

## NCDFI eMarket mobile application

Shri Dilip Rath, Chairman, NDDDB launched the eMarket mobile application of National Cooperative Dairy Federation of India Ltd at Dr Kurien Auditorium, NDDB, Anand on 31<sup>st</sup> January 2019. Shri Mangal Jit Rai, Chairman, NCDFI Ltd; Shri Rasik Parmar, Chairman, Chhattisgarh State Cooperative Dairy Federation Ltd and representatives from other dairy cooperatives graced the occasion.

While launching the mobile application, Shri Rath said that the Govt of India has visualized a digital India where farmer owned institutions are empowered with real-time information to be connected with the markets. In line with Govt of India's digital India dream, NCDFI has created this android based eMarket application to ensure transparent dealings.

With NDDB's guidance, NCDFI had initiated e-portal 'NCDFI eMarket' for trading of dairy commodities. This online marketplace deals with bulk buying and selling of various products required by dairy cooperatives throughout the country.

Presently, products traded through the portal are dairy commodities, cattle feed ingredients, packaging



materials, edible oils, sugar, etc. The online marketplace offers the best price at a given time for both the buyer and seller. The annual turnover of products traded is around ₹4,000 crore in value. The NCDFI eMarket application enables users to be updated with customized auction information such as auction notices, auction results, etc.



## Annual convention of ISSAR

Chairman, NDDDB was the chief guest at the 34<sup>th</sup> Annual convention of Indian Society for Study of Animal Reproduction (ISSAR) and the International Symposium on "Productivity Enhancement through Augmenting Reproductive Efficiency of Livestock for Sustainable Rural Economy" held at Anand Agricultural University, Anand.