



# 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.

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