

No: SFAC/43/Parl.Qus/2023-24
Small Farmers Agribusiness Consortium
5th Floor, NCUI Auditorium Building,
August Kranti Marg, Hauz Khas, New Delhi - 110016

Dated 07.12.2023

To,
Marketing Officer Group-1,
Directorate of Marketing and Inspection,
Department of Agriculture & Farmer Welfare,
Ministry of Agriculture & Farmer Welfare
HO, Faridabad.

Sub: LSUO dy. No. 3237 (Admitted Question No. 1558) for 12.12.2023- Strengthening of APMCs.

Sir,
Please refer to your mail letter dated 06.12.2023 on the above subject. In this regard, point wise reply is furnished as below:

S. No	Query	Reply
a)	Whether the Government has been taking continuous corrective policy measures to strengthen the Agricultural Produce Marketing Committees (APMCs) and to make them more transparent modern and competitive with the advent of modern digital technologies through improving infrastructure and services provided to the farmers	Yes, Government has undertaken the following to strengthen the Agricultural Produce Marketing Committees (APMCs) and to make them more transparent modern and competitive with the advent of modern digital technologies through improving infrastructure and services provided to the farmers: <ul style="list-style-type: none">• A day long National Workshop on National Agriculture Market (e-NAM) 2.0 & Agriculture Marketing Reforms was conducted on 19.09.2023 under aegis of Ministry of Agriculture & Farmers Welfare GoI, to deliberate on issues/challenges of e-NAM scheme with objective to draft way forward to e-NAM 2.0.• Operational Guidelines of National Agriculture Market (e-NAM) have been revised to strengthen the agriculture produce marketing ecosystem. The revised guidelines are as below :<ol style="list-style-type: none">a) to expand and consolidate the e-NAM through integrating more markets and promoting inter-mandi within State and inter-state trade;b) to focus on Warehouses Based Sale (WBS) and eNWR trade through e-NAM;c) to proactively formalize new modules to provide benefits to the farmers and FPOs.d) to open the e-NAM platform beyond

APMC/RMC mandis to create further competition and ensure competitive price realization to the farmers.

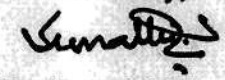
- e) to strengthen quality assaying systems and to develop trade reliable grade-standards to promote inter-mandi and inter-State e- trade; and
- f) to create further demand in market and to benefit farmers, along with the primary trade, secondary trade will also be undertaken through e-NAM.

Additionally, each APMC is facilitated with the following to improve infrastructure and services for the benefit of stakeholders :

- Funds as Grant are allocated to each mandi for readiness of Infrastructure as one-time fixed cost of Rs.30.00 lakh per Mandi for purchase of related equipment / infrastructure such as computer hardware, internet facility, assaying equipment etc. Additionally an amount of Rs. 40 lakh is provided for creation of infrastructures like cleaning, sorting, grading and packaging facilities and Rs 5 Lakh for creation of bio composting unit, to make the mandi ready for integration with e-NAM platform.
- Customized training sessions are organized for stakeholders (2 sessions per mandi per year) and for mandi officials (4 sessions per mandi per year). Sessions are organized with use of Audio Video aid for disseminating information regarding e-NAM Portal and e-bidding process.
- Stakeholder trainings for Farmers, Traders, Farmer Producer Organisations and mandis staff etc are conducted periodically (physically and on VC) to create awareness and hand-holding regarding e-NAM portal. Training sessions are conducted by trained staff in vernacular language.
- Online Tutorials and user guide is available on e-NAM website (www.enam.gov.in) for benefit of users which provides detail information on e-NAM portal, registration process, e-bidding process etc.
- User friendly portal and mobile app has been developed wherein user can register itself online and avail the benefits of various services. Portal and mobile app is freely downloadable and are available in 12

		<p>languages.</p> <ul style="list-style-type: none"> • Helpdesk support: A toll free number (1800 2700 224) and email support (enam.helpdesk@gmail.com) is available to provide prompt assistance regarding e-NAM portal and other queries. • A trained "Mandi Analyst" is deputed at every e-NAM mandi for a period of One year from date of integration, to assist stakeholders to transact on e-NAM portal and train other mandi staff. • Stalls, Banners etc are arranged at key events/exhibitions/seminars etc organized by Central / State govt to promote and disseminate information on e-NAM portal. • Success stories & Blog page – Success stories involving participation of farmers, FPOs on e-NAM portal and other initiatives undertaken by State Govt to facilitate improvement in process are published at www.enam.gov.in and showcased as reference for other stakeholders. • Nodal Officer – Every state deputes a "Director" level officer as e-NAM nodal officer to oversee the activities of promoting e-NAM portal, assist stakeholder participation and expand reach of e-NAM portal in the respective state.
b)	<p>Whether a high level expert committee has been constituted by the Government while taking a stride towards the said initiative to promote inter-mandi and inter-state trades through conceptualization and implementation of market yards of national importance; and</p>	<p>Ministry may reply</p>
c)	<p>Whether the expert committee has submitted its report to the Government?</p>	<p>Ministry may reply</p>

Yours faithfully,



(Dr. Sumathi S)
Dy. Director (Admn)