

No: SFAC/43/Parl.Qus/2024-25
Small Farmers Agribusiness Consortium
5th Floor, NCUI Auditorium Building,
August Kranti Marg, Hauz Khas, New Delhi – 110016

Dated 01.04.2025

To,

Under Secretary (M-II),
Department of Agriculture & Farmer Welfare,
Krishi Bhawan
New Delhi

Sub: Request for inputs in respect of the Question Dy. No. S8028 (Admitted as Question No. 3969) for 04-04-2025.

Sir,

Please refer to your letter dated 01.04.2025 on the above subject. In this regard, point wise reply is furnished as below:

Question	Response
(b) steps taken to accelerate the growth of Village E-Commerce as a catalyst for strengthening the rural economy:	<ul style="list-style-type: none">➤ Assisting FPOs in registering with Network Partners (NPs) under the ONDC platform, as well as on the GeM and NCUI Haat portals.➤ Facilitating regular awareness sessions on e-commerce platforms.➤ Providing recommendations and inputs from time to time for continuous improvements in portal transparency and operational efficiency.➤ Suggesting improvements based on data-driven decisions.➤ As of 28, Feb 2025, 4,675 FPOs have been onboarded on various NPs under the ONDC platform, 140 FPOs on the GeM portal, and 60 FPOs on the NCUI Haat portal.➤ As of 28, February 2025, 4,392 FPOs have been registered on eNAM.
b) whether government will launch a special mission to enhance the marketing of rural agri-products using Information and Communication Technologies (ICTs); Provide details;	No such information available with SFAC
c) measures implemented to transform villages into hubs of resources and knowledge through ICT.	No such information available with SFAC

<p>d) whether government has identified key challenges faced by rural entrepreneurs in adopting e-commerce platforms; what steps are being taken to address these challenges;</p>	<p>1. Challenge: Customer orders are automatically assigned to the delivery partner with the lowest delivery fees, regardless of performance</p> <p>Step Taken: Order allocation to logistics partners is made based on their performance, with an algorithm implemented to automate this process.</p> <p>2. Challenge: FPOs are not aware about the E-commerce platform and its benefits.</p> <p>Step Taken: (a) Conducting regular awareness sessions to educate FPOs and farmers on the use of the E-commerce platform. (c) Providing handholding support to FPOs to encourage them to onboard onto the E-commerce platform.</p>
<p>e) What initiatives are in place to improve digital literacy and internet connectivity in rural areas to support village e-commerce expansion?</p>	<ul style="list-style-type: none"> ➤ Regularly providing training to FPOs for onboarding them onto the e-commerce platform. ➤ Facilitate FPO onboarding on E-commerce platform (ONDC) during the FPO Mela. ➤ Assisting FPOs with catalogue management.

Yours faithfully,

N. *Prasanth* 01/04/2025
 (Prasanth Chander N.)
 Dy. Director (Admn)