Ministry of Agriculture & Farmers Welfare

PRADHAN MANTRI ANNADATA AAY SANRAKSHAN ABHIYAN (PM-AASHA)

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The Government of India is implementing the integrated Pradhan Mantri Annadata Aay Sanrakshan Abhiyan (PM-AASHA) with the objective of ensuring remunerative prices to farmers and making essential commodities available to consumers at affordable prices. The scheme components are Price Support Scheme (PSS) and Price Stabilisation Fund (PSF), along with Price Deficit Payment Scheme (PDPS) and Market Intervention Scheme (MIS).

PSS is operationalised on request of the concerned State/UT Governments when market prices of notified pulses, oilseeds, and copra fall below the notified Minimum Support Price (MSP) during the peak harvesting period. The primary objective of this component is to safeguard farmers against distress sales by ensuring procurement at MSP. Under PSS, procurement of eligible commodities conforming to the prescribed Fair Average Quality (FAQ) standards is undertaken by designated Central Nodal Agencies (CNAs) i.e. National Agricultural Cooperative Marketing Federation of India Ltd. (NAFED) and National Cooperative Consumers' Federation of India Ltd. (NCCF), which operate through State-level agencies. Procurement is carried out directly from pre-registered farmers who possess valid land records, thereby eliminating the role of intermediaries and ensuring that the benefits of MSP accrue directly to farmers.

The Department of Consumer Affairs administers the PSF component of integrated PM-AASHA with an objective of protecting consumers from volatility in prices of agri-horticultural commodities and ensure availability at affordable prices. The commodity procured under PSF buffer are released in a calibrated manner during low supply and lean season. The Government maintains the buffer stocks of major pulses such as Tur, Urad, Chana, Moong, Masur and onion under PSF.

The integrated implementation of PSS and PSF under PM-AASHA ensures a balanced approach that supports farmers through assured procurement at MSP and addresses consumer interests through price stabilization measures, contributing to both farmer welfare and food price stability.

Under PM-AASHA, the Government provides support to farmers well before the commencement of procurement operations through CNAs, State Governments, and their designated agencies. To facilitate farmer participation and smooth registration, extensive awareness generation and publicity activities are undertaken in advance of the procurement season by CNAs, State Governments, and Primary Procuring Agencies through electronic and print media.

To ensure transparency, efficiency, and ease of operations under the Price Support Scheme (PSS), NAFED and NCCF have developed dedicated digital platforms: e-Samriddhi and e-Samukti respectively. These portals streamline the entire procurement process, from farmer registration to final payment, thereby reducing manual intervention. Farmers can register themselves on these portals by providing basic details such as Aadhaar number, land records, bank account information, crop details etc. Pre-registered farmers, if willing to offer their stock under the scheme, can select their nearest purchase centre, thereafter, scheduling is done by portal for physical visit to centre on a particular date. This system ensures timely and direct transfer of MSP payments into farmers' bank accounts, eliminating delays and intermediaries.

This information was given by Minister of State for Agriculture and Farmers Welfare,Shri Ramnath Thakur in a written reply in Lok Sabha today.

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