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NAFEX.in: NAFED's Digital Auction Portal for Cooperatives

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WHY IN NEWS

NAFED launched its in-house digital auction portal, *NAFEX.in* (<http://NAFEX.in>), on June 23, 2026, with Union Home and Cooperation Minister Amit Shah unveiling it at the Atal Akshay Urja Bhawan, New Delhi. The platform shifts NAFED's procurement auctions of pulses and oilseeds from private exchanges to its own portal, and was launched alongside DRISHTI, an ERP system, and the NAFED Kalyan scholarship initiative.

WHAT IS NAFED

The **National Agricultural Cooperative Marketing Federation of India Ltd (NAFED)** is the apex (<https://ujyari.com/vocab/apex/>) cooperative marketing organisation for agricultural produce in India. It was **established on October 2, 1958** under the Multi-State Cooperative Societies Act, with the objective of promoting cooperative marketing of farm produce to benefit farmers.

NAFED functions today under the **Ministry of Cooperation**, a dedicated ministry **created in July 2021** to realise the vision of "Sahkar se Samridhhi" (Prosperity through Cooperation). **Amit Shah became the first Union Minister of Cooperation**, with the ministry carved out to give the cooperative sector a separate administrative and policy focus, previously housed under the Ministry of Agriculture.

NAFED is one of the **central nodal agencies** entrusted with price-support procurement of pulses, oilseeds and copra, making it a critical instrument of India's farm-support architecture.

What NAFEX.in (<http://NAFEX.in>) and the New Launches Do

The June 23, 2026 event introduced **four interlinked digital and welfare initiatives**, marking NAFED's transition toward a technology-driven, self-reliant procurement and governance model.

LAUNCH	WHAT IT IS	PURPOSE
NAFEX.in (http://NAFEX.in)	In-house digital auction portal (developed with Deloitte)	Conducts NAFED's own e-auctions for pulses and oilseeds, replacing reliance on private platforms
DRISHTI	Data and analytics / monitoring dashboard	Real-time visibility into procurement, stock, sales and operations for data-driven decisions
ERP System	Enterprise Resource Planning platform	Integrates finance, inventory, procurement and operations into a single unified system
NAFED Kalyan	Welfare and scholarship initiative	Earmarks 1% of NAFED's annual profits for scholarships to children of farming families

The shift to NAFEX.in is significant because NAFED previously ran auctions on third-party platforms such as **mjunction** and **NCDEX e-Markets**. Bringing auctions in-house gives NAFED direct control over the process, data and costs.

PRICE SUPPORT SCHEME (PSS) VS PRICE STABILISATION FUND (PSF) AND PM-AASHA

NAFED is a key implementing agency for two distinct but complementary interventions, both now consolidated under the **PM-AASHA** (Pradhan Mantri Annadata Aay SanraksHan Abhiyan (<https://ujijari.com/scemes/pm-aasha/>)) umbrella.

FEATURE	PRICE SUPPORT SCHEME (PSS)	PRICE STABILISATION FUND (PSF)
Objective	Protect farmers when market prices fall below MSP	Protect consumers from sharp price spikes (e.g. onion, pulses)
Beneficiary focus	Farmers / producers	Consumers
Mechanism	Procurement of pulses, oilseeds, copra at MSP when prices dip	Building buffer stocks, releasing them to cool volatile prices
Trigger	Market price below Minimum Support Price (MSP)	Excessive retail price volatility (https://ujijari.com/vocab/volatility/)

PM-AASHA was launched in 2018 to ensure remunerative (<https://ujijari.com/vocab/remunerative/>) prices for farmers. Its components include the **Price Support Scheme (PSS)**, the **Price Deficiency Payment Scheme (PDPS)**, and the **Price Stabilisation Fund (PSF)**, with NAFED operating as a central procurement agency for PSS interventions.

Why Move Off Private Platforms

NAFED's decision to run auctions on its own portal rather than on private exchanges is driven by three considerations:

- **Transparency:** A government cooperative controlling its own auction platform reduces dependence on intermediaries and enhances accountability over price discovery.
- **Cost efficiency:** In-house auctioning avoids transaction and listing fees payable to private platforms, lowering operational expenditure over time.
- **Data sovereignty** (<https://ujiyari.com/vocab/sovereignty/>): Procurement, bidding and stock data remain within NAFED's control, feeding directly into DRISHTI and the ERP system for integrated decision-making.

Cooperative-Sector Reforms Context

NAFEX.in (<http://NAFEX.in>) fits within a broader wave of cooperative-sector reforms since the Ministry of Cooperation's creation in 2021. These include the **computerisation of Primary Agricultural Credit Societies (PACS)**, the establishment of three new national-level multi-state cooperatives (for **organics**, **seeds**, and **exports**), and a model bye-laws framework to make PACS multi-purpose. The thrust is to modernise, digitise and professionalise a cooperative ecosystem that touches crores of rural households.

ANALYSIS AND WAY FORWARD

The launch reflects a deliberate (<https://ujiyari.com/vocab/deliberate/>) strategy to make NAFED a **self-reliant, technology-enabled cooperative enterprise** rather than a procurement agency dependent on external infrastructure. By owning the auction stack, NAFED can integrate price discovery, stock data and welfare spending into a single digital spine.

The challenge ahead lies in **execution and adoption**. Buyers and traders accustomed to established private platforms must migrate to NAFEX.in (<http://NAFEX.in>), which requires the portal to match the liquidity, reliability and user experience of incumbents. Cybersecurity, uptime and grievance redress (<https://ujiyari.com/vocab/redress/>) will determine credibility.

The **NAFED Kalyan** initiative is notable for institutionalising welfare from profits, signalling that cooperative surpluses can be channelled back to farming communities rather than retained purely as reserves. Scaling this transparently, with clear eligibility and audit, will shape its long-term impact.

Going forward, interoperability (<https://ujiyari.com/terms/interoperability/>) with **eNAM** (the National Agriculture Market) and integration of NAFEX.in (<http://NAFEX.in>) data with national farm databases could amplify price discovery and reduce fragmentation across India's agricultural marketing channels.

UPSC RELEVANCE

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GS Paper 3: Agricultural marketing and reforms; e-technology in the aid of farmers; storage, transport and marketing of agricultural produce; cooperative sector and inclusive development.

Prelims pointers: NAFED establishment year (1958); Ministry of Cooperation (2021, first minister Amit Shah); PSS vs PSF distinction; PM-AASHA components; NAFED as a central nodal procurement agency.

Mains question: “Digitisation of cooperative institutions can transform agricultural marketing only if it is matched by transparency, data integration and farmer welfare.” Critically examine in the light of recent reforms in the cooperative sector. (15 marks, 250 words)

Linkages: Connect NAFEX.in (<http://NAFEX.in>) to eNAM (digital marketplace for farmers), PM-AASHA (price assurance), PACS computerisation, and the larger “Sahkar se Samridhhi” agenda. Contrast PSS (producer-side support) with PSF (consumer-side stabilisation) as a high-value differentiation question.

FACTS CORNER

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NAFEX.in (<http://NAFEX.in>) launched on June 23, 2026 by Union Home and Cooperation Minister Amit Shah at Atal Akshay Urja Bhawan, New Delhi; developed with Deloitte to run NAFED’s in-house auctions for pulses and oilseeds.

Four launches together: NAFEX.in (<http://NAFEX.in>) (auction portal), DRISHTI (analytics dashboard), ERP (enterprise system), and NAFED Kalyan (welfare scheme).

NAFED Kalyan earmarks 1% of NAFED’s annual profits for scholarships to children of farming families.

NAFED = National Agricultural Cooperative Marketing Federation of India Ltd, established in 1958, the apex cooperative marketing body.

Ministry of Cooperation was created in 2021, with Amit Shah as the first Union Minister of Cooperation; motto “Sahkar se Samridhhi”.

PSS (Price Support Scheme) protects farmers at MSP; PSF (Price Stabilisation Fund) protects consumers from price spikes; both under the PM-AASHA umbrella (launched 2018).

NAFED previously used private platforms mjunction and NCDEX e-Markets before shifting to its own portal.

Sources: Ministry of Cooperation (<https://www.cooperation.gov.in>), Press Information Bureau (<https://pib.gov.in>), NAFED (<https://www.nafed-india.com>)

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