

**Electronic marketing platform for farmers**

488. SHRI A.U. SINGH DEO:

SHRI RAVI PRAKASH VERMA:

DR. PRADEEP KUMAR BALMUCHU:

Will the Minister of AGRICULTURE be pleased to state:

(a) whether low prices of key crops have battered farmers across the country in the past years;

(b) if so, whether there is any proposal to bring regulation for 585 Mandis across the country on board the electronic platform in the next three years, if so, the details thereof;

(c) whether Central Government has mooted creation of a National Agricultural Market through an electronic marketing platform to help farmers get better crop price, if so, the details thereof; and

(d) whether Central Sector Scheme for promotion of a National Agricultural Market will be set up through the Agri-Tech Infrastructure Fund, if so, the details thereof?

THE MINISTER OF STATE IN THE MINISTRY OF AGRICULTURE (SHRI MOHANBHAI KALYANJIBHAI KUNDARIYA): (a) to (d) No, Sir. As per the data on Agmarknet portal [www.agmarknet.nic.in](http://www.agmarknet.nic.in) wholesale prices of key crops have shown mixed trend in the past years.

In order to increase the income of farmers with the incidental benefit of moderating price rise, Government has formulated a Central Sector Scheme for "Promotion of National Agriculture Market through Agri-Tech Infrastructure Fund (ATIF)" to be implemented with a budgetary outlay of ₹ 200.00 crores in three phases during 2015-16, 2016-17 and 2017-18. Small Farmers' Agribusiness Consortium (SFAC), a registered society, has been identified as the lead agency for the development of National Agriculture Market. Under the Scheme, an appropriate common e-market platform would be deployed in 585 selected regulated wholesale markets in States across the country and Department of Agriculture and Cooperation (DAC) will meet expenses on software and its customization for the States as well as give grant as one time fixed cost subject to the ceiling of ₹ 30.00 lakhs per Mandi for related hardware including equipment/infrastructure. The National Agriculture Market (NAM) envisages, *inter-alia*, increased access to buyers for farmers, greater transparency and efficiency in market operations and better price discovery.