

Promoting Cashless Transaction for Input Purchase among Farmers:

KVK Initiative on World Soil Health Day

The Government is promoting cashless transaction to promote digital literacy. To promote cashless transaction among farmers and make them aware about the process of cashless transaction through different modes like POS machine, Debit card, online apps for sale of farm inputs. ICAR-ATARI, Jabalpur took initiative along with KVKs in Madhya Pradesh, Chhattisgarh and Odisha to promote cashless transaction for input purchase among farmers on the occasion of World Soil Health Day on December 5, 2016. The KVKs in ICAR-ATARI, Zone VII in collaboration with input dealers and bank officials of the district made the arrangement for demonstration of the cashless transaction process to promote digital literacy and faith among farming community for digital transaction.

The farmers were made aware by bank officials and KVK scientists about the benefits of cashless transaction for sale of farm produce and purchase of agro inputs to have transparency, safety and saving of time and risk of handling huge cash amount including theft. Farmers purchased inputs varying from pesticides, seeds planting material and farm machinery including tractor from input dealers using swap card/ POS machines, aadhaar enabled cashless transaction, ATM/debit card and online payment apps at the venue on World Soil Health Day programme. The summary of activities in ICAR-ATARI, Zone VII is given below.

Summary of promotion of cashless transaction for input purchase among farmers

S. No.	Name of State	No. of KVKs	Awareness among No. of farmers	Participation of input dealers	No. of Farmers purchased inputs
1.	Madhya Pradesh	34	14294	111	205
2.	Chhattisgarh	9	6729	72	168
3.	Odisha	32	4409	66	153
	Total	75	25432	249	526

KVK Initiatives for Promoting Cashless Transaction among Farmers

Madhya Pradesh:

S. No	Name of KVK	Awareness among No. of farmers	Participation of input dealers	No. of Farmers purchased inputs at venue	Demonstration/ Mode of payment by farmer POS/Card swipe/online app/other
1.	Betul	453	1	32	POS
2.	Rajgarh	343	-	-	Demonstrations of cashless transaction
3.	Khandwa	445	-	-	Demonstrations of cashless transaction
4.	Harda	450	3	5	Card Swipe
5.	Dewas	527	5	-	POS/Card Swipe and Cheque
6.	Shivpuri	575	-	-	Demonstrations of cashless transaction
7.	Chhindwara	715	-	12	POS, Card Swipe and Online app
8.	Neemuch	300	25	-	Card Swipe
9.	Jabalpur	400	-	-	Demonstrations of cashless transaction
10.	Umaria	605	2	3	Card Swipe
11.	Rewa	481	4	23	Card Swipe
12.	Gwalior	265	-	-	Demonstrations of cashless transaction
13.	Hoshangabad	251	-	-	Demonstrations of cashless transaction
14.	Balaghat	450	2	5	Card swipe
15.	Chhatarpur	120	-	-	Demonstration for card swipe.
16.	Sagar	674	2	12	Card Swipe
17.	Khargone	109	-	-	Awareness about cashless transaction
18.	Ujjain	211	-	-	Demonstrations of cashless transaction
19.	Barwani	195	-	-	Demonstrations of cashless transaction
20.	Mandla	419	-	-	Demonstrations of cashless transaction
21.	Dhar	610	40	68	Card swipe/POS
22.	Damoh	384	12	-	Card Swipe, Other
23.	Sehore	705	3	10	Card Swipe/, Online app, ATM
24.	Ratlam	627	1	12	Online app
25.	Panna	495	1	2	POS
26.	Bhind	400	-	-	Awareness about cashless transaction
27.	Dindori	400	-	-	Awareness about cashless transaction
28.	Katni	315	2	-	Demonstrations of cashless transaction
29.	Mandsaur	548	-	-	Awareness about cashless transaction
30.	Narsinghpur	350	-	-	Awareness about cashless transaction
31.	Seoni	590	6	4	POS & Card Swipe
32.	Shahdol	256	-	-	POS
33.	Sidhi	176	-	-	Awareness about cashless transaction
34.	Sheopur	450	2	17	ATM / Cheque
	Total	14294	111	205	

Chhattisgarh:

S. No.	Name of KVK	Awareness among No. of farmers	Participation of input dealers	No. of Farmers purchased inputs at venue	Demonstration/ Mode of payment by farmer POS/Card swipe/online app/other
1.	Dantewada	1200	5	-	Awareness on cashless transaction
2.	Durg	600	2	30	Aadhar card enabled transaction
3.	Jashpur	416	2	3	Online app
4.	Kanker	875	1	-	Awareness about cashless transaction
5.	Surguja	1160	8	68	POS/ Cheque
6.	Janjgir-Champa	416	2	12	Online App (PayTM)
7.	Kawardha	600	50	50	Card Swipe
8.	Korea	950	2	5	POS and card Swipe
9.	Mahasamund	512	-	-	Awareness about cashless transaction
	Total	6729	72	168	

Odisha:

S. No	Name of KVK	Awareness among No. of farmers	Participation of input dealers	No. of Farmers purchased inputs at venue	Demonstration/ Mode of payment by farmer POS/Card swipe/online app/other
1	Angul	200	2	2	Online app
2	Balasore	290	10	20	POS
3	Baragarh	150	-	-	Awareness on cashless modes
5	Bolangir	300	3	-	Awareness about cashless transaction
8	Deogarh	200	2	-	Awareness about cashless transaction
10	Gajapati	147	-	-	Use of cashless transaction by POS
15	Jharsuguda	200	-	-	Cashless transaction using ATM card
16	Kalahandi	250	10	-	Awareness about cashless transaction
17	Kandhamal	430	6	-	Awareness on cashless transaction
18	Kendrapara	200	4	24	POS and Card Swipe
19	Keonjhar	512	11	58	POS and Card Swipe
20	Koraput	200	2	-	Awareness about cashless transaction
21	Malkangiri	150	-	-	Awareness about cashless transaction
22	Mayurbhanj-I	250	5	30	ATM card
28	Rayagada	250	3	15	POS
29	Sambalpur	250	6	-	Awareness about cashless transaction
30	Sonepur	300	2	4	POS
32	Sundargarh-II	130	-	-	Awareness about cashless transaction
	Total	4409	66	153	

Glimpses of Activities

Madhya Pradesh:



Cashless transaction by farmers for input purchase at Dhar



Input sale at to farmers through ATM at Betul



Demonstration of cashless transaction process at Sagar



Cashless transaction for agro inputs by farmers at Rewa

Chhattisgarh



Cashless transaction for purchase at Agro input in Janjgir-Champa



Input sale at to farmers through ATM at Kawardha



Sale of Tractor by cashless transaction at Surguja



Sale of agro produce by cashless transaction at Surguja

Odisha:



Use of POS machine for Input sale at Keonjhar



Input sale at to farmers through ATM at Mayurbhanj-I



Cashless transaction for purchase at Agro input dealer in Angul



Cashless transaction for agro input by women farmer at Sonepur

Newspaper Coverage



दो लाख किसानों को कैशलैस लेनदेन के लिए तैयार करेंगे कृषि वैज्ञानिक

विश्व बैंक द्वारा स्वयंसेवा दिये गए पर उत्तर प्रदेश की कृषि क्षेत्रों का आयोजन

कृषि वैज्ञानिकों की टीम

विश्व बैंक की टीम के साथ मिल कर एक टीम को तैयार करे इसके लिए उन्हें विभिन्न प्रकार के कार्य कराए जाएंगे। इसकी शुरूआत आज दिनांक को कृषि विज्ञान केंद्र में आयोजित की जाएगी। इसमें कृषि वैज्ञानिकों की टीम शामिल होगी।

कृषि विज्ञान केंद्र के अध्यक्ष स्वयंसेवा की शुरूआत के लिए कृषि वैज्ञानिकों की टीम को तैयार करे इसके लिए उन्हें विभिन्न प्रकार के कार्य कराए जाएंगे। इसकी शुरूआत आज दिनांक को कृषि विज्ञान केंद्र में आयोजित की जाएगी। इसमें कृषि वैज्ञानिकों की टीम शामिल होगी।

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