

Sale of agricultural produce through the on-line market

1. What is meant by on-line market platform?

On-line market platform is a system in which, the quality details of the agricultural produce will be displayed on the electronic platform, the traders from different parts of the State participate in the buying process and quote the price electronically and sale proceeds will be transmitted on-line.

2. What are the objectives of on-line market system?

Ensuring competitive price for agricultural produce in a transparent way, increasing the demand for the produce by participation of more number of traders with unified license, online transfer of sale proceeds to the bank accounts of the farmers on the same day of sale and dissemination of information to the farmers at all stages of sale process, or the objectives of on-line market system.

3. What is to be done by the farmers to participate in the on-line market system?

Farmers have to bring cleaned produce to the market yards and grade them according to the quality of the produce. They have to register their name with their mobile and bank account number in the market yards or at the time of registration campaign organized by the APMC's.

4. What are the benefits of giving their mobile number?

When the price of the produce is determined in the process of sale through the on-line market system, the details will be sent to the farmers by SMS. From this, the farmers will not only get the information on price for their produce offered but also they can take decision whether to accept such price or not.

5. Why the farmers have to give the bank details?

The on-line market service provider will transfer the sale proceeds directly to the farmer's bank account when sale transaction is completed. The farmers need not be present and participate till the sale process is completed in the market yard.

6. How the price is quoted by the buyers in the on-line market system?

Before the agricultural produce is offered for sale, a professional assaying service provider will assay the produce against the standardized quality parameters, which will be displayed on the on-line market platform. The name of the commodity, quantity, lot number, assayed quality parameters values will be displayed on the platform. Based on the information displayed according to his requirement the buyer (trader) will determine the price to be offered for such produce.

7. Whether it is compulsory for the farmers to sell their produce at the price offered by the traders?

No. It is not compulsory. When the price discovery takes place, farmers and commission agents will be given the information through SMS. If the price offered is not acceptable to the farmer they have to inform the concerned commission agent within the prescribed time. In turn the commission agent will upload the same to the UMP and will drop the sale of such produce. The same will be offered for sale on the next day. If there is no information from the farmers regarding their acceptance, it is considered that they have accepted and the produce will be sold through the platform.

8. Who will make the payment to the farmers and how?

The service provider of on-line market system will collect the sale proceeds from the buyer of the agricultural produce and in turn he will remit it to his account. Once the sale proceeds is through, he will transfer the sale proceeds to the bank account which was given by the farmer at the time of registration. Farmers can get their sale proceeds from their bank account.

9. Whether the farmer will get delayed payment in case payment of sale proceeds is delayed by the buyer of the produce?

No. The on-line market service provider is having the responsibility to get funds transferred from the bank account of buyer of the agricultural produce. Even if there is delay in this process, farmers will get their sale proceeds to their bank account within 24 hours of sale.

10. What action will be taken if there is any chance of short remittance or funds transfer to some other account in the process of fund transfer to bank account of farmers?

At the time of farmer's registration they have to give their bank account details correctly and legibly. If there is any lapse at this stage, it will be difficult to make corrections. If the farmers have given correct details and any mistakes committed at the time of funds transfer, the service provider of on-line market system will ensure such lapses are rectified and will take action for funds transfer. The said service provider is having the responsibility in this regard.

11. What are the charges to be borne by the farmers when they sell their produce under on-line market system?

Weighment and grading of the produce before sale is required under the on-line market system, the farmers have to bear such charges fixed by the market committees in this regard.

12. Who will make payment of commission when the produce is sold through the commission agents provided under the law?

When the farmers produce is sold through the commission agents in the on-line market system, the service provider of on-line market system will collect the commission charges from the buyer of such produce and remit the same to the bank accounts of commission agents.

13. Who is going to provide the information on the on-line market system to the farmers?

APMCs will provide information through the Raitha Samparka Kendra setup by the Government in their market area and also the extension unit of the Karnataka State Agricultural Marketing Board will provide information through the publicity programs.

14. In case the farmer does not have bank account can he open a bank account when he comes to the market yard for sale of his produce?

Yes. The concerned Market Committee Secretary and the Staff will help the farmers in this regard.

15. What are the important factors to be considered for sale of produce through the on-line market system?

Farmers should have a bank account, correct details of bank account should be provided at the time of registration. Harvesting has to be done at the right time, the produce has to be dried, cleaned, graded and packed in such a way that they are not damaged and should be transported to the market yard for sale. Farmers have to give their mobile number to get information regarding weight of their produce.

16. Who will resolve the disputes arise in respect of grading, assaying, weightment, payment etc., in the on-line market system?

The Disputes committee constituted under Rule 91-P of KAPM (R&D) Rules 1968 will examine and resolve the disputes.