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A Pilot Study of E- Nam Usage in APMC

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Abstract

The National Agriculture Market (e-NAM) has recently introduced two new software tools. This change allows farmers to sell their produce without having to travel long distances. With these updates, farmers can now use mobile software to connect with buyers at nearby warehouses. They can also link to e-NAM directly from their own collection centres. However, e-NAM is currently facing several challenges. These include a lack of support from local governments and other stakeholders, as well as limited availability of necessary infrastructure. The National Agriculture Market (e-NAM) is an innovative digital platform aimed at transforming India's agricultural marketing system by connecting Agricultural Produce Market Committees (APMCs) across the country. This study explores the functioning, benefits, and challenges associated with e-NAM implementation in APMC markets, focusing on its role in improving market access, transparency, and farmers' income. The e-NAM framework allows farmers to sell produce online, minimizing dependence on intermediaries and reducing the need to travel long distances for trade. It ensures fair price discovery through competitive electronic bidding and facilitates instant payments through digital modes such as NEFT, RTGS, and UPI. The findings highlight that e-NAM has increased efficiency, reduced transaction costs, and fostered a unified national market that benefits farmers, traders, processors, and exporters. However, issues such as limited infrastructure, inadequate digital literacy, and insufficient stakeholder coordination continue to hinder its optimal utilization. The study concludes that strengthening institutional support, expanding digital education among farmers, and improving infrastructure are essential to realize the full potential of e-NAM in achieving equitable and sustainable agricultural marketing in India.

Keywords: e-NAM, APMC, farmers' income, agricultural marketing, Mandis.

Introduction

The National Agriculture Market, or e-NAM, is a nationwide online platform for trading agricultural products developed by Nagarjuna Fertilizers and Chemicals Limited (NFCL). It was launched on April 14, 2016, with the goal of helping farmers get fair prices by addressing the many issues and unfair practices in traditional marketplaces. The platform is managed by the Small Farmers' Agribusiness Consortium (SFAC), which falls under the Department of Agriculture, Cooperation and Farmers' Welfare. e-NAM connects agricultural produce market committees (APMCs) from all states through an online trading system. Farmers are the main users, but the platform also benefits traders, commission agents, and exporters by offering them a wide and unified marketplace. This helps them find better prices and makes it easier to sell their products using mobile and web apps.

Objectives of this study

1. To Study What is E- Nam?
2. To study How to work E -Nam in APMC
3. To study for helping of Farmers and Buyers better decision when sale of goods in APMC.
4. To study Role of e- nam app.
5. To Study e – nam benefits

What is E- Nam?

e-NAM, which stands for the National Agriculture Market, is an electronic platform in India that links the Agricultural Produce Market Committee (APMC) markets into one unified national market for agricultural products. It was introduced by the Prime Minister on April 14, 2016. Through e-NAM, farmers can sell their goods online, with clear pricing and payment systems, helping them get better market access and supporting the idea of a single market across the country for agricultural products.

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How to work E -Nam in APMC.

1) Electronic Platform:

e-NAM works as an online system that connects the existing physical mandis (wholesale markets).

2) Unified Market:

It builds a single national market for agricultural products, letting buyers from different parts of the country take part in local mandi trading.

3) Transparent Pricing:

The platform helps in finding fair prices through online auctions, making the pricing process competitive and open.

4) Online Payments:

e-NAM supports and makes it easy for people to make payments online using methods like NEFT, RTGS, and UPI.

E – nam helps for Farmers and Buyers

The study is focused on understanding the benefits of the e-NAM process for farmers when it comes to selling their products and assessing how well the farming community is aware of this process. The findings of this study are expected to provide guidance or suggestions to policy makers, thinkers, and the government on how to simplify the e-NAM process more effectively. The study also helps to connect different aspects of this topic.

Characteristics of e- nam

e-NAM is the biggest online trading platform for farmers in India. It aims to look after the interests of both farmers and consumers/ traders by promoting fair practices in agricultural marketing. It offers several features like online trading for more transparency and accountability, facilities for checking quality to ensure fair prices, online auctions for fair and transparent pricing, integrated weighing systems for accuracy, and online payment to ensure farmers get the right price at the right time. These features make e-NAM better than the traditional system. The e-NAM mobile app also gives useful information to all involved parties anytime and anywhere. The e-NAM portal acts as a single platform for all activities like tracking the arrival of goods, checking price data, placing buy and sell offers, and responding to trade proposals. Although physical trading still happens in Mandis (markets), the online platform cuts down transaction costs and reduces information gaps. It also helps in finding fair prices through greater involvement of traders nationwide. Additionally, it has positive effects on institutions and the environment, promotes balanced growth across states, enhances competitiveness, encourages farmer involvement, ensures better prices and transparency, reduces the number of middlemen, and creates new market opportunities.

Role of E-NAM in agriculture activities and farmers' income

In major crops, farmers often get lower prices in mandis than the Minimum Support Price set by the Government. One of the main reasons for this is the lack of information between buyers and sellers, poor market intelligence, lack of transparency during the auction process, and traders forming cartels. The

regulated markets were split across different states and managed by various APMCs, each with their own rules and fees. This made it hard for agricultural products to move freely between different market areas. As a result, goods were handled multiple times, with various mandi charges added at each step, leading to higher prices for consumers without any benefit to the farmers.

NAM tackles these problems by creating a unified market through an online trading platform at both the state and national levels. It promotes consistency across integrated markets, simplifies procedures, removes the gap in information between buyers and sellers, and supports real-time price setting based on actual demand and supply. It also ensures transparency in the auction process and gives farmers access to a nationwide market where prices reflect the quality of their produce. Additionally, payments are made online, which stops unauthorized deductions by market middlemen. It also aims to improve the quality of produce for consumers and ensure fair prices due to price discovery at the national level.

e – nam benefits to Farmers, Traders and Buyers, Processors, and Exporters-

- A) **Farmers:** They can sell their products directly without any brokers or middlemen in between, which helps them get better returns on their investment.
- B) **Traders:** Traders can now buy and sell products from one APMC to another across the country. This allows local traders to reach a bigger national market for their secondary trading needs.
- C) **Buyers, Processors, and Exporters:** These groups will also benefit by having more access to a wider range of products and better market opportunities.

Conclusion

The e-NAM Portal offers a single window service covering various aspects like the arrival and pricing of commodities, buying and selling trade offers, and the ability to respond to trade offers. While agricultural products continue to be traded through mandis (markets), an online market reduces transaction costs and helps overcome information gaps. It also promotes scientific price discovery by involving traders from across the country. A Unified Agriculture Market has positive effects on institutions and the environment, encourages balanced development across states, enhances competitiveness, increases farmer participation, ensures better prices, improves price transparency, reduces the number of intermediaries, and creates new markets. The eNAM process has shown positive responses from farmers in selected eNAM states in India.

The development of eNAM in India has provided a better platform for farmers to engage in effective online trading. It has been observed that most farmers perceive an improvement in price discovery through online trading since eNAM started. It is now capturing 100% of commodity arrivals in the market, and farmer registrations are on the rise,

indicating growing acceptance and confidence in eNAM mandis. The scientific method of testing also provides farmers with reliable information to assess the quality of their produce and determine its value. However, challenges remain in implementing eNAM, such as educating farmers about the online system and process, availability of testing machinery, basic infrastructure, and online payment systems.

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