

## ECONOMY

### ■ POP under e-NAM Launched to Facilitate Agriculture Value Chain Services

The Union Minister of Agriculture and Farmers Welfare has launched the Platform of Platforms (POP) under the e-National Agriculture Market (e-NAM). The platform was launched by Agriculture Minister Shri Narendra Singh Tomar on the sidelines of the State Agriculture and Horticulture Ministers' Conference in Bengaluru. With the introduction of POP, farmers will be facilitated to sell the produce outside their state borders. 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. 41 service providers from different platforms are covered under POP facilitating various value chain services like trading, quality checks, warehousing, fintech, market information, transportation etc. The PoP will create a digital ecosystem, which will benefit from the expertise of different platforms in different segments of the agricultural value chain.



Uttam Fasal Uttam Ezaam

NATIONAL AGRICULTURE MARKET

## SPORTS