

# E-Token for Fertilizer in Madhya Pradesh: A New Era of Easy Access for Farmers

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On 1 January 2026, the Government of Madhya Pradesh rolled out a new e-token system for fertilizer distribution aimed at making life easier for farmers across the state. This digital initiative—implemented through the e-Vikas portal—allows farmers to book fertilizer online from home or via support centres and collect it at a scheduled time, instead of waiting in long queues. This initiative marks a shift from crowd-based, first-come-first-serve distribution to a slot-based, transparent and technology-driven system, covering Double Lock Centres, MP Agro outlets, and Cooperative Societies across the state.

## Why the E-Token System Was Needed

Every year during sowing seasons, thousands of farmers gathered at fertilizer centres before sunrise, often waiting for hours—or days—without certainty of getting fertilizer. This resulted in:

- Law-and-order problems
- Black marketing and favoritism
- Loss of productive farm time
- Physical stress, especially for small and elderly farmers

The e-token system was introduced to replace disorder with discipline and queues with appointments.

## What Is the E-Token System?

Under the new scheme, farmers use the official e-Vikas portal ([etoken.mpkrisshi.org](http://etoken.mpkrisshi.org)) to generate an electronic token for their required fertilizer. Once a token is booked:

- The farmer is allotted a 72-hour window to collect fertilizer from a nearby distribution point such as a double-lock center, MP Agro centre, or cooperative society.
- A QR code or token confirmation is used at the collection point to ensure quick and transparent issuance.
- The system is meant to match supply with demand, reduce crowding, and provide transparency in who gets how much fertilizer and when.

## Step-by-Step Process of Booking an E-Token

The system allows farmers to book fertilizer before visiting the distribution centre, ensuring availability and time-bound delivery.

### 1. Token Booking

A farmer can book an e-token through:

- e-Vikas / MP Krishi portal
- CSC (Common Service Centres)

#### Required details include:

- Samagra ID / Aadhaar
- Land record (Khasra)
- Crop details
- Fertilizer requirement (Urea, DAP, etc.)
- Preferred distribution centre (Double Lock, MP Agro, or Society)

### 2. Slot Allocation

#### After booking:

- The system automatically assigns a date and time slot
- A validity window (generally 48–72 hours) is provided
- Farmer receives:
  - SMS confirmation
  - Token number / QR code
  - Centre name and slot timing

This ensures that only a fixed number of farmers visit a centre each day, preventing overcrowding.

Officials have conducted training programs across districts so that the rollout is smooth and staff know how to assist farmers.

## How This Makes Life Easier for Farmers

Here's how the e-token approach simplifies fertilizer procurement:

✓ **No more long queues:** Previously farmers often stood in lines for hours—or even came back empty-handed due to stock issues or mismanagement. With e-token booking and scheduled slots, waiting time is sharply reduced.

✓ **Plan your visit:** Farmers know exactly when and where to pick up fertilizer and can adjust plans around their farm work.

✓ **Transparency:** The system tracks distribution digitally, reducing opportunities for unfair practices. Officials say this brings clarity about stock, timing, and entitlement.

✓ **Convenience:** In some areas the system has even been extended to include home delivery options within a set radius, easing the burden on farmers who cannot travel far.

## 🏆 Pros of E-Tokenization

### 👍 For Farmers

- Saves time and physical effort—no need to wake up early and stand in line.
- Reduces uncertainty about whether fertilizer will be available when they arrive.
- Better planning can help farmers use fertilizers at the optimal time for crop growth.
- Less crowding at centres means fewer health risks and stress.

### 👍 For Government and Administration

- Helps monitor fertilizer distribution in real-time across the state.
- Can reduce black-marketing and unofficial selling by linking each packet to a token and farmer ID.
- Encourages data-based planning of supply to different regions and seasons.

### ⚠️ Cons and Challenges

While the idea is solid, real-world implementation has faced hiccups:

- Digital illiteracy among some farmers
- Dependence on internet and server stability
- Elderly farmers may need assistance
- If physical stock is short, tokens alone cannot solve shortages
- Initial confusion during peak rush periods

These challenges highlight the need for strong ground-level support and offline assistance.



## 🌈 Who Benefits Most?

### ☀️ Happy Farmers

- Those with smartphones and internet access who can book tokens quickly.

- Farmers with smaller landholdings who previously struggled the most in long queues.
- People in accessible areas with strong mobile connectivity.

### 🚧 Who Might Struggle?

- Farmers without digital access or literacy.
- Those in remote villages with poor internet signals.
- Elderly farmers who find QR codes and online steps confusing.
- Regions where physical fertilizer supply is still low despite the digital token.

### 🎯 Conclusion

The e-token system marks a significant step toward modernizing fertilizer distribution in Madhya Pradesh. By turning a manual, queue-heavy process into a scheduled, transparent service, it promises to cut down waiting times and reduce unfair practices. While challenges remain—especially related to digital access—the system has the potential to become a model for transparent, farmer-friendly distribution if supported with continuous training, offline help, and adequate fertilizer supply. In the long run, less crowd, less chaos, and more certainty could redefine how farmers access essential agricultural inputs in Madhya Pradesh.

Some of the quotes by the farmers.

“पहले सुबह 4 बजे लाइन में लगते थे, फिर भी खाली हाथ लौटना पड़ता था। अब टोकन मिल जाता है, मैसेज आ जाता है कि किस दिन और किस समय आना है। एक घंटे में काम हो जाता है।”

— Ramesh Patel, small farmer, Sehore district

“सिस्टम अच्छा है, लेकिन नेटवर्क नहीं चलता तो दिक्कत होती है। गाँव में इंटरनेट कमजोर है। जब स्टाफ मदद करता है तभी काम आसान होता है।”

Gopal Singh, farmer, Shivpuri

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