

**GOVERNMENT OF INDIA
AGRICULTURE
LOK SABHA**

UNSTARRED QUESTION NO:3872
ANSWERED ON:17.08.2010
FARM GATE TO HOME GATE SCHEME
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Will the Minister of AGRICULTURE be pleased to state:

- (a) whether the Government/NAFED have launched `Farm Gate to Home Gate` Scheme in the country;
- (b) if so, the details of the farm gate to home gate outlets identified and functioning in the country including in Madhya Pradesh, Orissa and Karnataka; and
- (c) the extent to which the role of middle men has been reduced after implementation of the scheme in the State?

Answer

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

(a) & (b): NAFED has informed that as part of NAFED's campaign to bring down the rising prices, it has launched `Farm Gate to Home Gate` initiative under Easy Market Scheme to ensure that essential commodities are made available to the consumers at reasonable and affordable rates at 15-30% lower than the retail market rates. The scheme was launched in Delhi on 12th February 2010 with 17 kitchen basics, in Chennai on 15th February, 2010 with 11 kitchen basics and in Cochin on 9th April, 2010 with 20 kitchen basics. The scheme is yet to start in other parts of the country.

(c): Under `Farm Gate to Home Gate` scheme, NAFED envisaged to procure the identified kitchen basics directly from the farmers and sell the same directly to the consumers through its own outlets, outlets of member cooperatives, etc. This, eliminates the role of middlemen.