

AN ANALYTICAL STUDY ON THE FUNCTIONING OF eNAM (WITH SPECIAL REFERENCE TO RAJASTHAN)

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Abstract: *The Government concern about the strengthening agricultural sector for the development Indian economy, Central government of India had launched the electronic National Agriculture Market (eNAM) portal on 15th of April, 2016. eNAM is the portal which help to links the domestic markets i.e., APMC mandies over the states for creation of pan-India market platform which will help to achieve ONE NATION ONE MARKET moto. In the front end, eNAM had created Virtual market while at the back end there is physical market. In the current situation of the COVID-19 pandemic, the demand for agriculture products has been increased but in the parallel side governments of different counties have imposed lockdown to control the COVID-19 virus which had restricted supply of Agriculture product. eNAM is a virtual network-based pan-India market platform which allow farmers to sell their farm products anywhere in the country by overcoming the state barriers. eNAM is helped to achieve the “ONE NATION ONE MARKET” goal of the government. Therefore, this research paper will aim to analysis functioning, implementation and status of eNAM in Rajasthan as well as research also focused on SWOC analysis of eNAM policy. So far, 1000 market across 18 states and 3 UT's have been integrated in multiple phases. In Rajasthan, there are total 144 APMC mandis have been integrated with eNAM which is highest in India*

Key Words: *Agriculture, eNAM, APMC, Covid-19, Trade portal.*

1. INTRODUCTION:

Development in agricultural sector is one of the exclusive tools to end extreme poverty, boost shared success and feed an expected 9.7 billion people by 2050. Agricultural marketing is the process of comprising all operations involved in the transfer of farming goods from the farmers to the ultimate consumer. Agriculture marketing leads to disclosure of market price as per quality of commodity, increase supply chain efficiency and create opportunity to enhancement in the value chain. By connecting markets through virtual network leads to create marketing system, these marketing systems communicate real time signals to farmers on new market opportunities and guide them for their production to meet predilections for quantity, quality and varieties. In the digital era, government of India had started digital agriculture marketing by providing Electronic National Agriculture Market portal which create link between the existing APMC mandis/ market to create a unified national market for agricultural commodities based on virtual network.

On 14th April 2016, Central Government of India announced the e-National Agricultural Market (e-NAM) portal integrates 585 APMC physical markets and create a unified national market by virtual network formation for attracting buyers from all over the country through electronic auction. This abolishes the various physical managements at multiple levels and with multiple market fees. It is a program of liking markets with huge effort of many agencies involved like the central government which providing uniform policy framework, Small Farmers Agribusiness Consortium (SFAC) playing the role of lead agency along with strategic private partner Nagarjuna Fertilizers and Chemicals Limited for maintenance of the portal, Directorate of Marketing and Inspection (DMI) for providing technical support for harmonization of standards for commodities and assaying facilities, National Information Centre (NIC) for providing necessary servers to host e-NAM portal, state governments and marketing boards providing storage and warehousing facilities, regulate and dispute resolution mechanism to APMC markets, and APMC markets for implementation of physical and online trading.

e - NAM provides eLearning videos through official portal and also schedule training camps for farmers as well as for other stakeholders. Recently eNAM had schedule training camp in state of Odisha at RMC Tikabali Mandi on 16th of October, 2019 and in state Himachal Pradesh at SMY Patlikuh, SMY Bhunter, SMY Bandrol on 17th, 18th and 19th of October, 2019 respectively.

2. OBJECTIVE OF RESEARCH: -

- To identify the Functioning and implementation of e – National Agriculture Market.

- To evaluate the Status of e – National Agriculture Market in Rajasthan.
- To analysis Strength, weakness, opportunities and challenges in eNAM.
- To study the role of eNAM in COVID19 pandemic situation.

3. FUNCTIONING OF E – NATIONAL AGRICULTURE MARKET:

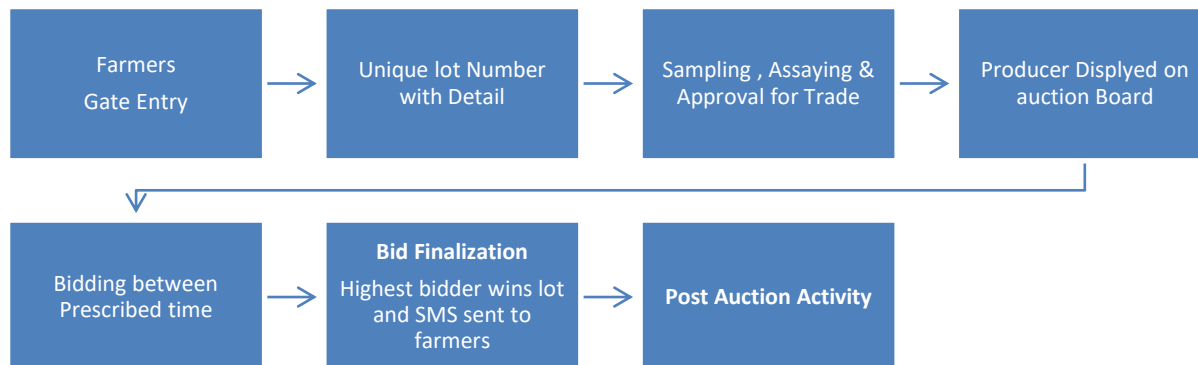


Figure 1: e- National Agriculture Market Process flow chart

Above figure presents flow chart of e-market. In e-markets, all associated activities preliminary from gate-entry receipt to farmer (registration of farmer’s name, commodity name, bank account number, lot number and quantity) with assaying & approval of commodity for trade to allocation of commission agent, bidding by each trader, selection of highest price bidder and announcement of final bid winner with sale price are done online. Traders can bid between prescribed time, and final bidders will be announced at end of prescribed time. After e-auction, the system will automatically notify the highest bidder for each lot. Notified information will be circulated through announcement, Displayed on TV screen in the market and through SMS to farmers, traders and commission agents regarding the price, name of the farmer, trader and commission agent. If a farmer accepts the price, sale bill will be generated, and money transfer and delivery will take place as possible time.

Money transfer is done from trader’s account to exchange account and in turn will be transferred to farmer’s account after deduction of commission and other charges. E-permit will be generated online on the same day.

4. IMPLEMENTATION PHASES OF E-NAM:

The progress made hitherto by the implementation of e-NAM can be summarized as follows:

- Launched in pilot phase on 14th April 2016 includes 21 Markets in 8 States,
- Covered 10 States, 250 Markets by Sept 2016
- Covered 13 States, 417 Markets by Mar 2017
- Covered 13 States, 455 Markets by May 2017
- Covered 16 States and 2 UT’s, 585 Markets by July 2019.
- Covered 18 States and 3 UT’s, 1000 Markets by May 2020

Table 1: Implementation phases of e- NAM

S.No.	State and UT’s	APMC’s					
		Pilot Phase	Phase I	Phase II		Phase III	Phase IV
			(Sep 2016)	(March 2017)	(May 2017)	(March 2018)	(May 2020)
1	Andhra Pradesh	-	12	22	22	22	33
2	Chandigarh	-	-	-	-	1	1
3	Chhattisgarh	-	5	14	14	14	14
4	Gujarat	3	40	40	40	79	122
5	Haryana	4	37	54	54	54	81
6	Himachal Pradesh	2	7	19	19	19	19
7	Jharkhand	1	8	19	19	19	19
8	Jammu & Kashmir	-	-	-	-	-	2

9	Karnataka	-	-	-	-	-	2
10	Kerala	-	-	-	-	-	6
11	Madhya Pradesh	1	20	50	58	58	80
12	Maharashtra	-	-	15	45	60	118
13	Odisha	-	-	10	10	10	41
14	Puducherry	-	-	-	-	2	2
15	Punjab	-	-	-	-	19	37
16	Rajasthan	1	11	25	25	25	144
17	Tamil Nadu	-	-	-	-	23	63
18	Telangana	5	44	44	44	47	57
19	Uttarakhand	-	-	5	5	16	16
20	Uttar Pradesh	6	66	100	100	100	125
21	West Bengal	-	-	-	-	17	18
	Total	23	250	417	455	585	1000

- Source: eNAM Website(<https://enam.gov.in/>)

Totally 415 more market are integrated by May, 2020 and Government of India planning to link all Market with e-NAM platform by 2022. So far, 1000 market across 18 states and 3 UT's have been integrated. On 20th June, 2019 Government of India had launched e-NAM Version 2.0.

eNAM provides all APMC linked information regarding arrivals of commodity, market prices, buy and sell trading offers and its respond and other service. It regulates continuous material flow through virtual online market and reduces transaction costs and information asymmetry. Abolishment of market fragmentation within the same state which hinders the free flow of commodity from one market to market and improve the supply chain of commodities and reduces wastages. About 150 commodities are notified for trading on e - NAM platform

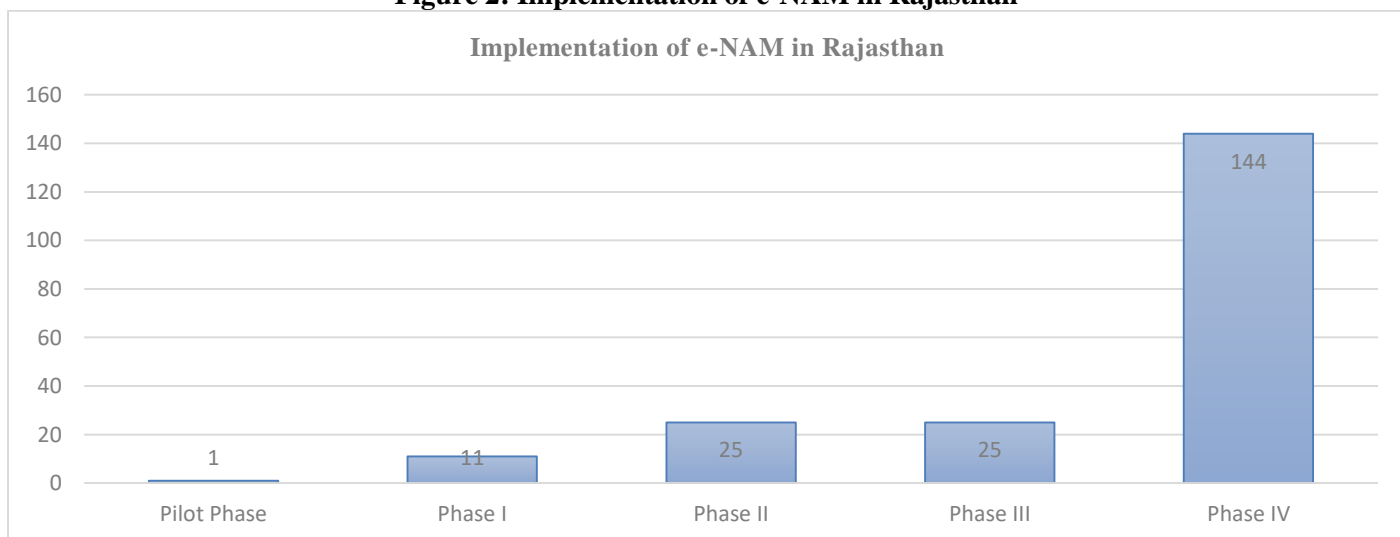
5. STATUS OF E-NAM IN RAJASTHAN:

Rajasthan is largest state in India with a diversified land area from Thar Desert to Mahi Basin is about to 3,42,239 Sq. Km with 6.86 Crores Population (Census 2011). Rajasthan has 7 administrative divisions, 33 districts, 234 sub divisions. Rajasthan is traditionally an agrarian society and producer of many of the agricultural crops. Agriculture is primary source of Income in Rajasthan which contribute nearly 30% of State GDP.

“APMC is a statutory market committee constituted by a State Government in respect of trade in certain notified agricultural or horticultural or livestock products, under the Agricultural Produce Market Committee Act issued by that state government. States have several market areas, with each being governed by its respective APMC. These ensure that farmers are able to get the best possible market-determined prices through the auction method.”¹

The e-NAM system was implemented in Rajasthan with its initial launch in April 2016 in 8 states across country. As of May 2020, 144 Mandis are connected through e-NAM in Rajasthan. Out of 144 Mandies, 1 Mandi have been integrated in pilot phase where as more 10 Mandies have been integrated in 1st Phase of e-NAM and rest in the next phase.

Figure 2: Implementation of e-NAM in Rajasthan



Source : eNAM Website

As per the Government of India, as on May 31, 2020, 1000 Markets across 18 States and 3 UT's have been integrated under e-NAM, out of which 144 are in the Rajasthan state.

As per above figure there are total 144 APMC mandis have been integrated with eNAM in Rajasthan which is highest in India. Out of 144 mandis, 1 mandi had integrated in Pilot phase where as 10 more mandis integrated in 1st Phase and with the success of eNAM in 2nd Phase 14 more mandis have been integrated where as in 4th Phase 119 mandis have been integrated till 31st May, 2020.

6. STAKEHOLDERS OF E-NAM IN RAJASTHAN:

The e-NAM system is a portal which integrate market to market through electronic mode by which farmers can sell their crops not only in local market but they can sell their crop all over the India, which will also help to eliminate middle men from agriculture sector. e-NAM is not only beneficial for farmers but it is also beneficial for other stakeholders which are as follows:

Table 6: Stakeholders of e-NAM in Rajasthan

Traders	13,206
Commission Agents (CA's)	6,443
Service Provider	0
Farmers producer organization	124
Farmers	13,06,707
Total	13,26,480

Source: <https://enam.gov.in/web/dashboard/stakeholder-data>

As per the above mention table, around 13,06,707 farmers are registered with e-NAM portal in Rajasthan whereas 13,206 traders and 6,443 commission agents are registered with e-NAM portal in Rajasthan and In Rajasthan around 124 Farmer Producer Organizations are working in Rajasthan with the help of Small Farmer's Agribusiness Consortium (SFAC).

The "**Transformation of Aspirational Districts**" program launched by Hon'ble Prime Minister which means to rapidly and successfully change probably the most immature regions of the nation. Total 69 e-NAM have been selected for the development in country. Out of which 3 e-NAM have been selected from Rajasthan which are Hindoun, Atru and Baran.

7. ROLE OF eNAM IN PANDEMIC SITUATION LIKE COVID-19:

The COVID 19 (Corona Virus Disease 2019) originated in Wuhan, China and The World Health Organization (WHO) on March 11, 2020, has proclaimed the Novel Corona Virus outbreak a worldwide pandemic. It has immediately spread over all the landmasses influencing most nations (almost 206 nations) on the planet. COVID – 19 is carrying on in various nations at some striking contrasts.

In the current situation of COVID-19 pandemic, the demand of agriculture product has been increased but in the parallel side governments of different counties have imposed lockdown to control COVID-19 virus which had restricted supply of Agriculture product.

In a sing of relief to farmer during time of COVID 19 crises the Government of India has permitted the farmers to straight sell their produce from selected warehouses or from premises of farmers producer organizations (FPO) over electronic marketing platform eNAM, completely bypassing the mandi.

eNAM is an online platform which help to maintain social distancing and allow farmers to sell their product through online mode.

eNAM platform has created an interface with huge carriage aggregators like Blackbuck, Rivigo, Mavyn, Truck Suvidha, Truck Guru, Transin Logistics, Elastic Run etc.

eNAM platform/ mobile app has been further strengthened with 'Farmers friendly' features such as advance registration of the lot through app.

8. CONCLUSION:

Responsive, comprehensive and innovation empowered markets are need of great importance as it will have beneficial outcome on employment, government assistance, food security especially for helpless family units and each progression ought to be taken to accomplish the appropriation of eNAM. The states are required to take a proactive lead by making necessary changes in act to integrate farmers to eNAM.

One of the biggest challenges is creating awareness about eNAM amongst the small and marginal farmers. It is suggested to have a sensitization and awareness campaign to bring the required information to the farmers. A national

e – literacy campaign needs to be initiated to touch 130 million farmers of the country so that the right integration of farmers with the eNAM portal can take place and give impetus to the benefit for price discovery and better market access for enhancing income of farmers.

Currently 1000 markets are integrated with eNAM portal which had been integrated in various Phases, in pilot phase 23 market of 8 States had integrated with eNAM portal out of which 1 market was from state of Rajasthan. After completion of 4 Phases of Integration, Total 1000 markets of 18 States and 3 UT's had been integrated with eNAM portal out of which 144 markets are from Rajasthan.

Total 1,68,38,225 framers and other stakeholders are registered with eNAM portal out of which 13,26,480 farmers and other stakeholders are from Rajasthan. eNAM is an electronic portal by which farmers have an option to sale their produce crops, not only in local market but also in other state.

SWOC analysis on the basis of review of literature, study found various strength of eNAM like it will help to increase in transparency in trading as well as provide real time information about the price and arrival of commodity and eNAM also provide availability of all activities on government website about APMC's which will lead to help in better monitoring of trader and commission agent. As eNAM provide strength to stakeholders which will lead to create opportunities like option to explore to more markets which helps in ease of doing business and eNAM will also help to analysis and forecast about the commodity prices and their arrival. eNAM also have some weakness and challenges which are lack of technology knowledge among stakeholders or lack of technical resources at APMC's, lack of training program for farmers at Nationwide level and problem of political willingness.

In the current situation of COVID 19 where social distancing is only cure to decrease COVID19 spread. eNAM is an online platform which help to maintain social distancing and allow farmers to sell their product through online mode.

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