

A pamphlet changed his life



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

Chuttan has been growing potato in his farm at village Aurangabad, district Bareilly for the last 20 years. He used to sell them at INR 4-5 per kg, and the whole initiative was non-profitable. One day, Chuttan read about [e-NAM](#) and its salient features in a pamphlet. These were posted, as part of the information dissemination process, at the Gram Panchayat office.



His interest piqued, he participated in the awareness and training camp organised in the local mandi. Initially, he was circumspect but decided to go to the APMC Bareilly office to know more about the programme.

What he heard convinced him that his life was going to change. He started bringing his produce of potatoes to the mandi yard. They were graded, assayed and uploaded on the e-NAM portal for trading. To his joy, the price offered was INR 8/-, nearly double of what he was used to getting.

Now, as part of his routine, he brings his potatoes for e-trading and till date has sold more than 500 quintals. His earning has also gone up to a princely INR 4 lakhs. *'I am very happy with this initiative, my income has doubled with one pamphlet'* says Chuttan.

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

Bareilly, Uttar Pradesh

Since its inception in 1978, Agriculture Produce Marketing Committee (APMC) Bareilly has been helping farmers to get real value for their produce. e-NAM was inaugurated on 30th Sep 2016 as a transparent online trading platform capable of achieving a better price for producers, reduced transaction cost for buyers, stable prices and availability for consumers. Further, it also helps in realising payment and delivery guarantee, real-time price discovery, enhanced market accessibility, quality certification, warehousing and logistics and a more efficient supply chain

BACKGROUND/ INITIATIVES UNDERTAKEN

APMC Bareilly has the necessary equipment available for traders and farmers, including eight computers, three laser printers, five thermal printers, one laptop, projector, LED TV, etc.

Agriculture scientist provides all types of information to farmers regarding soil content, moisture percentage, suitable time of cropping and other useful information

Cleaning and sorting facility is provided, along with trained staff in APMC

Assaying lab, with necessary equipment, is also provided

Basic amenities, such as Kisan Vishram Grah for rest and stay of farmers, water cooler along with RO, LED lights, etc. are being provided to farmers

Four training and awareness camps were organised with traders, farmers and APMC's staff to educate them about the programme

Workshop with ICICI Bank was also conducted for farmers and

traders to educate them about cashless transactions

Awareness is created through newspapers, pamphlets, camps, etc.

Agriculture, Horticulture, Revenue and other allied Departments have been involved in facilitating and making farmers aware about e-NAM

APMC Bareilly has obtained five unified licenses for inter-state APMCs trading

KEY ACHIEVEMENTS/ IMPACT

Four commodities, 80% of the commodities proposed in DPR, are traded on e-NAM platform

89% of the registered traders (110) have participated in trade on e-NAM platform

There are 33 commission agents on the e-NAM platform

Total value traded on the e-NAM platform is INR 41.37 Cr.

Total volume traded on the e-NAM platform is 98,026 Qtls.