

e-NAM: GAME CHANGER IN AGRICULTURAL MARKETING

Rekha Dhanai

With the launch of Electronic National Agriculture Market or e-NAM, Government has attempted to revolutionize Indian agriculture for ever. The main aim of e-NAM is to improve the marketing aspect of the agriculture sector with one license for the entire state and with single point levy.

E-NAM or Electronic National Agriculture Market is a pan-India trading portal launched in April 2016. It is a trading portal for farm produce which aims to create a unified national market for agricultural commodities by integrating Agriculture Produce Market Committees (APMC). E-NAM is a device to create a national network of mandis which can be accessed online. It seeks to influence the physical infrastructure of the mandis through an online trading portal. It also enables buyers situated in state or even outside the state to participate in trading. The main aim of e-NAM is to improve the marketing aspect of the agriculture sector with one license for the entire state and with single point levy. Through e-NAM an entire state becomes a market for sellers and the market fragmentation within the same state gets abolished. Working with e-NAM improves the supply chain of commodities and reduces wastages which can be seen in some states involve in online trading. e-NAM driving agricultural trade towards the remunerative prices for farmers by plugging the trade malpractices in mandis. While the farmer is the primary stakeholder, e-NAM also provides traders, commission agents and exporters better business opportunities through a unified and extensive marketplace. At the mandis across the country, farmers are slowly but surely getting a better deal.

Performance of e-NAM since 2016

e-NAM facilitates profits through better marketing. Real-time information on prices creates healthy competition among buyers and increases

farmers' negotiation capabilities. E-NAM is transforming the way India trades in farm produce and has roped in 585 mandis across the 16 states and 2 Union territories, linking more than 1,65,04,866 farmers, 1,25,167 traders and 69,842 commission agents. E-NAM trades in 150 commodities, and goods worth Rs 52,173 crore have been traded so far. The portal is available in 8 languages like Hindi, English, Telugu, Odiya, Bangla, Tamil, Gujarati and Marathi. Through interconnection of mandis, farmers have just been exposed to an entirely new way of conducting business which enabling them to get higher returns, induce more transparency and use technology for maximum benefits. No wonder, that National Agriculture Market has already been hailed as a game changer by providing maximum benefits to sellers and buyers with other marketing facilities.

**Table 1: No. of Stakeholders in e-Nam
(as on 31st August, 2019)**

State/ Union Territories	18
Traders	1,25,167
Commission Agents (CAs)	69,842
Service Provider	0
FPOs	823
Farmer	1,65,04,866
Total	1,67,00,698

(Source:enam.gov.in)

e-NAM provides a simple technological way to the farmers as it allows trading of commodities at mandis through mobile and web applications. For faultless operations, it makes three major changes in the agricultural marketing laws of states like provides electronic trading, single trading licences that are valid in all mandis in a state and a single-window levy of transaction fees which makes e-NAM a transparent system for regulated fair trade. Farmers get fair payments and are spared the tricks employed by unscrupulous traders to



Table 2: List of mandis doing online trade in 16 states/2 union territories with Registered Traders and Unified Licenses on e-NAM

(As on 31st August 2019)

S. No.	State/UT	Mandis registered on e-NAM	Mandis doing Online Trade	Registered Traders on e-NAM	No. of Unified licenses issued by State
1	Andhra Pradesh	22	8	2,771	2,231
2	Chandigarh	1	1	49	0
3	Chhattisgarh	14	0	3,008	16
4	Gujarat	79	3	9,018	14
5	Haryana	54	6	9,844	33
6	Himachal Pradesh	19	3	1,931	12
7	Jharkhand	19	0	1,835	502
8	Madhya Pradesh	58	1	19,892	1,580
9	Maharashtra	60	8	16,271	0
10	Odisha	10	0	752	751
11	Puducherry	2	0	107	0
12	Punjab	19	0	1,208	0
13	Rajasthan	25	2	11,689	11,691
14	Tamil Nadu	23	0	2,026	6
15	Telangana	47	3	5,321	5,317
16	Uttar Pradesh	100	39	32,976	241
17	Uttarakhand	16	5	4,563	4,563
18	West Bengal	17	2	1,906	0
	Total	585	81	1,25,167	26,957

(Source:enam.gov.in)

manipulate the prices. Online payments are picking up, the mobile app is seeing more users by the day and traders are gradually shifting from traditional auctioning practices to e-NAM, indicating a growing acceptance of new technology. Finally, the mandis become farmer-friendly. There are 1,25,167 traders registered on e-NAM and a total of 26,957 unified licenses issued by States as on 31 August 2019.

e-NAM A Step Forward

e-NAM is a great solution for all stakeholders. NAM provides the farmers more options for sell of their produce at nearest mandi or even in inter-state. For the traders, NAM offers the opportunity to access a larger national market. Bulk buyers, processors, exporters etc. benefited by being able to participate directly in trading at the local mandi level through the NAM platform, thereby reducing their intermediation costs.

Taking National Agriculture Market or eNAM, a step forward, a farmer from any state sold their crops to the traders in other state. Similar inter-State transactions between e-NAM mandis in Uttarakhand and Uttar Pradesh in vegetable crops such as potatoes, brinjal and cauliflower since 2019 have commenced.

The Ministry of Agriculture & Farmers' Welfare continuously conducted a series of coordination meetings with the States and Mandi board officials to facilitate inter State trade between the e-NAM States. As a result of these meetings the States have now facilitated licensing of traders of each other for inter-State trade on the e-NAM portal.

One of the major issues that hinders seamless transactions on eNAM is the non-availability of a trading license for traders other than those from the home State. The Government has been pushing the States to adopt a universal license for uninterrupted trading between states.

The e-NAM platform has an inter-state dashboard to promote inter-state trade. So far, 585 regulated markets in 18 States/Union Territories have been integrated with the e-NAM platform and another 415 markets are expected to be on the platform by March 2020.

With the gradual integration of all the major mandis of states into NAM ensuring common procedures for issue of licenses, single levy of fee and movement of produce. By integrating more stakeholders with NAM in future, we can expect significant benefits through higher returns to farmers,

Table 3: List of commodity trade on eNAM

Commodity Category	No. of Commodities	Commodity
Food grains/ Cereals/ pulses	25	Arhar, Arhar Dal Split, Bajra, Barley, Basmati rice, Buck Wheat, Chana Dal Split, Chana whole, Horse Gram, Jowar, Kabuli Chana Whole, Lobia, Maize, Masoor whole, Moong Dal Split, Moong whole, Moth, Oats Raw, Paddy, Ragi, Rajma, Urad Dal Split, Urad whole, Wheat, White Peas
Oilseeds	13	Castor seed, Cotton Seed, Kusum seed, Linseed, Mustard seed, Neem Seeds, Nigar Seed, Peanut kernel, Pongam seeds, Sal Seed, Sesame seed, Soyabean, Sunflower seed
Fruits	29	Amla, Apple, Apricot, Banana, Ber, Cherry Red / Black, Custard apple, Grapes, Guava, Jackfruit, Jamun, Kinnow, Lemon, Litchi, Mango, Musk melon, Orange, Papaya, Papaya Raw, Peach, Pear, Pineapple, Plum, Pomegranate, Raw Mango, Sapota, Strawberries, Sweet orange, Watermelon
Vegetables	40	Banana Raw, Beetroot, Bhindi/Okra, Bitter gourd, Bottle gourd, Brinjal, Cabbage, Capsicum, Carrots, Cauliflower, Cluster beans, Colocasia vegetable, Coriander leaves, Cucumber, Drumstick, Fenugreek Leaves, Garlic, Ginger, Green chillies, Ivy gourd, Jimikand (Suran), Lobia Pods, Mustard leaf, Onion, Pea, Pointed gourd, Potato, Pumpkin, Reddish, Ribbed celery, Ridge Gourd, Safed Petha, Sem, Snake Guard, Spinach, Sweet Corn, Sweet potato, Tapioca, Tinda, Tomato
Spices	14	Ajwain, Black Pepper Whole, Cardamoms Whole, Cloves Whole, Coriander whole, Cumin, Dried Raw Mango Slices, Dry Ginger, Fennel seed, Fenugreek seed, Large cardamom, Red chilli, Tejpata, Turmeric
Misc	29	Areca nut (betel nut), Bamboo, Betel leaves, Carnation, Chhappan Kaddu, Coconut, Coconut with Husk, Cotton, Gladiolus, Groundnut with pods, Guar seed, Isabgol, Jaggery, Jute Seeds, Mahua flower, Mahua Seed, Marigold, Nutmeg Whole, Persimmon, Raisins, Raw Cashew nut, Raw Jute, Rittha, Rose Cut Flower, Saffron, Tamarind, Tender coconut, Tuberose, Walnuts In-shell
Total	150	

(Source:enam.gov.in)

lower transaction costs to buyers and stable prices and availability to consumers.

But this process needs more use of e-NAM by farmers and traders. Higher number of traders would help in creating a more competitive environment which in turn would secure higher incomes for the farmers. For the farmers, reduced cost of transporting and licensing would directly benefit them. To increase its adoptability, many initiatives have been undertaken by the government such as:

- Simplifying registration of farmers on the portal
- Intensifying payment options
- Extending e-NAM trading in six languages with availability of portal in 8 languages.

e-NAM as a Game Changer

Many advantages of e-NAM which can change Indian agriculture trade sector for ever:

- No middlemen involved in buying-selling of agri-products; hence better deal for farmers
- Less transaction cost
- Single license valid across all connected mandis
- Single point levy of all products
- Quality testing procedure introduced for buyers and sellers

These advantages of e-NAM continuously attract the farmers to trade their produce through this online portal. The higher registration of traders and APMCs with more transaction on the portal made it a big game changer in agriculture trading sector. In future NAM not only becomes the big service provider to the farmers and traders but consumers will also benefited by produce price stability and availability.

e-NAM such things still needs improvement

Niti Ayog's review on e-NAM has found that many mandis are ill-equipped to access the quality of produce. Without quality assaying quality assurance could not be provided to the potential buyers. It has also been reported that at some mandis auctions were occurring in the traditional way and data was entered into the e-NAM portal after the complete transaction. This defeats the purpose of an online portal. Therefore, a need to improve the assaying bodies for quality assurance to the buyers and also timely interaction is needed for changing tradition way of auction to e auction on e-NAM.

(The author is Assistant Professor in the Department of Agriculture, UCBMSH. Email: rekha.dhanai@rediffmail.com)