

Beat: News

## Role Of “eMarketing” & “eMandis” Underlined

**Union Agriculture Minister Radha Mohan**

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**USPA NEWS** - The Minister of State for Agriculture, Mr. Mohanbhai Kalyanjibhai Kundariya with the winners of the National Cooperative Development Corporation (NCDC) 7th Biennial Awards for Cooperative Excellence, at a function, in New Delhi on April 29, 2015.

Union Agriculture Minister Mr. Radha Mohan Singh, underlined the important role of “eMarketing” and the infrastructure development for Agriculture “eMandis”. He urged States to think about the unified agriculture market for the states so that farmers can sell their agriculture produce at single place. This will also enable the concept of National Unified Agriculture Market to be successful. He said that “eMandis” would require a software where farmers could enter the data related to agriculture produce. He emphasized this during the in-session meeting of the consultative committee of Ministry of Agriculture in New Delhi on April 30.

Chairing the meeting of the consultative committee of Parliamentarians of the Ministry of Agriculture, the Minister informed that the eMarketing will help to bring one Market concept and farmers would need to be educated about this concept. He said that agri-market will promote direct linkage between the farmer and the consumer, without the need for intermediaries and enable effective consumer information dissemination.

Shri Radha Mohan Singh also mentioned that one Mandi License fee for the farmers in the entire state for the “eMandi” and will have the flexibility for the farmer to sell agriculture produce in one Unified Mandi in the entire state.

Participating in the discussion, MP Mr. Shankarbhay N. Vegad suggested to create awareness among farmers regarding “eMandis”. MP, Mr. Manshankar Ninama suggested about creating awareness about the role of “eMandis” and the States responsibility.

Present on the occasion were Ministers of State for Agriculture, Dr. Sanjeev Kumar Balyan and Mr. Mohanbhai Kalyanjibhai Kundariya and Parliamentarians who attended this meeting included Mr. Rodmal Nagar, Ms. Shobha Karandlaje, Mr. Sumedhanand Saraswati, Mrs. Kamla Devi Patle.

### Article online:

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