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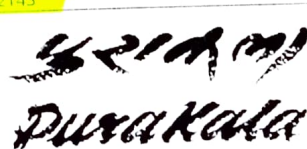
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eNAM: A Reformative Perspectives of Agricultural Marketing in India

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Abstract

Electronic National Agriculture Market (e-NAM) has been initiated on 14 April 2016 to address and reform the process of fragmentation of markets. The electronic trading portal e-NAM is an online interconnectivity of e-mandis that aims at marshalling the mass necessary agriculture promoting changes to allow agriculturalists to obtain good cost for their yield and use innovative technology for changing the structure of farming promotion. eNAM portal network extends a single-window service for all agricultural produce marketing committees (APMCs) related information and services with the capability to change Indian farming from conventional to an business oriented as well as profit-making operation. State-wise 585 APMC's integrated with the electronic national market in the country. The objective of this study is to highlight the importance of e-NAM in Agriculture Marketing. This research is relied upon the secondary data sources that have been gathered from the latest research articles, working papers and annual reports. The study captured various aspects of the implementation of e-NAM and decides that e-market carry a facilitative role to increase participation, competition, transparent system of bidding, remove collusion and monopsony among traders that may result in increased market accessibility and income to Indian farmers. The usefulness of e-NAM has been evinced the registration of around 1.65 crore farmers, 70,414 commission agents, and nearly 1.25 lakh mechants on the eNAM plan from 16 states and 2 union territories by October 2019.

Keywords

e-NAM, Agriculture Marketing, APMC, Mandi, Farmers, Traders.

Introduction

Indian Agrarian trades have been distinguished by less aggressiveness, fragmentation, unsuccessful existence of too much intermediary and often cost exploitations. Agrarian trading in India have developed by being limited catering to domestic requirement by holding trade place over the array of farms into single that now focus to get interconnectivity among trades of different states for worth distribution among farms and consumers. Arising fluctuations in agriculture promoting circumstance of this nation i.e. digital trade, model act, contract farming, etc., were assisting in chances for fresh formats of trades that were successful in reacting to demand and supply. Those modifications will need funding in infrastructure, extract of technology, building knowledge, and potential building. Hence, the Ministry of Agriculture and Farmer's Welfare created efforts to maintain the regulatory structure through suggesting the Model APMC Act, 2003 and Model State UT Agricultural Produce and Livestock Marketing (Promotion & Facilitation) Act, 2017. Lately, the digital marketing gateway for domestic agrarian trade (e-NAM) was launched through an effort to utilize recent technology for changing the method of Mandi APMC from the maintenance of trade transform.

The e-NAM is an online marketing gateway where networks the prevailing APMC mandis all over nation to prepare an integrated domestic trade for farming goods. The Small Farmers' Agri-business Consortium (SFAC) as the leading implementing organization to operate and maintain the e-NAM platform. SFAC is an incorporated community of Department of Agriculture, Cooperation & Farmers' Welfare (DAC&FW) beneath Ministry of Agriculture and Farmer Welfare (MoA & FW). The e-NAM system was first launched in India with an initial coverage of 21 mandis around 8 states and allowing marketing in 24 goods on a pilot basis. Since then the number of mandis integrated with e-NAM has increased to 470 by October 2017 and 585 mandis across sixteen states and two union territory are covered by 31 march 2018. The particular application evolved for NAM was obtainable in every mandi that accepts to bind with

domestic network without price through required alterations to follow the proclamations of every state mandi act. As on October 2019, around 1.65 crore farmers, 70,414 commission agents, and over 1.25 lakh marketers have been joined on the eNAM program in 16 states and 2 union territory. eNAM program aims to encourage agriculturalists in obtaining good trade access, discover number of buyers traders for their yield as well as gain a larger profit. Agriculturalists could access the detail on e-NAM simply by their hand phone from every place. The digital marketing program focuses at decreasing exchange expenses, bridging information asymmetry and assists in elaborating the trade access for agriculturists.

The Present Status

Reddy, A. A (2018), pointed out that e-markets help to increase competition, eliminate collusion among traders which results in increased farmer's price and market arrivals. E-markets facilitate competitive bidding and same-day payments to farmers. Biggest hurdle in the implementation of eNAM is aligning interest of all stakeholders, but They concluded that the success of e-markets will satisfy the conflicting interests of all participants including farmers, commission agents and traders.

Yadav and Sharma (2017), have observed that eNAM is an digital inter-connectivity that focused in assembling the needs of farm trading transform for allowing agriculturalists for obtain a better cost of their yield. They have also suggested that the decision of creating e-NAM program for agriculturalists can eliminate inter-state obstacles in transferring agricultural yield as well as could be a game-changer. Finally that e-NAM becomes completely functional all over the nation along with the parallel objective of 'One Nation One Market' for farm yield can turn into a real life in the near future.

Chand, R. (2016) has pointed out that e-NAM improved aggressiveness in the agriculture trade during higher involvement of purchasers, also a large transparent system of bidding. He suggested that e-NAM fulfills advantage in connecting farming trades in the nation also including digital platforms with a single trading license around the nation as well as a agriculturalist obtains the choice to trade his good in every place of the nation.

Rathore, R., & Panda, S. (2018), have observed that agricultural marketing plays important role in moving products from producer to consumer. Moreover, agriculture marketing also facilitates contract farming and encourages public-private partnerships in the marketing yard. Likewise, agriculture marketing reform and integration of the APMCs will come with a major reform in agriculture marketing. State-wise 498 mandis integrated with the electronic national agriculture market.

Objectives and Research Methodology

- To Study the improvement in the functioning of APMC with the introduction of e-NAM. The research has depends upon secondary data gathered from different origins such as articles, various published research papers, websites and annual reports on Agriculture Marketing and other available sources on Electronic National Agriculture Marketing.

Reforms in APMCs System Under Agricultural Marketing

The Government of India have initiated a several reform measures related with agriculture marketing that are likely to have wide-ranging positive impacts on farmer's income. The Government emphasizes first to carry out reform in the agriculture market by designing Agriculture Produce Marketing Committee Act, 2003.

Some reforms may be outlined as under:

APMC Act, 2003: After realizing the negative-effects on farmers under regulated markets during 1990s, the government formulated model Agriculture Produce Marketing Committee (APMC) Act, 2003, which provided new market channels, eviction of licensing requirements, storage facilities, provision of direct marketing.

APLM Act, 2017: In continuation of market reforms after implementation APLM Act, 2017, apmc considered as the agricultural produce & livestock market committee. The Model Agricultural Produce And Livestock Marketing Act, 2017 provide reforms that includes putting up trades in private business, direct marketing, farmer-consumer markets, de-regulation of fruits and vegetables, e-trading, single-point levy of market fee, issue of unified single trading license in the state, declaring warehouses as market yards help farmers to vend their produce for better prices.

In continuation of market reforms, now recently SFAC implemented **e-NAM** an effort to utilize recent technology and provision for new initiatives for modifying the method of Mandi APMC. It covers, combining all the available APMCs in the nation to make a unified digital trade for agriculture yield.

Electronic National Agriculture Market: An Overview

e-NAM is a pan-India digital marketing gateway initiated on 14th April 2016 fully invested through Central Government and executed by Small Farmers Agribusiness Consortium eNAM gateway available APMCs trade place, private trades, and other unauthorized trades to merge all the nationwide farming trades by making a central digital program for agrarian goods cost finding. It aims at:

- Ensuring that agriculturalists obtains a better cost for their yield and more choice concerning who to sell it.
- Eliminating the monopoly of negotiator in the process.
- Improve transparency.
- To bring equality in prices and
- Increase in farmer's income.

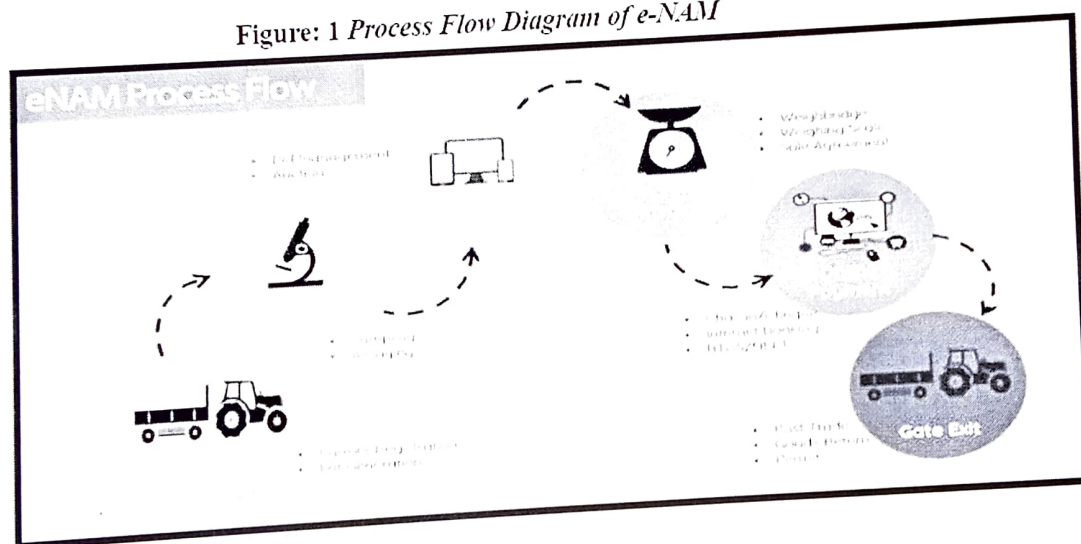
Why eNAM is needed?

eNAM is essential to provide a general uniform trade for farming goods. Present APMC authorized markets restrict the reach of marketing from agriculture products in the initial point of trade at the domestic mandi, typically at the level of talhsil, district. Till here one state isn't a merged agrarian trade as there were exchange prices on transferring yield in one trade place to other within the identical state. Many permits were required to exchange at several trade places from the same state. This has resulted in a very fragmented and high-price agrarian financial that stops economies of scale as well as combined motion of Agri products around district and state boundaries. eNAM attempts to describe and transform this practice of fragmentation of trades, finally diminishing middlemen expenses, wastage and costs for the ultimate consumer. This creates on the potency of their domestic mandi, also lets it suggest its yield in the domestic level.

Process Flow of Electronic National Agriculture Market

In the e-NAM market process, all related activities starting from gate-entry receipt to-assaying-online trading-weighment-invoicing- online payment and final gate exit are involved. eNAM is a virtual market place with a physical trade (mandi) at the backend, networking the available APMC/mandis to make a integrated domestic trade for agrarian goods for pan-India digital marketing. Mandis manage large quantities of agrarian yield. eNAM offers fast standard assessing results to advertise digital marketing. Figure: 1 depicts the process of the electronic national agriculture market (e-NAM).

Figure: 1 Process Flow Diagram of e-NAM

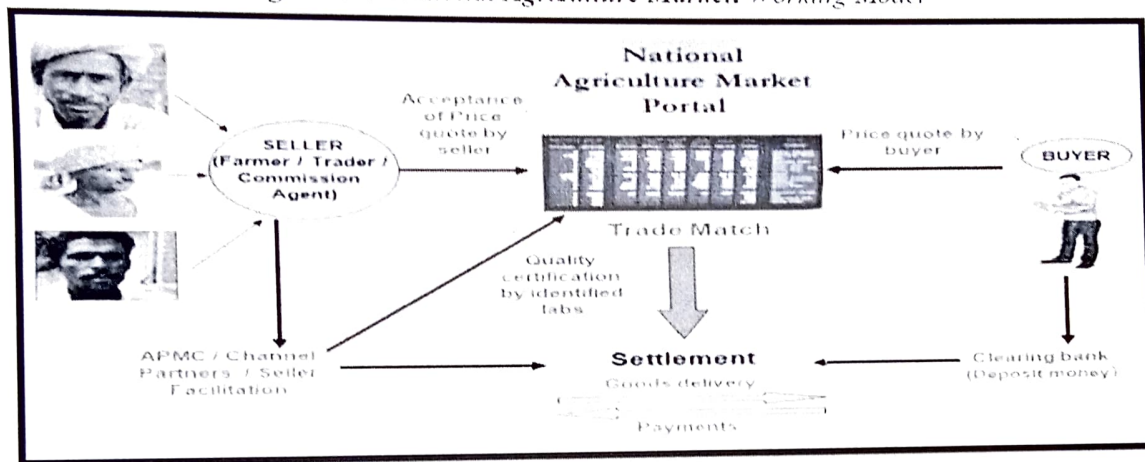


Source: <https://enam.gov.in>

Working Model

eNAM attempts to connect the available physical authorized wholesale trade (called the APMCs) over a online program to construct a integrated domestic trade for agrarian produces. This also encourages successful trading chances for the agriculturalists to vend their yield via an digital rivalry and clear cost finding methods and digital payment facilities. This also encourages costs congruous with the standard of yield.

Figure: 2 e-National Agriculture Market: Working Model



Source: <https://enam.gov.in>

It explores to make an integrated domestic trade for farming goods through combining 585 authorized trade places (APMC) through a general e-market stage e-NAM by March 2018. Agriculturalists can be able to obtain a best cost of their yield over electronic national agriculture market.

Market Integration to e-NAM

It includes combining entire available APMCs in the nation to make an integrated domestic digital place for agrarian yield. eNAM focuses fulfill through an adequate permitting method for purchasers with no any prerequisites of holding a physical existence in the wholesale yard, a one permit being easy for marketing in the country, and a single levy of tax charge for the initial

wholesale buying from the producer. eNAM integration aims reducing transaction costs, grow up market infrastructure, value addition and enabling market access for farmers.

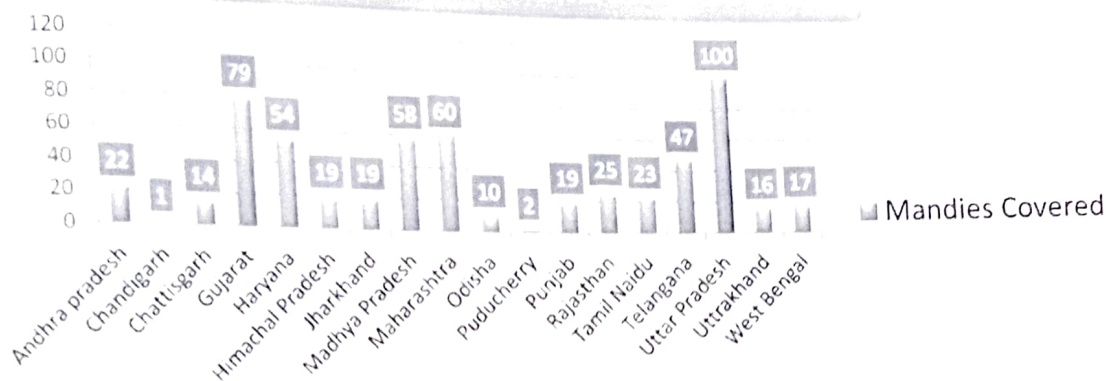
Table: 1 State Wise List of Rural Primary, Regulated Markets and those integrated under eNAM in 18 states as on 31st March 2018

S.No.	States/UTs	Rural Primary Retail Markets	Regulated Markets	Number of Integrated APMCs
1	Andhra Pradesh	157	347	22
2	Chandigarh	0	01	01
3	Chhattisgarh	1132	187	14
4	Gujarat	129	400	79
5	Haryana	195	281	54
6	Himachal Pradesh	35	54	19
7	Jharkhand	602	201	19
8	Madhya Pradesh	00	538	58
9	Maharashtra	3500	908	60
10	Odisha	1150	436	10
11	Pondicherry	00	09	02
12	Punjab	1390	424	19
13	Rajasthan	312	446	25
14	Tamil Nadu	00	283	23
15	Telangana	110	260	47
16	Uttar Pradesh	3464	615	100
17	Uttarakhand	30	58	16
18	West Bengal	3250	484	17
	Total	15456	5929	585

Source National Bank for Agriculture and Rural Development (NABARD) Department of Economic analysis and research. November 2018

The above table shows all integrated agriculture markets with the help of the histogram graph below (Figure:3). Looking at the data related to integrated mandis to e-NAM in India. The above Table:1 shows state-wise details of 585 wholesale authorized trade agriculture produce market committee (APMC) was so far merged with e-market (e-NAM) program in 16 states and 2 union territories (UTs). The highest numbers of mandis were linked with e-NAM in Uttar Pradesh (100) and lowest in Chandigarh (only 1), which done necessary transforms in their state agrarian yield marketing committee act. After the integration of 585 APMCs with an e-NAM platform is an ongoing process.

Figure: 3 Integrated Mandis with e-NAM in India



Source: Compiled by Authors

Progress of e-NAM

As on 31st October 2019, the e-NAM has integrated 585 trades of 16 states and 2 union territories to the e-NAM program. Trading have been presently holding position on the electronic network in 585 mandis, also has eased to find cost in actual period in a clear way. The Government has also decided to combine an additional 200 mandis by the end of this year and another 215 markets by March 2020. There were over 2,700 APMC mandis as well as 4,000 sub-market yards in India.

Table: 2 Electronic National Agriculture Market Coverage up to 31st October 2019

16 States 2 Union Territory 585 Mandis	150 Commodities (food grains/cereals 25, vegetable 40, oil seeds 13, spices 14, fruits 29 and other commodities 29) Total Quantity Traded- 2,58,76,016 million tonnes
Number of Registered Users	
Farmers	1.65 Crore
Traders	1.25 Lakh

Source: <https://enam.gov.in>

As per the current data 150 commodities consisting staple food grains/cereals, vegetables, oilseeds, spices, fruits, and other commodities were in its catalogue of goods obtainable for market under a platform total quantity traded 2,58,76,016 million tonnes.

Challenges

Many challenges have been recognized by the experts. At the mandi related to e-NAM such as physical and technical support, power supply, connectivity, pricing, testing of quality parameters, working environment and lack of information awareness etc. several challenges faced by the farmers and traders.

- Although few agriculturalists have them to mandis, their produce could be unimportant to motivate far away purchasers bidding digitally. In this way, the expectation for good cost discovery is quite fragmental.
- Even if the structure form looks easy, but it cannot be as easy as estimated for farmers. Because many agriculturalists has a tradition of trading their produce to a domestic product aggregator then having their goods to the mandis.
- Quality disparity in goods at both the state and national level demeanor a challenge, and
- Electronic programs such as eNAM can be the correct stage for market leveled of produce but for the rest, not sure it can happen.

Conclusion

The above discussion proves the contention that eNAM has improved competitiveness through abundant involvement of purchasers as well as clear method of bidding in the trade place. eNAM make possible uniformity of practices athwart the combined trades and eliminates asymmetry information amongst farmers and purchasers. Heavy and large marketers get a chance to immediately take part in APMC's and for domestic marketers. e-NAM has also provided a chance to utilize the National Market which has reduced the intermediation charge. It has also promoted right time cost finding depends upon real demand and supply. Agriculture marketing reform and integration of the APMC's through eNAM platform is an effort to used recent technology for modifying the method of mandis all over India with a single license of trade which is acceptable around the nation. Agriculturalist obtains the choice to trade their yield in every marketplace of the nation, provides access to a countrywide market for the farmers, so eNAM became entirely operational everywhere in the nation and the definitive aim of 'One Nation One Market' for agrarian yield becomes a real life.

This clearly implies that the monopoly of the APMC's continues unabated with integrated 585 mandis in 18 states UTs to an online platform. Overall the e-NAM portal is very efficacious in which easily agriculture market benefited to Indian farmers and traders but it should not be recognize as panacea for all imperfection in the agriculture market.

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