

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

LOK SABHA
UNSTARRED QUESTION NO. 446
TO BE ANSWERED ON THE 22ND JULY, 2025

INCREASING THE INCOME OF FARMERS THROUGH DIGITAL PLATFORMS

†446. SMT. SANJNA JATAV:

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

- (a) the details of the initiatives proposed by the Government to stabilise prices and increase the income of farmers using digital platforms;
- (b) whether the farmers get only one-third of the final selling price of fruits and vegetables while the middlemen grab most of the profit; and
- (c) if so, the details thereof?

ANSWER

THE MINISTER OF STATE FOR AGRICULTURE AND FARMERS WELFARE

कृषि एवं किसान कल्याण राज्य मंत्री (SHRI RAMNATH THAKUR)

(a) to (c): Government in 2016 launched a National Agriculture Market (e-NAM) to enable the farmers to transparently sell their produce to large number of buyers accessing multiple markets electronically.

Farmers Producer Organisations (FPO) have been on boarded onto digital platforms such as e-NAM, ONDC (Open Network for Digital Commerce), and GeM (Government e-Marketplace) to enhance digital market access.

The Reserve Bank of India (RBI) introduced RBI working Paper series to present research in progress of the staff members and are disseminated elicit comments and further debate. Working Paper titled “Vegetables Inflation in India: A Study of Tomato, Onion and Potato (TOP)” estimates farmers’ share in the consumer rupee to be about 33% for tomatoes, 36% for onions and 37% for potatoes. In another RBI’s Working Paper “Price Dynamics and Value Chain of Fruits in India”, the farmers’ share in the consumer rupee is estimated at around 31 % for bananas, 35% for grapes and 43 % for mangoes in the domestic value chain. The factors such as number of marketing channels, higher marketing cost and margins, and high perishability affects the price realisation by the farmers.

Together with enhancing production and productivity, Government's priority has been to take various measures to improve marketing of agricultural produce and reduce post-harvest losses to ensure remunerative prices for farmers' produce.

Under the Agriculture Infrastructure Fund (AIF), support is extended to cold storages in agri-export clusters, at farm gate level, for small and marginal farmers as well as big businesses, APMCs/mandis to reduce post-harvest losses and increase farmers' returns. Entrepreneurs, cooperatives, PACS, and SHGs are actively availing AIF support for establishing cold chain logistics, often integrated with grading, sorting, and packaging units. Till 30.06.2025, 2454 cold storage projects have been sanctioned under AIF with sanctioned amount of ₹8258 crore.

Besides, under the MIDH, for holistic development of horticulture sector, including reducing of harvest and post-harvest losses, financial assistance is provided for various horticulture activities. These include setting up of Pack Houses, Integrated Pack House, cold storages, Reefer Transport, Ripening Chamber etc. The component is demand/entrepreneur driven for which Government assistance in the form of credit linked back ended subsidy is available at the rate of 35% of the project cost in general areas and at the rate of 50% of the project cost in hilly and scheduled areas through respective State Horticulture Mission(s) (SHMs).
