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Digital Markets (e-NAM): Get the Best Price for Your Produce

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INTRODUCTION

The agricultural sector has traditionally relied on local mandis (wholesale markets) to sell crops. Farmers often face challenges such as low prices, middlemen exploitation, and regional price disparities. To address these issues, the **National Agriculture Market (e-NAM)** was launched in April 2016, fully funded by the Central Government, as an online trading platform connecting mandis across India.

e-NAM empowers farmers to get competitive prices for their produce, ensuring transparency and efficiency. It also reduces the dependency on brokers, helping farmers negotiate better deals directly with buyers across states.

What is e-NAM?

eNAM राष्ट्रीय कृषि बाजार NATIONAL AGRICULTURE MARKET

e-NAM (Electronic National Agriculture Market) is a pan-India electronic trading platform that links over 1,000 mandis in multiple states. It provides farmers with a unified online system to sell their crops at market-driven prices. Its vision is to promote uniformity in agriculture marketing by streamlining procedures across the integrated markets, removing information asymmetry between buyers and sellers and promoting real-time price discovery based on actual demand and supply. Its mission is the Integration of APMCs across the country through a common online market platform to facilitate pan-India trade in agricultural commodities, providing better price discovery through a transparent auction process based on the quality of produce, along with timely online payment.

Key Features:

- **Online Trading:** Farmers can list their produce on the platform from any mandi.
- **Price Discovery:** Real-time price updates allow farmers to compare rates across regions.
- **Transparency:** Electronic transactions reduce manipulation by middlemen.
- **Payment Security:** Instant online payments directly to the farmer's bank account.
- **Integration with Farmer Producer Organisations (FPOs):** Bulk trading support improves bargaining power.

How does e-NAM work?

1. **Registration:** Farmers, traders, and commission agents register on the e-NAM platform through their mandi.
2. **Listing Produce:** Farmers list their crop type, quantity, and quality grade.
3. **Bidding by Buyers:** Traders across the connected mandis place bids electronically.
4. **Selection & Payment:** The farmer accepts the best bid. Payment is made directly to their bank account.
5. **Delivery:** Produce is delivered to the trader or arranged for transport via mandi infrastructure.

Illustration of Workflow:

Step	Action	Benefit
1	Registration	Access to online trading
2	Listing produce	Wider buyer visibility
3	Bidding	Competitive pricing
4	Payment	Direct and secure transactions
5	Delivery	Streamlined logistics

Benefits of e-NAM for Farmers

1. **Higher Price Realisation:** Farmers can sell to buyers in multiple states, reducing regional price disparities.
2. **Reduced Dependence on Middlemen:** Direct interaction with buyers ensures fair deals.
3. **Better Quality Recognition:** Farmers get rewarded for superior quality through transparent grading.
4. **Market Intelligence:** Real-time updates on commodity prices help farmers decide the best time to sell.
5. **Increased Profitability:** Digital trading reduces transaction costs and delays.

Data Snapshot:

- As of 2025, e-NAM has **1,200+ mandis** connected across **18 states**.
- Over **3.5 million farmers** have registered on the platform.
- The **average price increase** for farmers using e-NAM is **5–8% higher** than local mandi prices.
- Transactions worth **₹5,000+ crore** have been completed via e-NAM since 2016.

Steps to Maximise Your Earnings

- **Register early:** Ensure your farm produce is listed in time for peak trading days.
- **Maintain quality standards:** Proper grading and packaging increase buyer interest.
- **Check market trends:** Compare prices across states to pick the highest offer.
- **Use FPOs or cooperatives:** Bulk trading can attract institutional buyers and better deals.
- **Digital literacy:** Learn to navigate the e-NAM platform and mobile app for smooth operations.

Challenges and Solutions

Challenges:

- Limited awareness among small farmers.
- Connectivity issues in remote areas.
- Lack of cold storage and logistics infrastructure in some mandis.

Solutions:

- Government campaigns to educate farmers on e-NAM usage.
- Mobile-based access for remote trading.
- Integration with cold storage and transport facilities.
- Linking e-NAM with payment wallets and digital banking services.

Success Stories

- **Uttar Pradesh:** Potato farmers in Bareilly sold produce via e-NAM to traders in Punjab, earning 7% more than local mandi prices.
- **Madhya Pradesh:** Wheat farmers in Indore coordinated through FPOs and achieved higher sales by participating in multiple state auctions.
- **Andhra Pradesh:** Mango farmers exported 30% of their produce to distant mandis via e-NAM, ensuring fresh arrivals and better pricing.

Tips for First-Time Users

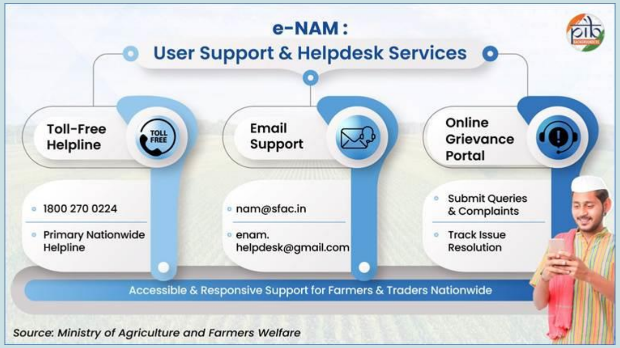
1. **Ensure KYC & Bank Account Details are Updated**
2. **Understand the Grading System:** Farmers should know how quality affects price.
3. **Plan Your Harvest Sales:** List produce when demand peaks.
4. **Use Platform Tools:** The e-NAM app provides price alerts, bidding updates, and online dispute resolution.

Looking Ahead: e-NAM 2.0

The Government of India is upgrading e-NAM to **e-NAM 2.0**, which includes:

- Advanced analytics for price trends and demand forecasting.
- Integration with agri-insurance and loan platforms.
- Wider support for perishables like fruits and vegetables.
- Expansion to 2,000+ mandis and 25 states by 2026.

This digital revolution ensures farmers stay competitive, receive fair prices, and gain financial stability through modern technology.



The **e-NAM** provides a dedicated support and grievance redressal mechanism for farmers, traders, and other stakeholders. Users can access assistance through a toll-free helpline (**1800 270 0224**), which serves as the primary support channel nationwide, as well as through official email IDs such as **nam@sfac.in** and **enam.helpdesk@gmail.com.**

CONCLUSION

e-NAM is transforming agriculture by making markets accessible, transparent, and profitable. By embracing digital trading, farmers can achieve **higher earnings, better market knowledge, and secure transactions**.

"The farmer who knows the market can reap the true value of his hard work."