



e-PASHUHAAT

3 years service to Double Farmers' Income

Online Trading Platform for disease free GERM PLASM built
on GPMS Transportal



FARMERS CAN :

- *Get information disease free germ plasm available
- * Buy and sell live Animals, Frozen Semen and Embryos
- * Avail Allied Services

<https://epashuhaat.gov.in>

EPashuhaar GPMS Transportal Status Report

As on 1/12/2016	As on 30/03/2019 11:35am	As on 30/04/2021
The portal connects 140 registered users from institutions across India to browsing farmers/citizens.	The portal connects 56,033 registered users in 28 states/UTs across India besides farmers/citizens. 25000 A.I. technicians have been sent bulk SMS and they have started registering.	The portal connects 1,70,287 registered users in 28 states/UTs across India
Germ Plasm information has been uploaded from 87 semen stations (13 in the Centre, 60 in the States and 7 in private and NGO sector, 4 CHRS, 7 CCBFs	Germ Plasm information has been uploaded from 29,158 institutions including Veterinary Hospitals, Veterinary Dispensaries, PVC, MVS and AIC.	Germ Plasm information has been uploaded from 98,874 institutions including Veterinary Hospitals, Veterinary Dispensaries, PVC, MVS and AIC.
The portal displays nation-wide data of: nearly 2.0 Crores Semen stock, 50 Lakh plus semen doses produced, 10 lakh plus semen doses sold	The portal displays nation-wide data of 4,93,18,404 semen straws, 9,64,56,105 doses produced and 7,39,76,603 doses sold	The portal displays nation-wide data of 8,09,75,675 semen straws, 21,77,57,811 doses produced and 18,46,77,202 doses sold
Since October 2016 when the portal was first set up in the cloud, 5574 live animals and 339 embryos etc. have been added	At present 17,10,531 live animals and 363 embryos details have been added and 187 suggestions and complaints have	At present 18,01,0138 live animals and 1,740 embryos details have been added and 344 Suggestions and complaints have

	been recorded and taken up for actions.	been recorded and taken up for actions.
	Over 70000 daily details of semen production of different breeds have been captured in the system adding to the pool of knowledge to Pedigree tracking and progeny testing.	Over 70000 daily details of semen production of different breeds have been captured in the system adding to the pool of knowledge to Pedigree tracking and progeny testing.
	The germ plasm details inventory held in the portal has crossed Rs 90 crores while the semen doses sale has crossed Rs60crores .	The germ plasm details inventory held in the portal has crossed Rs 90 crores while the semen doses sale has crossed Rs60crores .

New Requirements: From 2016 till date

1. Karnataka State has given **1,24,485 Live Animals** information to be uploaded after data entry
2. **10,130** Username and Password(AI Workers and Veterinary Doctors) of **Karnataka State** has been handed over on request to Karnataka Animal Husbandry department head
3. Username and Password of **1,885** of AI workers of **Punjab state** has been issued.
4. Username and Password of **500** of AI workers of **Uttar Pradesh State** has been issued
5. Username and Password of **4,570** of AI workers of **Maharashtra State** has been issued.
6. Username and Password of **1,430** of AI workers of **Haryana State** has been issued.
7. Username and Password of **1,190** of AI workers of **Orissa State** has to release.
8. 19th Live Stock data, district wise of all the States has been uploaded
9. **18,951** Animal Insurance Data of Karnataka State has been uploaded
10. **Bulk Uploading of Live Animals feature has been enabled.**

11. **120** online helpdesk has been attended
12. More than 55,000 Animals Data of Farmers of Karnataka State has been uploaded.
13. More than 1,400 Private and Govt. AI Technician Data of **Uttarakhand Livestock Development Board has been issued.**
14. **1,398 AI Technicians have been registered, data has to release**
15. **From Chhattisgarh state, 1,150 AI Technicians data has been received**
16. **From West Bengal state, 7,178 AI Technicians data has been received**
17. For 1,680 AI Technicians of Gujarat state, username and password has been registered, yet to release.
18. Username and Passwords for AI Technicians of Kerala state has been released.
19. From Tamil Nadu state 3,216 AI Technician data has received, generating 3,926 organization code completed, registering 4,052 AI Technicians completed and sent the username details
20. VD/VH organizations of 1,032 Chhattisgarh organization code completed and registering 1,437 AI Technicians completed
21. Generating Organization code for J&K 524 VD/VH completed, 1244 AI Technicians registered
22. epashuhaat GPMS Transportal with UMANG integrated. In the first phase Search and Compare feature for Live Animals, Frozen Semen and Embryos and FAQ got integrated.
23. Bulk Uploading of Live Animals information data provided by DAHVS – GKA, month wise data. Approx. 16,39,926 records uploaded district wise.
24. Shared APIs to Kisan Suvidha for integration of epashuhaat.gov.in GPMS Transportal.
25. As per the instruction of DAHD Ministry, epashuhaat.gov.in GPMS Transportal, further customized and uploaded the modifications.
26. Registration of Organizations as per the list of AI Technicians of Uttar Pradesh state, sent by Ministry is completed. 5,400 AI Technicians have been issued User ID and Password data.
27. Bulk Uploading of Live Animals information data provided by DAHVS – GKA, for the months January 2019 to May 2019, is in-progress. Approx. 17,85,00 records uploaded district wise.
28. AI Technician Information got integrated with UMANG.
29. API for Mithun & Yak in Livestock Survey has been shared to UMANG to test.

- 30. Currently, Livestock Survey API have been shared to UMANG and testing is done and moved to live server
- 31. Security Audit from AKS Information Technology Service Pvt Ltd., was done during November 2016 to May 2017. Currently, security audit from Recon Business Advisory Pvt Ltd., completed after epashuhaat GPMS Transporal got integrated with UMANG Mobile App.
- 32. As per the Sire Directory shared by CSS-Bhopal Station Head, the existing animal information have been updated. Found some missing animal information in <https://epashuhaat.gov.in> GPMS Transportal and waiting for the confirmation from the station head to whether Indian CST can upload the same into the Transporal.
- 33. As per the Sire Directory 2019-20, shared by Director, CFSPT&I, we have uploaded 4217 Live Animal information in the Home Page of <https://epashuhaat.gov.in> GPMS Transportal under National Sire Directory menu.
- 34. IB Semen Stock Uploaded in to ePahuhaat GPMS Transportal, which was received from Assistant Commissioner (AH), Department of Animal Husbandry & Dairying, Ministry of Agriculture and Farmers Welfare, on 26/08/2019.
- 35. Second review of Security Audit completed and Indian CST shared the Production Environment URLs to obtain the Compliance Certificate
- 36. Animal Number wise Report has been enabled
- 37. Station/Institution wise IB Semen Overall Report has been enabled
- 38. Consolidated IB Semen Overall Details Report has been enabled
- 39. Complaint Forward feature has been enabled for State wise AH – Directors
- 40. Real-time Analytics have been enabled in the Home Page
- 41. Year wise Live Animals Analytics View enabled
- 42. Year wise Production Analytics State/District wise enabled
- 43. Breed wise Analytics enabled
- 44. Gender wise Analytics enabled
- 45. Meeting with DG- NPC on 24/01/2020.
- 46. Discussion with UMANG for single sign-on

- 47. Discussion on Tele-Medicine for Animals with CSC
- 48. Google Playstore/ Apple AppStore icon enabled to download UMANG App
- 49. Successfully implemented CSC's Sample Merchant Application in ePashuhat staging server on 21st March 2020
- 50. Discussed login flow and got approval for Farmer Details capturing facility with CSC team on 30th March 2020
- 51. Implementation of Single Sign-On for CSC Village Level Entrepreneur Users Completed – In Testing Phase
- 52. Implementation of Online order, Order history, Invoice generation Completed – In Testing Phase
- 53. Prime Minister Narendra Modi has announced E Gopala App under the Pradhan Mantri Matsya Sampada Yojana (PMMSY) for farmers on 10th September 2020. EPashuhaat(now Pashu Bazaar) module has been incorporated.
- 54. E-GOPALA integration with Pashu Bazaar/Epashuhaat GPMS Transportal
- 55. 15+ ETT Labs registered and user id has been issued
- 56. AI Technicians and Veterinary Doctors and officers have been registered
- 57. Homepage customization as per the ministry is in process
- 58. Classification of frozen semen into Sorted Semen enabled
- 59. Seller, Buyer, AI Technicians online registration page enabled
- 60. Sex Sorted/Semen Station online registration has been enabled
- 61. Useful documents, videos and images were uploaded
- 62. Live animal information upload by the farmers has been enabled
- 63. Vet.Hospitals/Organizations of Assam, Goa, Madhya Pradesh, Jharkhand, Manipur, Meghalaya, Mizoram, Nagaland and Telangana have been registered
- 64. AI Technicians of Assam, Goa, Jharkhand, Manipur, Meghalaya, Mizoram and Nagaland states have been registered
- 65. Vet.Hospitals/Organizations of Karnataka, Telangana, Gujarat, Rajasthan and Sikkim have been registered
- 66. AI Technicians of Karnataka, Telangana, Gujarat, Rajasthan and Sikkim have been registered

- 67. New list of AI Technicians data of all the states as per NDDB, has been shared by Ministry to register
- 68. Over 40+ online helpdesk calls have been received
- 69. As per NDDB, Veterinary Hospital/Clinics and other institutions have been registered
- 70. Uploading of AI Technician data as per NDDB, completed.
- 71. NSDL Payment Gateway integration Completed and tested in the staging server.
The UIT is in process
- 72. CSC integration completed and tested in staging server, waiting for the Production KIT
- 73. CSC WALLET Go Live form has been shared with CSC team
- 74. CSC- Umang International, multiple payment gateways, Digilocker, Toll free number, Online Help Desk, from Across India
- 75. Live Animals registered and Ear Tags given is **6.78 cr** will scale up to **50.00 cr +**
- 76. Total Farmers registered are **3.20 cr** will scale up to **25.00 cr +**
- 77. FSD Production is **21.00 cr** is likely to cross **23.00 cr** in next few days
- 78. Sexed Sorted Semen production is 11,80,000
- 79. FSD Sold is 18.51 Crs plus straws, sales online as cash on delivery value of Re.414.00 c
crores sold reported
- 80. Embryos Production 1192 will go up to 6000
- 81. Organizations Registrations from 90,000 will go up to 1,50,000 plus
- 82. AI Technicians Registration from 100,000 will go up to 1,75,000 plus
- 83. Insemination done is 2.64 Cr plus is likely to go up to 10.00 Crs plus
- 84. UMANG Epashuhaar Mobile downloads is 3.0 Cr likely to cross 4.0 Cr plus by March'22
- 85. UMANG Epashuhaar integration with multiple banks payment gateways, paygov.in ,
CSCs, Digilocker and Umang international, completed
- 86. Epashuhaar integrated with 3,75,000 plus CSC's VLE's Wallets
- 87. E-Gopala link integrated with Epashuhaar
- 88. Epashuhaar is available in 17 Indian Languages on UMANG

Real Time Analytics – State to Village analysis.



The dashboard features a map of India with states color-coded in various shades of green, blue, and orange. Below the map are two tables showing animal statistics:

Category	Value
LIVE ANIMALS	285
FROZEN SEMEN PRODUCING CENTRE	1,41,259
OLDEST ANIMALS	285
FROZEN SEMEN STOCK	5,94,063
TOP 10 DAM YIELD CENTER	285
FROZEN SEMEN SOLD	16
TOP FROZEN SEMEN PRODUCING CENTRE	55,167

Below these tables is a detailed search and analysis interface:

India Search

STATE/UT	DISTRICT	TALUK	PANCHAYAT	VILLAGES
36	52	0	0	0
Madhya Pradesh	Alirajpur Amarkantak Amla Balaghat Bawali Bhind Bhopal Chhatarpur Chhindwara Dindori Dewas Dhar Dharul Guna Gwalior Hindaun	0	0	0
LIVE ANIMALS 285	EMBRYOS 0	OLDEST ANIMALS 285	TOP 10 DAM YIELD CENTER 285	
FROZEN SEMEN PRODUCING CENTRE 1,41,259	FROZEN SEMEN STOCK 5,94,063	FROZEN SEMEN SOLD 16	TOP FROZEN SEMEN PRODUCING CENTRE 55,167	

e-GOPALA – Pashu Bazaar/Epashuhaat GPMS Transportal – Home Page as on date

भारत सरकार मंत्रालय, पशुपालन, पशुपालन और उपयोगी मंत्रालय

GOVERNMENT OF INDIA MINISTRY OF FISHERIES, ANIMAL HUSBANDRY & DAIRYING

पशुपालन और उपयोगी विभाग

DEPARTMENT OF ANIMAL HUSBANDRY AND DAIRYING

Pashu Bazaar (पशु बाजार) / Epashuhaat (ईपशुहाट)

भारत सरकार मंत्रालय, पशुपालन, पशुपालन और उपयोगी मंत्रालय

GOVERNMENT OF INDIA MINISTRY OF FISHERIES, ANIMAL HUSBANDRY & DAIRYING

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DEPARTMENT OF ANIMAL HUSBANDRY AND DAIRYING

Pashu Bazaar (पशु बाजार) / Epashuhaat (ईपशुहाट)

SELECT LANGUAGE f g+ t in ▾

E-Pashuhaat GPMS Transportal

Toll free number: 1800-258-2010

HOME FAQ KNOWLEDGE ▾ UMANG ▾ SERVICES ▾ LIVE STOCK GET IN TOUCH HELP DESK SIRE DIRECTORY ▾

LOGIN

"Farmer Producer companies may apply to concerned Livestock Development Board in the State for establishment of Multi-purpose Artificial Insemination Technician for Ru

भारत सरकार मंत्रालय, पशुपालन, पशुपालन और उपयोगी मंत्रालय

GOVERNMENT OF INDIA MINISTRY OF FISHERIES, ANIMAL HUSBANDRY & DAIRYING

पशुपालन और उपयोगी विभाग

DEPARTMENT OF ANIMAL HUSBANDRY AND DAIRYING

Pashu Bazaar (पशु बाजार) / Epashuhaat (ईपशुहाट)

SELECT LANGUAGE f g+ t in ▾

E-Pashuhaat GPMS Transportal

Toll free number: 1800-258-2010

LOGIN

PASHU BAZAAR

Animal For Sale  BUY NOW

Semen  BUY NOW

Sexed Semen  BUY NOW

Embryo  BUY NOW

AI Technician (for Ordering Semen)  BUY NOW

Farmers' animals for Sale 

Homepage as on 31/03/2021

The homepage features a banner image showing three farmers interacting with cattle. Below the banner is a dashboard with the following data:

Category	Value	Unit
Animals Available for sale	584	
Stock of Frozen Semen Doses	8,09,75,675	
No. of Farmers	18,01,138	
Sex Sorted Semens	11,80,000	
Frozen Semen doses produced	21,77,57,811	
No. of Embryos	1,740	
No. of Organizations	98,874	
No. of AI Technicians	1,67,945	

Dashboard as on 30/04/2021

The dashboard features a green header with the Indian CST Support User logo and a map of India. The main area contains the following data:

Category	Value	Unit
No. of Live Animals	18,01,138	
Frozen Semen doses produced	21,77,57,811	
Frozen Semen doses Sold	18,46,77,202	
Stock of Frozen Semen Doses	8,09,75,675	
No. of Embryo	1,740	
No. of Organizations	98,874	
No. of Users	1,70,287	
No. of Complaints	344	

Below the dashboard, there is a "Welcome Indian CST Support User" message and a "Quick Email" input field. A map of India is also displayed.



e-GOPALA – Pashu Bazaar/Epashuhaat GPMS Transportal with UMANG
<https://epashuhaat.gov.in> <https://web.umang.gov.in/web>

Version-1.0

Date- 17th May 2021

EGopala-Epashuhaat scale up activity:

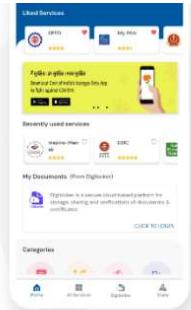
UMANG

One App, Many Government Services

Get it on
Google Play

Download on the
App Store

Scan Now



20880 Services

Central 548 State 654 Bill Payment 19,678

250 Departments

Central 124 State 126

Registrations

On 13th May 21 71,602 Total 297.28 Lakhs

Transactions

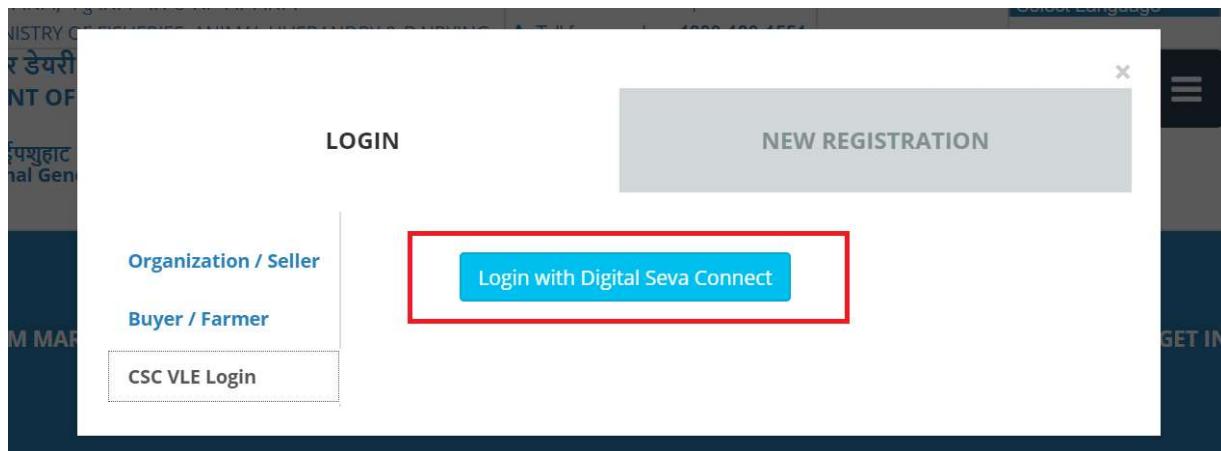
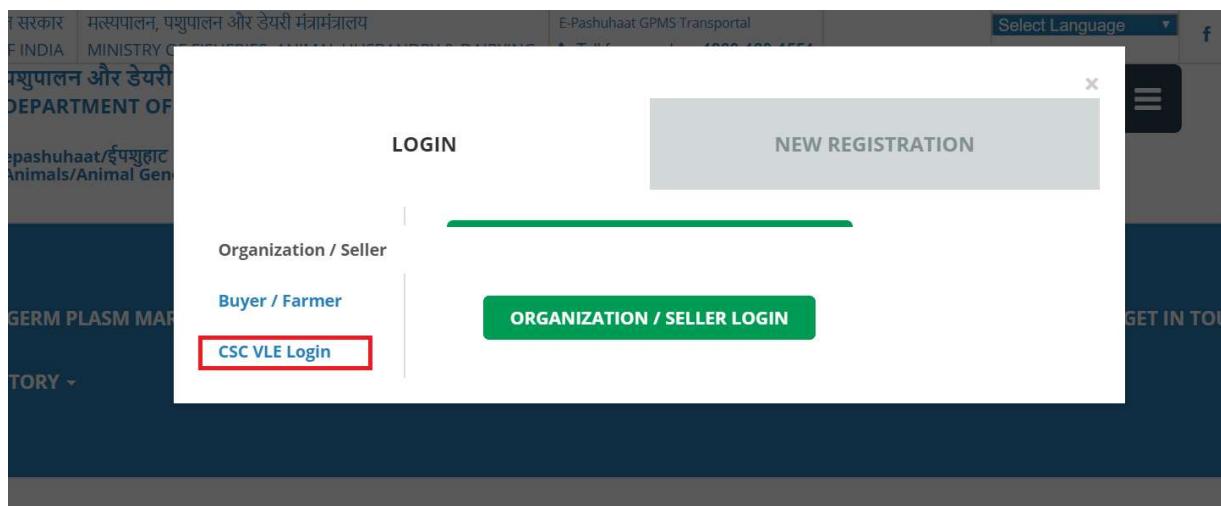
On 13th May 21 22.48 Lakhs Total 153.50 Crores

E-Gopala
(Government of India)

General Services

- Registration [SEE INFO](#)
- Ayurvedic Veterinary Medicine [SEE INFO](#)
- My Pashu Aadhaar [SEE INFO](#)
- My Alerts [SEE INFO](#)
- Events [SEE INFO](#)

Integration of CSC Wallet in Epashuhaat:-



Integration of NSDL (PayGov) in Epashuhaat:-

Additional Services:

Billing Details

Delivery Address

Select Delivery Address: Rahul-7975582508-nana-varachha-123456 Click if Delivery address is same as Billing address

First Name: Rahul Last Name: Patel

Email Address: rahulrpatel01@gmail.com Phone: 7975582508

Address * (Apartment, Suite, Cross... etc): nana-varachha

Postcode / ZIP*: 123456 Select Your Country *: India

Select Your State *: Gujarat Select Your District *: Vadodara

Order Summary

Product	Description	Qty	Total
Frozen Senners	MBF-02Murrabah In Stock (1573) *	1	₹ 20.36
		Subtotal	₹ 20.36
		Total	₹ 20.36

Payment Method

Cash on Delivery Pay Online

ISG Pay(Yes Bank) NSDL Pay

NSDL Pay (Razorpay)

Make Payment

Place Order

NSDL SurePay

Net Banking (Transaction charges may apply)

Debit Card (Transaction charges may apply)

Credit Card (Transaction charges may apply)

Payment Mode - Net Banking

HDFC BANK ICICI Bank kotak

Other Bank

Pay Now **Cancel**

Pay Gov India

Transaction Details

Merchant Name: DEPARTMENT OF ANIMAL HUSBANDRY AND DAIRYING MINISTRY OF FISHERIES

Service Description: Animal certificate service

Transaction ID: 88334908700464

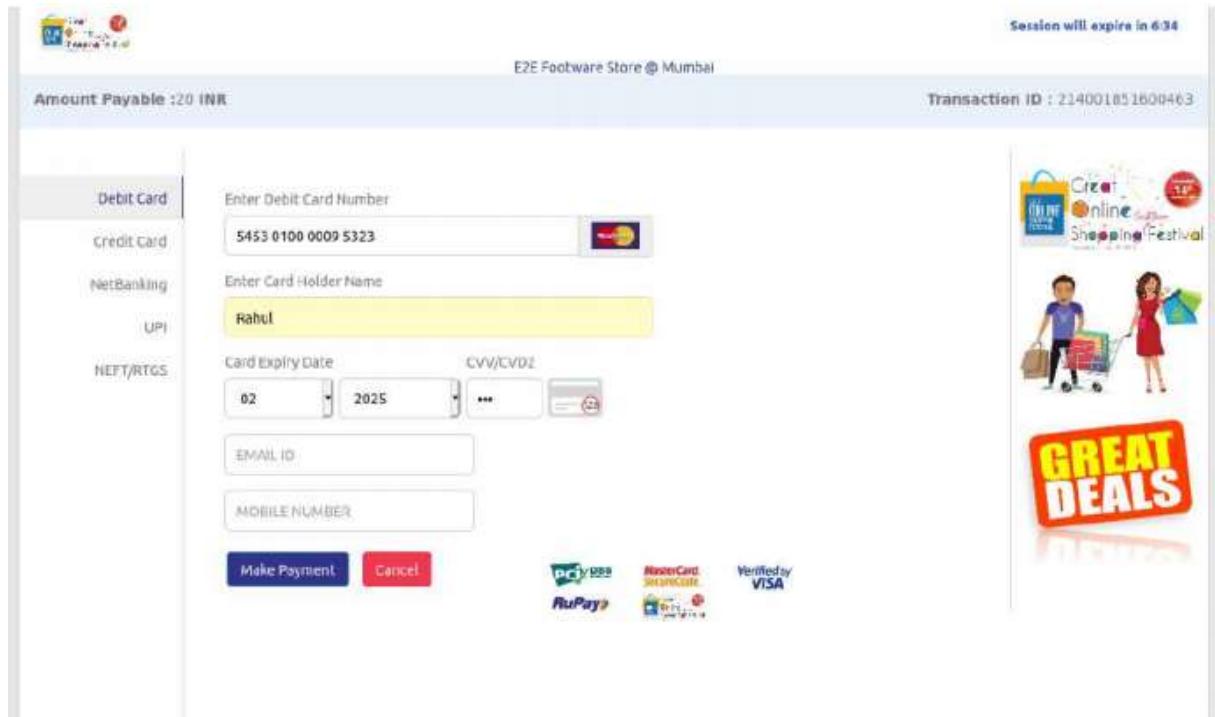
Bill Amount: ₹20

Transaction Fees [Incl. GST]: ₹5.9

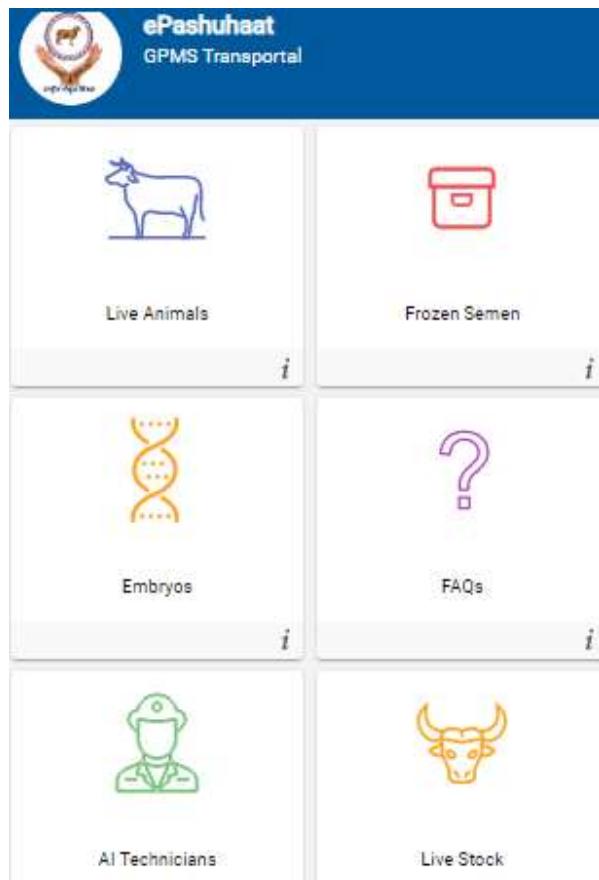
Total Amount Payable: ₹25.9

BHIM UPI

Integration of NSDL (PayGov) in Epashuhaat:-

Integration of ISGPAY(YESBANK) in Epashuhaat:-**Digilocker Dashboard**

Enablement of ePashuhaat Services on UMANG



Introduction

<https://epashuhaat.gov.in>

ePashuhaat is launched by the Ministry of Agriculture and Farmers Welfare, Government of India, under the Department of Animal Husbandry, Dairying and Fisheries (DADF) to boost dairy productivity in India by organizing the livestock market. It is the world's first and only portal as of today, is being used by all Central Govt, State Govt's departments, Private organizations, Farmers, Citizens, International, etc. The portal allows farmers and entrepreneurs to find information about bovine animals, buy or sell livestock, frozen semen and embryos. It also helps them to check information on feed and fodder and manage the transportation of animals once a purchase is made. A multi-channel communication system via Video, Email, SMS, Audio and Chat is available to let interested stakeholders, including buyers and sellers communicate.

Successfully running in the country for 5 years integrated with Aadhaar, Umang, CSC, Multiple payment gateways, etc. Jointly developed, maintained and supported by Indian CST team along with AHD

Ministry, NEGD, CSIR 4PI and its partners. Today it has 6,75,000 organization registered users and approx 20 lakhs plus Farmers live animals on this platform

Objectives

- E-Trading Market portal for livestock germplasm and additional related services.
- Will connect farmers with breeders - Central, State, Co-operative, Milk Federations, and private agencies.
- Real time authentic certified information on availability of germplasm.

Scope

Following features will be considered while on boarding ePashuhaat services on the UMANG platform:

- **My Account:** Users will be able to See their Profile, Addresses and Orders
- **Live Animals:** Users can Add Animals to Wish List, Cart and can compare the animals and buy the animals.
- **Frozen Semen:** User can add Frozen Semen to Wish List, Cart and can compare the Frozen Semen and buy the frozen semen.
- **Embryos:** Users can add Embryos to Wish List, Cart and can compare the Embryos and buy the Embryos.
- **Additional Services:** Users can buy additional services if they want.
- **FAQs:** Users can see the FAQs of Citizen & Institute
- **Registration:** User will be able to register.

Functional Requirement

- In ePashuhaat, Farmers can sell Live Animals, Frozen Semen and Embryos.
- It will appear in UMANG under app name “**ePashuhaat**”.
- Category: Utility
- Customer Service Numbers: 1800-180-1551
- Email: ahc-dadf@nic.in
- Address: Department of Animal Husbandry, Dairying & Fisheries, Ministry of Agriculture, Government of India, Krishi Bhavan, New Delhi-110001 India
- Coordinates of department : 28.616613, 77.213485
- Search Keywords: ePashuhaat, Live Animals, Animals, Frozen Semens, Semens, Embryos, Additional Services, Add To Cart, Wish List, Payment, FAQ, Vaccination, Comparison, My Account, Orders, Delivered Orders, Canceled Orders, Pending Orders, Invoice, Search By State, Search By Pincode, Search By Location, Location, Farming, Fisheries, Husbandry, Dairying.
 - 13 languages
 - Any user will be able to search ePashuhaat services using the above mentioned keywords in the search section of UMANG platform.

- The website for ePashuhaat application is <https://epashuhaat.gov.in>
- ePashuhaat is a National service and will be placed in National services only.
- If the department server is down or under maintenance, relevant message will be displayed to the user.
- ePashuhaat will be considered as ePashuhaat on all the screens as suggested by department.

For any clarification, please contact

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Founder Trustee - Indian Centre for Social Transformation

Contact Number +918073536006 or +919739047849

Empowering Nation ... Empowering Citizens

www.indiancst.in

www.indiancst.com

www.indiancst.com/India/universalhealthcare

[https://indiauhc.indiancst.com/India/uhc/](http://indiauhc.indiancst.com/India/uhc/)

[https://tscl.indiancst.com](http://tscl.indiancst.com)

[https://municipality.indiancst.com](http://municipality.indiancst.com)

www.epashuhaat.gov.in

<https://kisanmitr.gov.in/>



The Portal was launched by Hon'ble Union Minister of Agriculture, on 26.11.2016 at New Delhi

The farmers, breeders & other agencies can directly access the portal using Aadhaar number for trade / e-commerce of superior quality, disease free germplasm viz; Live Animals, Frozen Semen & Embryos. The availability of germplasm across the country on real time basis is available on the portal along with multiple bank payment gateway's with innovative router integrated that connects farmers with breeders - Central, State, Co-operative and private agencies online etc..

Benefits to the Multiple Stakeholders in epashuhaar.gov.in

The Make in India innovative GPMS Transportal is a single integrated cloud computing platform

The various users for ePashuhaat GPMS Transportal include Central Institutions, State Farms, Doctors of Veterinary Hospital, Veterinary Dispensaries, Training Institutions, AI Technicians/Workers, Farmers, Service Providers and other stakeholders etc., The stakeholders are provided with the features of customized real time Data Analytics Dashboard, Multiple Languages IVR support, Multiple Bank Payment Gateway with innovative integrated router for doing easy transactions online etc. in

<https://epashuhaar.gov.in>