



# eSANTA

## Product Of Primary Producers

### Initiative Of



**NaCSA**

**National Centre For Sustainable Aquaculture**

( MPEDA, Ministry Of Commerce & Industry, Govt. Of India )

### Powered By



**MPEDA**

**समुद्री उत्पाद निर्यात विकास प्राधिकरण**

(वाणिज्य व उद्योग मंत्रालय, भारत सरकार)

**The Marine Products Export Development Authority**

(Ministry of Commerce & Industry, Government of India)

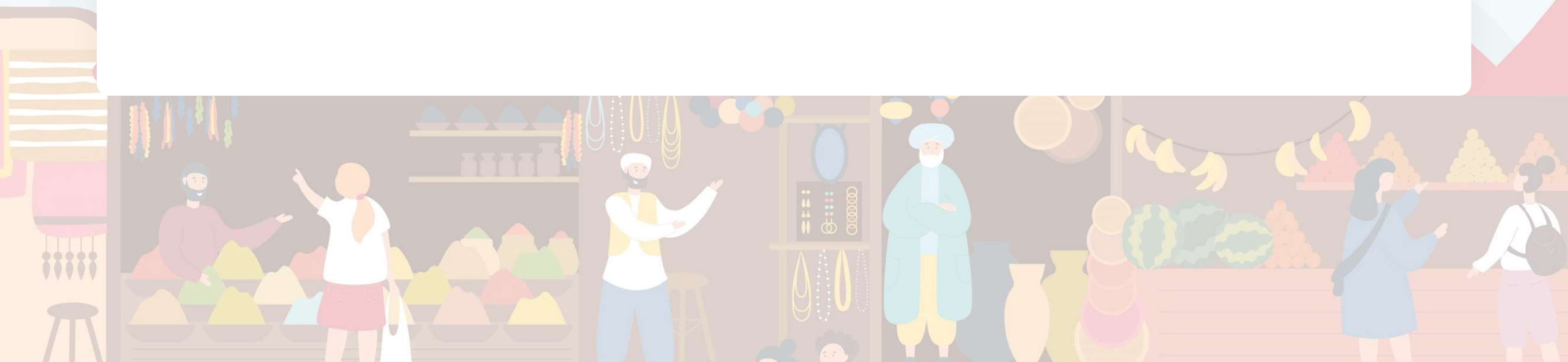
## WHAT IS eSANTA:



**eSANTA** ACRONYM IS

**E**LECTRONIC **S**OLUTION FOR **A**UGMENTING **N**ACSA FARMERS **T**RADE IN **A**QUACULTURE

“Santa” is a South Indian Market which means a weekly marketplace where a group of Sellers setup their stalls and sell the produce. Buyers will visit this “Santa’s” (i.e Market place) to buy the produce from the sellers. This is a traditional system of selling the produce at one place. Also this is similar to Mandi. Since we are planning to do everything electronically we named it e-Santa



# THE IDEA



NASCA has taken the initiative to build a bridge between Aqua farmers and buyers to interact directly and buy the produce directly from farmers. Some of the key objectives of this initiative are:



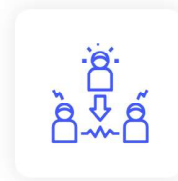
**Complete end to end paperless system**



**Visibility to buyers about upcoming harvests across PAN India**



**Visibility to Farmers about buyers purchase preferences**

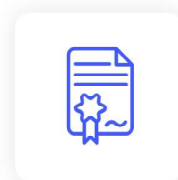


**NACSA will act as the ESCROW for the entire transaction/Sale**



**Flexible Algorithm driven platform to manage/adjust:**

- ✓ Quantity of produce after the crop harvest
- ✓ Negotiation between both farmer & buyer
- ✓ Electronic payments with NACSA acting as ESCROW
- ✓ Clear audit trail till the produce handed over to Buyer



**360-degree view of the crop including its grading, certifications, lab reports**

# STAKE HOLDERS



**Farmers**



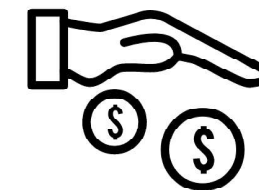
Producer of the crop

**NACSA**



Escrow & Governing  
body for the transactions

**Buyer**



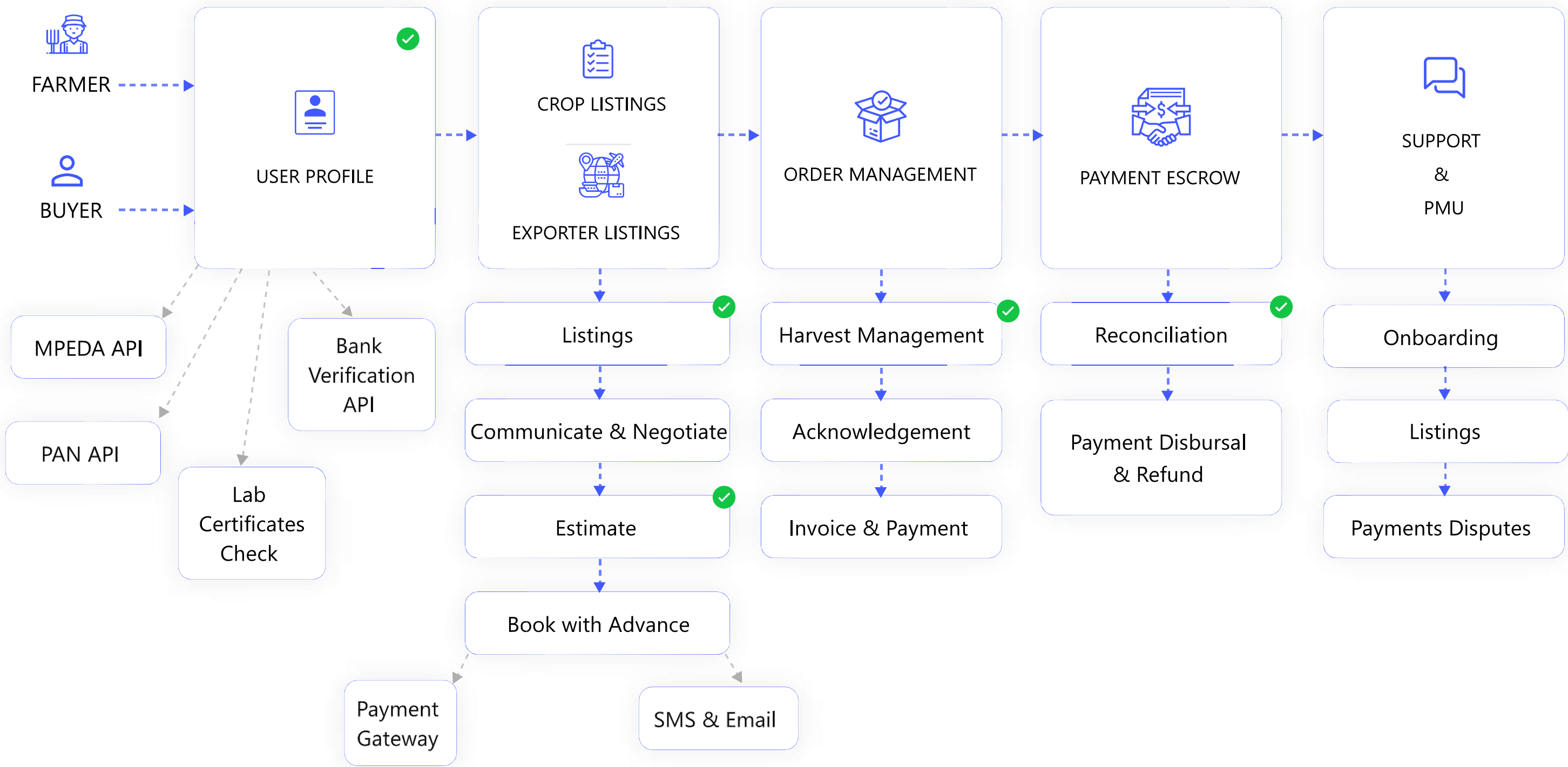
Who Purchases The  
Produce



# eSANTA ECOSYSTEM



eSANTA Associate & Admin



## ONE TIME REGISTRATION

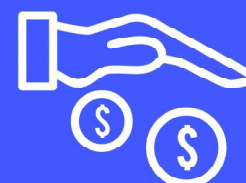


- Simply register with MPEDA ID
- All you need to do is enter your MPEDA ID and the system will fetch all your details & with one click you can register.

Farmers



Buyer



# FARMER 4 STEP PROCESS TO SELL ONLINE



## Step-1: List Your Upcoming Crop

- Enter your predicted counts Vs Quantity
- Your offering Rate Card (Count wise)
- A Couple of Snaps- Pond, Shrimp, etc
- Auto fetching of lab reports if the tests performed in designated laboratories
- Harvest Dates

## Step-2: Make The Deal

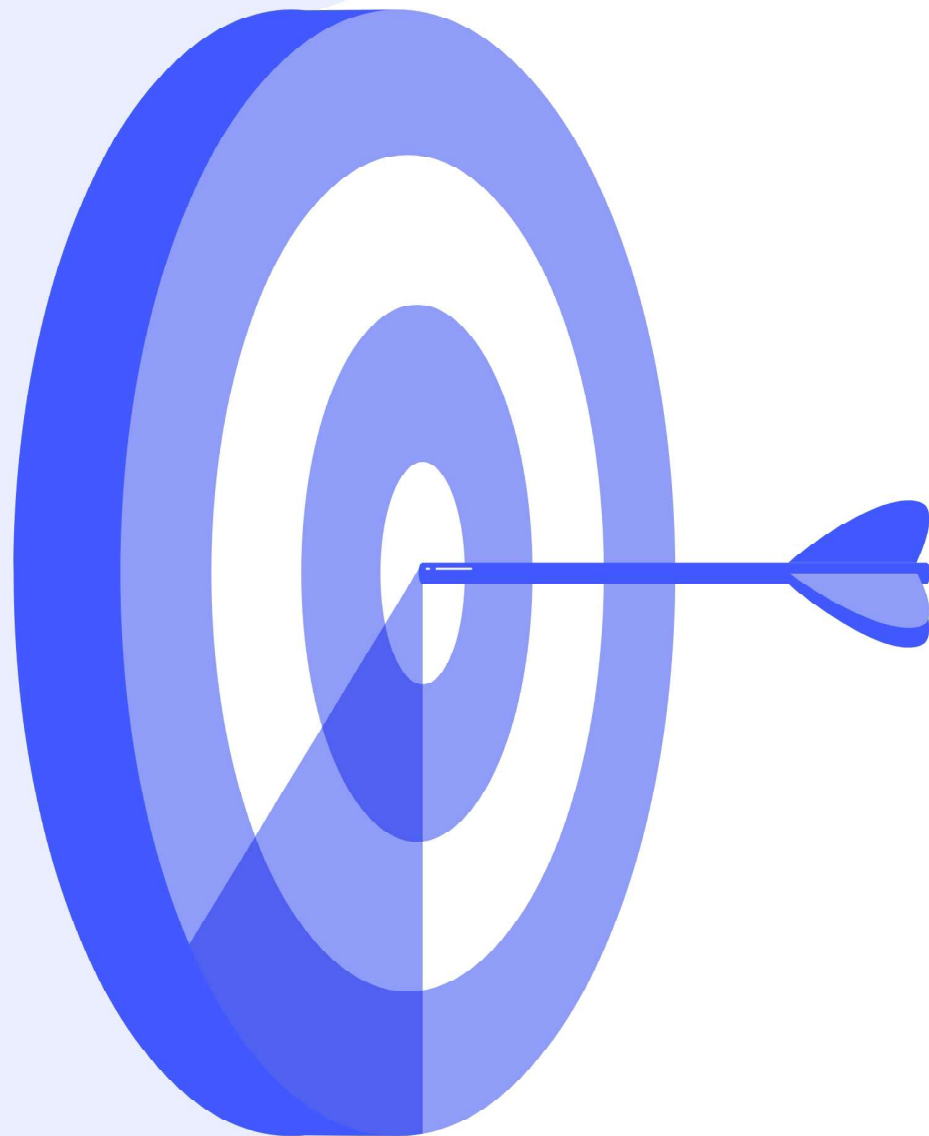
- Interested buyers can chat with the Farmer right from the listing page
- Buyer can Negotiate online and can also clear his doubts
- Farmer will generate the initial estimate & Buyer will pay it in two phases, advance & nal payment to escrow"

## Step-3: The Harvest Day

- Actuals quantity (Count Vs Weight) will be updated against the initial listing
- Payments will be updated in the final estimates accordingly
- Smart contract signing between Buyer and Farmer will be done online

## Step-4: Smart Payment Disbursal

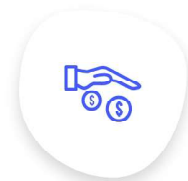
- NASCA will act as an ESCROW and manage the transactions
- On successful completion of the trade from both Buyer & farmer side, NACSA will approve the sale and payments will be processed accordingly



# BUYER 3 STEP PROCESS TO BUY ONLINE



## Step-1: Publish What Produce Buyer Looking For



Buyers can publish what are they looking for currently looking for

- Farmers can browse the same and submit their interest
- Makes Buyers job easy to accumulate the Produce

## Step-2: Smartly Explore The Crops



Buyers can browse all the listed crops using a filtered mode  
Buyer based on the preferences can apply filters on:

- Desired Count
- Desired Locations
- Desired Rate
- Harvest Dates

## Step-3: Make The Deal



- Negotiate with the farmer
- Get clarifications from the farmer
- Trusted Data: All Lab Reports Are Directly Fetched From Designated Laboratories
- Pay Online & Keep Your Fund Safe In The Escrow

# SMART SEARCH TO FIND A SUITABLE DEAL FOR THE BUYER



## Buyer can apply filters on the following parameters

- Price Range
- Count Band
- State
- District
- Harvest Dates

### FILTERS

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#### SELLING PRICE (₹)

290300310320

₹290-₹320

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#### COUNTS BAND

☐ 31-40

☐ 81-90

☐ 91-100

☐ 101-110

State:

Andhra Pradesh

District:

East Godavari



# DETAILED SPECIFICATIONS OF EACH PRODUCT LISTING



Every listing will have detailed information of the crop



## Crop information

- Crop period :
- Stocking date
- Pond No : eg. ½ Stocked
- Test reports : e.g. PCR seed test report
- Seed source :
- Inputs used : e.g. probiotics, Feed, chemicals
- Photos/videos, if any



## Sales offer

- Size
- Quantity
- Tentative date of harvest
- Colour - photo (geotagged)
- Size - photo ( “ )
- Video - ( “ )
- Certifications - PHT, Disease etc.
- Price Estimation report



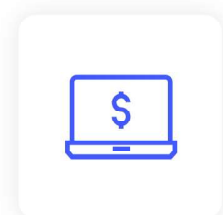
## Sales log

- PI confirmed
- Delivery Challans issued
- Payment recd. - complete/ partial / in process

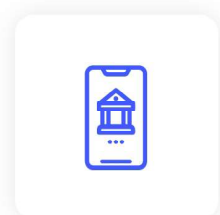
# END TO END ELECTRONIC PAYMENTS



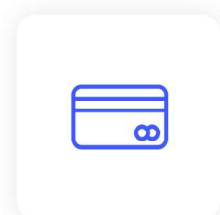
## Buyer Can Pay Via



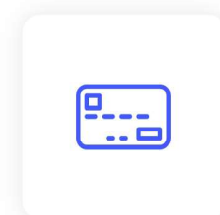
Net banking



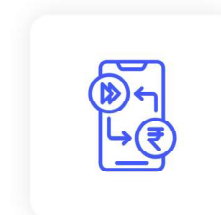
Mobile Banking



Debit Card



Credit Card

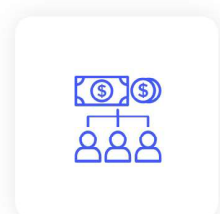


UPI Apps

## NACSA



Act as an ESCROW

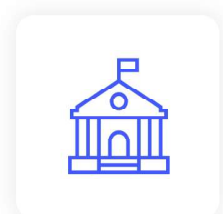


Manages the fund

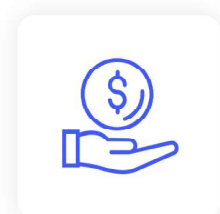


Approves the transfer  
post sale completion

## Farmer



Adds his Bank  
Info in eSanta



Receives fund  
directly to his account

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## ADDON FEATURES OF eSANTA



- ✓ Platform is available In Multiple languages: Hindi, English, Telugu, Tamil, Bengali, Odiya
- ✓ Advanced Search and sort options to buyers to explore the crops
- ✓ Notice board view of Exporter demand listing to Farmers
- ✓ Smart Chat communication between Buyers and Farmers
- ✓ Farmers can revise the estimates multiple times based on the negotiations
- ✓ All the payments are ESCROW protected and will be released farmers prior to system checks
- ✓ Certified lab reports for each crop which establishes trust and authenticity of the crops
- ✓ A paperless end to end electronic trade platform between Farmers and buyers

## eSANTA MADE THINGS EASY FOR USERS WITH POWERFUL PLUGINS:



eSanta is empowered with bunch of Add-on API's with a objective of Maximum Automation & Real time Validation

e-Santa is powered up with

- ⚡ **EASY REGISTRATION** of Farmers & Buyers by fetching & validating details using MPEDA APIs
- ⚡ **BANK VERIFICATION API** for real-time validation of Bank accounts of both Buyers & Farmers
- ⚡ **PAN NUMBER VALIDATION** of all farmers & Buyers
- ⚡ **VALIDATING QUALITY CERTIFICATES** from the source of origination using LAB APIs
- ⚡ **DIGITAL PAYMENT** collection & Disbursals using Razorpay Payment Gateway
- ⚡ **REALTIME COMMUNICATIONS** via emails & SMS services

# TRADITIONAL PRACTICE VS eSANTA



## Traditional Practice

- ✓ The material was lifted by Middleman
- ✓ Mostly middleman are deciding the price
- ✓ Middleman alters the PHT Certification
- ✓ Business happens on a Trust basis and heavy chances of disputes
- ✓ 100% of the Payment will be made post-harvest and testing
- ✓ The market is limited and monopolized

VS

## eSanta






- ✓ Direct trade between Farmers and Buyers
- ✓ Farmers has the freedom to quote their desired price
- ✓ The certificate will be fetched and shown from the central authority
- ✓ Business happens with legal binding and electronic platforms. Fewer chances of disputes
- ✓ Smart payments with Advances in Escrow
- ✓ Widen Market with Pan India Buyers




# A SNAPSHOT VIEW OF THE PROPOSED SOLUTION

# Welcome eSANTA

Electronic Solution for Augmenting NaCSA Farmers Trade in Aquaculture



English

Lito Expo

Crop Listing

Home > Crop Listing

Search Based on :

Title

Crop Title

State

Andhra Pradesh

Count

x 25

x 30

x 40

District

East Godavari

Harvest Date

dd/mm/yyyy

Price Range Slider

320

630

Here List of products will be shown which are cost between 320 and 630.

Search

<b>Crop Title</b>	AP001525fish2020/11/25	<b>Species Cultured</b>	fish ▼
<b>Seed Source</b>	M/s BMR Industries Ltd ▼	<b>Feed Source</b>	Aqua Feeds ▼
<b>Quality Parameters</b>	<div>✕ Black Spots</div> <div>✕ Soft /loose shell</div>	<b>Harvest Ponds</b>	pond12
<b>Stocking Date</b>	25/11/2020 📅	<b>Expected Harvest Date</b>	25/12/2020 📅
<b>Days of Culture</b>	30		

## Estimations

<b>Expected Count (no of pieces/kg)</b>	<b>Expected Quantity(kg)</b>	<b>Expected Price(Per kg)</b>
30 ▼	1000	200
<b>Expected Count (no of pieces/kg)</b>	<b>Expected Quantity(kg)</b>	<b>Expected Price(Per kg)</b>
40 ▼	1000	250

**Estimation Amount**

450000

## Certificates

Add More

Certificate Number

EL005/288877/20

View Certificate

## Images & Videos



 This is a video