E-NAM:
A PUSH TO STRENGTHEN AGRICULTURE MARKETING

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In order to strengthen agricultural marketing in the country and to facilitate the farmers to sell the product of their various crops through online portals, more than 77 mandis have been integrated with the National Agricultural Market by the Union Agriculture Minister Shri Tomar Ji. All India Electronic Business Portal which operates 7000 existing mandis operated by Agricultural Produce Market Committees of several states to form a unified national market for agricultural products. It promotes real demand and supply based on current prices from the Agricultural Produce Market Committee. Provides a single window for related information and services, including goods inward, quality and price. This helps farmers for electronic payment and better market.

On 1 May 2020, the Government of India started the integration of 200 different mandis of 7 states in which Karnataka has been included as a new state on e-NAM to help Indian farmers, apart from this, inter-connectivity between Unified Market Portal and e-NAM Portal has also been started. It is an opportunity for both farmers and traders of both platforms to trade and reach more and more markets.

Through video conferencing, Union Minister Shri Tomar Ji launched the integration of new mandis and said that the farmers of the country Special benefits should be given to e-NAM to bring maximum benefit to them. He said that e-NAM portal is envisaged by the Prime Minister so that technology can be used in an ambitious way for the benefit of farmers.

The National Agricultural Market (e-NAM) platform to strengthen agricultural marketing by Indian farmers has given rise to a new feature during the fight against Kovid-19 in which farmers do not need to go to any market to sell their produce Therefore, you can sell your products from any corner of the country in any market at home.

There are some software modules in e-NAM

➢ There are some special software modules for e-NAM based warehouse. For e-NAM software, warehouse based business is also included in e-NAM software.
➢ You can sell the produce anywhere from your collection center without bringing it to the Agricultural Produce Market Committee (APMC) through e-NAM.

Shri Tomar Ji said that 585 mandis of 18 states have already been integrated on the e-NAM portal, in addition to this, the portal will soon be expanded to add the remaining 415 mandis, thereby increasing the number of e-NAM mandis to 1000.

It will be more e-NAM is fully mobile based. It does not require frequent visits to mandis or banks for any kind of payment. APMC to remove various types of social malpractices in the market and improve security. It helps farmers to sell their produce at a better price from their farm during the corona virus epidemic.

Mandi plays a very important role in maintaining the supply chain of grains, fruits and vegetables. Hence, in the corona period, e-NAM is fully prepared for the proper discharge of its role to benefit farmers by reducing mandis at the same time.

The following modules have been launched to expand the effectiveness of e-NAM:

1. **Negotiable Warehouse Receipt module**
   ❖ Negotiable Warehouse Receipt model has been introduced in e-NAM software. Along with the facility of payment, warehouse trade module has been launched to enable the selection of registered warehouses from its own to enable the lower and marginal people to directly trade the collection products, which gets market status designated by various state governments.
   ❖ All farmers can keep their various crop products in WDRA accredited warehouses.
   ❖ 14 warehouses in Andhra Pradesh and 23 warehouses in Telangana State have been declared as state government designated warehouses.

2. **FPO Trade Module**
   FPO Trade Module has been launched to enable FPO to upload their product from their collection center for bidding. They can upload the product picture from their premises to test the quality of the produce and other parameters before the FPO has the option to deliver the product from the market or from their premises after final bidding. Helps reduce the cost of bringing or carrying products to the mandis.

3. **Logistics Module**
   Presently, e-NAM provides a database of individual transporters to the traders. However, as a quantum response to logistic need by traders, provision has been made for linking large logistic aggregator platforms, which will provide choices to users. Traders would be able to use the link to navigate to the logistics provider's website and select appropriate services. With these additions, more than 3,75,000 number of trucks from large logistic providers would be added for logistic purpose.

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