



e-SANTA

Why in News

Recently the Union Commerce and Industry Minister has inaugurated an **electronic platform** named **e-SANTA**, which will connect **aqua farmers and the buyers**.

Key Points

▪ About:

- The term **e-SANTA** was coined for the web portal, meaning **Electronic Solution for Augmenting NaCSA farmers' Trade in Aquaculture**.
- e-SANTA is a **digital bridge** to end the market divide and will act as an alternative marketing tool between farmers & buyers by eliminating middlemen.
- The farmers can **freely list their produce and quote their price** while the exporters have the freedom to list their requirements and also to choose the products based on their requirements such as desired size, location, harvest dates etc.
- The Platform is available in **many languages**, which will help the local population.

▪ Significance:

- e-SANTA will **RAISE** income, lifestyle, self-reliance, quality levels, traceability, and provide new options for aqua farmers by:
 - Reducing Risk
 - Awareness of Products & Markets
 - Increase in Income
 - Shielding Against Wrong Practice
 - Ease of Processes
- It will enable the farmers and buyers to have greater control over the trade and enables them to make informed decisions.
- It will provide a cashless, contactless and paperless electronic trade platform between farmers and exporters.
- e-SANTA can become a tool to advertise collectively the kind of products the buyers, fishermen & fish producing organisations are harvesting.
- It will help people in India & internationally to know about the products availability and has the potential of becoming an auction platform in future.

National Centre for Sustainable Aquaculture

- National Centre for Sustainable Aquaculture (NaCSA) is an extension arm of **Marine Products Export Development Authority (MPEDA)**, Ministry of Commerce & Industry Govt. of India.
- The objectives of NaCSA are to **encourage and uplift the small and marginal farmers** through organization of clusters and maintaining Best Management Practices in shrimp culture.
- The primary advantage of cluster approach to shrimp farming is that it contributes to substantial reduction in cost of production.
- It also enables participating farmers to organize:

- The schedule of farm operations,
- Quality seed procurement,
- Simultaneous stocking,
- Water exchange
- Harvesting regimes

Source: PIB

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