

Key Features

- Online trading of commodities via a single digital platform.
- e-Trade and e-Bidding for fair price discovery.
- Unified license for trading across all e-NAM markets in a state.
- Online payment and prompt settlement through digital modes.
- Integration with quality assaying, warehousing, and logistics.
- Mobile App available for farmers and traders.

Implementation Framework

Implemented by SFAC under the Ministry of Agriculture & Farmers Welfare. Funded through the Agri-Tech Infrastructure Fund (ATIF). Initial integration of 585 APMC mandis, later expanded to 1,000+ mandis across India. Each mandi provided with computers, internet connectivity, and e-trading software.

Benefits of e-NAM

For Farmers:

- Access to a larger national market.
- Better prices through competitive and transparent bidding.
- Reduced exploitation by middlemen.
- Real-time information on prices and demand.



NATIONAL AGRICULTURE MARKET

INTRODUCTION

The National Agriculture Market (e-NAM) is a pan-India electronic trading platform that integrates existing Agricultural Produce Market Committees (APMCs) to create a unified national market for agricultural commodities. It allows farmers, traders, and buyers to trade online in a transparent, competitive, and efficient manner.

Objectives of e-NAM

- To integrate APMC mandis across the country through an online trading portal.
- To promote uniformity in agricultural marketing by streamlining procedures.
- To ensure better price discovery for farmers through transparent auctions.
- To facilitate real-time price information and online payment systems.
- To provide a single license and single point of market access for traders and buyers nationwide.

एयरीकल्चर फ़ौरम फॉर टेक्निकल एजुकेशन ऑफ़ फार्मिंग सोसायटी

कोटा, राजस्थान



e-NAM (National Agriculture Market)
“One Nation – One Market for
Agricultural Produce”

संकलन

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For Traders:

- Ease of trading from anywhere within integrated mandis.
- Unified licenses simplify regulatory compliance.
- Faster transactions through digital payment systems.

For Consumers:

- Assured quality through assaying and grading.
- Stable prices through efficient market integration.

Components of e-NAM Platform

- Trading Module: For online bidding and purchase of commodities.
- Payment Module: Facilitates online settlement between buyers and sellers.
- Quality Testing Module: Provides assaying and grading facilities at mandis.
- Information Module: Displays real-time prices, arrivals, and trends.
- Logistics Module: Helps in transportation and warehousing coordination.

e-NAM Mobile App Features

- Market prices of commodities in real-time.
- Mandi-wise arrivals and trade data.
- Weather information.
- Online payment tracking.
- Multilingual interface for ease of use.

Achievements of e-NAM

- Integrated over 1,000 mandis in 23 states and 4 Union Territories.
- Facilitated millions of online transactions worth thousands of crores.
- Enhanced transparency and farmer participation in marketing.
- Promoted digital transformation of rural agriculture markets.

Challenges

- Inadequate internet and digital infrastructure in rural areas.
- Limited digital literacy among farmers.
- Resistance from intermediaries and local traders.
- Variations in state-level APMC laws.

Future Prospects

- Integration of more mandis and commodities.
- Linkage with FPOs (Farmer Producer Organizations) and warehouses.
- Use of AI and data analytics for price forecasting.
- Development of farm-to-fork digital traceability.

Contact & Support

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CONCLUSION

The e-NAM initiative marks a major step towards digitalizing agricultural marketing in India. By connecting farmers, traders, and consumers across regions, it ensures fair prices, transparency, and efficiency in agricultural trade — truly realizing the vision of "One Nation, One Market."