



Agri Startups with E-Commerce Platforms | Uttar Pradesh | 21 Jun 2024

Why in News?

The Uttar Pradesh government is planning to connect the state's **agriculture commodity startups** with central government promoted [e-commerce platforms](#) like [ONDC \(Open Network for Digital Commerce\)](#) and [e-NAM \(National Agriculture Market\)](#).

Key Points

- The state government has instructed the agriculture department to link [Farmer Producer Organizations \(FPOs\)](#) with ONDC and e-NAM using a specialized farmer producer cell, which will be formed shortly.
 - The startups are also at liberty to join any e-commerce or digital marketing platform.
- The state plans to support an open agriculture market by **streamlining licensing procedures** for inputs like [fertilisers](#), seeds, and [pesticides](#), as well as licenses for market yards, [Goods and Services Tax \(GST\)](#), [Food Safety and Standards Authority of India \(FSSAI\)](#), and connecting with the ONDC and e-NAM platforms for market access.
 - Around 3,240 FPOs are currently active in Uttar Pradesh as part of the [Atmanirbhar Krishak Samanvit Vikas Yojana](#).
 - Under Atmanirbhar Krishak Samanvit Vikas Yojana, **2,725 FPOs will be formed, which will directly benefit 27.25 lakh shareholder farmers.**
- The Uttar Pradesh government has collaborated with industry partners to boost [food processing](#) and implement [artificial intelligence](#) in agriculture.
 - They also aim to organize the **Krishi Bharat global farmers' conference** in November 2024 in partnership with the [Confederation of Indian Industry \(CII\)](#).
 - Farmers from nations including the **US, Germany, Brazil, Italy, Poland, France, Spain, Indonesia, and Kenya** are anticipated to attend the four-day event in Lucknow.

ONDC (Open Network for Digital Commerce)

- The ONDC aims at **promoting open networks developed on open-sourced methodology**, using open specifications and open network protocols, independent on any specific platform.
- The project to **integrate e-commerce platforms** through a network based on open-source technology has been tasked to the [Quality Council of India](#).
- Implementation of ONDC, which is expected to be on the lines of [Unified Payments Interface \(UPI\)](#) could bring various operational aspects put in place by e-commerce platforms to the same level.
 - Various operational aspects include onboarding of sellers, vendor discovery, price discovery and product cataloguing etc.
- On ONDC, buyers and sellers may transact irrespective of the fact that they are attached to one specific e-commerce portal.

E-NAM (National Agriculture Market)

- It is a **pan-India electronic trading portal** for agricultural commodities.
- It enables farmers to **sell their produce directly to buyers, reducing intermediaries, ensuring fair prices, and enhancing sustainability.**

Other Government Schemes to Promote Agri-Export in India

- **Operation Greens:** [Operation Greens](#) is an initiative to stabilise the supply and prices of essential agricultural commodities, including fruits and vegetables.
 - It aims to reduce price volatility, ensure farmers receive remunerative prices, and promote sustainable agri exports.
- **Market Access Initiative (MAI):** MAI is a program that supports export promotion activities, including participation in international trade fairs, capacity building, and market research. It helps Indian agricultural exporters explore new markets and gain market access.
- **Scheme for Agro-Marine Processing and Development of Agro-Processing Clusters (SAMPADA):** [SAMPADA](#) aims to modernise infrastructure for agro-processing clusters, which helps reduce post-harvest losses, increase the shelf life of agricultural products, and enhance the export competitiveness of Indian agri-products.
- **National Horticulture Mission (NHM):** [NHM](#) focuses on promoting sustainable horticulture practices, including [organic farming](#), [precision farming](#), and water-use efficiency. It supports the production of high-value horticultural products for export.
- **APEDA (Agricultural and Processed Food Products Export Development Authority):** [APEDA](#) is responsible for promoting the export of scheduled products and provides guidelines for sustainability, quality, and certification requirements for exporters.
- **Setting up of Agri Export Zones (AEZs):** AEZs are established in different parts of the country to promote the export of specific agricultural commodities.
 - These zones provide a conducive environment for sustainable agri exports through infrastructure development and technology adoption.
- **Promotion of Organic Farming:** The government has initiated programs to promote [organic farming](#), which contributes to [environmental sustainability](#) and increases the export potential of organic products.

Confederation of Indian Industry (CII)

- CII is a **non-government, not-for-profit, industry-led and industry-managed organization**. It was founded in 1895.
- It works to **create and sustain an environment conducive to the development of India**, partnering industry, Government, and civil society, through advisory and consultative processes.

Campaign to Eradicate Malaria | Uttar Pradesh | 21 Jun 2024

Why in News?

The Uttar Pradesh government has launched an intensified campaign to eradicate [Malaria from the state by 2027](#).

- This initiative involves thorough investigation and complete treatment of every malaria case.

Key Points

- **June is Anti-Malaria Month** under the [National Vector Borne Disease Control Programme](#), with 771 malaria cases reported in the state this year.
 - Efforts include improved **case reporting, management**, and **increased epidemiological and entomological investigations**, as well as accelerated vector control measures.

- According to the officials, health workers are conducting **extensive surveys and tests, and community education** on malaria prevention and symptoms is ongoing.
- With the monsoon expected in late June, a **critical period for mosquito-borne diseases**, extensive activities are planned to prevent malaria.
 - These include insecticide spraying and fogging, and community awareness seminars.

Malaria

- Malaria is a life-threatening mosquito borne blood disease caused by plasmodium parasites.
 - There are **5 Plasmodium parasite species** that cause malaria in humans and 2 of these species P. falciparum and P. vivax pose the greatest threat.
- Malaria is predominantly found in the tropical and subtropical areas of **Africa, South America** as well as **Asia**.
- Malaria is spread by the bite of an infected female Anopheles mosquito.
 - The **mosquito becomes infected after biting an infected person**. The malaria parasites then enter the bloodstream of the next person the mosquito bites. The parasites travel to the **liver**, mature, and then infect red blood cells.
- Symptoms of malaria include fever and **flu-like illness**, including **shaking chills, headache, muscle aches, and tiredness**. Notably, **malaria is both preventable and curable**.

National Vector-Borne Disease Control Programme (NVBDCP)

- NVBDCP is the **central nodal agency** for prevention and control of six vector borne diseases i.e. **Malaria, Dengue, Lymphatic Filariasis, Kala-azar, Japanese Encephalitis** and Chikungunya in India. It works under the **Ministry of Health and Family Welfare**.

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