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E-NAM and Digital Markets Revolutionizing Agricultural Trade in India

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INTRODUCTION

Agricultural marketing in India has traditionally been dominated by local mandis and intermediaries, often limiting farmers' access to fair prices. The introduction of the Electronic National Agriculture Market (e-NAM) has transformed this system by creating a unified digital platform for agricultural trade across the country.

Launched in 2016, e-NAM integrates multiple APMC mandis into a single online marketplace, enabling transparent and efficient trading of agricultural commodities.



What is e-NAM

e-NAM is a pan-India electronic trading platform that connects farmers, traders, and buyers to enable online trading of agricultural produce. It aims to create a unified “One Nation, One Market” system by integrating agricultural markets across India.

- Integrates 1400+ mandis nationwide
- Covers 200+ agricultural commodities
- Enables real-time online bidding and transparent price discovery

The main objective of e-NAM is to promote the concept of “One Nation, One Market” by removing market fragmentation and enabling seamless trade throughout the country. It enhances competition among buyers, ensures better price realization for farmers, and reduces the role of intermediaries. e-NAM also enables real-time online bidding and

transparent price discovery, where buyers can place bids electronically. This reduces price manipulation and ensures that farmers receive fair market value for their produce based on demand and supply conditions. Overall, e-NAM improves market access, enhances transparency, and helps farmers get better prices for their produce.

Key Features of e-NAM

- **Online Trading Platform:** Farmers can sell produce digitally
- **Real-time Price Discovery:** Competitive bidding ensures better prices
- **Quality Assaying:** Standardized grading of produce
- **Digital Payments:** Direct payment to farmers' bank accounts
- **Pan-India Market Access:** Sell beyond local mandis
- **Mobile & Web Access:** Easy participation through apps



Benefits to Farmers and Stakeholders

➤ For Farmers

- Better price realization through competition
- Access to national-level markets
- Reduced dependency on intermediaries
- Secure and timely payments
- Improved decision-making using market data

➤ For Traders & Buyers

- Access to wider markets
- Reduced transaction costs
- Easy licensing and online trading

➤ For Consumers

- Better quality produce
- Stable prices and efficient supply chains

Impact of Digital Agricultural Markets

Digital agricultural markets have significantly transformed the agricultural marketing system by promoting a transparent pricing mechanism, ensuring farmers receive fair value for their produce. These platforms strengthen Farmer Producer Organizations (FPOs) by enabling collective bargaining and better market access. They enhance overall market efficiency and competitiveness by connecting multiple buyers and sellers across regions. Additionally, digital markets support cashless and paperless transactions, making the process faster, secure, and more convenient. As a result, they contribute to boosting farmers' income and strengthening the rural economy. Notably, such platforms have facilitated trade worth over ₹3 lakh crore, benefiting millions of farmers across India.

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Challenges

- Limited awareness among small farmers
- Digital literacy issues
- Infrastructure gaps in rural mandis
- Inter-state trade still limited
- Technical issues in newer versions (eNAM 2.0)

Future Prospects

- Integration with logistics & warehousing systems
- Expansion of more commodities (240+ already covered)
- Use of AI, big data, and mobile apps
- Strengthening inter-state trade
- Development of a complete digital agri-ecosystem

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CONCLUSION

e-NAM and digital agricultural markets are transforming Indian agriculture by enhancing transparency and efficiency in the marketing system. They reduce the role of intermediaries and ensure better price realization for farmers. These platforms make agricultural trade more accessible, competitive, and farmer-centric. With the adoption of digital technologies, transactions have become faster and more reliable. Government support and policy initiatives are further strengthening their implementation. They are contributing to higher farmer incomes and improved rural livelihoods. Overall, e-NAM is paving the way for a modern, competitive, and sustainable agricultural marketing system in India.

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