



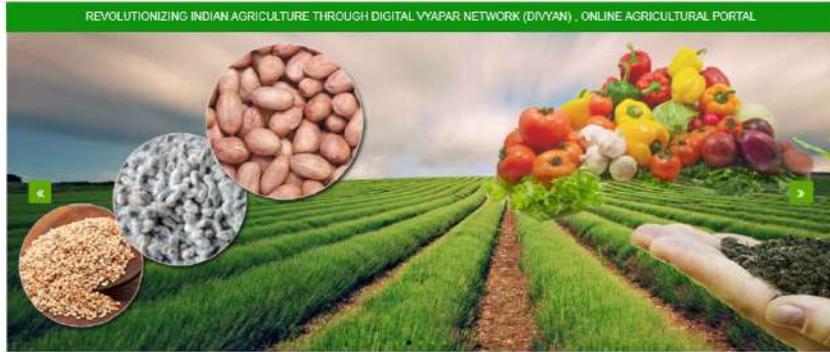
KISAN SAMRIDDI ICAR-KVKs Institutional Network

(Technology Products & Value-added Farm Products e-Market Platform)



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 - KVK
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 - Zone XI



REVOLUTIONIZING INDIAN AGRICULTURE THROUGH DIGITAL VYAPAR NETWORK (DIVYAN) - ONLINE AGRICULTURAL PORTAL

REVOLUTIONIZING INDIAN AGRICULTURE THROUGH DIGITAL VYAPAR NETWORK (DIVYAN) - ONLINE AGRICULTURAL PORTAL

OUR PRODUCTS



Other Inputs and Products



Seeds



Seedlings and Planting materials



Plant and Soil Health Products



Bio Pesticides and Plant Protection Products



Farm Equipment and Machinery



Animal Husbandry and Fisheries Inputs

Kisan Samridhhi Online Market Portal : Digital Vyapar Network (DIVYAN)

- This initiative is a first-of-its-kind digital intervention in agricultural extension, offering KVKs, farmers, FPOs, and agripreneurs a structured platform for branding, market intelligence, and direct sales.
- In recent times agriculture considered as business activity wherein e-commerce becoming an important part of this shift. The e-commerce is not only creating efficient and sustainable ways to connect farmers/Agri entrepreneurs directly with consumers but also eliminate middlemen for marketing their produce.
- Agri-entrepreneurs are not getting appropriate rates for their produce and products whereas e-commerce has ability to play an important role in helping economic benefit more than traditional agriculture marketing because marketing expenses and chain of middleman reduced thereby get higher profit margin, provide the details descriptions with photos, videos, contents, methods of use etc. Market outlet diversification can be done in e-commerce at low cost. If agriculture produces are available year round, it gives stable e-commerce.
- In this direction, developed Digital Vyapar Network (DIVYAN), online agricultural portal under registered trade mark Kisan Samridhhi and its operationalization in the KVK System across Karnataka, Kerala and Lakshadweep. It includes integration of KVK details, associated firms' details, product details and then user-friendly web portal e- suitable software and server domain. Details of Digital Vyapar given below:
 - ✓ Connecting farmers, FPOs, KVKs, SHGs, and agripreneurs
 - ✓ 5000+ products worth ₹64+ crores listed from 48 KVKs
 - ✓ 9 Trademark Registrations for branding agri-tech & value-added products
 - ✓ KVK Hub & Farmers Hub – Direct sales, branding & competitive pricing
 - ✓ Future Expansion: PAN-India rollout via ICAR & KVKs
- Four KVKs viz., Pathanamthitta, Gadag, Kolar and Idukki are integrated to **Kisan Samridhhi** Online Market Portal : Digital Vyapar Network (DIVYAN) and successfully displayed and marketed their products online.
- Based on the success, option is given to all 48 KVKs in Zone-XI for registration to the KISAN SAMRIDDHI portal for online sale of their products/produce by following the administrative procedure and approval of their respective host organizations. If there are any constraints for registering for sales online, then those KVKs can associate with the KISAN SAMRIDDHI portal for displaying their products like that of FPOs/SHGs/Agripreneurs.
- Hon'ble MOS for Agriculture & Farmers Welfare released trademark "Kisan Samridhhi" during KVKs Zonal Workshop 2022 held at UAS, Dharwad
- DG-ICAR and Secretary-DARE launched KISAN SAMRIDDHI online marketing portal on 03.01.2025 at CPCRI, Kasaragod.
- Honorable Union Minister of Agriculture & Farmers Welfare launched KISAN SAMRIDDHI Mobile marketing App on 18.01.2025 at Sagara, Shivamogga.

Agricultural Technology Appli... | kisan samridhi app d... | KVK - eCommerce Platform fo... |

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ICAR-KISAN SAMRIDDI-an Online Portal of ICAR-Network Institutions
(Technology Products & Value-added Farm Products e-Market Platform)



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REVOLUTIONIZING INDIAN AGRICULTURE THROUGH DIGITAL VYAPAR NETWORK (DIVYAN)
ONLINE AGRICULTURAL PORTAL

Food Products



Speakers (Realtek(R) Audio): 83%

HPFCBANK -100%

Search

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Browse category

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- IHR
- NBIAR
- Universities
- GKVK
- KAU
- KVK
- Zone I - X
- Zone XI

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FISH & MEAT

FRUITS

CUT VEGETABLES & SPROUTS

OIL & SPICES

EGGS & DIARY

RICE & OTHER GRAINS

FROZEN FOODS

DRY FRUITS & NUTS

BRANDED PRODUCTS

VALUE ADDED PRODUCTS

SEEDS AND PLANTING MATERIALS

BIO PRODUCTS

MICRONUTRIENT FORMULATION

VEG SEEDS

THROUGH DIGITAL VYAPAR NETWORK (DIVYAN), ONLINE AGRICULTURAL PORTAL

ONLINE AGRICULTURAL PORTAL

A Digital Vyapar Revolution – Connecting farmers, FPOs, KVKs, SHGs, and agripreneurs

A one-stop digital market for agri-products, branding, and technology

LAUNCHING OF PORTAL

Secretary DAHE & IIS, ICAR
Dr. Manojkumar Patil

News

REVOLUTIONIZING INDIAN AGRICULTURE THROUGH DIGITAL VYAPAR NETWORK (DIVYAN) ONLINE AGRICULTURAL PORTAL

SIMPLE HAND TOOL IMPLEMENTS

ORGANIC INPUTS

AGRO PRODUCTS

MILLET

HEALTH

FOOD PRODUCTS

MINOR MILLETS

Products



Rin Detergents and Plant



Farm Equipment and



Animal Husbandry and



Food Products



Technological Products



Farm nutrients



Other Inputs and Products

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