

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 03.04.2025

To,

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

**Sub: Lok Sabha Provisionally Admitted Question Notice D. No. S8028, for 04.04.2025, on Accelerating the growth of village e-commerce for strengthening rural economy" reg.**

Sir,

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

Sl. No.	Question	Reply i.r.o e-NAM
a)	steps taken to accelerate the growth of Village E-Commerce as a catalyst for strengthening the rural economy;	e-NAM was launched on 14.04.2016. Since then 1473 mandis have been onboarded on the e-NAM portal till 31.03.2025.
b)	whether government will launch a special mission to enhance the marketing of rural agri-products using Information and Communication Technologies (ICTs); Provide details;	<p>e-NAM enables farmers to directly sell their produce to buyers, by passing intermediaries, which ensures better pricing and increased transparency. The platform provides access to broader markets, price information of all traded commodities for the duration of last seven days, and e-payment systems, allowing farmers to receive timely payments. By offering quality grading, competitive bidding, and market intelligence, e-NAM empowers farmers to make informed decisions and maximize their profits.</p> <p>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.</p> <p>To strengthen and technologically upgrade e-NAM portal, redevelopment of the portal is underway.</p>

N. C. S.



c)	measures implemented to transform villages into hubs of resources and knowledge through ICT;	Ministry May Reply.
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;	Ministry May Reply
e)	What initiatives are in place to improve digital literacy and internet connectivity in rural areas to support village e-commerce expansion?	<p>Two training programs are being conducted annually for all e-NAM Mandis for the farmers &amp; other stakeholders to promote the farmers' access to the online marketplace.</p> <p>Till 31.03.2025 13,33,464 farmers/FPOs across India have been trained. e-NAM application is available through web &amp; mobile application. Tutorial videos are made available on social media platforms.</p>

Yours faithfully,

*N. Pr*  
*03/4/2025*  
 (Prasanth Chander N.)  
 Dy. Director (Admn)