

The Mandi in Your Pocket”: How MP Farmers Sold 77 million Quintals from Home

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SUMMARY

This article Investigates the Impact of two digital undertakings within the state of Madhya Pradesh, India, and the entire country of India: UNNATI and the MP Farm Gate App. UNNATI provides farmers with fundamental pre-harvest information, thereby helping them with crop risk management and value assessment, by satellite images derived from satellite and GIS technology. The MP Farm Gate App, enhanced with the Specific Examples E-Mandi system, has in the recent past technologically modernized post-harvest trade. This has enabled more than 670,000 farmers to sell 77.1 million quintals of agriculture produce from their homes, without the need to access the much-criticized agricultural markets. This improved agricultural productivity is highly inclined to the use of technology. These projects rectify the notion that technology has the potential to digitally transform agricultural markets, increasing efficiency and transparency for farmers.

INTRODUCTION

Agriculture is the remaining strongest component of Madhya Pradesh's economy, with around 70% of the state's rural workforce depending on agriculture and accounting for nearly 25% of the state's Gross State Domestic Product (GSDP). The state is often called the 'Soybean State of India' and is also one of the top producers of wheat, pulses, and oilseeds. Indian farmers have had to contend with issues like a lack of properly functioning markets and market access, excessive reliance on third parties, and insufficiently timely information about prices and weather ever since. To alleviate these issues, the Government of Madhya Pradesh has taken a positive approach to agriculture by incorporating modern technologies. Projects like UNNATI (Agri-GIS) which uses satellite imagery and drone mapping along with GIS tools for precision crop planning, helps with crop monitoring and managing risks. The E-Mandi system has also expanded to cover all 259 mandis, and during the 2024–25 period, more than 1.48 million farmers registered on the platform. Meanwhile, the MP Farm Gate App has also enabled 239,774 farmers to sell more than 550 lakh quintals of farm produce directly from their homes or storage, and received high usage during the same period. Opting these reforms, Madhya Pradesh aims to achieve a dominant position in digital agriculture, improving farmers' participation in agriculture markets, and practice farming in an environmentally sustainable and profitable way.

UNNATI (Agri-GIS): Smart Farming Mapping

One of the first to use satellite-based geo-information and technology for developing strategic agriculture with the intention of preparing satellite imagery Agri-GIS, and the Government of Madhya Pradesh was the first to implement sophisticated geospatial databases for agriculture which was the UNNATI initiative. This system provides real-time information on the geographical positioned, and data concerning the soil and management on yields, and irrigations which helps in developing and cropping timely along with powerful farming practices. UNNATI supports policymakers to manage and streamline the budgets, and assesses prospects for farmers to practice sustainable agriculture. It is a huge practice shift to the farmers of the state who have no scientific data.

E-Mandi System: Market Transformed.

With the UNNATI initiative and the use of satellite technology, E-mandi aims to achieve transparency and efficiency in agriculture markets. Starting in the Bhopal, Harda, Indore, Dewas, Guna, Sagar, Jabalpur, and Satna mandis on August 1, 2022, and more recently in Ujjain, the Economic Survey 2024–25 with the e-mandi system in more than 1,488,108 farmers have registered over 10.75 lakh farmers on the platform. The Digital Marketplace, created alongside the National Informatics Centre (NIC), lowers market inefficiencies by averting the middlemen, lowers trade costs in agriculture, and improves trade efficiency by easing price discrimination.

MP Farm Gate App: Direct-to-Farm Sales

The MP Farm Gate App is Android based application which is an innovation that enables farmers to sell production without having to go physically to the 'mandis'. It has been integrated to all 259 'mandis' and expanded to cover the whole state. 239,774 farmers have sold over 550 lakh quintals of produce thoroughly the

app by the 2024-2025 financial year. Between the months of May and August 2023, 19,603 farmers sold 134 lakh quintals, generating ₹2,214.56 Crores, contributing ₹37.10 crores of mandi tax. This previously mentioned rapid adoption is indicative of the platforms' value in transaction cost reduction, time savings, and improvement of farmer income.

E-License System: Strengthening Market Transparency

In the case of complete market reform, Madhya Pradesh has engaged in the retroactive market digitization of manual licensing procedures alongside other states. 2.134 million farmers have registered on this scheme and over 11.357 million e-licenses have been issued, with 9.4 million by traders and 1.952 million emerging from market modules **authorities**. Simplified the process of acquisition of the license along with providing much more transparency, accountability, and ease of participation in the agricultural trade.

CONCLUSION

The digitization of farming in Madhya Pradesh represents a courageous stride in creating a proactive, clearer, and more aligned system at the grassroots level. For example, the UNNATI (Agri-GIS) program uses satellites and GIS technology to facilitate data-driven farming, providing users with actionable information about crops, soil, and water. The E-Mandi system, where more than 1.48 million farmers across 259 markets participate, has also emerged and changed the way farmers access markets and interact with intermediaries, eliminating the need to lower unfair prices. The MP Farm Gate App has further assisted this shift by allowing farmers to sell directly to the market. The app has also been reported to save farmers time and money, with more than 550 lakh quintals of produce sold by 239,774 farmers, particularly during the 2024-25 farming period, ensuring revenue protection. The ease of gaining participation in the processes coupled with the regulatory E-License system has only reinforced the transparency with the issuance of more than 11.3 million. Collectively, the achievements highlight Madhya Pradesh's position at the forefront of digital agriculture in the country, proving that farming can be more inclusive, sustainable, and profitable with the right technology-driven changes.

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