

## Success Story

### **Better prices obtained by MPFSRPCL farmers through eNAM**

Mahakaushal Progressive Farmers Self Reliant Producer Company Ltd. (MPFSRPCL) is registered at Chikla village of Seoni district in Madhya Pradesh. It serves 3000 farmers from 29 villages in Seoni. eNAM mandi professional Shri Manoj Patle at Seoni attended Kisan Sammelan of MPFSRPCL to create awareness about eNAM & its benefits to farmers. The interaction developed interest amongst the MPFSRPCL members and they requested their officials to learn more about eNAM.

MPFSRPCL mentor Shri Dibya Pandey, Project Director from Reliance Foundation, contacted eNAM marketing team at Delhi to get more insights about eNAM. After detailed discussions regarding operating process, quality assessment, transparent weighing and payments, he got keen to use

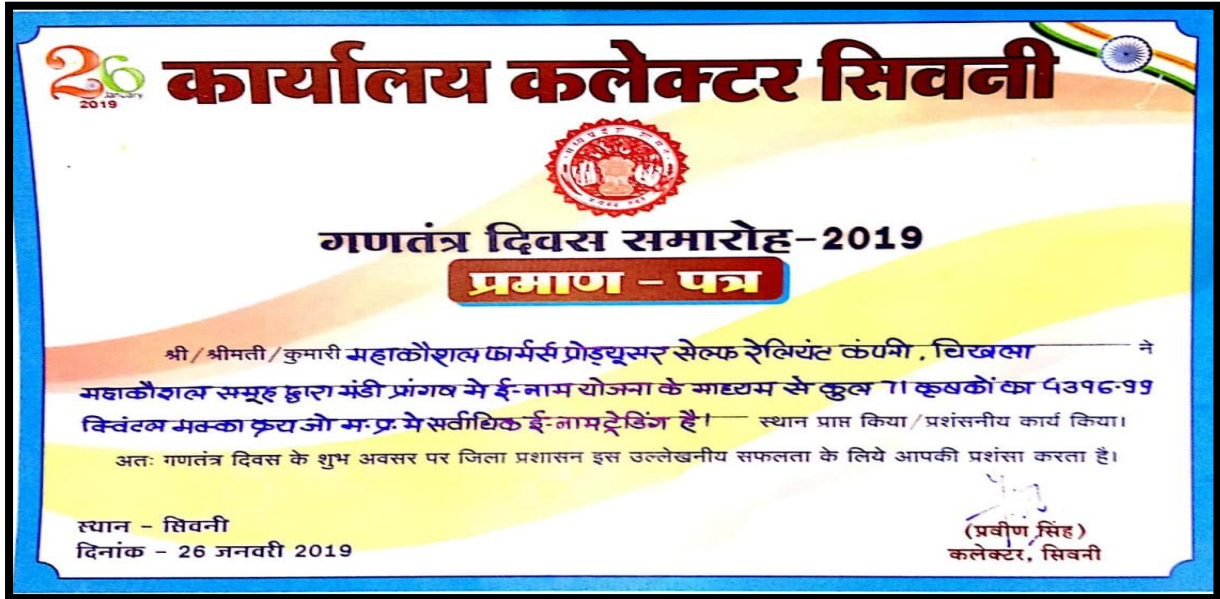
*“Through active support of eNAM, MPFSRPCL was able to provide Rs 70 to Rs 150 a quintal extra to farmers. Earlier farmers were not able to get and lose this value to intermediaries. Now, farmers have realised this value (saving through transportation, hamali, weight cutting, price differentiation of market and mandi etc.),”* quoted Dibya Pandey, Project Director, Reliance Foundation.

eNAM for selling maize produced by their members. He discussed with their members that by selling through eNAM, they will realise competitive prices in better transparent way and payment will be credited in their Producer Company account online. This made the farmers happy that as compared to sale at village level, they would earn Rs 70-150 per quintal higher through eNAM mandi portal at Seoni.

MPFSRPCL aggregated maize from their members, provided logistics & other handling support to bring produce to eNAM mandi for selling produce online through eNAM in a transparent way. Initially, they sold smaller quantities on eNAM for process familiarity.

*“Farmers are very happy with the transparent system. Due to eNAM, small & marginal farmers are realising Rs 70 to 150 per quintal more. MPFSRPCL’s members are glad now as their company is able to serve its large member base due to eNAM because payment is quickly credited into their Producer Company account and they are no longer dependent on intermediaries,”* said Ubhayshankar Chourasiya, Director Producer Company.

Once Producer Company's members understood the entire process of eNAM & have gained confidence in the eNAM system, they have brought more quantities of their produce for selling through eNAM Seoni mandi. During December 2018 to January 2019 maize season they sold 5000 quintals of maize valued at Rs 70.12 lakhs through eNAM mandi at Seoni, trade prices ranged between Rs 1325 to Rs 1510 per quintal on eNAM. As an appreciation for this trade which served small & marginal farmers, MPFSRPCL was awarded "appreciation letter" by Seoni collector Shri Pravin Singh on 26th January 2019.



*Appreciation Certificate for outstanding services to small & marginal farmers at Seoni, MP*



*Members of Mahakaushal Farmer Producer Company at eNAM Seoni with their Maize Produce*