

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 05.12.2023

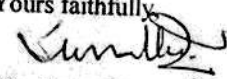
To,
 Marketing Officer Group-1,
 Directorate of Marketing and Inspection,
 Department of Agriculture & Farmer Welfare,
 Ministry of Agriculture & Farmer Welfare
 HO, Faridabad.

Sub: Rajya Sabha PQ Dy. No. U1576, for 08.12.2023 request for Inputs – Agri marketing
 Sir,

Please refer to your mail letter dated 04.12.2023 on the above subject. In this regard, point wise reply is furnished as below:

S. No	Query	Reply as far as SFAC is concerned
1	Whether the Government is taking measures to improve marketing of agricultural goods in the country;	To promote better marketing opportunities for farmers/farmer producer organisations (FPOs) / sellers electronically, Government of India has launched National Agriculture Market (e-NAM) in April 2016. e-NAM is a pan-India electronic trading (e-trading) portal which seeks to network the existing physical APMCs through a virtual platform to create a unified national market for agricultural commodities e-NAM is a "virtual" market, but it has a physical market (mandi) at the back end. Small Farmers' Agri-Business Consortium (SFAC) is designated as nodal implementing agency under aegis of Ministry of Agriculture & Farmers Welfare GOI.
2	If so, the details thereof;	<p>Following measures have been taken by the Government to ensure better marketing opportunities and benefit from e-NAM :-</p> <ul style="list-style-type: none"> ● 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 languages. ● Easy registration process:- Stakeholders can register by- <ol style="list-style-type: none"> a) e-NAM web portal (e-NAM.gov.in) b) Using mobile application (freely downloadable at android & iOS platform) c) Through Mandi registration desk ● 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. ● Nodal Officer – Every state deposes 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. ● Online Tutorials and user guide is available on e-NAM website (www.e-NAM.gov.in) for benefit of users which provides detail information on e-NAM portal, registration process, e-bidding process etc. ● Helpdesk support : A toll free number (1800 2700 224) and email support (e-NAM.helpdesk@gmail.com) is available to provide prompt assistance regarding e-NAM portal and other queries. ● Multiple online payment options are enabled through nationalized banks for quick settlement of sale proceeds in to beneficiary account. ● 209 agricultural commodities with notified tradeable parameters (including Fruits (43), Vegetables (57), etc) are available for trade on e-NAM. <p>For bringing ease of business, several features have been introduced. The features are enlisted below :</p>

		<ul style="list-style-type: none"> ● Gate Entry using QR Code Integration: This feature facilitates Gate Entry with QR Code Integration. It empowers farmers to self generate QR-coded entry receipts, simplifying their gate entry process. ● Unlocking LOT insights, Assaying Certificate, Bidding Instantly by QR Code: This feature helps buyer to access LOT information, Quality Assaying Certificate and place bids by scanning the QR code. This feature promotes transparency and enhances overall market efficiency. ● Sale Agreement & Weighment Slip Generation feature for Commission Agent (CA): This feature enables Commission Agents to participate and generate Weighment Slip & Sale Agreement, leading to time saving for mandi officials and buyers. ● e-Payment Access for Commission Agent (CA) : This feature enables Commission Agent to initiate payment on behalf of buyers via any of available e-mode (UPI, NEFT, RTGS, DEBIT CARD, and NETBANKING) to farmers/FPOs, thus facilitating swift payments. ● Live bidding Dashboard for Commission Agent (CA): The Live Bidding Dashboard for Commission Agents (CAs) offers real-time bid updates, access to historical bidding data, and market trends.
3	If not, the reasons therefor;	
4	The benefits realised as a result of the same;	<p>The key achievements of e-NAM are as below :</p> <p>Pilot transactions were conducted at 21 mandis during April 2016 and further 585 mandis were integrated by March 2018 across 16 states & 2 UTs. By May 2020, additional 415 mandis, by July 2022 additional 260 mandis, by March 2023 101 mandis and by October 2023 additional 28 mandis were integrated with e-NAM. As on 30.11.2023, 1389 mandis across 23 States and 4 UTs are integrated with e-NAM.</p> <p>Stakeholder registration : (as on 30.11.2023) No. of Farmers registered: 1.76 Crores No. of Traders registered: 2.50 Lakhs No. of FPOs registered: 3366 No. of Commission Agents registered: 1.11 Crores</p> <p>Trade Details : (as on 30.11.2023) Total Trade quantity (in MT): 8.75 crore MT Total Trade quantity (in nos.): 30.12 crore Nos. of commodities like Coconut, Betel leaf, Sweet Corn, Lemon and Bamboo Total Trade Value (in Rs.): Rs. 3,10,477 crores</p>
5	The proposed measures to be taken in this respect?	

Yours faithfully

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