



NCDEX

FARMER MARKET ACCESS
2016-17

Agenda



- **Background & Progress so far**
- **NCDEX Initiatives**
- **NeML Initiatives**
- **Capacity & Skill Building**
- **Future Plans**

Background

- ❑ Indirect benefits to farmers over the last decade, no direct engagement.
- ❑ Liberalization of commodity trading & reduced government procurement resulting in shifting of risk to farmers.
- ❑ Need for risk management and direct market access to improve farmer incomes.
- ❑ The biggest hurdles to direct participation are: the low crop volumes, absence of standard quality, exclusion from taxation, and lack of financial literacy.
- ❑ Farmer Producer Organisations (FPOs), that combine the advantages of collectivization with a corporate structure are the solution.
- ❑ Focus of the NCDEX Group on connecting FPOs to the futures platform.
- ❑ Extensive focus on increasing financial literacy and education about post-harvest crop management
- ❑ Intensified efforts to develop the agricultural markets through group company NCDEX e Markets Limited (NeML).

Progress so far

Comparison with e NAM


- Target: 50,000 farmers
- Achieved: 18,000 farmers
- Farmer collectives participated: 8
- Crops: 6

NCDEX



- Number of farmers impacted: 15,30,882
- States: 6
- Projects: UMP, Procurement, e-Auctions, Market Access

NeML



	NCDEX	NeML	e NAM
Farmer users	18,000	15,30,882	1,60,229
Traded Quantity (MT)	8,968	28,86,396	1,53,993
Crops	6	20	69
States	3	6	10



NCDEX Initiatives

FPO Onboarding

Status as on October 31, 2016

- ❑ Total number of promoting / supporting agencies that NCDEX is engaging with: 37
 - Resource Institutions (RIs) – 25
 - Promoting Agencies – 11
 - Co-operative Marketing Unions – 1
- ❑ Total number of farmers who are members of the above collectives: 1,60,000
- ❑ Location of the various farmer collectives: 9 States namely Andhra Pradesh, Bihar, Gujarat, Karnataka, Madhya Pradesh, Maharashtra, Rajasthan, Telangana and Uttar Pradesh
- ❑ Farmer collectives that have participated on the Exchange platform: 8

Status as on October 31, 2016

- ❑ Number of farmers who have participated on Exchange platform: 18,000
- ❑ Commodities traded by the farmer collectives in FY 2016-17
 - Maize: 8,070 MT
 - Soybean: 840 MT
 - Mustard Seed: 10 MT
 - Wheat: 20 MT
 - Chana: 20 MT
 - Kapas: 2 Lots
- ❑ Farmer collectives who have opened accounts but are yet to trade: 12
- ❑ No. of Farmers in collectives that are yet to trade: 8500
- ❑ Farmer collectives that are in the process of opening a trading account: 67

Activities Conducted

□ Awareness and Training Programs

- More than 100 awareness programs throughout 9 targeted states
- Separate trainings programs for promoting agencies and farmer collectives
- Discussions with agencies like NABKISAN and FWFB, who are providing working capital to Farmer Collectives

□ Exposure Visits of Farmers to -

- Members office to show them live trading
- NCDEX Approved warehouses to make them understand Quality and delivery process
- Other Farmer collective who have already traded on Exchange platform

Activities Conducted

- ❑ Literature on benefits of Hedging for Farmers in
 - ASCI's Farmer centric training books
 - MACP's FPO Study material
 - State Agricultural Magazines
- ❑ Marketing
 - Success Stories of Farmer Collectives on Mandi.com



Jamwa Ramgarh Producer Company




Jeevika




Ram Rahim

Interaction with Promoting Agencies

ISAP	IFFCO	World Bank
Vrutti Livelihood	IFFDC	Access Livelihood
NCDC	Cohesion Foundation	ICRISAT
NRLM – Bihar	Aga Khan Rural Support	WASSAN
CARE - India	BAIF	IGS
NRLM – Madhya Pradesh	SRIJAN	Arpan Sewa Sansthan
Samaj Pragati Sahayog	Tata Trust	BISCOMAUN
Dilasa Agro	SEWA	Tilam Sangh
Reliance Foundation	MACP	Anandi
Technoserve	Access Development	Mahila Chetna Manch
Chetna Organics	Basix	NRLM – Gujarat
IFHD	Grant Thornton	Udyogini

 High level of engagement

 Medium level of engagement

 Lower level of engagement



NeML Initiatives

Summary

April to September 2016

Activity	State	Farmers impacted	Quantity (MT)
UMP	Karnataka, Andhra Pradesh, Telangana	13,24,628	24,79,364
Procurement	Maharashtra	2,00,000	4,00,000
e-Auctions	Digitization Drive for Paddy Andhra Pradesh (Coffee beans)	60	1,050
	Karnataka (Bidar Sahakar Sakkare Karkhane)	4,500	4,553
Market Access for Sale	Karnataka (Coconut)	435	1,057
Market access for fresh produce	Bihar (FFresh –Litchi)	15	12
Market access	Odisha Agricultural Marketing Board (OSAMB)	44	360

UMP

April to September 2016

	Number of farmers	Traded quantity (MT)	Value (Rs. in crore)	Markets Implemented
UMP - ReMS	7,00,441	211,45,75	8,501.80	153*
UMP – Andhra Pradesh	6,24,187	36,47,88	2,668.57	10
Total	13,24,628	2,47,93,64	11,170.37	163

* Total markets till date

e Auctions

☐ Coffee Bean

No of Farmers/Tribes benefited from this auction – 60

No of Traders Participated - 20(From AP, Telangana, Karnataka)

Total Profit: - 20 Lakhs(wrt base price)

Sr. No.	Account	Quantity Sold (In Kgs)	Trade Value(Rs. crore)
1	APFDC Coffee Beans	324,849	9.8
2	GCC Coffee Beans	725,614	5

Market Access

❑ KSCMF – De-husked Coconut Procurement

Karnataka state Government to support the farmers started procuring with Minimum support price and Sales through NEML during 2016-17.

Enrolled 29 Coconut buyers where there are Coconut exporters, Coconut Powder manufacturers and Oil millers from Karnataka, Andhra Pradesh and Tamil Nadu.

Procurement Centres	Farmers benefited	Sale (quintals)	Total Value (Rs.)
Chamrajnagar, Gundlupete, Kollegala, Kunigal	435	10571	14724732

Market Access

▣ MAIZE growers - Nawarangpur, Odisha

- 44 farmers registered to utilize the platform.
- 16 traders from 5 states(Odisha, AP, Delhi, Karnataka & WB) registered
- 3600 Qtls Maize Deposited in 3 centres
- 1,700 Qtls Maize Sold to buyers from Odisha
- 23 farmers deposited Maize(3 centres)
- 11 Farmers sold their stock Highest quote received by farmer was ₹ 1426 / Quintal against the local market spot price of ₹ 1350-1360 / Quintal.
- Farmers received the trade amount within 3 days from trade confirmation in their bank account and RMC received Market Fee & Gunny bag charges at the same time.

Market Access

FFresh – Fruits and Vegetables in Bihar

- Initiated various trade in Litchi, Onion, Kinnow, Coconut etc., to help farmer to get a better price.

Litchi Trade Details

Total Traded Quantity	12498 Kg
Total Traded Value	1614012
Total Traded on NeML	57 Trades
Total Farmers registered	15

Procurement

▣ Paddy Procurement – Digitalisation drive for Maharashtra

Farmer Enrolment	Total Qty (MT)	Area of operation for procurement of Paddy (Districts)
2 Lakh	4 Lakh	Nagpur, Gondia, Gadchiroli, Bhandara, Chandrapur, Thane, Raigad & Ratnagiri.



Capacity & Skill Building

Capacity & Skill Building Activities



Price Dissemination

The NCDEX Official App – 18,158 users
NCDEX Markets App – 9,053 users
WhatsApp Commodity Groups – 1,747 users
SMS Subscribed prices – 26 users



Events & Workshops

IFFCO Annual Meet - interacted with close to 800 farmer/ farmer collectives.
Participated in the Global Rajasthan Agritech Meet (GRAM) - over 50,000 farmers across Rajasthan participated



Public Broadcasting

Mandi.com - 33 episodes, engaging with approximately 450 farmers & agri stakeholders across 13 states.
Toll free number tie up with IFFCO Kisan Sanchar Limited.
Over 10,000 calls have been received so far with an average call time of 5-7 mins.



CSR & Programs with agencies

1329 farmers have been trained in 33 villages in 2 states through NSFI
Module being integrated in the ASCI participant manual for agriculture skill building
Association with IFFCO, Tata trust, Reliance Foundation for capacity building of FPOs
Over 250 FPOs have been engaged with through 75 programs across 10 states.



Thank you!

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