

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

**LOK SABHA**  
**UNSTARRED QUESTION NO.1417**  
TO BE ANSWERED ON THE 11<sup>TH</sup> FEBRUARY, 2020

**DIGITAL MARKETPLACE FOR AGRO PRODUCTS**

1417. SHRI MANOJ TIWARI:  
SHRI REBATI TRIPURA:

Will the Minister of AGRICULTURE AND FARMERS WELFARE कृषि एवं किसान कल्याण मंत्री be pleased to state:

- (a) whether the Government has any proposal for setting up of digital marketplace for Agro based products in the near future in the country including Tripura;
- (b) if so, the details thereof;
- (c) if not, the reasons therefor; and
- (d) the details of implementation procedure and time limit for any such proposal in the near future?

**ANSWER**

MINISTER OF AGRICULTURE AND FARMERS WELFARE

कृषि एवं किसान कल्याण मंत्री (SHRI NARENDRA SINGH TOMAR)

(a) to (d): In order to promote organic products, a dedicated web portal ([www.Jaivikkheti.in](http://www.Jaivikkheti.in)) has been created to encourage organic farming by directly connecting the farmers in the country including that of Tripura to the consumers to get a better price for their products. This portal has been developed as both an information platform and a marketing platform. Total 2.12 lakh farmers have been registered under Jaivikkheti portal.

Further, Government is implementing National Agriculture Market (e-NAM) scheme wherein regulated whole sale mandis are integrated/linked through virtual platform to facilitate online trading of Agriculture and horticulture commodities through transparent price discovery for produce of farmers through competitive online bidding system. It is a reform linked scheme and the States have to carry out three mandatory reforms in their State Agricultural Produce Market Committee Acts to be eligible to integrate their Agricultural Produce Market Committees (APMCs) to e-NAM platform. So far, 585 regulated wholesale mandis of 16 States and 2 Union Territories have been integrated with e-NAM platform which does not include Tripura as the State is yet to carry out mandatory reforms for e-NAM. More than 1.66 crores farmers have been registered in e-NAM platform.

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