National Agriculture Market (e-NAM): One Nation, One Market

33.15 Lakh farmers, 125 Mandis registered under e-NAM in Uttar Pradesh

(Ministry of Agriculture & Farmers Welfare)

December 20, 2021

“e-NAM's launch is a turning point for our agriculture sector. Farmers and consumers will gain through this initiative.”

- Prime Minister Narendra Modi

National Agriculture Market (e-NAM) is a pan-India electronic trading portal that interconnects the existing Agricultural Produce Market Committee (APMC) mandis to create a unified national market for agricultural commodities. It was launched by Prime Minister Narendra Modi on 14 April, 2016. e-NAM is completely funded by the Central Government and is implemented by Small Farmers Agribusiness Consortium (SFAC), under the aegis of Ministry of Agriculture and Farmers’ Welfare. It seeks to leverage the physical infrastructure of the mandis through an online trading portal, enabling buyers situated even outside the Mandi/ State to participate in trading at the local level.²

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Objectives of eNAM: Transforming the Agri-Marketing System

- To integrate markets first at the level of the States and eventually across the country through a common online market platform, to facilitate pan-India trade in agricultural commodities.
- To streamline marketing/transaction procedures and make them uniform across all markets to promote efficient functioning of the markets.
- To promote better marketing opportunities for farmers/sellers through online access to more buyers/markets, removal of information asymmetry between farmer and trader, better and real-time price discovery based on actual demand and supply of agricultural commodities, transparency in auction process, ensure prices are commensurate with quality of produce, online payment etc. that contribute to marketing efficiency.
- To establish quality assaying systems for quality assurance to promote informed bidding by buyers.
- To promote stable prices and availability of quality produce to consumers.

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Narendra Modi  
@narendramodi

eNAM's launch is a turning point for our agriculture sector. Farmers & consumers will gain through this initiative.

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3https://enam.gov.in/web/docs/namguidelines.pdf
**Features of the Scheme:**

- eNAM is a national e-market platform for transparent sale transactions and price discovery in regulated markets, kisan mandis, warehouses and private markets. Willing states will have to accordingly enact provision for e-trading in their APMC Act.
- Under the e-NAM Scheme, Government is providing free software and assistance of Rs. 75.00 Lakh per mandi for related hardware including quality assaying equipment and creation of infrastructure like cleaning, grading, sorting, packaging and compost unit etc.

**Agriculture Market Working Model**

- There will be liberal licensing of traders / buyers and commission agents by the state authorities without any pre-condition of physical presence or possession of shop / premises in the market yard.
- Single license for a trader will be valid across all markets in the State.
- Harmonization of quality standards of agricultural produce and provisions of assaying (quality testing) infrastructure in every market to enable informed bidding by buyers.
- Restriction of Agriculture Produce Marketing Committee’s (APMC) jurisdiction to within the APMC market yard / sub yard instead of a geographical area (the market area) at present.
- Single point levy of market fees across the state i.e. on the first wholesale purchase from the farmer.

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4 [http://sfacindia.com/Nam.aspx](http://sfacindia.com/Nam.aspx)
6 [http://sfacindia.com/Nam.aspx](http://sfacindia.com/Nam.aspx)
Benefits for the Farmer/Seller: 

- Transparency in trade through better price discovery
- Access to more markets & buyers
- Real time information on prices and arrival in nearby mandis
- Quick payments - will be able to build a healthy financial profile

Outcomes:

- Better market linkage has been provided under e-NAM by integrating 1000 markets across 18 States and three Union Territories.
- More than 1.69 crore farmers & 1.55 lakh traders are registered on e-NAM platform.
- Total trade volume of 4.13 Crore MT of bulk commodities and 3.68 crore numbers of Coconut and Bamboo worth approximately Rs 1.22 lakh crore has been recorded on e-NAM platform.

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7 https://enam.gov.in/web/stakeholders-involved/farmers
• During FY 2020-21, total of **37.73 lakh farmers** & during FY 2021-22 (till 30 June 2021) a total of **8.78 lakh farmers** have used National Agriculture Market (e-NAM) platform to sell their agricultural produces.\(^9\)

• The major crops which are traded on e-NAM platform by farmers are paddy, wheat, cotton, chilli, soyabeans, maize, potato, chana, tomato, groundnut, mustard seeds, gaur seeds, onion, turmeric, arhar (tur/ red gram), bajra, moong whole (green gram), castor seed, lentil (masur), sweet lemon etc.\(^10\)

• The platform has enabled Direct payment to farmers.

• The e-NAM portal has been made available in English and 11 Indian languages (Hindi, Bengali, Marathi, Gujarati, Tamil, Telugu, Punjabi, Odiya, Dogri, Malayalam and Kannada) to facilitate farmers to use e-NAM in the language of their choice.\(^11\)

• Farmer Producer Organisation (FPO) trading module has been launched in National Agriculture Market (e-NAM) platform to facilitate FPOs to trade their agricultural produce from their collection centres without bringing the produce to APMC markets. Warehouse based trading module was also launched in e-NAM platform to enable farmers to sell their produce from WDRA (Warehousing Development and Regulatory Authority) registered warehouses notified as deemed market.\(^12\)


\(^10\) Ibid


e-NAM in Uttar Pradesh: Unifying Markets, Boosting Farmers’ Income

- A total of **33.15 lakh farmers** from Uttar Pradesh have been registered as on 30 November 2021.13

<table>
<thead>
<tr>
<th>State</th>
<th>Traders</th>
<th>Commission Agents (CAs)</th>
<th>Service Provider</th>
<th>FPOs</th>
<th>Farmer</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>UTTAR PRADH</td>
<td>34,839</td>
<td>8,527</td>
<td>0</td>
<td>239</td>
<td>33,15,070</td>
<td>33,58,675</td>
</tr>
</tbody>
</table>

- As on 30 November 2021, **125 Mandis** have been registered on e-NAM in the State of Uttar Pradesh.14
- **34,839 traders** have been registered as on 30 November 2021 on the e-NAM platform in the State of Uttar Pradesh.15
- **11 e-Nam Mandis** have been established in **seven Aspirational Districts** (Bahraich, Balrampur, Chandauli, Chitrakoot, Fatehpur, Siddharth Nagar and Sonbhadra) of Uttar Pradesh.16

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13 [https://enam.gov.in/web/dashboard/stakeholder-data](https://enam.gov.in/web/dashboard/stakeholder-data)
14 [https://enam.gov.in/web/state-unified-license/no-of-unified-licenses](https://enam.gov.in/web/state-unified-license/no-of-unified-licenses)
15 [https://enam.gov.in/web/state-unified-license/no-of-unified-licenses](https://enam.gov.in/web/state-unified-license/no-of-unified-licenses)
16 [https://enam.gov.in/web/aspirational-districts](https://enam.gov.in/web/aspirational-districts)
In 2019, e-NAM has achieved a milestone by commencing **inter-State trade** between mandis of two different States. The **very first Inter State transaction** in tomatoes has been carried out between trader of *Bareilly e-NAM APMC of Uttar Pradesh* and farmer of Haldwani e-NAM APMC of Uttarakhand.\(^{17}\)

Similarly, the inter-state transactions in potatoes, brinjal & cauliflower have been carried out between the e-NAM mandis of Uttarakhand & Uttar Pradesh. In all the cases, **e-payments** have been made through e-NAM portal. Such inter-state transactions seek to help farmers get better market access, more buyers/traders & realise better prices for their produce.\(^{18}\)
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AG/HP/IK/LP/RC