

## Success Story

### **GFPCCL at Modasa in Gujarat helps farmers realise higher prices through eNAM**

Girimala Farmers Producer Company Ltd. (GFPCCL) is formed to serve small & marginal farmers in villages around Modasa, Gujarat. Currently the company is working in 26 villages with 980 members of Meghraj and Malpurblocks of Aravali district. Company's primary objective is to increase income and employment of member farmers through strengthening their present livelihood.

Before eNAM, members of GFPCCL used to sell in the local markets of Meghraj, Modasa & Bhiloda. Due to unavailability of proper market, multihandling and various intermediaries the price realisation was less compared with the mandis. Trade cartels at mandis discouraged FPC members to take their produce to the mandi. They came to know about eNAM when their representatives attended FPO onboarding meeting at Gandhinagar organised by SFAC & GSAMB in May 2018.

When members of FPC understood the benefits of eNAM, GFPCCL started selling through eNAM platform. After using eNAM they realised that, their produce is fetching more price compared to local markets. GFPCCL realised Rs 200 per quintal higher for Maize commodity at Modasa eNAM mandi after deducting handling expenses of around Rs 55 a quintal. (GFPCCL sold 32 quintals of Maize at Modasa eNAM at Rs 2088 per quintal compared with market price of Rs 1780).

*Mukesh Kalal, GFPCCL officer, shared that they were very happy with the transparent system followed in eNAM mandi & satisfied with the quick payment post sale of their produce*



*GFPCCL members at Modasa eNAM Mandi with their Maize Produce*