What is National Agriculture Market (eNAM)?

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About eNAM:

- It is an **online trading platformfor agricultural commodities** in India.
- It was launched on April 14, 2016, and is **completely funded by the Government of India.**
- The **Small Farmers Agribusiness Consortium (SFAC)** acts as the **lead agency for implementing** e-Nam under the Ministry of Agriculture and Farmer's Welfare.
- It aims to create better marketing opportunities **for the farmers to sell their productsthrough** a **competitive and transparent price discovery system,** along with an **online payment facility for the buyers**.
- The NAM portal **networks the existing APMC** (Agriculture Produce Marketing Committee) / Regulated Marketing Committee (RMC) **market yards, sub-market yards**, private markets, **and other unregulated marketsto unify all the nationwide agricultural markets** by creating a central online platform for agricultural commodity price discovery.
- **Features**:

o It will **enable farmers to showcase their products** through their nearby markets and **facilitate traders from anywhere to quote prices**.

o It provides **single-window services for all APMC related services** and information. This includes commodity arrivals, quality and prices, buy-and-sell offers, and e-payment settlements directly into farmer's accounts, among other services.

o Using the eNAM service, **licenses for traders, buyers,and commission agentscan be obtained f**rom state-level authorities **without any pre-condition of the physical presenceor possession of a shop** or premises **in the market yard**.

o **Harmonisation of quality standards** of agricultural products and **infrastructure for quality testing** are made available in every market.

o **Provision of Soil Testing Laboratories** is provided for the selected mandi (market) in order to facilitate the farmers visiting the mandi.

- e-NAM is designed and implemented to **benefitall the stakeholders**: **farmers, mandis, traders, buyers,** Farmer Producer Organization **(FPOs), processers, and exporters**.
- **The benefits to stakeholders include:**

o Transparent **online trading** with **enhanced accessibility** to the market.

o **Real-time price discovery** for better and more **stable price realization** for producers.

o **Reduced transaction costs** for buyers.

o Availability of information on the e-NAM mobile app about commodity prices.

o **The details of the price** of commodity sold, along with the quantity, are **received through SMS.**

o **Quality certification**.

o More efficient supply chain and warehouse-based sales.

o **Online payment directly** to the bank accounts of the farmers

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Q1: What is APMC (Agriculture Produce Marketing Committee)?

APMC is a statutory market committee constituted by a State Government in respect of trade in certain notified agricultural or horticultural or livestock products, under the Agricultural Produce Market Committee Act issued by that state government.Every APMC is a centralized market place, a meeting point for seller's ,buyers and agent's.A.P.M.C.regulate the wholesale selling of agriculture produce in their defined area of operation.

Source: Farm-gate, inter-mandi e-NAM sales surge in FY24; 18 million farmers, across 1361 mandis on the platform

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