

# E-RUPI : INAUGURATION AT FARM MECHANIZATION KRUSHI MELA



National Informatics Centre,  
Odisha State Centre  
Bhubaneswar

2nd March, 2025



## e-RUPI : Inauguration at Farm Mechanization Krushi Mela

e-RUPI is a digital payment platform introduced by the Government of India, designed to deliver welfare benefits and services directly to beneficiaries without the need for intermediaries. It operates through a QR code or SMS-based voucher, ensuring a seamless, cashless transaction process. The system targets specific beneficiaries for subsidies under various schemes. Key stakeholders include the Government of India or Government of Odisha, which initiates and funds specific schemes; ICICI Bank, which issues e-RUPI vouchers; NPCI, which manages the e-RUPI system in collaboration with banks; and beneficiaries who receive the vouchers to avail services directly, promoting transparency and efficiency.

e-RUPI was inaugurated by the Hon'ble Chief Minister of Odisha at the Keonjhar Farm Mechanization Krushi Mela on 2nd March, 2025. The Odisha government has decided to reduce the financial burden on farmers under the Farm Mechanization Scheme by introducing e-RUPI. Previously, farmers had to make full digital payments to the dealer through the integrated bank portal developed by NIC, Odisha. After completing the process of purchasing farm implements, the farmers would later receive a subsidy from the government, which often created a financial burden due to the upfront payment requirement.



କୃଷି ଯାନ୍ତ୍ରିକୀକରଣ ପାଇଁ ରସିଦ୍ ମାଧ୍ୟମରେ  
ଆଗୁଆ ରିହାତି ପ୍ରଦାନର ବ୍ୟବସ୍ଥା  
ସହଯୋଗ: NIC ଏବଂ ICICI Bank



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With the introduction of the e-RUPI system, farmers will now pay a reduced value (deducting subsidy amount) to the dealer at the time of purchase. After this payment, they will receive an e-RUPI voucher that can be redeemed at the dealer's site when taking the implement. Once the redemption process is approved by the concerned government scheme officer, the redeemed amount will be directly deposited into the dealer's registered account by ICICI Bank. This initiative significantly reduces the financial strain on farmers by easing the upfront payment process and streamlining the subsidy disbursement, ensuring transparency and efficiency in the implementation of the scheme. The e-RUPI system thus helps empower the farming community while promoting digital payments in rural areas.

This initiative's success was due to the constant guidance of Dr. Ashok Kumar Hota, DDG & SIO, Odisha. The agriculture team of NIC, Odisha, headed by Ms. Sarita Sahoo, Scientist-F and supported by Sri Ashok Kumar Behera, Sri Ajay Kumar Sahoo, Sri Niladri Bihari Mohanty, Sri Deepak Kumar Sharma and Ms. Hemalata Sah, effectively executed the project.





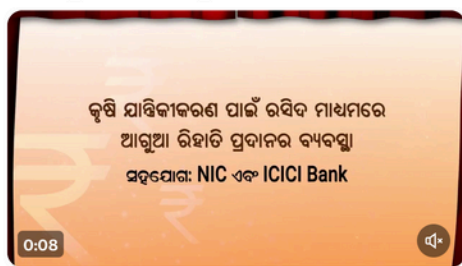
## e-RUPI : Inauguration at Farm Mechanization Krushi Mela



NIC @NICMeity · 2d

Hon'ble Chief Minister of Odisha launched the e-RUPI integrated Direct Benefit Transfer (DBT) system for the Farm Mechanization Automation Portal to transfer the subsidy directly into farmers' accounts.

#NICMeityY @GoI\_MeityY @DigitalIndia @CMO\_Odisha @IPR\_Odisha @PIBodisha



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e-RUPI is developed in collaboration with @NICMeity and @ICICIBank for the targeted subsidy disbursement, ensuring the funds to be used for the intended purposes.

#NICMeityY

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#NICThisWeek - Glimpses of National Informatics Centre (NIC) support to Government of India.

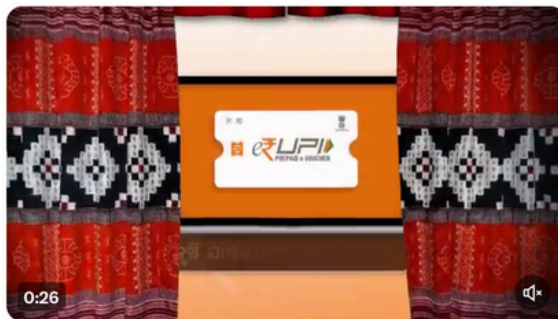
#NICMeityY #DigitalIndia #DigitalTransfo  
#ICTSolutions #eGovernance



CMO Odisha

@CMO\_Odisha

Hon'ble CM Shri @MohanMModisha launched e-RUPI for direct subsidy transfers to farmers through the Dept. of Agriculture. Implemented in collaboration with NIC & ICICI Bank, this initiative ensures transparency and speeds up disbursement, empowering farmers with seamless financial support. #eRUPI



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eRupi Launching video