

**GOVERNMENT OF INDIA  
AGRICULTURE  
LOK SABHA**

UNSTARRED QUESTION NO:802  
ANSWERED ON:02.03.2010  
FARM GATE TO HOME GATE SCHEME  
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**Will the Minister of AGRICULTURE be pleased to state:**

- (a) whether the Government/NAFED proposes to launch 'Farm Gate to Home Gate' Scheme in the country;
- (b) if so, the details thereof;
- (c) the objective of the scheme alongwith the criteria for identification of locations for setting up of infrastructure under the scheme; and
- (d) the extent to which the role of middlemen is likely to be eliminated after implementation of the scheme?

**Answer**

MINISTER OF STATE IN THE MINISTRY OF AGRICULTURE AND MINISTER OF STATE IN THE MINISTRY OF CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION (PROF. K.V. THOMAS)

(a) to (d): NAFED has reported that they have launched a new initiative "FARM GATE TO HOME GATE (Khet Se Ghar Tak)" which aims to procure essential commodities from the farmers and make available to the consumers at 15-30% less than retail market price. The objective of the initiative is to procure farm produce directly from the farmers and sell it to the consumers at fair and affordable price. NAFED has launched this in New Delhi on 12.02.10 and in Chennai on 15.2.2010. Under this scheme NAFED has identified 17 kitchen basics and is making the same available directly to the consumers through its own outlets and mobile vans. As regards to the criteria for identification of locations for setting up of infrastructure, NAFED has put in place vast infrastructure including warehouse, godowns, cold storage, collection centre, pack houses in various parts of the country for agri produce, standardization and proper storage of the agricultural produce. The packed produce is proposed to be made available by NAFED directly to the consumers by utilizing the chain of its own retail outlets and those set up and run by the member cooperatives. NAFED has also proposed to enter into the agreement with retail outlets in public sector including the Civil Supplies Corporation in different states. As the objective is to procure farm produce directly from the farmers and sell it to the consumers at fair and affordable price, it will eliminate the middlemen to an extent.