

GOVERNMENT OF ODISHA

DEPARTMENT OF AGRICULTURE AND FARMERS EMPOWERMENT

DIRECTORATE OF AGRICULTURE & FOOD PRODUCTION, ODISHA

KRUSHI BHAWAN: BHUBANESWAR

File No.: PT1-DAFP-FM-MISC-0016-2022 Letter No.: 7411

Date 25-02-2025

To

The CDAOs (All)

Superintending Engineers (Agril.), All

Executive Engineers (Agril.), All

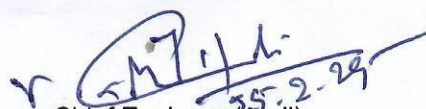
Sub: Approved e-RUPI Standard operating procedure.

Sir,

Enclosed, please find here the copy of the approved e-RUPI Standard operating procedure (Both Odia and English). You are requested to take steps for wide circulation of the SOP among all stakeholders for its implementation.

Encl: As above (soft copy mailed)

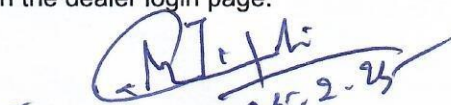
Yours faithfully


Chief Engineer (Agril)

Memo No. 7412

Date. 25-02-2025

Copy along with the copy of enclosure forwarded to Smt. Sarita Sahoo, Sr. Technical Director, NIC, Bhubaneswar for information & necessary action. She is requested to upload the same both in the Agrisnet & odishafarmmachinery home page along with in the dealer login page.


Chief Engineer (Agril)

Memo No. 7413

Date. 25-02-2025

Copy along with the copy of enclosure forwarded to the E-Gov / IT cell of DA&FP(O), Krshu Samrudhi & SAFAL help desk, Lead Konnect team, Branch Manager ICICI Bank, Nayapalli Branch Bhubaneswar, for information & necessary action.


Chief Engineer (Agril)



e-RUPI Standard operating procedure

Sale of PP sprayers & Irrigation pump sets through e-RUPI in FY 2024-25

The Department of Agriculture and Farmers' Empowerment, GOO has launched subsidy payments for a couple of small machines in the farm mechanisation scheme through e-RUPI vouchers for FY 2024-25.

This document contains detailed procedure explaining the e-RUPI voucher and steps to be followed by the dealers and farmers. Currently this will be applicable to only 2 machines, as mentioned below in the farm mechanisation scheme.

1. Plant Protection equipments/Sprayers
2. Irrigation Pump Sets

Sale of mentioned small machines through e-RUPI vouchers:

e-RUPI of National Payments Corporation of India(NPCI), is a prepaid voucher of defined amount through which the Department will be paying the subsidy benefit to the farmers upfront for the identified machines. Some key aspects of the voucher are:

1. The vouchers are sponsored by the Department of Agriculture and Farmers' Empowerment.
2. The farmers will receive the voucher for the eligible subsidy amount on his mobile number.

For example, a farmer who is eligible for a subsidy of Rs. 3,000/- will receive a voucher of Rs. 3,000/-.

3. The voucher is sent to the farmer's mobile number in the form of an SMS containing a 32-bit string and a link to a QR code (see Annexure-1)
4. The selected dealer will redeem this voucher using his **Instabiz** app (see Annexure-2)
5. The voucher can only be used to purchase the identified machines from the selected dealer.
6. In case, farmer does not receive the voucher or dealer is not able to redeem it, then the farmer can resend the voucher a maximum of 6 times, but limiting to 5 times per day, by **e-Rupi status** link in odishafarmmachinery portal(<https://odishafarmmachinery.nic.in>) using his/her Permit Number.
7. After 6th unsuccessful attempt a Switch to DBT (Direct Benefit Transfer) option will be enabled in the odishafarmmachinery portal, after switching DBT mode, the farmer has to pay the remaining amount of the machine through **pay full cost to dealer** (Payment gateway) to the account of DA&FP, Odisha.
8. In case of switch to DBT mode, the farmer will pay the remaining amount of the machine and the subsidy amount will be sent to the farmer's Farmer-ID registered account as usual.

How to use the e-RUPI voucher:

The dealer will need an Android device to install the ICICI **Instabiz** app as detailed in Annexure 2. The farmer will need their Farmer-ID number and a mobile phone (feature or smart phone).

The farmers and dealers need to follow these steps for the sale of identified machines through e-RUPI voucher.

1. The process of application/booking and issue of permit will be same.
2. After the successful generation of the permit, farmer need to pay (by e-Challan/net banking) the farmer share excluding the subsidy amount from the farmer-ID validated bank account through "Payment gateway" to the DA&FP, Odisha.

Example: If the machine cost is Rs. 3,500 & the subsidy mentioned in the permit is Rs. 1,400/- , farmer need to pay only Rs. 2,100/-.

3. After successful receipt of farmer share, an SMS containing an e-RUPI voucher equal to the subsidized amount will be sent to the farmer's registered mobile number, which should be redeemed by the concerned dealer only for the selected machine.
4. If the farmer has a smart phone, he/she will open the link available in the SMS and a QR code will be generated. The same will be scanned by the dealer using the Instabiz app, dealer will input the correct full voucher (subsidy) amount after which an OTP will be sent to the farmer's mobile number. On sharing the OTP with dealer the voucher will get redeemed.
5. If the farmer does not have a smart phone, the farmer will share the SMS Containing the 32-bit string with the dealer. The same SMS will be scanned by the dealer in the Instabiz app. If the string gets scanned incorrectly, the voucher will not get redeemed. The dealer should therefore check the scanned string details if it shows mismatch/error and rectify the same by manually entering the incorrect digits Or the dealer can redeem this voucher by forwarding the SMS from farmers mobile to any other smart phone and opening the QR code by clicking the available link in the SMS in that phone, after which an OTP will be sent to the farmer's mobile number. On sharing the OTP with dealer the voucher will get redeemed.
6. The dealer, using their ICICI Instabiz app, will redeem the voucher (details in Annexure-2). During redemption, an OTP will go to the farmer's mobile number. The farmer will share this OTP with the dealer, the dealer will enter it in Instabiz app to redeem the voucher.

Helpline and Query Resolution :

The farmers or dealers can call the helpdesk of Krushi Samrudhi Helpline at 155333 for any queries that may have. For technical issues, the dealers are requested to call (may leverage SAFAL Helpline Number. regarding Instabiz app may contact ICICI toll free no. 18001080 or visit nearest ICICI bank branch). Mail to ceagri.dafpo24@yahoo.com, mail id egovcell.agri.od@nic.in of IT team.



Director of Agriculture &

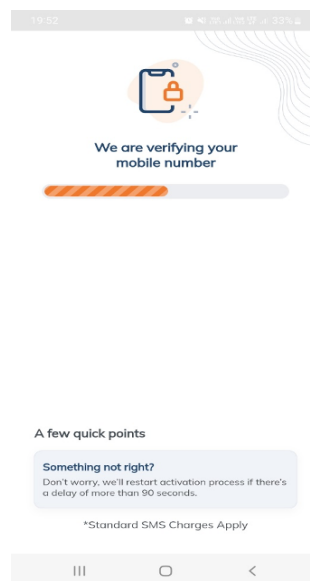
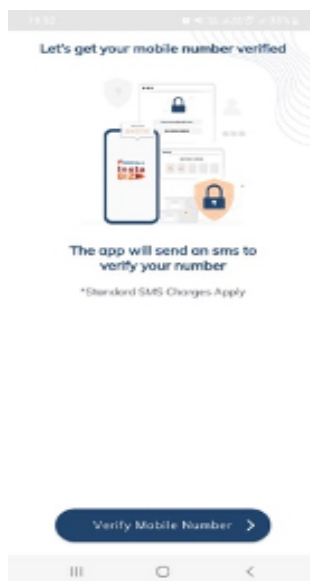
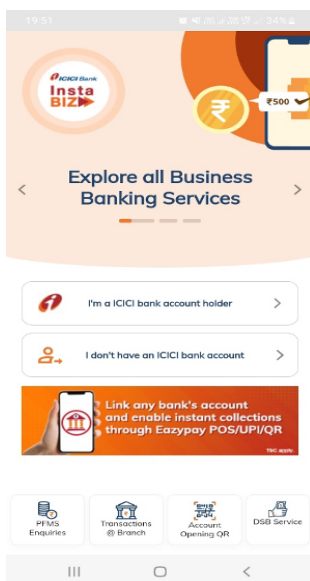
Food Production, Odisha

Annexure 1: Sample Voucher SMS

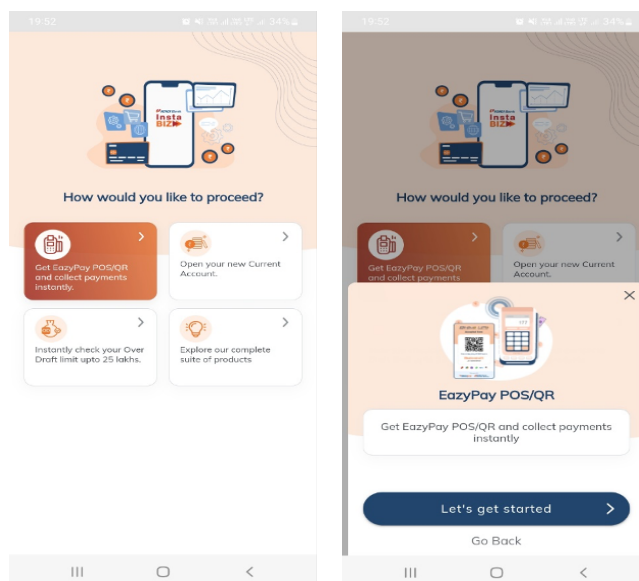
#*16e2c56c30ef4c6e9de6a055ec96f063A
500 Hi, an e-RUPI Voucher of Rs 1 for
Agriculture Equipments has been created
by Department Of Agriculture Odis, valid till
1/16/26 12:00 AM. Voucher can be used
only one time. Voucher details: Marcel
Barla , Department Of Agriculture Odis. Do
not forward or share the Voucher SMS/QR
with anyone. To download, visit
<https://icici.co/ICICIT/r/o67Rap> and for
queries call the voucher issuer-ICICI Bank.

Annexure 2: On boarding onto ICICI merchant app (Instabiz)

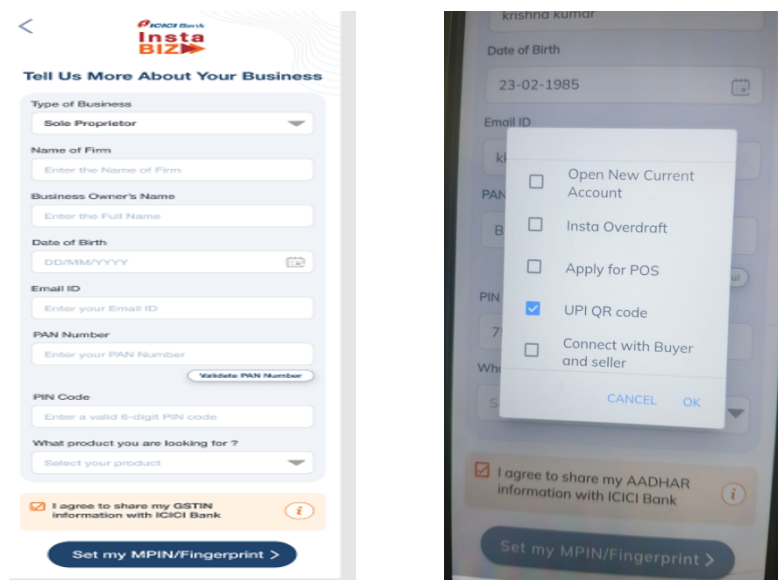
1. Verify the mobile number; it must be the same as the one registered under odishafarmmachinery portal.



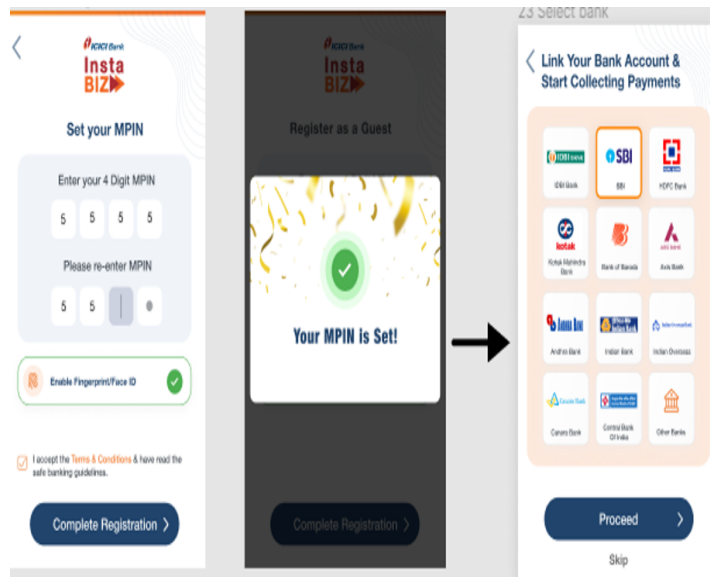
2. Select “GetEazyPay POS/QR and collect payments instantly” option to proceed further



3. Enter your business details based on your business type (Sole Proprietorship, Pvt. Ltd., etc.). Provide your PAN number (Ensure the business owner's name matches the name associated with the PAN). **Select “UPI QR code” option under “What product you are looking for?”**

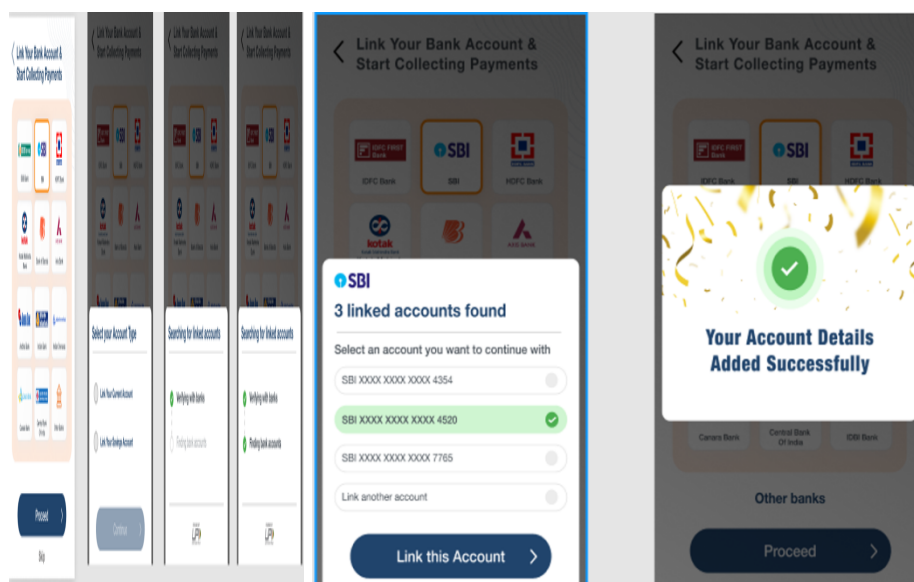


4. Set your MPIN



5. Link your bank account which is registered with odishafarmmachinery portal only.

(ICICI bank is to ensure that the VPA is mapped with the account registered in odishafarmmachinery portal and approve for transaction.)



6. Setup UPI ID & select category of business

Under the **Category of Business** - select >> **Agriculture &**

Under **Nature of business** - >> **Farm Equipment**

The first screenshot shows the 'Setup UPI ID' screen. It includes fields for Account Number (056587557876), Merchant Name (Rishi Ahuja), and Mobile Number (9876543210). There is a section for 'Your Store Name' with a placeholder 'Write the name that your customers will see'. Below this are dropdown menus for 'Category of Business' and 'Nature of Business'. At the bottom, there is a 'New UPI ID' section with a radio button to 'Select your New UPI ID' and two input fields: 'rishiahuj96744666780@icici' and '96744666780@icici'.

The second screenshot shows the 'Address Details' screen. It has input fields for 'Address Line 01', 'Address Line 02 (optional)', and 'Address Line 03 (optional)'. There are also fields for 'PIN Code' (560100), 'City' (Mumbai), and 'State' (Maharashtra). An optional field for 'RM Employee ID' is present. A checkbox indicates 'I have read, understood and accept the Terms and Conditions.' A 'Setup UPI ID' button is at the bottom.

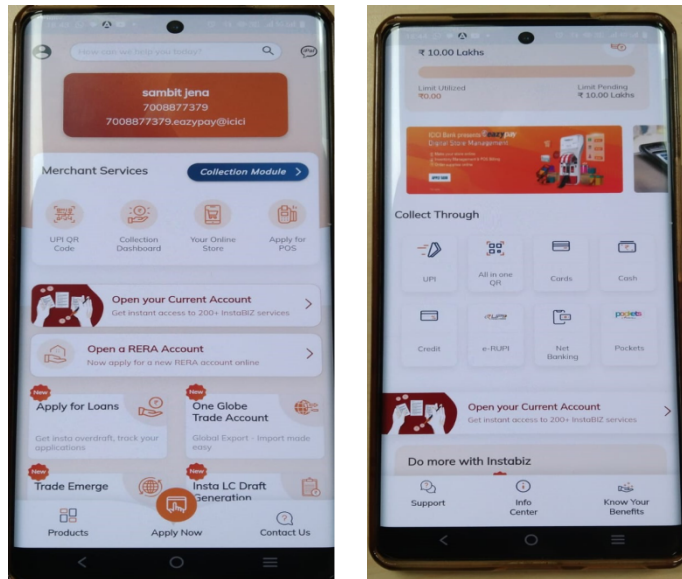
The third screenshot shows the 'UPI Details Added Successfully' confirmation screen. It features a green checkmark icon and the text 'UPI Details Added Successfully'. Below this, there is a 'New UPI ID' section with a radio button to 'Select your New UPI ID' and a 'Scan QR Code' button. At the very bottom, it says 'Your New VPA'.

While selecting new UPI ID, the UPI ID containing the mobile no. may be chosen.

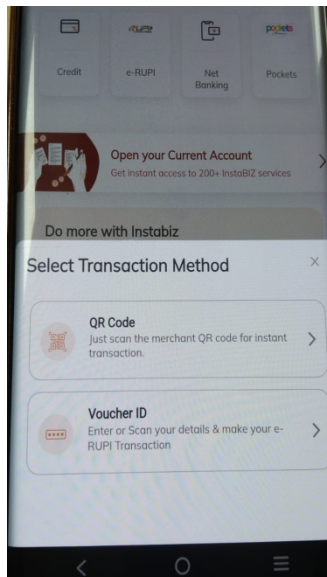
This screenshot is identical to the first one, showing the 'Setup UPI ID' screen. However, a black rectangular box highlights the second UPI ID option, '96744666780@icici', in the 'New UPI ID' section.

Annexure 3: Redemption of e-RUPI voucher

1. After successful verification of phone number, account details & setup of MPIN & UPI ID, Go to the collection module and select e-RUPI.

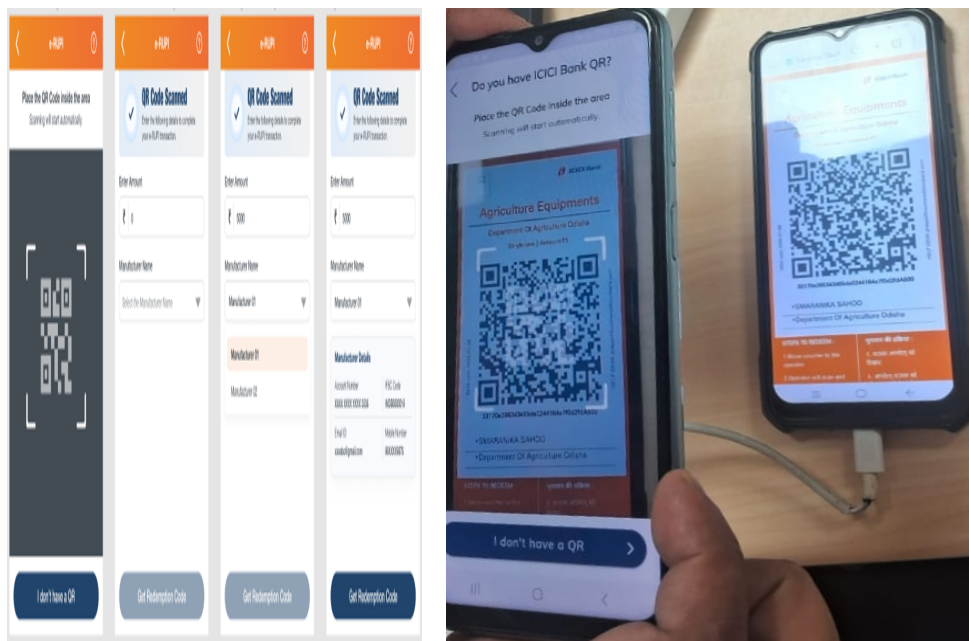


2. Dealer can redeem the voucher either using the QR code or using voucher ID

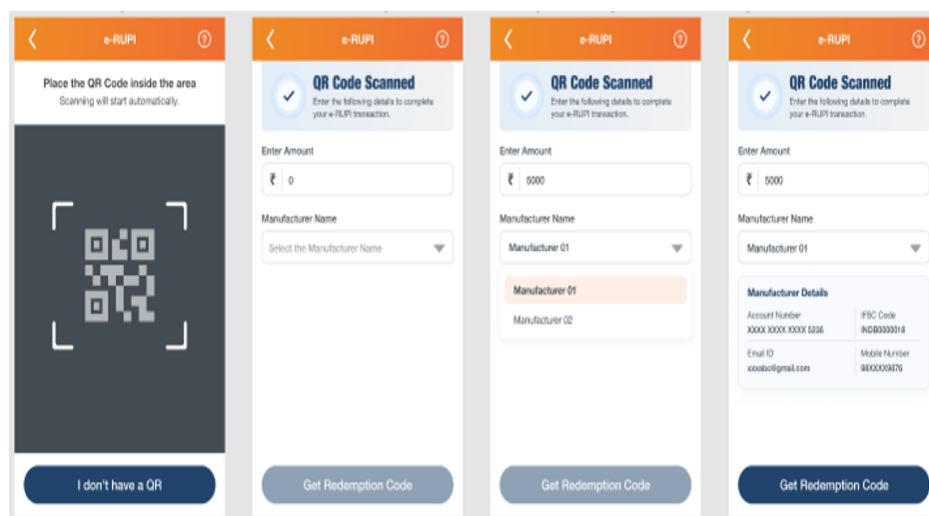


3. Voucher redemption through QR code:

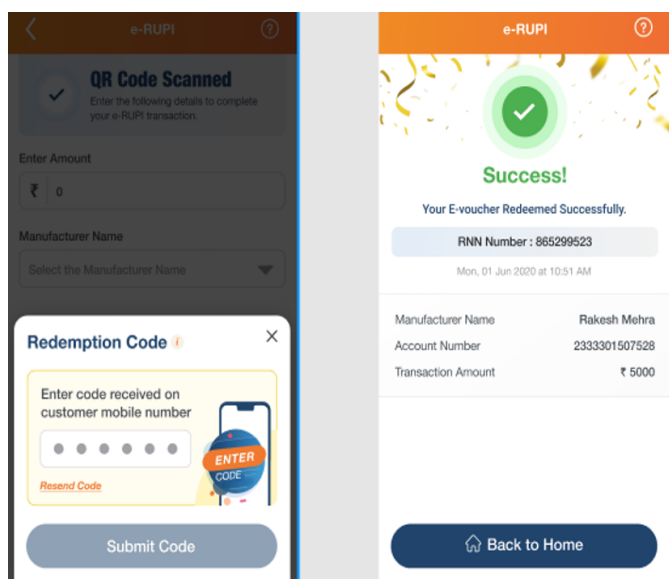
- a. Select 'QR code' as the transaction method, scan the QR code (To open the QR click on the link present in the voucher SMS received to the farmer)



- b. Enter the **full cost of the voucher** & choose the **dealer name** in the manufacturer name filed. In case of partial redemption (Redeeming amount less than the voucher amount (Subsidy cost)) the dealer cannot proceed for the supply authentication process in the odishafarmmachinery portal.

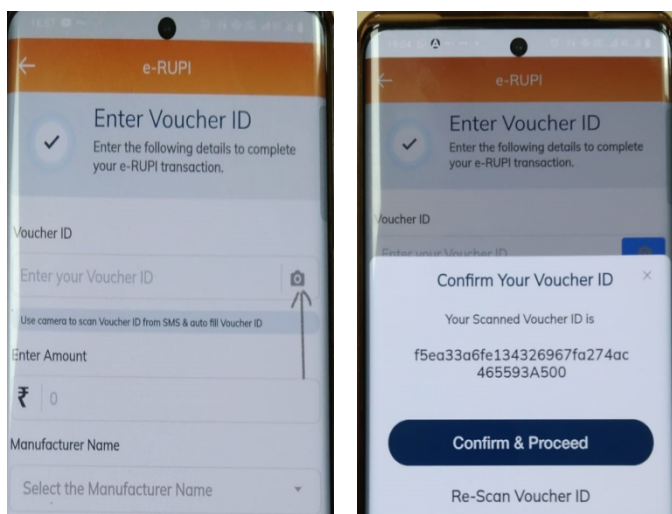


- c. After entering the full amount of the voucher click on 'Get redemption code' an OTP will be sent to the farmer's registered mobile number. Enter the OTP and click on 'Proceed' to redeem the voucher.

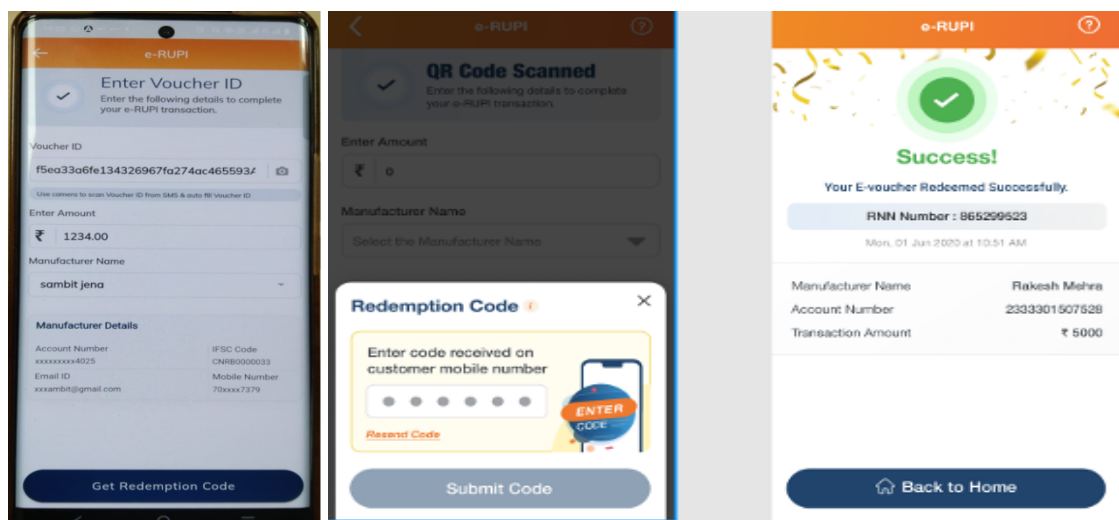


4. Voucher redemption through Voucher ID:

- a. Select 'Voucher ID' as the transaction method, take the picture of the voucher SMS. Check the voucher ID scanned by the app with the ID in the SMS & Enter the full cost of the voucher & choose the dealer name in the manufacturer name. In case of partial redemption (Redeeming amount less than the voucher amount (Subsidy cost)) the dealer cannot proceed for the supply authentication process in the odishafarmmachinery portal



- b. After entering the full amount of the voucher click on 'Get redemption code' an OTP will be sent to the farmer registered mobile number. Enter the redemption OTP and click on 'Submit Code' to redeem the voucher.



- Dealer having account with ICICI BANK LTD. will login to the InstaBIZ app and click on switch to merchant view. On the merchant dashboard user should click on e-RUPI to avail this feature.

Transaction flow, which described above, will remain the same.



e- RUPIର ଆଦର୍ଶ କାର୍ଯ୍ୟ ପ୍ରଣାଳୀ

ଆର୍ଥିକ ବର୍ଷ ୨୦୨୪-୨୫ ରେ e- RUPI ମାଧ୍ୟମରେ ସିଞ୍ଚନ ଯନ୍ତ୍ର ଏବଂ ପମ୍ପସେଟ୍ ବିକ୍ରୀ

କୃଷି ଏବଂ କୃଷକ ସଶକ୍ତିକରଣ ବିଭାଗ ୨୦୨୪-୨୫ ଆର୍ଥିକ ବର୍ଷରେ e-RUPI ରସିଦ୍ ମାଧ୍ୟମରେ କୃଷି ଯାନ୍ତ୍ରିକୀକରଣ ଯୋଜନାରେ ଦୁଇଟି ଯନ୍ତ୍ର ପାଇଁ ରିହାତି ଦେଇ ଆରମ୍ଭ କରୁଛନ୍ତି । ଏହି ନଥିରେ e-RUPI ରସିଦ୍, ପଞ୍ଜିକୃତ ବିକ୍ରେତା ଓ ହିତାଧିକାରୀ ମାନେ ଅନୁସରଣ କରିବାକୁ ଥିବା ପଦକ୍ଷେପ ଗୁଡ଼ିକର ବିଷ୍ଟୃତ ନିର୍ଦ୍ଦେଶାବଳୀ ରହିଛି । ବର୍ତ୍ତମାନ ଏହା ନିମ୍ନଲିଖିତ ୨ ଗୋଟି ଯନ୍ତ୍ର ପାଇଁ ଉପଲବ୍ଧ କରାଯିବ ।

1. ଉଦ୍ଭିଦସୁରକ୍ଷାଉପକରଣ / ସିଞ୍ଚନ ଯନ୍ତ୍ର
2. ଜଳସେଚନପମ୍ପସେଟ୍ ।

e-RUPI ରସିଦ୍ ମାଧ୍ୟମରେ ଉଲ୍ଲିଖିତ ଯନ୍ତ୍ରର ବିକ୍ରୟ ।

ନ୍ୟାସନାଲ୍ ପେମେଣ୍ଟ କର୍ପୋରେସନ୍ ଅଫ୍ ଇଣ୍ଡିଆ (NPCI)ର e-RUPI ହେଉଛି ନିର୍ଦ୍ଦିଷ୍ଟ ପରିମାଣର ଏକ ଆଗତୁରା ପ୍ରଦତ୍ତ ପ୍ରାପ୍ୟ ରସିଦ୍, ଯାହା ମାଧ୍ୟମରେ କୃଷି ବିଭାଗ ଦ୍ଵାରା ଚିହ୍ନଟ ହୋଇଥିବା ଯନ୍ତ୍ରପାତି କ୍ରୟ ନିମନ୍ତେ, କୃଷକମାନଙ୍କୁ ରିହାତିର ସୁବିଧା ପ୍ରଦାନ କରିବ । ଏହି ରସିଦ୍‌ର କିଛି ବୈଶିଷ୍ଟ୍ୟ ହେଉଛି:

1. ଏହା କୃଷି ଏବଂ କୃଷକ ସଶକ୍ତିକରଣ ବିଭାଗ ଦ୍ଵାରା ପ୍ରାୟୋଜିତ ।
2. ମନୋନୀତ ବିକ୍ରେତାଙ୍କ ଠାରୁ ସ୍ଥିରାକୃତ ଯନ୍ତ୍ରପାତି କିଣିବା ପାଇଁ ବ୍ୟବହାର କରାଯାଇ ପାରିବ ।
3. ଯୋଗ୍ୟ ହିତାଧିକାରୀ ନିଜ ମୋବାଇଲ୍ ନମ୍ବରରେ ନିର୍ଦ୍ଦିଷ୍ଟ ରିହାତି ରାଶି ପାଇଁ ସେମାନେ e-RUPI ରସିଦ୍ ପାଇବେ ।

ଉଦାହରଣ ସ୍ଵରୂପ, ଜଣେ ହିତାଧିକାରୀ ଯିଏ Rs ୩,୦୦୦ ଟଙ୍କା ରିହାତି ପାଇବାକୁ ଯୋଗ୍ୟ ଅଟନ୍ତି, ୩,୦୦୦ ଟଙ୍କା ପାଇଁ ଏକ e-RUPI ରସିଦ୍ ପାଇବେ ।

4. ଏହି e-RUPI ରସିଦ୍ ବାବଦକୁ ହିତାଧିକାରୀଙ୍କ ମୋବାଇଲ୍ ନମ୍ବରରେ ୩୨-ଅଙ୍କ ବିଶିଷ୍ଟ ଏକ ସୂତ୍ର ଏବଂ ଏକ QR ସଙ୍କେତ ଥିବା କଡ଼ି ବା SMS ଆକାରରେ ପ୍ରାପ୍ତ ହୋଇଥାଏ (ପରିଶିଷ୍ଟ -୧ ଦ୍ରଷ୍ଟବ୍ୟ) ।
5. ବିକ୍ରେତା ନିଜ ମୋବାଇଲ୍‌ରେ InstaBIZ ଆପ ବ୍ୟବହାର କରି ଏହି ରସିଦ୍‌ର ମୂଲ୍ୟ ଗ୍ରହଣ କରିବେ (ପରିଶିଷ୍ଟ -୨ ଦ୍ରଷ୍ଟବ୍ୟ) ।
6. ଯଦି ହିତାଧିକାରୀ ନିଜ ମୋବାଇଲ୍‌ରେ ରସିଦ୍ ନପାଆନ୍ତି କିମ୍ବା ଏହାକୁ ମୁକ୍ତ କରିବାରେ ସକ୍ଷମ ନୁହଁନ୍ତି, ତେବେ ସେ ନିଜର କୃଷକ ପରିଚୟ ପତ୍ର ବ୍ୟବହାରକରି <https://odishafarmmachinery.nic.in> odishafarmmachinery ପୋର୍ଟାଲରେ ଲଗ୍ ଇନ୍ କରି ସର୍ବାଧିକ ୬ ଥର (ଦିନକୁ ସର୍ବାଧିକ ୫ ଥରର ସୀମା ମଧ୍ୟରେ), ରସିଦ୍‌କୁ ପଠାଇ ପାରିବେ ।
7. କ୍ଷଷ୍ଟ ଅସଫଳ ଚେଷ୍ଟା ପରେ, ଓଡ଼ିଶା ଫାର୍ମ ମେସିନେରୀ ପୋର୍ଟାଲରେ DBT (ପ୍ରତ୍ୟକ୍ଷ ସୁବିଧା ହସ୍ତାନ୍ତର) ବିକଳ ସକ୍ଷମ ହେବ , ଯେଉଁଠାରେ ହିତାଧିକାରୀଙ୍କୁ ପେମେଣ୍ଟ ଗେଟୱେ ମାଧ୍ୟମରେ କୃଷି ନିର୍ଦ୍ଦେଶକ, ଓଡ଼ିଶାଙ୍କ ଆକାଉଣ୍ଟକୁ ବାକି ଟଙ୍କା ଦେବାକୁ ପଡ଼ିବ ।
8. DBT (ପ୍ରତ୍ୟକ୍ଷ ସୁବିଧା ହସ୍ତାନ୍ତର) ବିକଳ ସକ୍ଷମ ହେଲେ ହିତାଧିକାରୀ ଯନ୍ତ୍ର ମୂଲ୍ୟର ଅବଶିଷ୍ଟ ରାଶି ଦେବେ ଏବଂ ରିହାତି ରାଶି ପୂର୍ବପରି କୃଷକପରିଚୟ ପତ୍ର ପଞ୍ଜିକୃତ ଜମା ଖାତରେ ପ୍ରଦାନ କରାଯିବ ।

e- RUPI ରସିଦର ବ୍ୟବହାରପଦ୍ଧତି |

ପରିଶିଷ୍ଟ-୨ରେ ବିକ୍ରେତାଙ୍କୁ InstaBIZ ଆପ୍ ସଂସ୍ଥାପନ କରିବା ପଦ୍ଧତି ବିଷ୍ଣୁତ ଭାବରେ ବର୍ଣ୍ଣନା କରାଯାଇଛି । ଏଥିପାଇଁ ଏକ ଆଶ୍ରିତ ଫୋବାଇଲ୍ ଆବଶ୍ୟକ । ହିତାଧିକାରୀଙ୍କ ପାଇଁ କୃଷକ ପରିଚୟ ପତ୍ର ଏବଂ ଫୋବାଇଲ୍ ଫୋନ (feature/key pad କିମ୍ବା ସ୍ମାର୍ଟଫୋନ୍) ଆବଶ୍ୟକ ।

e- RUPI ରସିଦ ମାଧ୍ୟମରେ ଚିହ୍ନିତ ଯନ୍ତ୍ରପାତି କ୍ରୟ ପାଇଁ କୃଷକ ଏବଂ ବିକ୍ରେତା ମାନେ ନିମ୍ନଲିଖିତ ପଦକ୍ଷେପ ଗୁଡିକ ଅନୁସରଣ କରିବେ ।

1. ଆବେଦନ / ବୁକିଂ ଏବଂ ଅନୁମତି ପ୍ରଦାନ ପ୍ରକ୍ରିୟା ପୂର୍ବ ପରି ହେବ ।
2. ଅନୁମତି ପତ୍ରର ସଫଳପ୍ରାପ୍ତି ପରେ, ହିତାଧିକାରୀ (ଇ-ଟାଲାନ / ନେଟ୍ ବେଞ୍ଚିଂ ଦ୍ଵାରା) କୃଷକପରିଚୟ ପତ୍ରରେ ସଂଯୁକ୍ତ ବ୍ୟାଙ୍କ ଜମାଖାତାରୁ “ପେମେଣ୍ଟ ଗେଟୱେ” ମାଧ୍ୟମରେ କୃଷି ନିର୍ଦ୍ଦେଶକ, ଓଡ଼ିଶାଙ୍କ ଜମାଖାତାକୁ ରିହାତି ବାଦ୍ ଅବଶିଷ୍ଟ ରାଶି ଦେବାକୁ ପଡିବ ।

ଉଦାହରଣ: ଯଦି ଯନ୍ତ୍ର ମୂଲ୍ୟ ୩,୫୦୦ଟଙ୍କା ଅଟେ ଏବଂ ଅନୁମତିପତ୍ରରେ ଉଲ୍ଲେଖ କରାଯାଇଥିବା ରିହାତି ହେଉଛି ୧,୪୦୦ଟଙ୍କା, ତାହେଲେ ହିତାଧିକାରୀଙ୍କୁ ମାତ୍ର ୨,୧୦୦ ଟଙ୍କା ଦେବାକୁ ପଡିବ ।

3. ହିତାଧିକାରୀ ରାଶିର ସଫଳ ଜମା ପରେ, ରିହାତି ରାଶି ପରିମାଣର **e-RUPI** ରସିଦ ଧାରଣ କରିଥିବା ଏକ ବାର୍ତ୍ତା (sms) ହିତାଧିକାରୀଙ୍କ ଫୋବାଇଲ୍ କୁ ପଠାଯିବ, ଯାହା ସମ୍ପୃକ୍ତ ବିକ୍ରେତାଙ୍କ ଦ୍ଵାରା କେବଳ ମନୋନୀତ ଯନ୍ତ୍ର ପାଇଁ ଗୃହୀତ ହେବ ।
4. ଯଦି ହିତାଧିକାରୀଙ୍କ ପାଖରେ ସ୍ମାର୍ଟ ଫୋନ୍ ଥାଏ, ତେବେ ସେ ବାର୍ତ୍ତା (sms) କଡ଼ି ଖୋଲିବେ, ଯାହା ଦ୍ଵାରା ତାଙ୍କ ଫୋବାଇଲ୍ କୁ ଏକ OTP ଆସିବ । OTP ଦେବା ପରେ, ହିତାଧିକାରୀଙ୍କ ଫୋନରେ ଏକ QR ସଙ୍କେତ ଥିବା କଡ଼ି ଖୋଲିବ । ସେହିଭଳି InstaBIZ ଆପ୍ ବ୍ୟବହାର କରି ବିକ୍ରେତା ସ୍ଥାନ କରିବେ ।
5. ଯଦି ହିତାଧିକାରୀଙ୍କ ପାଖରେ ସ୍ମାର୍ଟଫୋନ୍ ନ ଥାଏ, ତେବେ ସେ ୩୨-ଅଙ୍କ ବିଶିଷ୍ଟ ସୁତ୍ର ଡିଲରଙ୍କୁ ଦେବେ । ସେହିଭଳି InstaBIZ ଆପରେ ବିକ୍ରେତା ସ୍ଥାନ କରିବେ । ଯଦି ସୁତ୍ର ଭୁଲ୍ ସ୍ଥାନ ହୁଏ, **e-RUPI** ରସିଦ ବୈଧ ହେବ ନାହିଁ । ବିକ୍ରେତା, ତେଣୁ ସ୍ଥାନ ହୋଇଥିବା ୩୨-ଅଙ୍କ ବିଶିଷ୍ଟ ସୁତ୍ର ଯାଞ୍ଚ କରିବା ଉଚିତ । ଯଦି ଏହା ଭୁଲ୍ ଥାଏ ତାହେଲେ ଆଉ ଥରେ ୩୨-ଅଙ୍କ ବିଶିଷ୍ଟ ସୁତ୍ର ଦେବେ । ବୈକଳ୍ପିକ ଭାବେ, ବିକ୍ରେତା ଅନ୍ୟ ଏକ ସ୍ମାର୍ଟଫୋନ୍ ବ୍ୟବହାର କରି, ସେହି ସ୍ମାର୍ଟଫୋନରେ QR ସଙ୍କେତ ଖୋଲି ଏହି ରସିଦକୁ ବ୍ୟବହାର କରିପାରିବେ ।
6. ବିକ୍ରେତା, ସେମାନଙ୍କର InstaBIZ ଆପ୍ ବ୍ୟବହାର କରି, ରସିଦକୁ ଗ୍ରହଣ କରିବେ (ପରିଶିଷ୍ଟ-୩ ରେ ବିବରଣୀ) । ପ୍ରାପ୍ତି ସମୟରେ, ଏକ OTP/କୋଡ୍ ହିତାଧିକାରୀଙ୍କ ଫୋବାଇଲ୍ ନମ୍ବରକୁ ଯିବ । ହିତାଧିକାରୀ ବିକ୍ରେତାଙ୍କୁ ସେହି OTP/କୋଡ୍ ଦେବେ, ଯାହା ବିକ୍ରେତା **e- RUPI** ରସିଦ ଗ୍ରହଣ କରିବାକୁ ତାଙ୍କ InstaBIZ ଆପରେ ଦେବେ ।

ସହାୟତା ଏବଂ ଜିଜ୍ଞାସା ନିର୍ଦ୍ଧାରଣ ।

କୃଷକ/ହିତାଧିକାରୀ କିମ୍ବା ବିକ୍ରେତା ମାନେ ଯେକୌଣସି ପ୍ରଶ୍ନ ପାଇଁ 155333 ରେ କୃଷି ସମୂହ ସହାୟତା ଡେସ୍କକୁ କଲ କରିପାରିବେ । ବୈ
ଷ୍ଟିକ ସମସ୍ୟା ପାଇଁ, ବିକ୍ରେତା ମାନଙ୍କୁ SAFAL ହେଲୁ ଲାଇନ ନମ୍ବର ଓ Instabiz ଆପ ସମ୍ବନ୍ଧରେ ICICI ନିଶ୍ଚିତ ଦୂର ଭାଷ ନମ୍ବର
18001080 କିମ୍ବା ନିକଟସ୍ଥ ICICI ବ୍ୟାଙ୍କ ଶାଖା ସହ ଯୋଗାଯୋଗ କରିବାକୁ ଅନୁରୋଧ କରାଯାଉଛି ।
ceagri.dafpo24@yahoo.com କିମ୍ବା ସୂଚନା ଓ egovcell.agri.od@nic.in ପ୍ରଯୁକ୍ତି ପ୍ରକାଶକୁ ମେଲ୍ କରନ୍ତୁ ।

ନିର୍ଦ୍ଦେଶକ

କୃଷି ଓ ଖାଦ୍ୟ ଉତ୍ପାଦନ ନିର୍ଦ୍ଦେଶକମଣ୍ଡଳ

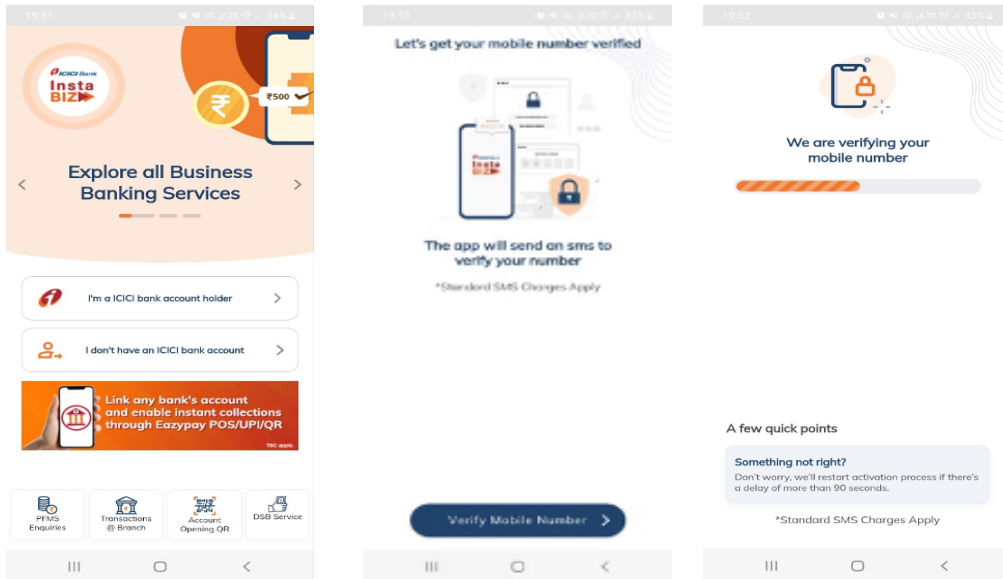
ପରିଶିଷ୍ଟ ୧

Annexure 1: Sample Voucher SMS

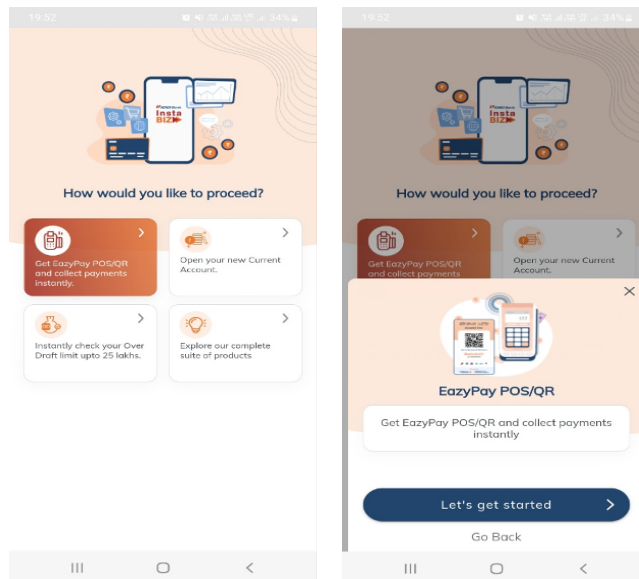
#*16e2c56c30ef4c6e9de6a055ec96f063A
500 Hi, an **e-RUPI** Voucher of Rs 1 for
Agriculture Equipments has been created
by Department Of Agriculture Odis, valid till
1/16/26 12:00 AM. Voucher can be used
only one time. Voucher details: Marcel
Barla , Department Of Agriculture Odis. Do
not forward or share the Voucher SMS/QR
with anyone. To download, visit
<https://icici.co/ICICIT/r/o67Rap> and for
queries call the voucher issuer-ICICI Bank.

ପରିଚ୍ଛିନ୍ନ ୨ : ICICI ର Instabiz ଆପ ପଞ୍ଜୀକରଣ

1. Verify the mobile number ରେ odishafarmmachinery portal ପଞ୍ଜୀକୃତ ମୋବାଇଲ ନମ୍ବର ହିଁ ଦିଅନ୍ତୁ ।



2. “GetEazyPay POS/QR and collect payments instantly” ବିକଳ୍ପ ଚୟନ କରି ଆଗକୁ ବଢନ୍ତୁ ।



3. ନିଜ ବ୍ୟବସାୟ ସମ୍ବନ୍ଧୀୟ ସଠିକ୍ ବିବରଣୀ (Sole Proprietorship, Pvt. Ltd., ଇତ୍ୟାଦି) ଚୟନ କରନ୍ତୁ ।

“Business owner's name” ରେ ଦେଉଥିବା ନାମ PAN ରେ ଉଲ୍ଲେଖିତ ନାମ ସହ ସମାନ / ମେଳ ହେଉଥିବା ବାଞ୍ଛନୀୟ । “What product you are looking for?” ରେ “UPI QR code” ବିକଳ୍ପ ଚୟନ କରନ୍ତୁ ।

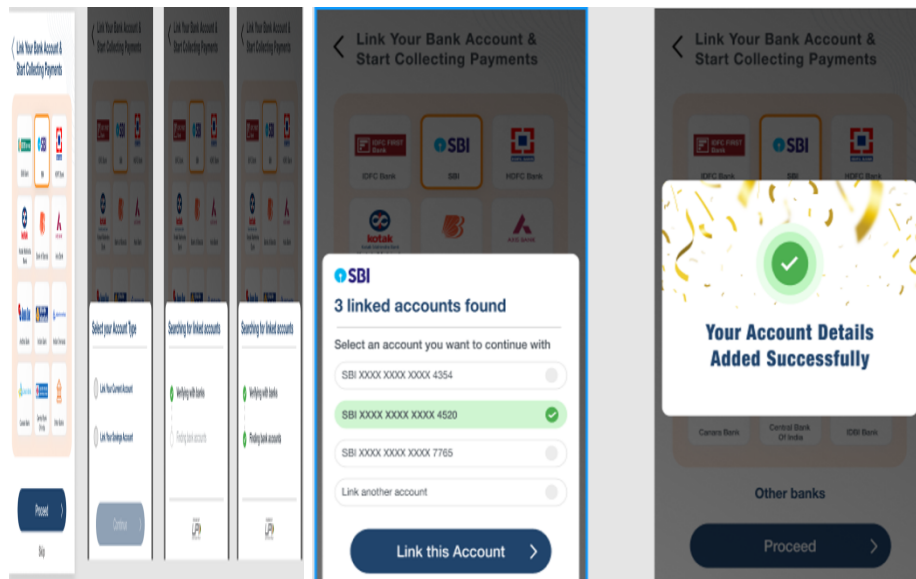
The screenshot shows the 'Tell Us More About Your Business' form. It includes fields for: Type of Business (Sole Proprietor), Name of Firm, Business Owner's Name, Date of Birth, Email ID, PAN Number, PIN Code, and What product you are looking for? (UPI QR code is selected). There is a checkbox for 'I agree to share my GSTIN information with ICICI Bank' and a 'Set my MPIN/Fingerprint' button at the bottom.

The screenshot shows a selection menu with options: Open New Current Account, Insta Overdraft, Apply for POS, UPI QR code (selected), and Connect with Buyer and seller. There are 'CANCEL' and 'OK' buttons at the bottom of the menu.

4. MPIN ନିଶ୍ଚିତ କରନ୍ତୁ ।

The screenshot shows three steps of the Insta BIZ app setup. Step 1: 'Set your MPIN' screen with a 4-digit MPIN input field (5 5 5 5) and a 'Complete Registration' button. Step 2: 'Register as a Guest' screen with a green checkmark and the text 'Your MPIN is Set!'. Step 3: 'Link Your Bank Account & Start Collecting Payments' screen with a grid of bank logos (SBI, HDFC Bank, etc.) and a 'Proceed' button.

5. odishafarmmachinery portal ରେ ପଞ୍ଜୀକୃତ ବ୍ୟାଙ୍କ ଆକାଉଣ୍ଟ ହିଁ Instabiz ଆପର VPA ରେ ସଂଯୋଗ ପାଇଁ ଚୟନ କରିବେ । (ଆଇସିଆଇସିଆଇ ବ୍ୟାଙ୍କ ଏହା ସୁନିଶ୍ଚିତ କରିବା ପରେ ହିଁ କାରବାର କରିବା ପାଇଁ ଅନୁମୋଦନ କରିବେ ।)



6. Setup UPI ID ରେ ତଥ୍ୟ ଭରିଲା ବେଳେ

“Category of Business” ରେ >>Agriculture କୁ ଚୟନ କରନ୍ତୁ ଏବଂ

"Nature of business" ରେ - >> Farm Equipment କି ଚୟନ କରନ୍ତୁ

<

Setup UPI ID

Account Number
056587557876

Merchant Name
Rishi Ahuja

Mobile Number
9876543210

Your Store Name ⓘ

Write the name that your customers will see

Category of Business

Select Category of Business ▼

Nature of Business

Select Nature of Business ▼

New UPI ID

☒ Select your New UPI ID

rishiahuj96744666780@icici

96744666780@icici

Address Details

Address Line 01 *

Enter Address Line 01

Address Line 02 (optional)

Enter Address Line 02

Address Line 03 (optional)

Enter Address Line 03

PIN Code *City *

560100Mumbai

State *

Maharashtra

RM Employee ID (optional)

Enter RM Employee ID (optional)

☐ I have read, understood and accept the Terms and Conditions.

Setup UPI ID >

<

Setup UPI ID

Account Number
056587557876

Merchant Name
Rishi Ahuja

Mobile Number
9876543210

✓

UPI Details Added Successfully

New UPI ID

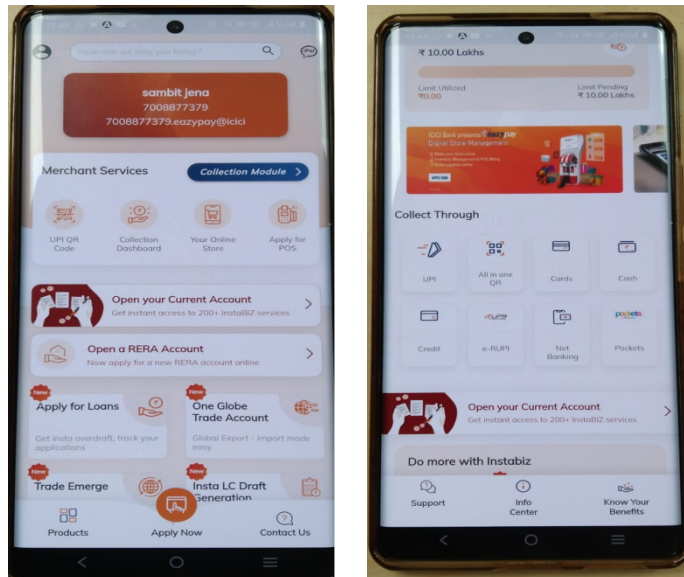
☐ Select your New UPI ID

☒ Scan QR Code

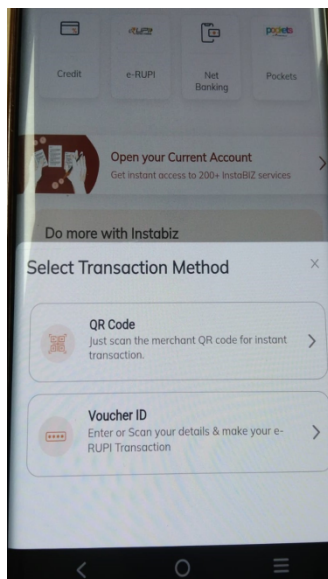
Your New VPA

ପରିଶିଷ୍ଟ ୩ : e- RUPI ରସିଦ୍ ଗ୍ରହଣ କରିବାକୁ

1. ମୋବାଇଲ ନମ୍ବର, ଆକାଉଣ୍ଟ ତଥ୍ୟର ସତ୍ୟତା ଯାଞ୍ଚ ଏବଂ MPIN ଓ UPI ID ସ୍ଥିରୀକୃତ ପରେ “**Collection module**” କୁ ଯାଇ e-RUPI ବିକ୍ରୟ ଚୟନ କରନ୍ତୁ ।



2. ବିକ୍ରେତା “QR code” କିମ୍ବା “Voucher ID” ବିକ୍ରୟ ଚୟନ କରି e- RUPI ରସିଦ୍ ଟିକ୍ସ ଗ୍ରହଣ କରି ପାରିବେ ।

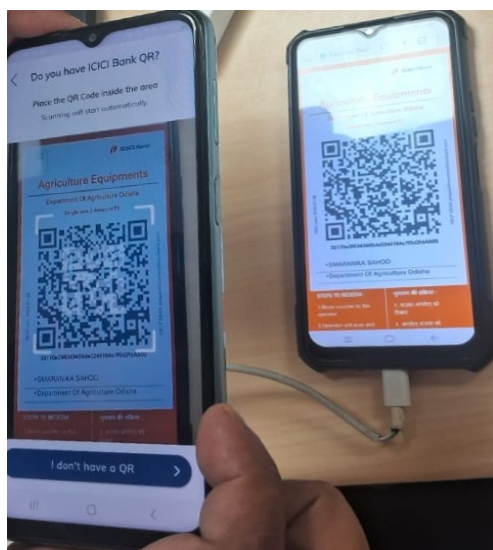


3. QR code ମାଧ୍ୟମରେ e- RUPI ରହିବ ଗ୍ରହଣ :

- a. 'QR code' ବିକ୍ରୟ ଚୟନ କରି QR code କୁ ସ୍କାନ କରନ୍ତୁ (QR ସଙ୍କେତ ପାଇବା ପାଇଁ ହିତାଧିକାରୀଙ୍କ ମୋବାଇଲକୁ ଆସିଥିବା ସନ୍ଦେଶ / SMS ରେ ଦିଆଯାଇଥିବା କଡ଼ି କ୍ଲିକ୍ କରନ୍ତୁ ।)

The image displays four sequential screenshots of the e-RUPI mobile application interface, illustrating the steps for redeeming a QR code:

- Screenshot 1:** The screen shows a QR code scanner with the instruction "Place the QR Code inside the area" and "Scanning will start automatically." A QR code is visible within the scanner frame. At the bottom, there is a button labeled "I don't have a QR".
- Screenshot 2:** The screen shows the "QR Code Scanned" status. It prompts the user to "Enter the following details to complete your e-RUPI transaction." Fields for "Enter Amount" (with a dropdown showing ₹ 1000) and "Manufacturer Name" (with a dropdown showing "Select the Manufacturer Name") are visible. A button labeled "Get Redemption Code" is at the bottom.
- Screenshot 3:** The screen shows the "QR Code Scanned" status. It prompts the user to "Enter the following details to complete your e-RUPI transaction." Fields for "Enter Amount" (with a dropdown showing ₹ 1000) and "Manufacturer Name" (with a dropdown showing "Manufacturer 01") are visible. A button labeled "Get Redemption Code" is at the bottom.
- Screenshot 4:** The screen shows the "QR Code Scanned" status. It prompts the user to "Enter the following details to complete your e-RUPI transaction." Fields for "Enter Amount" (with a dropdown showing ₹ 1000) and "Manufacturer Name" (with a dropdown showing "Manufacturer 01") are visible. A button labeled "Get Redemption Code" is at the bottom.



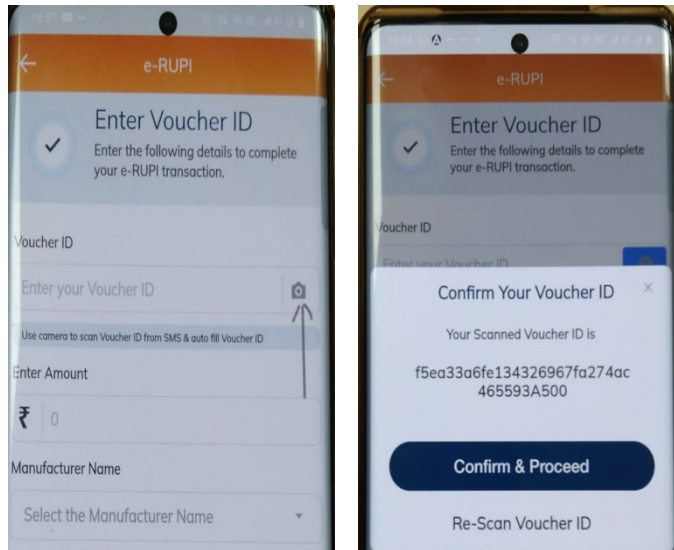
- b. “**Enter Amount**” ରେ e- RUPI ରସିଦରେ ଦର୍ଶିତ ପୂର୍ଣ ରାଶି ଭରନ୍ତୁ । “**Manufacturer Name**” ରେ ବିକ୍ରେତା /ଡିଲର୍ ନାମ ଚୟନ କରନ୍ତୁ । ଯଦି e-RUPI ରସିଦରେ ଦର୍ଶିତ ରାଶିର ଆଂଶିକ ରାଶି (ପରମିଟରେ ଦର୍ଶିତ ରିହାତି ପରିମାଣ ଠାରୁ କମ) ଭରନ୍ତି, ତାହେଲେ ବିକ୍ରେତା /ଡିଲର୍ ଯନ୍ତ୍ର ଯୋଗଣର ପ୍ରମାଣୀକରଣ odishafarmmachinery portal ରେ କରି ପାରିବେ ନାହିଁ ।

- c. e- RUPI ରସିଦରେ ଦର୍ଶିତ ପୂର୍ଣ ରାଶି ଭରିବା ପରେ ‘**Get redemption code**’ କୁ କ୍ଲିକ୍ କରନ୍ତୁ । ଗୋଟିଏ OTP/କୋଡ ହିତାଧିକାରୀଙ୍କ ପଞ୍ଜୀକୃତ ମୋବାଇଲକୁ ଆସିବ । e- RUPI ରସିଦ ଗ୍ରହଣ ନିମନ୍ତେ, OTP/କୋଡ ଭରିବା ପରେ ‘**Submit Code**’ କ୍ଲିକ୍ କରନ୍ତୁ ।

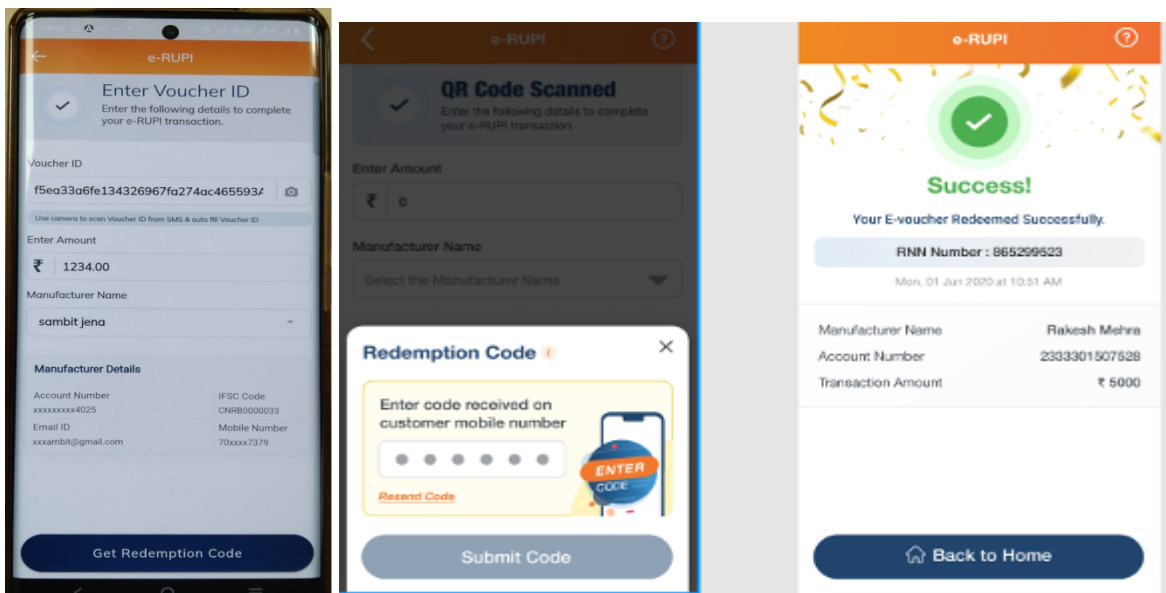
4. Voucher ID ମାଧ୍ୟମରେ e- RUPI ରସିଦ ଗ୍ରହଣ:

- a. ‘**Voucher ID**’ ବିକଳ୍ପ ଚୟନ କରନ୍ତୁ । ହିତାଧିକାରୀଙ୍କ ମୋବାଇଲ୍ ନମ୍ବରରେ SMS ଆକାରରେ ପ୍ରାପ୍ତ ୩୨-ଅଙ୍କ ବିଶିଷ୍ଟ ସ୍ୱତ୍ୱ ଏବଂ QR ସଙ୍କେତ ଥିବା କଡ଼ିର ଚିତ୍ର /ଫଟୋ ନିଅନ୍ତୁ । ଉକ୍ତ Voucher ID କୁ SMS ଆକାରରେ ପ୍ରାପ୍ତ ୩୨-ଅଙ୍କ ବିଶିଷ୍ଟ ସ୍ୱତ୍ୱ ସହ ମେଳ କରି “**Enter Amount**” ରେ e- RUPI ରସିଦରେ ଦର୍ଶିତ ପୂର୍ଣ ରାଶି ଭରନ୍ତୁ । “**Manufacturer Name**” ରେ ବିକ୍ରେତା /ଡିଲର୍ ନାମ ଚୟନ କରନ୍ତୁ । ଯଦି e-RUPI ରସିଦରେ ଦର୍ଶିତ ରାଶିର ଆଂଶିକ ରାଶି (ପରମିଟରେ ଦର୍ଶିତ ରିହାତି ପରିମାଣ ଠାରୁ କମ) ଭରନ୍ତି, ତାହେଲେ ବିକ୍ରେତା /ଡିଲର୍ ଯନ୍ତ୍ର ଯୋଗଣର ପ୍ରମାଣୀକରଣ odishafarmmachinery

portal ରେ କରି ପାରିବେ ନାହିଁ ।



- b. e- RUPI ରସିଦରେ ଦର୍ଶିତ ପୂର୍ଣ ରାଶି ଭରିବା ପରେ ‘Get redemption code’ କୁ କ୍ଲିକ୍ କରନ୍ତୁ । ଗୋଟିଏ OTP/କୋଡ୍ ହିତାଧିକାରୀଙ୍କ ପଞ୍ଜୀକୃତ ମୋବାଇଲକୁ ଆସିବ । e- RUPI ରସିଦ ଗ୍ରହଣ ନିମନ୍ତେ, OTP/କୋଡ୍ ଭରିବା ପରେ ‘Submit Code ’ କ୍ଲିକ୍ କରନ୍ତୁ ।



- ଯୋଗ ବିକ୍ରେତା /ଡିଲରଙ୍କର ICICI BANK LTD ରେ ଆକାର୍ଡ୍ ଅଛି, ସେମାନେ InstaBIZ ଆପରେ କ୍ଲିକ୍ କରି “Merchant view” କୁ ଯାଇ Merchant dashboard ରେ e-RUPI ବିକ୍ରୟକୁ କ୍ଲିକ୍ କରି ଏହି ସୁବିଧା ପାଇ ପାରିବେ ।

ବାକି ଉପରୋକ୍ତ ବର୍ଣ୍ଣିତ ସମାନ କାରବାର ଧାରା ପ୍ରଯୋଜ୍ୟ ।

