

No: SFAC/43/Parl.Qus/2024-25 / 1118
Small Farmers Agribusiness Consortium
5th Floor, NCUI Auditorium Building,
August Kranti Marg, Hauz Khas, New Delhi – 110016

Dated 21.11.2024

To,

Under Secretary (Marketing –II)
Department of Agriculture & Farmer Welfare.
Krishi Bhawan
New Delhi

Sub: Request for inputs in r/o the Provisionally Admitted Starred Question Diary No. 1869 to be answered on 29.11.2024 regarding "Farmers' Share in Consumer Rupee for Fruits and Vegetables".

Sir,

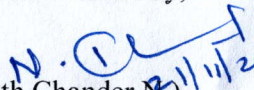
Please refer to your mail letter dated 19.11.2024 on the above subject. In this regard, point wise reply is furnished as below:

S.No.	Question	Reply as far as SFAC is concerned
a)	Whether the govt. is aware that a series of working papers From Reserve Bank of India (RBI) indicate the farmers receive a significantly lower share of the consumer rupee in the fruits and vegetables market, with middleman and retailers reaping substantial profits:	No such information is available with SFAC
b)	If so, what measures have been taken to enhance the profitability of farmer's produce; and	No such information is available with SFAC
c)	Whether the govt. intends to create a national portal or utilize the Open Network for Digital Commerce (ONDC) framework to ensure direct sale of farmer's produce	<u>Farmer Producer Organizations (FPOs)"</u> The efforts are made to provide the exposure to FPOs to different marketing platforms outside traditional mandi system or local markets to access the wider geographies and fetch better prices through different platforms. Currently, ONDC, GeM and e-NAM online platforms are available to FPOs and farmers. Please find below the updates as on 31 October 2024. <ul style="list-style-type: none">• 7,901 FPOs have been onboarded on the ONDC Portal with more than 25,790 products.• A total of 230 categories of FPOs products have been mapped on the GeM portal, wherein 216 FPOs have published their products.

N. [Signature]

		<p><u>National Agriculture Marketing</u></p> <p>e-NAM was launched in 2016 to create a unified national market for agricultural commodities. e-NAM is currently used by more than 17 million farmers and more than 4000 FPOs. e-NAM enables farmers to directly sell their produce to buyers, bypassing intermediaries, which ensures better pricing and increased transparency. The platform provides access to broader markets, real-time pricing information, 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>
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Yours faithfully,


 (Prasanth Chander N.)
 Dy. Director (Admn.)