

A click is all it takes!



SOURCE: E-BOOK ON SUCCESS STORIES RELEASED BY THE PRIME MINISTER ON CIVIL SERVICES DAY 2017

“Earlier, we did not have much choice when it came to selling our produce,” says Manish Bhuvra, a 35-year-old farmer from Kharchiya village of Rajkot District. Even though he was associated with the old APMC Rajkot, he had no control over his sales, and always felt shortchanged.

In April 2016, he got sketchy details of the **e-NAM** Scheme from a village scout. He rushed to the Rajkot APMC for more information, and soon registered himself for e-NAM.



In just two months, he was able to sell produce worth INR 2,00,000. *“It is simple. I just have to come with my commodity, register it, sit in front of the computer and observe the auction of my commodity. In few minutes, I get the desired price through the bidding – all this without running from trader to trader. Once I decide on a buyer, I am able to sell with a single click at the price I want. Most importantly, the money is transferred directly to my bank,”* he exults.

“I now have only five simple steps to follow for selling my produce: reach the APMC with it, get it registered, graded and then auction it and get the money into my account!”

Courtesy: <http://darpg.gov.in>

Rajkot, Gujarat

Agriculture Produce Marketing Committee (APMC) in Rajkot was established in 1964 to serve three blocks of the district namely Rajkot, Paddhari and Lodhika. Currently, Rajkot is one of the largest APMC in the State, with state-of-the-art facilities and services in 90 acres of plot.

BACKGROUND/ INITIATIVES UNDERTAKEN

Rajkot is one of the largest APMC in the State, with state-of-the-art facilities and services in 90 acres of plot

Facilities in APMC include storage farmers training hall, hostel, parking, soil testing laboratory, grading centers, 7 bank ATMs, 3 weigh bridges and a well-equipped e-NAM center

Establishment of Bank Bhavan and e-transaction facility has made all transactions cashless

Commodity Finance is also available for all farmers

APMC has its own website and mobile application for capturing daily updates

Awareness was created through communication channels like printed pamphlet, banners, SMS, krushi shibirs, krushi mela, one to one interaction, etc.

A Grievance cell has been set up to ensure 100% accountability and transparency

Entire system is certified and third party audited by Control Union Netherland (International level certification body)

Mandi is charging only 0.50% as Mandi tax from traders and farmers are exempted from any additional levy on their produce

KEY ACHIEVEMENTS/ IMPACT

3 commodities, 100% of the commodities proposed in DPR, are traded on e-NAM platform

100% of the registered traders (80) have participated in trade on eNAM platform

Total value traded on e-NAM platform is INR 101 Cr.

100% transactions at APMC Rajkot are done on e-NAM platform and are cashless

Revenue generated by the Mandi has increased by 10%