

HIMACHAL

12 Districts

6.8 Million People

Solan District

Population: 5,80,320

Farmer Families: 53,456

Cultivated Area

Agriculture: 64,240 ha

Vegetables: 9,518 ha

Horticulture: 6,500 ha



CONNECTING FARMER
AND TRADER





Solan and eNAM

2016-17

Commodities Traded: 3/6

Tomato, Apple, Peas, Capsicum, Bean, Garlic.

Total Value: Rs. 61,57,710

2017-18

Commodities Traded: 6

Total Value: Rs. 3,92,12,187

>600% increase over previous year under eNAM but a small part of the total trade.



Challenges

Structural and procedural issues.

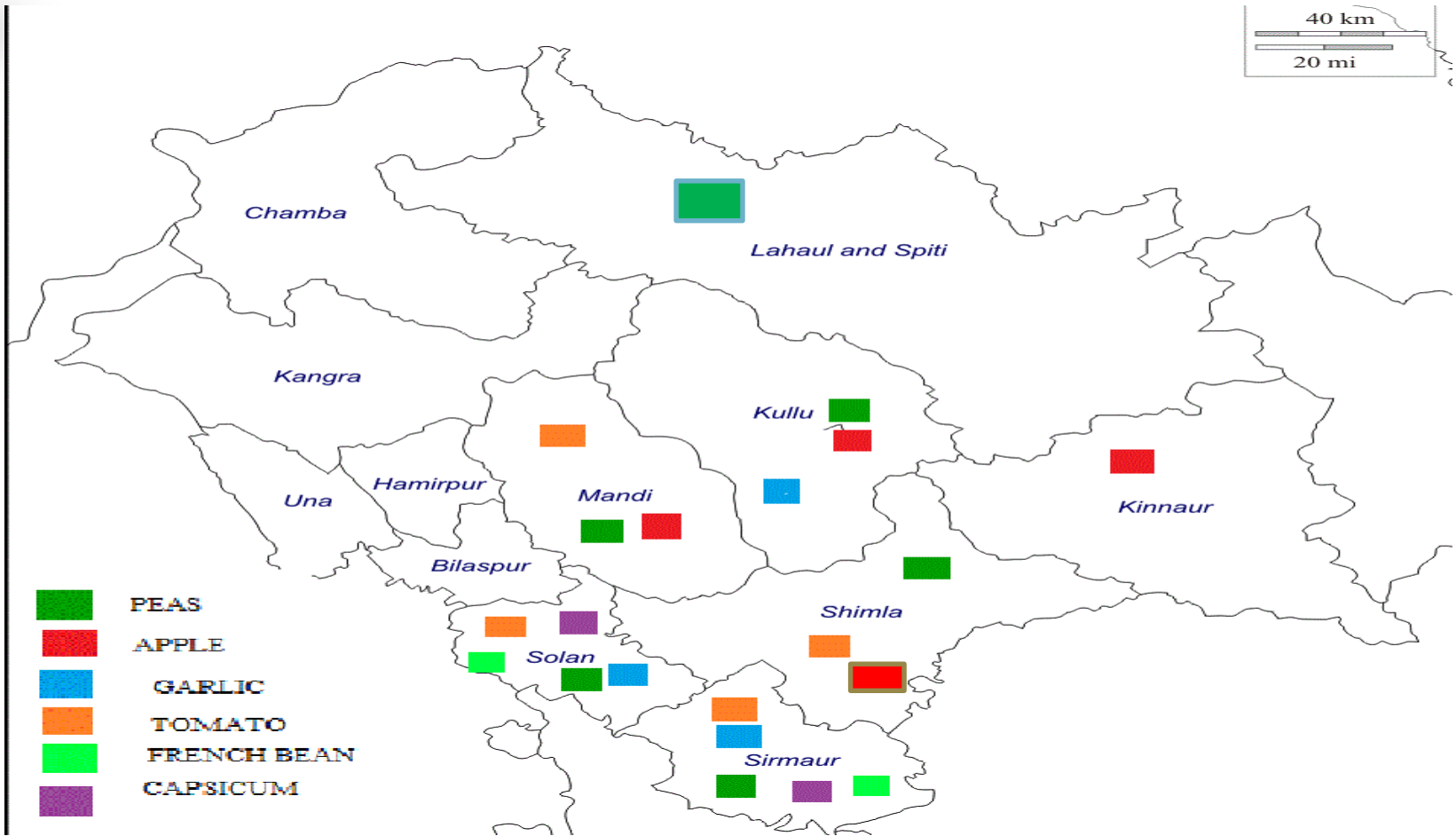
Behavioral issues.

Perishable commodities.

Bringing all stakeholders on board.



Challenges





Strategies

Awareness camps and trainings.

Dialogue with stakeholders.

Publicity and visibility.

Use of technology.

Improvement in existing infrastructure.



Convergence

Soil Testing and Soil Health Card Distribution.

Collaboration with extension wing of Agriculture/Horticulture Universities, Agriculture Department, Block Development Offices and other Departments/Projects.



Key Lessons

Change is possible.

Middlemen will have a role in new paradigm.

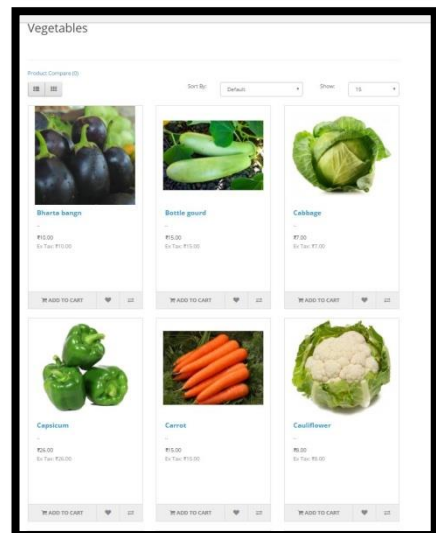
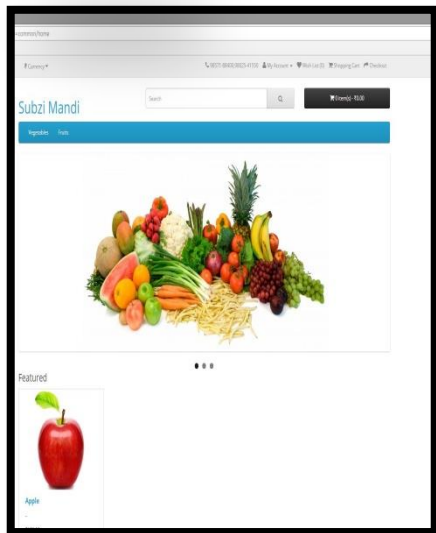
Total shift to online trade may take longer.

Physical trading space will stay.



eRetail: Innovative Spin Off

Doorstep Distribution
of
Fruit and Vegetables
in
Solan Town



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