



**SFAC**  
लघु कृषक  
कृषि व्यापार संघ

Sumanta Chaudhuri, IAS  
Managing Director

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**Action Plan for development of Model Mandis under (e-NAM)**

Dear

As aware, Department of Agriculture, Cooperation and Farmers' Welfare (DAC&FW), Government of India is implementing National Agriculture Market (e-NAM) which is a pan India electronic trading portal, networking the existing APMCs and other market yards to create a unified national market for agricultural commodities. As on date, 455 APMCs are integrated with e-NAM portal across 13 States.

In order to achieve the desired objectives of the National Agriculture Market, an Action Plan for development of model mandis under e-NAM has been prepared as enclosed and being forwarded to you, with request to circulate it to the integrated e-NAM mandis to implement the same in their mandis. The action plan includes major components of electronic marketing, requirement of infrastructure, step by step standard process flow, activity & progress indicator and monitoring framework.

Further to inform that the key to the success of e-NAM lies in transforming the physical trade to electronic trade, so that farmers are able to reap the benefits of the scheme in true sense. The enclosed Action Plan would definitely help you in developing the Model Mandis which may be showcased as a model and may further be scaled up to all e-NAM mandis of your State for achieving the desired results of the scheme.

Thanking you,

Yours sincerely,

Sd/-  
(Sumanta Chaudhuri)

To  
Principal Secretary, Secretary(Agri),.....  
(As per list attached)

**Small Farmers' Agribusiness Consortium**

(Society sponsored by Dept. of Agriculture and Cooperation, Govt. of India)  
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Copy to:

1. Joint Secretary (Marketing), DAC&FW, Krishi Bhavan, New Delhi: for kind information
2. Sh. Dushyant Tyagi, Strategic Partner, M/s NFCL: for information and necessary action.

  
(Sumanta Chaudhuri)

List of Principal Secretary, Secretary(Agri)..... addressed to 13 States

1. Shri Sanjay Prasad,  
Secretary (Agri, Coop & Marketing)  
Government of Gujarat,  
New Sachivalaya Complex,  
Block No. 5, First Floor,  
Gandhi Nagar,  
Gujarat -382010.
2. Shri Budithi Rajasekhar,  
Secretary (Marketing),  
Govt. of Andhra Pradesh,  
A.P. Secretariat, Velgapudi,  
Guntur District,  
Hyderabad (A.P.) – 522503
3. Shri Anup Kumar Srivastava,  
Secretary (Agri),  
Government of Chhattisgarh,  
Department of Agriculture,  
Mahanadi Bhavan, Mantralaya,  
New Raipur-492002,  
Chhattisgarh
4. Mr. Abhilaksh Likhi,  
Principal Secretary (Agriculture),  
Government of Haryana, Haryana Civil Secretariat,  
Room No. 30, 9th Floor , Sector -1,  
Chandigarh
5. Mr. Arvind Mehta,  
Additional Chief Secretary(Agri),  
Government of Himachal Pradesh  
Himachal Pradesh Secretariat, Room No. A-320  
Shimla-171002.
6. Mrs. Pooja Singhal,  
Secretary (Agriculture/Horticulture),  
Government of Jharkhand,  
Department of Agriculture,  
Jharkhand Mantralaya,  
Nepal House, Doranda,  
Ranchi - 834002
7. Shri Rajesh Rajora,  
Principal Secretary(Agri),  
Government of Madhya Pradesh,  
Mantralaya, Ballabh Bhavan,  
Bhopal.