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# NAFED Launches Digital Push for Cooperative Agri-Marketing

26 June 2026

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CURATED &amp; WRITTEN BY

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## WHY IN NEWS

The National Agricultural Cooperative Marketing Federation of India (NAFED) launched a set of digital initiatives, including the NAFEX.in (<http://NAFEX.in>) online auction portal, to bring greater transparency and efficiency to cooperative agricultural marketing. The launch is part of the government's "Sahkar Se Samriddhi" (Prosperity through Cooperation) vision.

## ABOUT NAFED

The **National Agricultural Cooperative Marketing Federation of India (NAFED)** is the apex (<https://ujjyari.com/vocab/apex/>) cooperative organisation for the marketing of agricultural produce in India. It was established in **1958** and is registered under the **Multi-State Cooperative Societies Act**.

NAFED plays a central role in implementing the government's **Price Support Scheme (PSS)** and **Price Stabilisation Fund (PSF)**, procuring commodities such as pulses, oilseeds, and onions to protect farmers from distress sales and to stabilise market prices for consumers.

## THE MINISTRY OF COOPERATION

NAFED works under the **Ministry of Cooperation**, which was created in **2021** to give a separate administrative and policy framework to the cooperative sector, previously handled within the Ministry of Agriculture. The ministry's guiding slogan is "**Sahkar Se Samriddhi.**"

## THE NEW DIGITAL INITIATIVES

The launch introduced several digital tools aimed at modernising cooperative marketing.

INITIATIVE	PURPOSE
<b>NAFEX.in</b> ( <a href="http://NAFEX.in">http://NAFEX.in</a> )	Online auction portal for transparent, competitive sale of agricultural commodities
<b>DRISHTI portal</b>	Inventory and stock-monitoring portal for pulses and oilseeds
<b>ERP portal</b>	Enterprise resource planning system to digitise NAFED's internal operations
<b>Scholarship initiative</b>	Support for the education of members and their families

By moving auctions online, **NAFEX.in** (<http://NAFEX.in>) aims to widen buyer participation, reduce the role of intermediaries, improve price discovery, and create a transparent digital record of transactions.

## SIGNIFICANCE FOR FARMERS AND SELF-RELIANCE

The initiatives strengthen the cooperative ecosystem in several ways.

- **Transparency:** Online auctions reduce opportunities for collusion and leakage, ensuring fairer prices reach farmers.
- **Price stabilisation:** Real-time inventory data on pulses and oilseeds, key import-dependent commodities, supports timely market intervention.
- **Atmanirbharta in pulses and oilseeds:** Better procurement and stock management reinforce national efforts to reduce import dependence in edible oils and pulses.

## ANALYSIS AND WAY FORWARD

Cooperatives reach the smallest farmers who are often excluded from formal markets, and digitising their marketing apparatus can magnify that reach. The success of **NAFEX.in** (<http://NAFEX.in>) will depend on genuine buyer competition, reliable digital infrastructure in rural mandis, and the financial health of the cooperative network.

The way forward is to integrate these portals with the wider digital-agriculture stack, including the electronic National Agriculture Market (e-NAM), so that farmers gain a seamless, transparent route from harvest to sale. Pairing technology with strengthened cooperative governance will be essential to translate digital tools into durable income gains for farmers.

## UPSC RELEVANCE

**GS Paper 3:** Issues related to direct and indirect farm subsidies and minimum support prices; e-technology in the aid of farmers; food processing and related industries.

**GS Paper 2:** Government policies and interventions for development in various sectors.

**Prelims pointers:** NAFED established 1958, registered under the Multi-State Cooperative Societies Act; Ministry of Cooperation created in 2021; “Sahkar Se Samridhhi”; Price Support Scheme and Price Stabilisation Fund; DRISHTI portal for pulses and oilseeds.

**Mains question:** “Cooperatives can deepen the inclusion of small farmers in agricultural markets. Examine how digital initiatives in the cooperative sector can strengthen price discovery and farmer incomes.” (15 marks, 250 words)

## FACTS CORNER

### ★ FACTS CORNER, KNOWLEDGEPEDIA

NAFED: National Agricultural Cooperative Marketing Federation of India; established 1958; registered under the Multi-State Cooperative Societies Act.

Ministry of Cooperation: Created in 2021; slogan “Sahkar Se Samridhhi.”

NAFEX.in (<http://NAFEX.in>): Online auction portal for transparent sale of agricultural commodities.

DRISHTI portal: Inventory-monitoring portal for pulses and oilseeds.

NAFED’s role: Implements the Price Support Scheme (PSS) and Price Stabilisation Fund (PSF).

e-NAM: Electronic National Agriculture Market, the online trading platform for agricultural commodities.

*Sources: Press Information Bureau (<https://pib.gov.in>), Ministry of Cooperation (<https://www.cooperation.gov.in>), The Hindu (<https://www.thehindu.com>)*

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