

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 <u>e-commerce platforms</u> like <u>ONDC (Open Network for Digital Commerce)</u> and <u>e-NAM (National Agriculture Market)</u>.

Key Points

- The state government has instructed the agriculture department to link <u>Farmer Producer</u>
 <u>Organizations (FPOs)</u> 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 <u>fertilisers</u>, seeds, and <u>pesticides</u>, as well as licenses for market yards, <u>Goods and Services Tax (GST)</u>, <u>Food Safety and Standards Authority of India (FSSAI)</u>, 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 <u>Atmanirbhar Krishak</u> 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 <u>food processing</u> and implement <u>artificial intelligence</u> in agriculture.
 - They also aim to organize the **Krishi Bharat global farmers' conference** in November 2024 in partnership with the <u>Confederation of Indian Industry (CII)</u>.
 - 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 <u>Quality Council of India</u>.
- Implementation of ONDC, which is expected to be on the lines of <u>Unified Payments Interface (UPI)</u> 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 <u>organic</u> farming, which contributes to <u>environmental sustainability</u> and increases the export potential of organic products.

Confederation of Indian Industry (CII)

- Cll 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.

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