

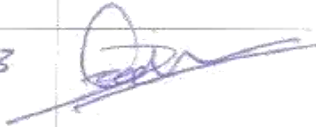





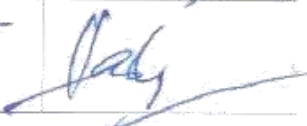
Minutes of the meeting to discuss issues related to management of e-Pashuhaat portal.

Date	:	29 th Nov' 2018 (Fri)	Venue	:	NCDFI Board Room, NDDB Campus, Anand.
Subject	:	Meeting to discuss issues related to management of e-Pashuhaat portal of GOI by NCDFI.			
Present	NCDFI	Shri KC Supekar, Managing Director; Shri Srinivas Sajja, General Manager.			
	DADF	Dr Hans Raj Khanna, Assistant Commissioner, DADF.			
	ICST	Shri Raja Seevan, Founder Trustee.			
	SBI	Ms Sadhana Khot, Chief Manager; Shri Ramesh Kumar, AGM; Shri D Ravichandran, AGM.			
	NDDB	Shri SR Chaudhary, ED; Dr RO Gupta, GM; Shri AV Ramchandra Kumar, GM; Shri Mitesh C Patel, Dy. Manager; Shri RK Srivastava, Sr Manager.			
Sr. No.	Key Discussions and Decisions				
1.	<p>Meeting started with welcome address by Shri KC Supekar, MD, NCDFI and followed by brief introduction, objective and agenda of the meeting by Shri Sangram Chaudhary, Executive Director, NDDB.</p> <p>As per the decision taken during previous meeting dated November 6, 2018 held at DADF on the subject, the discussion during the meeting was limited to operationalizing online sale of SEMEN and EMBRYO, through e-Pashuhaat portal.</p> <p>Participants discussed different aspects of the system in detail, as under.</p> <p>Shri Raja Seevan described the objectives, design & development related aspects and the present status of the e-Pashuhaat portal. Hardcopy of the Status report on e-pashuhaat GPMS Transportal portal was submitted to the house for reference. The portal developed as per requirement given by DADF, and deployed on CSIR 4PI Bangalore Super Computing Data Center since last two years. The services to farmers could not be operationalized till date due to non-availability of ESCRO account to be managed by a central agency.</p>				
2.	<p>The primary objective of the portal is to enable farmers to buy breeding material (like semen doses, embryos) of chosen bulls/breed at reasonable price to fulfil their requirement. A view of expressed that farmers in general require couple of semen doses for immediate consumption, only. It would not be possible for a farmer to procure semen doses in bulk, as they don't have storage facility. Therefore, at present the portal is expected to be used by traders, service providers, etc. While the farmer would used it to get themselves educated on availability of germ plasm and make their choices. Shri. Raja Seevan informed the house that UMANG integration with e-pashuhaat has been completed before November 26th 2018</p>				

3.	In order to maintain the portal, expenditure of around 1.5 crore per annum would be required. Organisation managing the portal, will have to generate the revenue from the portal to meet this cost. NCDFI expressed their concern on this matter and requested to make necessary provision of funds to maintain the portal. Shri Raja Seevan informed that Indian CST and NPC (National Productivity Council) will continue the maintenance of the e-pashuhaat portal if any institution is unable to generate the revenue to maintain the same. Organisation managing the portal will have to facilitate meeting of buyer & supplier, online purchase of material thru portal and ensure delivery of the material.	
4.	Presently, the online sale of semen/embryo event transaction available in the portal is integrated with delivery of respective service to the farmer. The house opined that 'product sale' and 'Delivery of services' are two distinct verticals, require separate infrastructure. Further, delivery of services to the farmer is already being taken care by various service providers and captured in their own system/INAPH system, recommended by GOI to all service providers implementing state/central sector schemes and programs of GOI.	
5.	Presently, the portal has provision for product sale only. There is no provision for transportation of the material. NCDFI raised serious concern and requested to incorporate, as the same is very important for biological material like Semen and Embryo. Further, NCDFI felt that the portal is more of informative nature and in present form commercial transactions may not be feasible considering the sensitivity of the products/logistics. The buyers may prefer to deal directly with the sellers instead of transacting through the portal as there is no value addition by the portal. Hence, policy support from DADF is required to enforce the sellers and buying institutions to route the transactions through the portal. As there is no arrangement for transportation, the online sale of semen/embryo through portal is not possible unless either Semen station or NCDFI agrees to deliver the material to buying farmer by including delivery charges. DADF assured its support and informed that the transportation issue has not been decided, yet. The matter will be conveyed to the authorities for needful.	
6.	It was informed that the online sale of semen and embryo functionality available on the portal works on the daily bullwise production, sale and stocks' manual data entry and upload by all semen stations in the country. House felt that daily bullwise manual data entry would not be possible. Hence, arrangements need to be made to ensure the use of SSMS by all semen stations and its integration with e-Pashuhaat portal for smooth functioning of the online sale.	
7.	Return of the material and refund of the amount to customer is very common feature of any online shopping portal. The house decided to remove this feature from the onlinesale of semen/embryo in the portal, as it is not a recommended practice of the domain.	
8.	Shri Raja Seevan informed the house that the portal has been developed by Indian CST in association with NPC. The source code and other deliverables of the system have been submitted to ministry, the owner of the Application. As per agreement with ministry, Indian CST/NPC will maintain the ICT infrastructure of the system for five years (Till March 2021), which includes maintenance, enhancement and up gradation of software, hardware, safety & security of database, application & database administration, capacity building, etc. The	

	organisation managing the portal will be provided access to the backend database of the system.	
9.	Representatives from SBI informed that ESCROW account, the mandatory requirement for operationalizing the portal can be opened in the name of the owner organisation of the portal, only. Further, the owner organisation will have to sign an MOU with SBI for the same. DADF, the present owner of the portal informed to authorise NCDFI on their behalf to manage the portal, open the ESCROW account and sign the MOU, which is acceptable to SBI. SBI informed different aspects of the ESCROW account like management of single/multiple accounts, Refund policy, Disclaimers, Customer validation, Chargeback, cost matrix, security mechanism, etc.	
10.	It was decided that NCDFI will analyse the present "Online Semen/Embryo Sale" functionality available on the portal, review the same in light of the decision taken in the meeting and prepare the modification requirements document for further necessary action.	
11.	List of participants who attended meeting is enclosed.	
12.	The meeting ended with vote of thanks given by MD, NCDFI with a note to strengthen the e-Pashuhaat portal to meet the requirement of the domain.	

November 29, 2018

Sr. No.	Name of the Participant	Organization & Designation	Mobile Number	Signature
1	K.C. SUDEKAR	NLDPI / MD	9723468833	
2	SRINIVAS SASSA	NLDPI / GM	9904211632	S. Sassa
3	AVRAMACHANDRA KUMAR	ICT / GM - NDDDB	972 642 5801	A.V.K.
4	ROGUPTA	GM (A&B), NDDDB, Anand	9978445804	
5	Mitesh Patel	Dy. Manager / ICT, NDDDB	97128 26764	
6	Sadhana Ichol-	SBI - RAO Anand.	9600037570	
7	RAMESH KUMAR	SPN GBU DELHI	9910103364	
8	D. Ravichandran	SEcty SRP exp. centre Mumbai	9454944565	
9.	DI. SR. KHANNA	Asstt. Commr, DADF	9717274605	

November 29, 2018

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