

Platform of Platforms (PoP)

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In news– The Union Minister of Agriculture and Farmers Welfare has recently launched the **Platform of Platforms (POP) under the National Agriculture Market (e-NAM)** on the sidelines of the State Agriculture and Horticulture Ministers' Conference in Bengaluru, Karnataka.

What is the Platform of Platforms (POP)?

- It **intends to promote trade & marketing of agricultural produce** wherein farmers will be facilitated to **sell the produce outside their state borders.**
- The platform **creates a digital ecosystem for farmers** who will benefit from the expertise of different platforms in different segments of the agricultural value chain.
- **e-NAM integrates the platform of Service Providers as “Platform of Platforms” which includes-**
 - Composite Service Providers (Service Providers who provide holistic services for trading of agricultural produce including quality analysis, trading, payment systems and logistics).
 - Logistics Service Provider.
 - Quality Assurance Service Provider.
 - Cleaning, Grading, Sorting & Packaging Service Provider.
 - Warehousing Facility Service Provider.
 - Agricultural Input Service Provider.
 - Technology Enabled Finance & Insurance Service Provider, Information Dissemination Portal (Advisory Services, crop forecasting, weather updates, capacity building for farmers etc.) and
 - The chain also consists of **other services such as e-commerce, international agri-business platforms, barter, private market platforms etc.**
- **It enables farmers, FPOs, traders and other stakeholders to access a wide variety of goods and services across**

- the agricultural value chain through a single window,** thereby giving more options to the stakeholders.
- Moreover, while selecting a good quality Goods/Service Provider, it saves the time and labour of the stakeholders.
 - The POP can be accessed through e-NAM mobile app which can be downloaded from Google Play Store.
 - **This will increase farmers' digital access to multiple markets,** buyers and service providers and bring transparency in business transactions with the aim of improving price search mechanism and quality commensurate price realisation.
 - The inclusion of various service providers not only adds to the value of the e-NAM platform, but also gives the users of the platform options to avail services from different service providers.
 - **So far, 41 service providers from different platforms are covered under POP** that facilitate various value chain services like trading, quality checks, warehousing, fintech, market information, transportation etc.

The National Agriculture Market (e-NAM)-

- eNAM is a **pan-India electronic trading portal** which **networks the existing APMC mandis** to create a unified national market for agricultural commodities.
- It provides an e-marketing platform at national level and supports creation of infrastructure to enable e-marketing.
- It brings in transparency and competition to enable farmers to get improved remuneration for their produce moving towards '**One Nation One Market**'.
- **Small Farmers Agribusiness Consortium (SFAC) is the lead agency for implementing eNAM** under the aegis of Ministry of Agriculture and Farmers' Welfare, Government of India.

- **Its mission is** integration of APMCs across the country through a common online market platform to facilitate pan-India trade in agriculture commodities, providing better price discovery through transparent auction process based on quality of produce along with timely online payment.