GOVERNMENT OF INDIA
MINISTRY OF AGRICULTURE AND FARMERS WELFARE
DEPARTMENT OF AGRICULTURE AND FARMERS WELFARE

RAJYA SABHA
UNSTARRED QUESTION NO. 2249
TO BE ANSWERED ON 19/12/2025

PROPOSAL FOR GIS-BASED MARKET INTELLIGENCE PLATFORMS IN ODISHA

2249. SMT. SULATA DEO:

Will the Minister of AGRICULTURE AND FARMERS WELFARE be pleased to state:

(a)   whether there is any proposal to set up Geographical Information System (GIS)-based market intelligence platforms in Odisha for farmers to track prices, demand and supply chain logistics; and

(b)   if so, the details thereof and if not, the reasons therefor?

ANSWER

THE MINISTER OF STATE FOR AGRICULTURE AND FARMERS WELFARE

(SHRI RAMNATH TAKUR)

(a):   At present, no proposal to set up Geographical Information System (GIS)-based market intelligence platforms in Odisha for farmers to track prices, demand and supply chain logistics is under consideration.

(b):   Government has been implementing Marketing Research and Information Network (MRIN) sub-scheme under Integrated Scheme for Agricultural Marketing (ISAM) since 2000. Under the MRIN sub-scheme, Agricultural Marketing Information Network (AGMARKNET) portal was launched to link important agricultural produce markets spread all over the country and the State Agriculture Marketing Boards and Directorates. The objective of AGMARKNET portal is to establish a nation-wide information network for speedy collection and dissemination of market information and data for its efficient and timely utilization.

National Agriculture Market (e-NAM) is a pan-India e-trading facility which networks the existing physical Agricultural Produce Marketing Committees (APMCs) through a virtual platform to enable online trading of agricultural commodities. The portal provides a single window for all APMC-related information and services, including commodity arrivals, quality, and prices, purchase and sale offers, provision for responding to trade offers, and other services such as electronic payment settlement directly into farmers' accounts.

National Agriculture Market (e-NAM) mobile app is being used in Odisha presently. This app is GPS based and helps farmers to track prices and is useful to manage demand and supply logistics.

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