Agri Startups with E-Commerce Platforms

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.

PDF Refernece URL: https://www.drishtiias.com/printpdf/agri-startups-with-e-commerce-platforms