

प्रेषक,

डा0 देवेश चतुर्वेदी,  
प्रमुख सचिव,  
कृषि, कृषि विपणन,  
उत्तर प्रदेश शासन।

सेवा में,

1. निदेशक, कृषि विभाग।
2. निदेशक, उद्यान विभाग।
3. प्रबन्ध निदेशक, भूमि सुधार निगम।
4. प्रबन्ध निदेशक, य0पी0डास्य।
5. महा प्रबन्धक, नाबार्ड।
6. सदस्य संयोजक, उ0प्र0राज्य जैव ऊर्जा विकास बोर्ड।

कृषि विभाग। कैम्प कार्यालय

लखनऊ: दिनांक: 13 अप्रैल, 2020

महोदय,

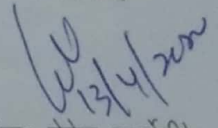
केन्द्र सरकार द्वारा (e-NAM) प्रणाली में कुछ नवीन सुविधायें सम्मिलित की गयी हैं जिसके माध्यम से कृषि उत्पादक संगठन (एफ0पी0ओ0/एफ0पी0सी0) स्वयं भी अपनी उपज को सीधे बाजार में बिक्री कर सकते हैं। सचिव, कृषि एवं किसान कल्याण मंत्रालय भारत सरकार द्वारा भी अपने अ0शा0पत्र संख्या-22016/23/2017-एम-99(पार्ट-5) दिनांक 04 अप्रैल, 2020 के माध्यम से इन नई सुविधाओं का उल्लेख करते हुए इसका अधिक से अधिक उपयोग करने की अपेक्ष की है (प्रतिलिपि संलग्न)।

अब कृषक उत्पादक संगठन अपने सदस्य कृषकों के कृषि एवं उद्यानीकरण या अन्य कृषि आधारित उपज का संग्रहीकरण (Aggregation) करते हुए राष्ट्रीय कृषि बाजार (e-NAM) द्वारा सीधे इलेक्ट्रॉनिक विपणन कर सकते हैं। ऐसा करते समय उन्हें अपनी उपज को मण्डी में लाने की बाध्यता नहीं रहेगी व निर्धारित मण्डी शुल्क को वह प्लेटफार्म के माध्यम से भुगतान कर सकते हैं।

कृपया अपने विभाग द्वारा प्रोत्साहित किये गये ऐसे कृषि संगठनों को इस सुविधा के बारे में जानकारी उपलब्ध कराने का कष्ट करें, जिससे वह अधिक से अधिक संख्या में राष्ट्रीय कृषि बाजार (e-NAM) की सुविधा का सीधे उपयोग कर सकें। मण्डी परिषद के अधिकारी उनकी पूर्ण सहायता सुनिश्चित करेंगे।

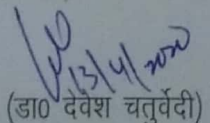
संलग्नक: यथोक्त।

भवदीय,

  
(डा0 देवेश चतुर्वेदी)  
प्रमुख सचिव।

संख्या-003/पी0एस0(ए0जी0)/कैम्प/2020

प्रतिलिपि :- निदेशक, मण्डी परिषद इस सम्बन्ध में अपने अधीनस्थ उप निदेशकों और सचिवों को भी यह निर्देश प्रसारित करने का कष्ट करें, जिससे कृषि उत्पादक संगठनों को e-NAM से जोड़ा जा सके जिससे डायरेक्ट मार्केटिंग की सुविधा उपलब्ध करायी जा सके।

  
(डा0 देवेश चतुर्वेदी)  
प्रमुख सचिव।

Sanjay Agarwal, IAS  
Secretary



भारत सरकार  
कृषि एवं किसान कल्याण मंत्रालय  
कृषि सहकारिता एवं किसान कल्याण विभाग  
Government of India  
Ministry of Agriculture & Farmers Welfare  
Department of Agriculture, Cooperation  
& Farmers Welfare

D.O. No. 22016/23/2017-M-II (Part File)

Dated: 4<sup>th</sup> April, 2020

Dear Chief Secretary,

Agricultural Produce Market Committee markets (mandis) across the country have been playing a major role in maintaining supplies of essential commodities through physical aggregation and linkage to buyers. Mandis operations need to be done through proper coordination and planning while maintaining surveillance, social distancing, avoiding overcrowding and proper hygiene for stake holders therein. Secretary, Ministry of Home Affairs vide his D.O. Letter No.40-3/2020-DM-I (A) dated 2<sup>nd</sup> April 2020 addressed to you, has already provided that the services of 'Direct Marketing' directly from farmers/group of farmers, FPOs, Cooperatives are exempted from the lockdown measures.

2. In the present challenging time due to COVID 19, there is utmost need to allow free direct marketing outside the mandis as this shall not only decongest mandis but also facilitate the farmers in selling their produce near to farm gate at remunerative prices. As harvest season has started, there is immediate need to facilitate the process of direct marketing of all kinds by farmers/group of farmers, FPOs, and Cooperatives. This can be facilitated by the States/UTs by limiting the regulation under State APMC Act to within physical premise of notified markets only, while freeing the direct buying facility by bulk buyers/processors/big retailers etc outside mandi premises with minimum or without any requirement of any Licensing or Registration process as decided by States/UTs. This will facilitate farmers to sell their produce near to harvest centers and simultaneously decongest mandis in the present circumstances.

3. I would also like to bring to your knowledge that Ministry of Agriculture & Farmers' Welfare, Govt. of India has also released special e-NAM modules on

e-NAM platform on 2.4.2020 to enable e-trading of stored produce of farmers from WDRA registered warehouse notified as deemed market and also enabling the FPOs to upload their produce for their collection centers for bidding through e-NAM, without the necessity to bring produce to the mandis.

4. Therefore, in the prevailing situation, I would request you to kindly consider adoption of the following emergent measures up to an appropriate time preferably for at least 3 months:-

(i) To facilitate the process of direct marketing of all kinds of farmers/group of farmers, FPOs and Cooperatives by limiting the regulation under State APMC Act to within physical premises of the notified markets only, while allowing the direct buying facility by bulk buyers/ processors/ big retailers etc outside mandi premises with minimum or without requirement of any Licensing or Registration process or as decided by States/UTs.

(ii) To consider notifying WDRA registered warehouses in the State as deemed markets to facilitate e-NAM operation therein.

5. I would request to consider the above measures to facilitate farmers in selling their produce at their door steps, ensuring availability of produce at consumption centers and decongesting mandis.

With kind regards.

Yours sincerely,

*Sanjay*  
(Sanjay Agarwal) 4/7

Chief Secretaries of all States/UTs