



**Vidhyayana - ISSN 2454-8596**

An International Multidisciplinary Peer-Reviewed E-Journal

[www.vidhyayanaejournal.org](http://www.vidhyayanaejournal.org)

Indexed in: ROAD & Google Scholar

---

**Role of E\_NAM (E-National Agricultural Market) Portal in Indian  
Agricultural Market Sector**

**Mathurji Chamanji Chandisra**

Ph.D. Scholar (Economics)

Hemchandracharya North Gujarat, Patan



# Vidhyayana - ISSN 2454-8596

An International Multidisciplinary Peer-Reviewed E-Journal

[www.vidhyayanaejournal.org](http://www.vidhyayanaejournal.org)

Indexed in: ROAD & Google Scholar

---

## Abstract: -

In this study E\_NAM portal launched for holistic development of agricultural market under Indian agriculture sector is studied. We all know that India is an agricultural country, 68% of India's total population depends on agriculture for livelihood. Agriculture remains the only source of livelihood for such marginal, small farmers. In the country as a whole, there is a major problem in the agricultural market. In which the problems of farmers not getting proper price of grain, distribution of grain, lack of storage, exploitation of moneylenders etc. become very complicated. Pursuant to which the E\_NAM portal launched by the Central Government has been studied.

**Key Words:** - Trading, Marketing Committee, Agricultural Markets, Agriculture, Production.

## Objectives of Research Study: -

1. To get information about the benefits received by the beneficiaries under the e-name portal.
2. Examining the role of e-name platforms in sub market yard, unregulated markets.
3. To check the quality and right price of the grain related item.
4. To check awareness level of e-NAM portal among traders and farmers.
5. To examine the contribution of e-NAM portal to the Indian agricultural market.

## Introduction: -

Sub-Market Yard Agribusiness Consortium (SFAC) is the private agricultural market operating in the country. NAM Portal Implementation of E\_NAM Centralized Online Platform by Central Government on 14th April, 2016 for coordination and price control of agricultural markets across the country, to aggregate existing APMC (Agriculture Produce Marketing Committee) / Regulated Marketing Committee (RMC) market yards and other unregulated markets. There are some important objectives behind launching the E\_NAM portal. This portal has been introduced to aggregate the agricultural markets operating in the country and to enable the smallest farmer to trade his grains by getting information related to the agricultural market at home. In which both farmers and traders are familiar with each other, they can easily buy and sell food grains online.



## Key Features of E-NAM Portal: -

1. The e-NAM portal will enable farmers to distribute their produce through their nearest markets and provide traders with the facility to check prices from anywhere.
2. E-NAM portal provides single window services for all Agricultural Produce Market Committee (APMC) related services and information. These include commodity quality and prices; purchase and sale offer and e-payment settlement services directly to farmers' accounts.
3. Licenses for traders, buyers and commission agents can be obtained from state level authorities using e-NAM service without any precondition of physical presence or possession of shop premises in the market yard.
4. Harmonization of quality standards of agricultural produce and infrastructure for quality testing will be made available in every market, recently, common tradable parameters have been developed for 25 commodities.
5. Provision of agricultural soil testing laboratories for selected minds (markets) is provided for the convenience of farmers visiting the minds (markets). Through which they will be able to take the right crop at the right time in agriculture.

## Objectives of E-NAM Portal: -

1. Facilitating pan-India trade through a common online market platform to integrate markets in pursuit of agricultural commodities, first at the state level and eventually across the country.
2. To streamline marketing transaction processes in markets and make them uniform across all to promote efficient functioning of markets.
3. To promote better marketing opportunities for farmers/sellers through online process to more buyers/markets, removing information asymmetry between farmers and traders.
4. Adequate management of Agri Commodities, transparency in auction process, quality commensurate pricing, online payment, etc. can contribute to marketing efficiency so that traders can get better and real-time pricing based on actual demand and supply.
5. To promote stable prices and availability of quality products to traders and farmers in terms of product quality assurance and testing.



# Vidhyayana - ISSN 2454-8596

An International Multidisciplinary Peer-Reviewed E-Journal

[www.vidhyayanaejournal.org](http://www.vidhyayanaejournal.org)

Indexed in: ROAD & Google Scholar

---

## **Benefits of E-NAM Portal: -**

The e-NAM platform has been designed and implemented to benefit all stakeholders involved in the agricultural market system - farmers, traders, buyers, exporter's stakeholders get benefits.

1. Transparent online trading with good accessibility to the agricultural market.
2. Real time constraints as well as fair transaction costs for realization of better and fair stable price for the farmers.
3. E-NAM mobile application facility to enable farmers and traders to easily get information about commodities at home or business.
4. The details of the price of the goods distributed in bulk through the e-name portal are communicated to the traders through messages.
5. Certificate of quality assurance of manufactured goods is issued.
6. The payment amount for the sale of goods by the farmers is directly deposited into the bank account through online mode.



# Vidhyayana - ISSN 2454-8596

An International Multidisciplinary Peer-Reviewed E-Journal

[www.vidhyayanaejournal.org](http://www.vidhyayanaejournal.org)

Indexed in: ROAD & Google Scholar

---

## List of Reference: -

1. Acharya, S.S. & Agarwal, N.L. (2009), Agricultural Marketing in India. New Delhi: Oxford and IBH Publishing Co. Pvt. Ltd.
2. Masters, A. (2008). Unpleasant Middlemen. *Journal of Economic Behavior and Organization* 68 (1): 73–86.
3. Aker, J., and M. Fafchamps. (2015). Mobile Phone Coverage and Producer Markets: Evidence from West Africa. *World Bank Economic Review* 29 (2): 262–92.
4. Barrett, C.B., 2008. Smallholder market participation: concepts and evidence from eastern and southern Africa. *Food Policy* 33 (4), 299–317.
5. Biglaiser, G., and J.W. Friedman. (1994). Middlemen as Guarantors of Quality. *International Journal of Industrial Organization* 12 (4): 509–31.
6. Chand R and Singh J (2016) Study Report on Agricultural Marketing and Farmer Friendly Reforms across Indian States and UTs. NITI Aayog, New Delhi.
7. GOI (2020) Agriculture-farming and allied activities exempted from Lockdown. Press Information Bureau, Government of India. 28-March-2020.
8. Levi R, Rajan M, Singhvi S, and Zheng Y. (2002) The impact of unifying agricultural wholesale markets on prices and farmers' profitability. *PNAS*, 117(5): 2366-2371 (Feb 4, 2020).