

## Recent Developments in e-NAM



### Mobile Application

Available in six languages  
Track Lot progress  
View Real Time Bidding and Assaying Certificate  
Online payment facility for buyer and SMS alert to farmer



### Payment facility

Direct online payment through portal  
Facility of UPI through BHIM  
Payment directly through mobile app



### e-Learning

MIS dashboard based on business intelligence  
Insight on performance  
Equips officials in planning operation post historical analysis



### MIS Dashboard



### Grievance Redressal

Mandi Secretaries would be able to raise technology  
-issues and get them addressed  
Online tracking on Grievance



Uttam Fasal Uttam Enam

## National Agriculture Market (e-NAM)

A National Portal for eTrading

more CHOICES

more VALUE

more BENEFITS



[www.enam.gov.in](http://www.enam.gov.in)



Department of Agriculture, Cooperation & Farmers Welfare  
Government of India



Small Farmers Agri-Business Consortium  
(Implementing Agency)



Nagarjuna Fertilizers and Chemicals Limited  
(Strategic Partner)

## e-NAM PROCESS FLOW



## WHY e-NAM?

### e-NAM vs EXISTING SYSTEM

NAM is a device to create a national network of physical mandis which can be accessed online. It seeks to leverage the physical infrastructure of the mandis through an online trading portal, enabling buyers situated even outside the State to participate in trading at the local level.

### BENEFITS OF e-NAM

e-NAM is a win-win solution for all stakeholders. For the farmers, NAM promises more options for sale of his produce at nearest mandi. For the traders, NAM offers the opportunity to access a larger national market. Bulk buyers, processors, exporters etc. benefit from being able to participate directly in trading at the local mandi level through the NAM platform, thereby reducing their intermediation costs.

The gradual integration of all the major mandis in the States into NAM will ensure common procedures for issue of licenses, levy of fee and movement of produce. In future, we can expect significant benefits through higher returns to farmers, lower transaction costs to buyers and stable prices and availability to consumers.

### WHY e-NAM is NECESSARY?

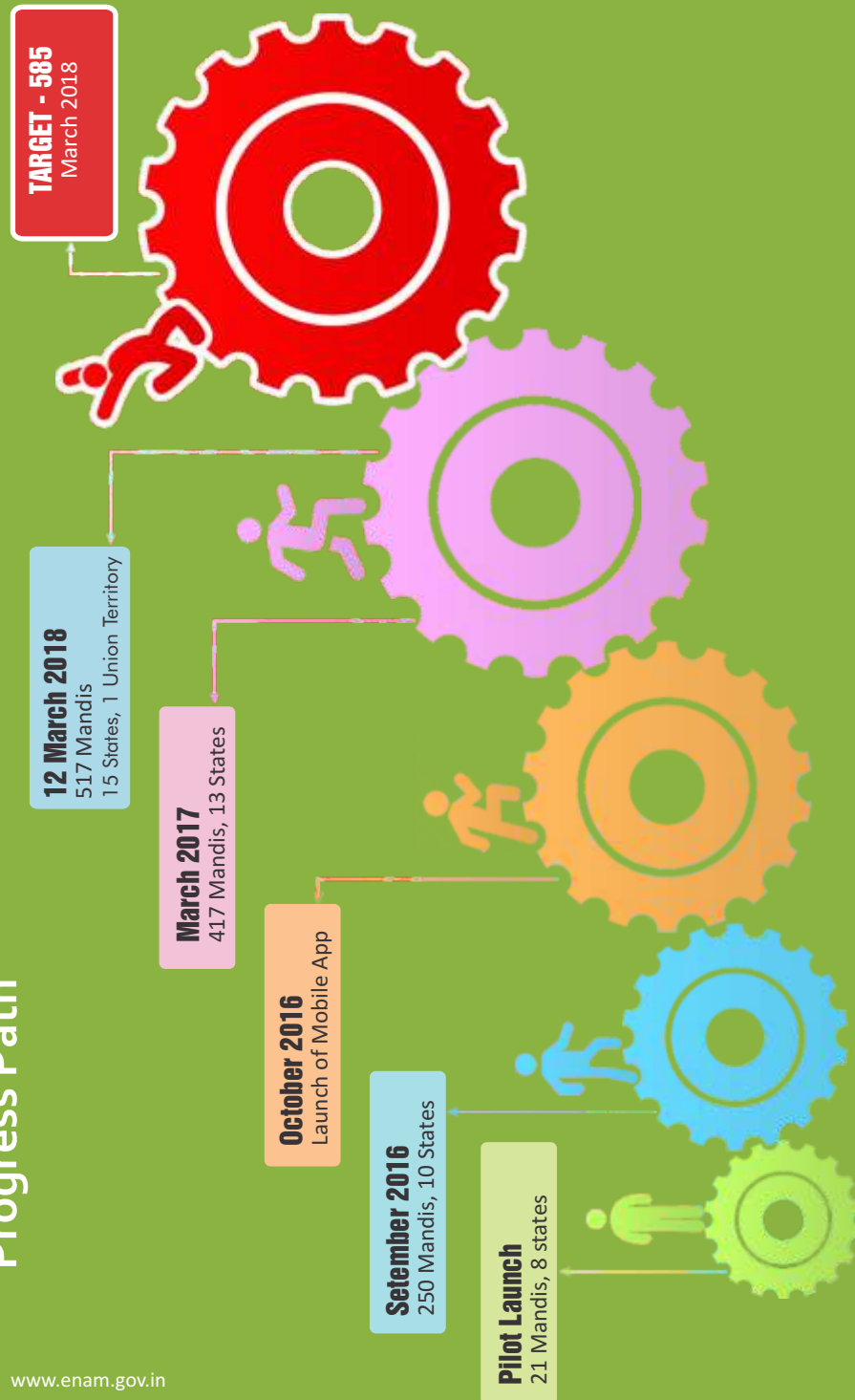
Current APMC regulated market yards limit the scope of trading in agricultural commodities at the first point of sale (i.e. when farmers offer produce after the harvest) in the local mandi, typically at the level of Taluka / Tehsil or at best the district.

Therefore, it is necessary to create e-NAM to facilitate the emergence of a common national market for agricultural commodities.

e-NAM is a marketing reform linked scheme and States desirous of joining NAM are required to carry out following reforms in their APMC Act.

- A specific provision for electronic trading as a mode of price discovery.
- Provision for issue of a unified single trade license valid for trade in all the mandis of the States/UTs.
- Single point levy of mandi fee.
- States/UT's with no existing regulation (non APMC states), can integrate with e-NAM by constituting a regulatory body (refer operational guidelines 4.4, in [www.enam.gov.in](http://www.enam.gov.in))

## Progress Path



### Farmers Benefits



- Transparency in Trade
- Access to better price discovery
- Access to more market
- Real time information on prices in near by mandis
- Quick payment - Will be able to build a healthy financial profile
- Information about better prices and access to more mandis

### Traders Benefits



- Extended access to other mandis
- Access to one integrated National Agri Market
- Access to real time information related to arrivals and trade in integrated Market
- Information access on the quality of commodities
- Ease of doing business through Mobile-App
- Access to online banking and payments

#### Reforms:

- Single point levy of market fee
- Single trade license valid across all markets
- Provision for e-Trade

### Mandi Benefits



- System integration / Automation of recording transactions
- Complete information on trade
- Real time arrival recording
- Analyze price trends, arrival and trading activities
- Automated record of financial information

## About e-NAM

National Agriculture Market (e-NAM), a pan-India electronic trading portal, networks the existing APMC's to create a unified national market for agricultural commodities.

The NAM Portal aims to provide a single window for all APMC related information and services.

### KEY STAKEHOLDERS

Farmers, Traders, Commission Agents, APMC's, State Marketing Boards, Logistics Operators, Assaying Bodies, Banks, Warehouses etc.

### OBJECTIVES

- To integrate markets across the country through a common online market platform, to facilitate Pan-India trade in agricultural commodities.
- Increase access of farmers to more markets. Enhance competition and transparency in agri-trade.
- Digital operations starting from gate entry to sale agreements, culminating in direct payments to farmers etc.
- Real time data for improved reporting on arrivals, prices and quality parameters of commodity, resolving information asymmetry.
- Culminating in online payment to farmer.

## Implementation Stage

States & APMCS  
March 2018 - Target 585 Mandis

15 States, 1 UT  
517 Mandis,  
90 Commodities

March 2017	417
Upto 12 March 2018	517
March 2018	585

- Integrated
- Under Process
- Upcoming\*

March 2018  
585 Mandis

