



**SFAC**  
लघु कृषक  
कृषि व्यापार संघ

SFAC /1-1/1/2017 –ABU (NAM)/ 3301

Dated 26/10/2018

To,

**Director (Agriculture Marketing), Department of Agriculture /  
Managing Director, State Agriculture Marketing Board,**

Andhra Pradesh, Chandigarh, Chhattisgarh, Gujarat, Haryana, Himachal Pradesh, Jharkhand,  
Madhya Pradesh, Maharashtra, Odisha, Puducherry, Punjab, Rajasthan, Tamil Nadu,  
Telangana, Uttar Pradesh, Uttrakhand, West Bengal

**Sub: Special Current Account offering by ICICI Bank for e-NAM Mandi Traders –reg.**

Dear Sir/Madam,

This is in continuation to DO Letter from MD SFAC dated 15<sup>th</sup>. October 2018 apprising you on the progress of implementation of National Agriculture Market (e-NAM). In this connection, I am further directed to convey that ICICI Bank has worked out a special Current Account facility exclusively for eNAM traders with following benefits:

1. Zero balance.
2. No charges for basic banking

This facility is being offered for a limited period i.e. up to 31<sup>st</sup>. Dec.2018. This offer is exclusively for e-NAM traders and accordingly they need to submit proof of their e-NAM registration along with other requisite KYC documents for this account opening at the nearest ICICI Branch. A brief document detailing the features of eligibility and other relevant information along with a poster is attached for your kind information & further dissemination to all e-NAM mandis and traders with the instructions to display the information prominently in these mandis. The same is being uploaded on website of e-NAM in traders section to inform the traders.

Looking forward to active support

Yours Sincerely,

  
**(B.J. Brahma)**  
Director

Enclosures: As stated above

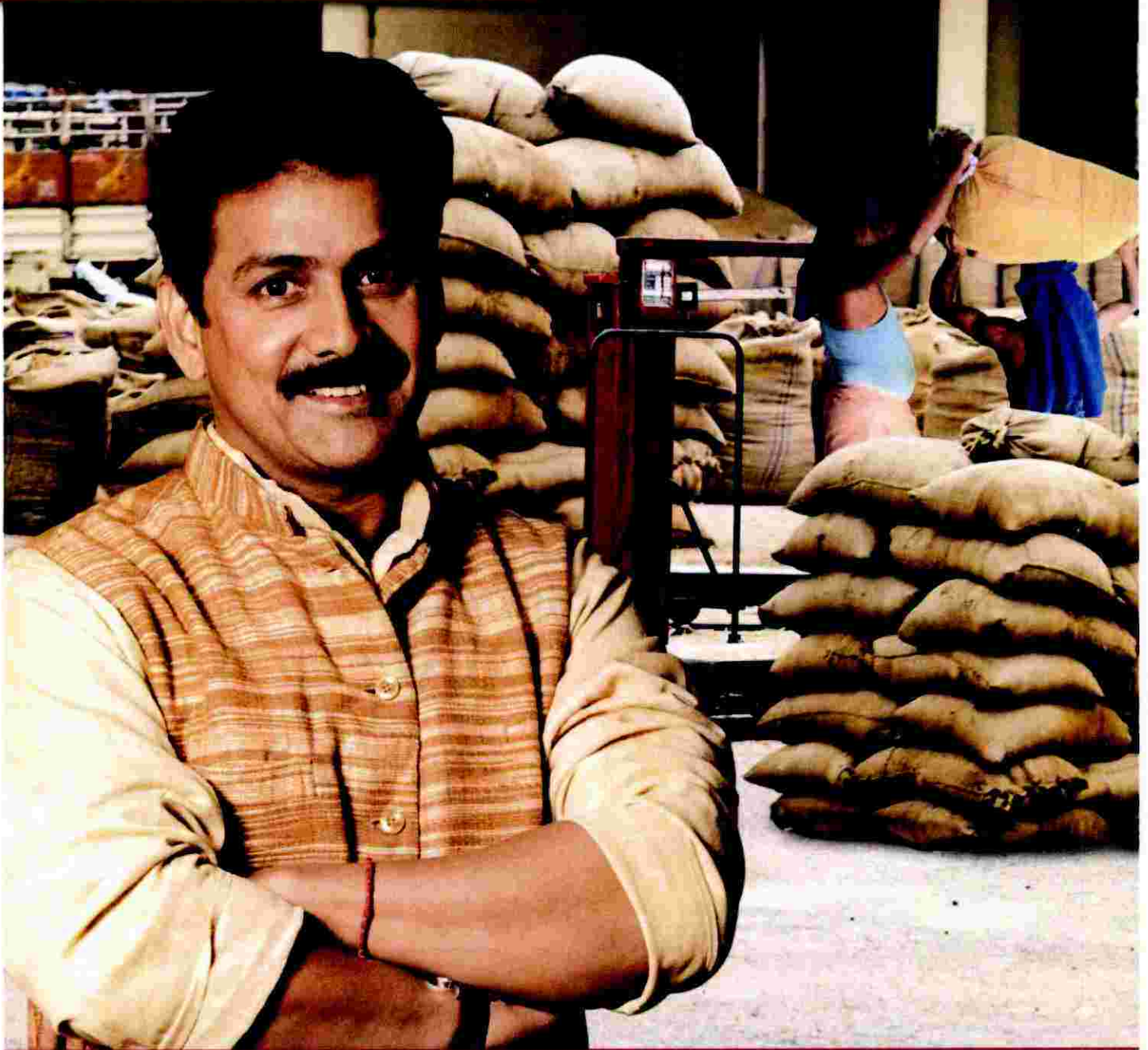
- C.C: 1. Joint Secretary (Marketing), DAC&FW, Krishi Bhawan, New Delhi  
✓ 2. Shri Vikrant Thakur, National Manager (Strategy & Policy Institutional Banking,  
ICICI Bank Ltd. ICICI Tower, NBCC Place, Pragati Vihar, Bhisma Pitamah Marg, New  
Delhi -110003

**Small Farmers' Agribusiness Consortium**

(Society sponsored by Dept. of Agriculture, Cooperation & Farmers Welfare, Govt. of India)  
5<sup>th</sup> Floor, NCU Auditorium Building, August Kranti Marg, Hauz Khas, New Delhi - 110016  
Tel: 91-11-26966017, 26966037, Fax: 91-11-26862367  
Email: sfac@nic.in, Web: www.sfacindia.com

**No charges  
for basic banking for  
eNAM Mandi Traders**

**ICICI Bank**



### **Features of Customised Current Account for Mandi Traders**

- No minimum balance requirement\***
- No limit on number of cheque leaves**
- No charges for NEFT/RTGS payment facility**

For more details, please contact your nearest ICICI Branch.

This offer is valid till October 2018 only



# For eNAM registered Customers

Government of India has launched eNAM (National Agriculture Market) portal as a pan-India electronic trading portal which seeks to network the existing Agriculture Produce Market Committees (APMCs) and other market yards to create a unified national market for agricultural commodities. NAM is a 'virtual' market but it has a physical market (mandi) at the back end. Currently about 585 Mandi's are already active on the eNAM platform.

In order to promote more and more traders to register and transact on eNAM portal and promote digital transactions in line with the objectives of the Government to work towards a cashless economy, we are pleased to offer our customised product offering in the form of 'Mandi Current Account' and 'Specialized OD products' with best-in class features.

## Key Features of Mandi Current Account

- No charges for NEFT / RTGS payments and collections
- No limits on number of cheque leaves
- Higher cash and non-cash transaction limits across base and non-base locations
- Business Banking Debit Card with higher cash withdrawal limits across ICICI Bank ATMs
- No maximum limit on transactions on Internet Banking and iBizz mobile application to enjoy banking services at your convenience
- Functionality to create separate login only for tax payments
- Connected Banking, a Corporate Internet Banking integration with leading accounting/ERP softwares for ease of reconciliation
- Eazypay mobile application for seamless collections through UPI, QRCode, Internet Banking, Aadhaar Pay, Credit or Debit Cards
- No charges for Demand Draft issuance & SMS alerts

**All these are available without any minimum balance commitment from the customer!\***

*\*This offer is valid till October 2018 only*

## Value added services

- Door-step Banking and Cash Management Service for cheque pick-up and cash pick-up/delivery
- iPayfacility for bulk payments to multiple beneficiaries through RTGS, NEFT and Funds Transfer through a single file upload
- Payment to Adhoc Beneficiary (PAB) and Payment to Registered Beneficiary (PRB) functionality for bulk payments
- E-collections facility for ease of reconciliation, as it highlights name and details of payees in accounting statement

*\*All value added services are available at competitive rates.*

*\*T&C apply.*

## Key features of overdraft facility

- Overdraft facility upto 5 crores
- Minimal documentation required
- Fast processing
- Attractive Interest Rate

## Eligibility conditions

Customer has to provide the below documents in addition to KYC documents as a proof of Mandi trader registered in eNAM portal.

For Mandi customers (Mandi Traders and Commission agents):

- Valid and active Mandi Licence
- Proof of registration on eNAM portal

*\*T&C apply.*