural producers are unable to understand and interpret the market and price behavior to their advantages. Hence, market information and intelligence are crucial to enable farmers and traders to make informed decisions about what to grow, when to sell, and where to sell. The price forecasts are made by analyzing the prices of Agricultural Commodities concerned over 15 years using advanced statistical tools like ARIMA, ARCH, GARCH models, comparing the same with prices of futures markets and national and international reports of trade surveys besides conducting state level trade surveys. Under the project price forecasts were made for maize crop twice during *Kharif* and *Rabi* seasons for 3 years / 6 seasons from *Kharif* 2014 to *Rabi* 2016-17. Thus, a total 12 price forecasts with more than 90 per cent precision were developed and disseminated through various means like university website, university magazine, Vyavasayam, SMS to contact farmers, pamphlets, farmers trainings and meetings, etc.

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