

e-NAM

- NAM is as an electronic trading portal which seeks to network the existing APMC and other market yards to create a unified national market for agricultural commodities. NAM is a “virtual” market but it has a physical market (mandi) at the back end.
- NAM is an effort to create a national network of existing mandis which can be accessed online. It seeks to enable buyers situated outside the State to participate in trading at the local level

Vision

To promote uniformity in agriculture marketing by

- Streamlining of procedures across the integrated markets,
- Removing information asymmetry between buyers and sellers
- Promoting real time price discovery based on actual demand and supply.

Mission

- Integration of APMCs across the country through a common online market platform to facilitate pan-India trade in agriculture commodities, providing better price discovery through transparent auction process based on quality of produce along with timely online payment.

Stakeholders

- Farmers
- Traders
- APMC
- FPO
- Mandi Board

Need for NAM

- APMC regulated market yards limit the scope of trading in agricultural commodities
- Even within a State there are transaction costs on moving produce from one market area to another
- Multiple licenses are necessary to trade in different market areas in the same State

NAM intends to reverse process

- Fragmentation of markets
- Lowering intermediation costs
- Wastage and prices for the final consumer
- It builds on the strength of the local mandi and allows it to offer its produce at the national level

Basic criteria for a State to “plug-in” to NAM

- a) The State APMC Act must have a specific provision for electronic trading
- b) The State APMC Act must provide for issue of licenses to anyone in India to trade through the NAM in the local mandis.
- c) There must be one single license for each State to facilitate trading in all the mandis of that State and a single point levy of transaction fee.

Benefits of direct marketing – NAM

Shorter marketing channels

Minimizes the marketing and transportation cost

Eliminates the middleman

Reduced post-harvest losses

Monetary benefits to the farmers:

Get higher share in consumer rupee

Marketing cost will be minimized

Lower transaction cost

Non-Monetary benefits to the farmers:

Farmers directly come in contact with the consumers and come to know the consumers requirement.

Reduces the post-harvest losses of the produce.

Farmers increase their efficiency by access to better technologies

Modus operandi

- Small Farmers' Agribusiness Consortium (SFAC) is the Lead Promoter of NAM
- SFAC selects a Strategic Partner (SP) through open tender to develop, operate and maintain the NAM platform.
- DAC will provide budgetary grant support for this initiative
- SFAC will operate the NAM with technical support by the SP

User friendly NAM

- e-NAM app
- Language selection (8)
- e-Learning videos
- FAQ
- Manuals
- Agmarknet updates
- **Call centre: 1800 270 0224**
- Registration
- 585 Mandis, 16 states

Conclusion

- An opportunity for farmer to become trader
- Needs to change attitude
- Stakeholders should work collectively
- Institutions have responsibility of providing timely and appropriate information