

76

No: SFAC/43/Parl.Qus/2025-26
Small Farmers Agribusiness Consortium
5th Floor, NCUI Auditorium Building,
August Kranti Marg, Hauz Khas, New Delhi – 110016

Dated 18.07.2025

To,

Shri. Mazhar Imam,
Marketing-II
Department of Agriculture & Farmer Welfare,
208, Shastri Bhavan, New Delhi

Sub: Reply so far as Provisionally admitted Question in Rajya Sabha starred Diary No 1048 for 25.07.25 on Marketing and Storage Infrastructure for Farmers' Produce in Maharashtra.

Sir,

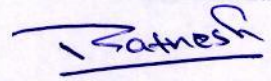
Please refer to your mail dated 14.07.2025 on the above subject. In this regard, point wisereply is furnished as below:

Sl. No.	Question	Reply so far as SFAC is concerned
a)	the status of agricultural marketing infrastructure such as mandis and cold storage facilities in Maharashtra;	As on date, 133 Mandis of Maharashtra are onboarded on e-NAM portal. One time grant of Rs. 30 Lakhs is being provided to the States / UTs for each mandi integrated with e-NAM for purchase of hardware, internet connection, assaying equipment and related infrastructure. Additionally, Rs. 40 lakhs per mandi is also provided for the purchase of cleaning, grading and packaging and related infrastructure/facilities.
b)	the steps taken to improve farmers' access to markets;	Two training programs are being conducted annually for all e-NAM Mandis for the farmers & other stakeholders to promote the farmers' access to the online marketplace. Till 30.06.2025 14,70,958 farmers/FPOs across India and 1,31,126 farmers from Maharashtra have been trained. e-NAM application is available through web & mobile application. Tutorial videos are available on social media platforms as well.
c)	the support for post-harvest management and value addition; and	e-NAM (National Agriculture Market) is an online platform that aims to create a unified national market for agricultural commodities. While its primary focus is on facilitating online trading, it also provides support for post-harvest management and value addition in several ways: <u>Post-Harvest Management :</u> 1. Market Information: e-NAM provides real-time market information, enabling farmers to make informed decisions about their produce. 2. Warehouse Receipt System: Farmers storing their produce in WDRA registered warehouses obtain electronic negotiable warehouse receipts (eNWRs). eNAM facilitates trading of these eNWRs, thereby

Ratnesh

		helping farmers to obtain better returns on their produce when market price is favourable to them. 3. Price Discovery: The platform facilitates price discovery, allowing farmers to get better prices for their produce commensurate to the quality. <u>Value Addition :</u> 1. Market Linkages: e-NAM provides a platform for farmers to connect with buyers, processors, and other stakeholders, enabling them to get better prices for their produce. 2. Quality Control: eNAM promotes quality control by equipping mandis with assaying facilities. The eNAM platform also incorporates tradable parameters set by DMI which enables grading of the traded lots. 3. Value-Added Services: e-NAM offer value-added services such as grading, sorting, and packaging, which can help farmers increase the value of their produce. By providing these services e-NAM aims to reduce post-harvest losses, improve market efficiency, and increase farmers' incomes.
d)	the initiatives to promote e-NAM and direct farmer-to-consumer sales?	Two training programs are being conducted annually for all e-NAM Mandis for the farmers & other stakeholders to promote the farmers' access to the online marketplace. Till 30.06.2025, 14,70,958 farmers/FPOs across India have been trained. e-NAM application is available through web & mobile application. Tutorial videos are available on social media platforms as well. The FPOs are selling product directly to consumers through both online & offline marketing channel. For direct sale and promotion of FPO product, FPO Mela/exhibition are conducted across the country. During 2024-25, 22 Melas conducted by SFAC and 27 Melas conducted by NABARD. Apart from this, FPOs do sales & promotion of their product through various expo exhibition conducted by industries and business organizations. FPOs also sell their products directly to consumers through online platforms. As on date 5315 FPOs have registered on ONDC for sale of their product.

Yours faithfully

 18/07
(Ratnesh Kr. Choudhary)
Sr. Manager (Finance)