



## E-Platform in Indian Agricultural Market - an Agriculture Reform

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**Abstract** – The Economic-Survey 2015-2016 highlights that the Indian Agricultural system is prominently a mixed crop-livestock farming system. Now dairy has become a significant secondary source of income for millions of rural households. The farmer's universe of buyers is restricted only to traders or commission agents licensed to operate in the area under a particular Agriculture Produce market Committees. The central government has introduced e-platforms to provide access to the farmers across the markets for their produce. The government is set to double annual spending on irrigation and crop insurance and develop a national digital platform for farm produce in order to ensure better prices for farmers, as a part of a push to reduce rural distress. E-platform will play a major role in National Agriculture Market. It is a digital portal to supply the produce at the best price for farmers of India. The effective implementation of E-Platform project in agriculture sector will really make an agriculture reform in India.

**Keywords** – Crop Insurance, Crop-livestock Farming, Digital Platform, Digital Portal, E-Platform.

### I. INTRODUCTION

Agriculture product is the 4<sup>th</sup> largest exported chief commodity with the share of 10 percent of the total exports of the country. The Economic-Survey 2015-2016 highlights that the Indian Agricultural system is prominently a mixed crop-livestock farming system. Global food prices hit their lowest in seven years in January and this has affected India's farm export. The value of agriculture exports from India declined by 21% in April to November 2015 when compared to the same period in 2014. Low prices of rice, wheat and cotton in the international market hit farm incomes in the year of 2015. On the other hand, India records a growth of 6.26 percent whereas world milk production increased by 3.1 percent. Per capita availability of milk in India has increased from 176 grams per day in 1990-1991 to 322 grams per day by 2014-2015. Egg and fish production has also recorded an upward trend over the years. Production of fish products during the last quarters of 2015-2016 has also registered an increasing trend and it is estimated at 4.79 Million Tonnes. Egg production was around 78.48 billion eggs in 2014-2015 while poultry meat production was estimated at 3.04 million tonnes. Fisheries constitute about 1 percent of the India's GDP and 5.08 percent of the agricultural GDP. This represents a sustained growth in availability of poultry products for the growing population. Now dairy has become a significant secondary source of income for millions of rural households. The success of dairy industry has resulted from the integrated co-operative system of milk collection, transportation, processing and distribution, conversion of the same to milk powder and products, sharing of profits with the farmer which are

ploughed back to enhance productivity and needs to be followed by other farm producers. This is increasing significance of poultry and livestock products in the context of diversifying farm and non-farm activities in the agriculture sector to uplifting livelihood security.

### II. E-PLATFORM OPPORTUNITY TO NATIONAL AGRICULTURE MARKET

The farmer's universe of buyers is restricted only to traders or commission agents licensed to operate in the area under a particular Agriculture Produce market Committees. In most cases multiple licences are required to trade in different wholesale market within the state. Now the government has approved the creation of a common electronic platform which will allow farmers and traders to sell their produce to buyers anywhere in the country. The central government has introduced e-platforms to provide access to the farmers across the markets for their produce. It begins national Online Trading in agricultural commodities. Small Farmers Agribusiness Consortium has been designed the lead agency for developing the NAM e-platform.

- It ensures free flow of agricultural produce from one market area to another.
- It protects farmers from multiple of wholesale charges
- It assures agro commodities for consumer at reasonable price.
- It unifies Mandis of the state so that all farmers are free to sell in any of the wholesale market
- Department of Agriculture will provide free software and help in its customization for the states.
- National Agriculture Market would offer a common market places by providing real time prices on a national level to the participants of the Agri- produce eco-system.
- It would create an efficient trading system for Agri-producers.
- It would enable transaction between buyers and sellers from their existing location.
- A new distribution channel for procurement and sale will come in to existence.
- The price would be determined by demand and supply prevailing from time to time and shall be captured on real time basis.

### III. E-PLATFORM INITIATIVES AND PROCEEDS

The proposed National Agricultural market is to come about electronically linked 585 major wholesale markets in the country. Implementation of this idea is the

responsibility of the Small Farmers Agribusiness Consortium. The project has been announced by last July by the Central Government with a Rs. 200 Crore allocation for 3 years. The software contract has been given to a Consortium led by Hyderabad-based Nagarjuna Fertilizers and Chemicals. Online Trading of 21 selected commodities will begin on the National Agriculture Market in April, in 20 wholesale markets. By September, about 200, another 200 by March and the remaining 185 wholesale markets by September 2017 will be integrated with this platform and start trading of selected commodities through digital platform. Moving to improve farm productivity and reduce dependence on the monsoon, the government has approved spending of Rs. 50000 Crore over the five years to expand irrigation in rural areas. Nagarjuna Fertilizers and Chemicals, with Techno Brain Global FZE, an info tech company with a global presence will provide technical support. Training will be imparted to the participants, state-wise. Through National Commodity and derivative Exchange, farmers can able to sell their produce to their best bidders and commission agents also deal through that platform. The produce is graded and assayed, with the farmers paid on the spot. Prices are quoted accordingly, with farmers able to choose their best offer from the wholesale market (Mandis).

The centre's strategy to revive the farm sector in three pronged:

- Reduce cost of cultivation by providing access to irrigation.
- Insure farmer against weather risks
- Help the farmers to get better prices through national Agriculture Market Platform.

The government is set to double annual spending on irrigation and crop insurance and develop a national digital platform for farm produce in order to ensure better prices for farmers, as a part of a push to reduce rural distress. New crop Insurance called Pradhan Mantri Fasal Bima Yojana ( PMFBY) will get more than double what previous insurance scheme got.

#### IV. UNION BUDGET 2016-2017

The union budget majorly focuses on agricultural and farmers' welfare. Massive mission is to provide LPG connection to poor households. A new health protection scheme, increased outlay for agriculture infrastructure, Rs. 2.87 Lakh Crore grant in Gram Panchayats and municipalities, setting up of 1500 multi-skill training institute and incentives for job creation in rural areas are the major highlights of the general budget 2016-2017. The allocation for crop insurance by more than Rs. 3000 Crore also emphasized in the budget. Centre has kept Rs 175 Crore to provide assistance of about Rs. 30 Lakh/ wholesale market for the software. The fund allocated to create e-platform is Rs. 200 Crore.

#### IV. CONCLUSION

E-platform connects all registered wholesale markets across the country giving farmer a wide choice to sell their

produce, and this will help them to get better prices. The state and central government have come together to make this a reality, the financial assistance is provided to upgrade state's information technology infrastructure in wholesale markets. The central government has already approved financial assistance for Gujarat, Telegana, Madhyapradesh, Maharashtra, Jhargand, Chhattisgarh and Karnataka. This E-platform will play a major role national Agriculture Market. It is a digital portal to supply the produce at the best price for farmers of India. The effective implementation of E-Platform project in agriculture sector will really make agriculture reform in India.

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- ❖ Oil price volatility and its impact on the selected indicators in India in "International Journal of Academic Research" ISSN-2227-6254, Vol-III, Issue-4,pp10-16,Mar 2015, impact fac:3.075.
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