## Farmers reaping benefits of online commodity trading

NAGESH PRABHU BENGALURU

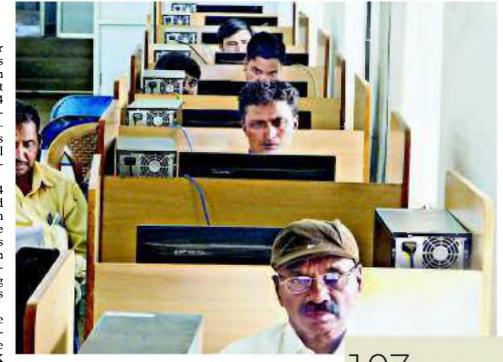
s Prime Minister Narendra Modi is all set to launch a unified market platform (UMP) on April 14 across the country, Karnataka's online trading in agricultural commodities has proved to be a successful model and farmers are reaping its benefits.

Till date, more than 14 lakh farmers have registered on the UMP and have been benefited from a sharp rise in prices of commodities owing to the introduction of online trading in 107 agricultural produce marketing committees (APMCs) across the State.

The UMP through the Rashtriya e-Market Services (ReMS), a joint venture of the State and NCDEX Spot Exchange Ltd., has addressed the concerns of small and marginal farmers, who hitherto struggled for a better price.

## Prices

The UMP had contributed to the significant rise nut, toor, turmeric, Bengal of some commodities increased by more than 50 with the previous year.



SUCCESSFUL MODEL: Traders quoting prices on e-platform at Byaddi Chilli Market in Haveri district. - PHOTO: BY SPECIAL ARRANGEMENT

from Rs. 5,401 a quintal in traded online. 2013 to Rs. 12,936 a quintal in 2015 in the Tiptur market Advantages (rise of 139 per cent), while

For instance, the average quintals of commodities price of copra increased worth \$ 2.5 billon had been

The government implein prices of copra, ground- it moved from Rs. 5,178 a mented online trading quintal in 2013 to Rs. 11,169 to develop a barrier-free gram, arecanut, dry chilli, (116 per cent) in 2015 in the market for farmers. Now, and green gram. Prices Arsikere market of Hassan wholesale dealers, including METRO Cash & Carry. Manoj Rajan, managing and major traders in differ-

tive prices.

transacting on electronic platform

Online trading helps producer-seller secure the best tem has eliminated the role in the online bidding. of middlemen and unfair trade practices, he said.

The UMP contributed the country enabled them per cent in 2015 compared director and CEO, ReMS, ent parts of the State are better price realisation to to trade across APMC UMP had created quality

ing and quoting competi- prices prevailing in earlier in the markets and greater competition was noticed by price for commodities at outside traders' participathe APMCs. The new systion, with more bids per lot ity and magnitude of par-

Unified trader licence issued to traders from across Awareness drive

der the system, the mar- farmers. To bring in more the extent of market liquidticipation.

The official said that the

years. It increased arrivals ket would correct itself to farmers under the system, curb excess speculation of a drive has been launched "rogue" traders/agents to in 11,000 villages across the State, involving at least 200 farmers from each village.

Karnataka's model was showcased at the 'National conference on sustainable agriculture and farmers welfare', chaired by said till date, 130 million participating in online trad- farmers compared with the markets in Karnataka. Un- and price awareness among Mr. Modi, in Gangtok in

January. Delegates from Jammu and Kashmir, Tamil Nadu, Andhra Pradesh, Jharkhand, Odisha, Gujarat, Uttarakhand, Rajasthan and Chhattisgarh visited Karnataka last year to study the market reforms process.

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PRICE COMPART	SON PRE- AND POST-UMP	TMDI EMENTATION
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COPRA AVERAGE PRICE (RS. PER QUINTAL)								
Market	Tiptur	Arsikere	Kunigal	Turuvekere	Gubbi			
2013	5,401	5,178	4,816	5,132	5,991			
2015	12,936	11,169	<b>12</b> ,411	12,725	12,439			
% change	139	116	158	148	108			

TOOR AVERAGE PRICE (RS. PER QUINTAL)							
Market	Bidar	Raichur	Sedam	Bhalki			
2013	4,138	4,194	4,318	4,177			
2015	5,410	5,433	5,203	6,112			
% change	31	30	20	40			

ARECANUT AVERAGE PRICE (RS. PER QUINTAL)								
Market	Shivamogga	Sirsi	Channagiri					
2014	23,120	27,590	28,959					
2015	32,634	31,098	31,996					
% change	41	13	10					
DENOAL ODAL	A AMEDAGE DE	TOE (DC D	ED OLITHITAL Y					

i	BENGAL GRA	IVI AVEK	AGE PRICE	(KS. PEK	QUINTAL)
	Market	Bidar	Raichur	Bhalki	Vijayapura
	2014	2,655	2,785	2,6 <b>2</b> 5	2,479
	2015	3,890	3,686	3,833	3,523
	% change	47	32	46	42

GROUNDNUT AVERAGE PRICE (RS. PER QUINTAL)								
Market	Yad <b>g</b> ir	Raichur	Bagalkot	Hubballi	Challakere	Gadag	Chitradurga	Ballari
2014	3,230	3,133	3,520	3,060	3,430	3,525	3,747	3,529
2015	4,540	4,509	5,245	4,361	4,254	4,266	4,512	4,323
% change	41	44	49	43	24	21	20	22

registered on UMP platform commodities transacted

**UMP** increases competition in agricultural marketing

NITI Aayog says Karnataka is a "true leader in agri-market reforms in the country"