

Times of India, P-10 14-4-16

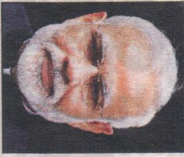
Modi to unveil e-market platform for farmers today

Vishwa Mohan@timesgroup.com

New Delhi: Farmers will be able to sell their produce through e-market platform from Thursday with PM Narendra Modi launching the national agriculture market (NAM), connecting 21 wholesale markets (mandis) from eight states, on the occasion of the 125th birth anniversary of Dr Bhim Rao Ambedkar.

Initially, the farmers will be able to sell their produce in an intra-state trade — that's different mandis within the state. It will, however, be extended as a pan-India operation by 2017, allowing farmers to sell their produce to any who lease market across the country. The facility will eventually link as many as 585 mandis in India by March 2018. Besides helping farmers get the best price for their produce, NAM will also save them from traders' cartel at

In Mhow, PM to launch village self-governance campaign



PM Modi will visit Mhow near Indore on Thursday to pay tribute to Bhim Rao Ambedkar on his 125th birth anniversary and inaugurate the Gram Uday Se Bharat Uday Abhayan' (Village self-governance campaign) on the occasion. Mhow was chosen to launch the campaign as Ambedkar was born here. The day is being observed as 'Social Harmony Day' all over the country. The 11-day campaign (April 14-24) aims to generate nationwide awareness to increase social harmony across villages, strengthen panchayati raj, promote rural development and foster farmers' progress. Many functions will be organised across the country, with different ministries having planned a number of programmes during the campaign. TNN

mandis. At present, farmers go to the nearest mandi and have to sell the produce at a price offered by the traders. Farmers will now be able to see the offer price of all mandis and sell the produce where they get the best price. "We have got proposals from 12 states for integration of 365 wholesale mandis. Of these, 21 mandis from eight states have been selected for the pilot project to be launched by the PM. As many as 25 commodities have been identified for online trading," said agriculture minister Radha Mohan Singh.

What's in a NAM?

HARISH DAMODARAN 14-4-16
NEW DELHI, APRIL 13

CAN THE National Agriculture Market (NAM) — the online trading portal for farm produce being launched by Prime Minister Narendra Modi today — make a difference to farmers?

On the face of it, yes. The current state-level APMC laws permit the first sale of crops — after harvesting by farmers — to take place only in regulated market yards or mandis. It, thus, restricts the farmer's universe of buyers to just the traders licensed to operate in the mandi under the concerned APMC's jurisdiction. Even traders have to procure separate licences to operate in different mandis within the same state. NAM would essentially be a common electronic platform allowing farmers to sell their crops to buyers anywhere in the country and vice versa. The benefits to buyers — be it large retailers, processors or exporters — are obvious, as they can log into the platform and source from any mandi in India connected to it. They don't need to be physically present or depend on intermediaries with trading licenses in those mandis.

But with farmers, it may not be as simple. Most farmers do not take their crop to the mandis; they sell off to the local *arhatiya* or produce aggregator even before that. Even the ones who take would offer a trolley load or two at most — hardly enough to excite distant buyers bidding online. To that extent, the possibilities for better price discovery through a widened universe of buyers, both local and online, are quite limited for them. Farmers can, however, still benefit if they were to find ways for aggregating produce on their own, bypassing the *arhatiya* and even the local mandi in the process. This is where farmer producer organisations and cooperatives can play a role, by facilitating aggregation and creation of volumes that is intrinsic to the success of any ambitious virtual marketplace experiment.

Indian Express
P-23
14-4-16

Sumit 14/4/16
11c News paper emf
1002 library