

# E-Nam Portal – A Step to Regulate the Unorganised Agricultural Market

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**Abstract –** This paper basically focuses on the growing technological environment in which each and everyone wants to buy and sell products online. Everybody is full of information in modern age of communication as they know the best product quality whether it is in their reach or far away. As agriculture is the basic of every production it should not be far away from the technological world. In India agriculture is adopted as major part in employment. As it is said that India lives in Villages we cannot ignore the major portion of our economy.

## INTRODUCTION

Agriculture is the largest employment providing in rural India. In spite of this, the farmers are not gaining at that level they are inputting their efforts. In agriculture sector there is need for latest ideas and technologies. In India there is not the lack of research and IT facilities but there is no such reform that made farmers fully aware about the benefits of modern communication system and make them use these technological products. The object of this paper is to evaluate the features and problems of agriculture and rural marketing in India. And come to conclusion that how to solve these problems by use of information and communication Technology.

## THE SCENE OF AGRICULTURAL MARKETING

As India is said to be rich in natural resources. We have 127 different agro climatic zones and immense bio diversity.

- India is one of the biggest producers of food grain and oilseeds in the world.
- Small farms produce approximately 41% of our total grains (49% of rice, 40% of wheat, 29% of coarse cereals and 27% of pulses).
- One of the largest producers of milk and tea.
- Provides employment to approximately 62.5% work force.

Looking back we find there are two biggest revolutions in our country to promote the productivity of agriculture

- Green Revolution
- White and yellow revolution.

## OBJECTIVES OF THE STUDY:-

- To study about the concept of regulated market.
- To study about the advantages of E-Nam portal.

## RESEARCH METHODOLOGY:-

Basically secondary data is used in doing this research work. This research deals with presentation, analysis and interpretation of the data collected from the secondary sources like from various websites, annual reports and journals to show the impact of information and communication technology on marketing of agricultural produce.

## LIMITATIONS OF THE STUDY:-

- The data is taken from secondary sources which may be some confusing.
- Sufficient literature is not available regarding this research topic.

- Time constraint did not allow carrying in depth analysis. The research need to done at primary level.

**As agriculture market is the major market so for the development of agricultural market it is necessary to maintain and regulate it.**

## REGULATED MARKET

- Regulated showcase is a discount advertise where dealings or purchasing and selling are managed or constrained by the state government through an 'advertise board of trustees',
- Which consist of representatives of farmers, traders, agents, local bodies, co-operative societies and government. Regulated market is a wholesale market where dealings or buying and selling are regulated or controlled by the state government through a 'market committee', Which consist of representatives of farmers, traders, agents, local bodies, co-operative societies and government.

## OBJECTIVES OF REGULATED MARKET:-

1. To safeguard the interests of both farmers and traders and
2. To create conditions of fair competition.

## FEATURES OF REGULATED MARKET:-

- Market committee.
- Area of operation.
- Methods of sale.
- Licensing the functionaries.
- Market levels.
- Settlement of disputes.

## E-NAM portal

- National Agriculture Market (NAM) is a means of trading which utilizes electronic portal that grids up the ongoing mandis of APMC across India so as to generate a single market of national level for entire products of agriculture.
- The portal of NAM spreads up an individual service window comprising entire APMC linked data and associated services. this involves purchase and sales of offers from trade, protocols to answer the offers of trade, and the cost of products and their arrivals.

On the other hand the digital market degrades the expense in transaction and non-uniform data, the regulation of the agricultural based production will be ongoing by the means of mandis.

## How does e-NAM work?

- Management of market comprising agriculture is operated by self-provinces according to their protocols of agricultural marketing. Each of the state is again comprised of several sub regions of market. These separate regions of market are managed by APMC which carry out their own protocols for marketing.
- This subdivision of markets within the boundaries of state, obstructs the uniform flow of agri-products among several areas of market.

## How does NAM operate?

The digital stage of NAM has been established by means of investment by the Indian government (by the Ministry of Agriculture & Farmers' Welfare). It provides the service of "plug in" to whatsoever market area emerging within the state (either controlled or belongs to private sector). The custom tool software enhanced under NAM so as to avail it to every mandi who are ready for collaboration with the national framework without any expense along with the required alterations to follow the rules and protocols un State mandi Act.

## Benefits of e-NAM

- With reference to the farmers, NAM assures to avail several choices in order to have sales in the closest mandi.
- With reference to the local trader within the mandi, NAM provides chance to operate a huge market at national level for secondary trading purpose.
- The NAM platform enables the buyers who buy in huge amount, the expoters and the distributors to get involved directly in the trade venture in the local mandi, thus avoiding the cost for inter-mediators.
- The steady incorporation regarding all the big mandis within the state towards NAM will assure mutual protocols when issuing a license, fees for duty and motion in production.
- In the coming time it is assumed that crucial advantages by means of big returns of farmers, declined expense in transaction

to buyers and uniform prices and reachability to users.

## **REASONS WHY FARMERS SHOULD SELL USING e-NAM**

1. This ability might permit states to comprise their self-platform of marketing based on agriculture which can be connected with NAM. To incorporate this, the agreeing states have to respectively amend protocols within their APMC so as to promote e-trading from the State Agricultural Marketing Board.
2. The outline regarding the scheme is individual point duty of the fess from market, which is buying on the initial wholesale from the farmers.
3. The protocols enable the farmers to depict their production in the close by market areas and implement traders from whatsoever region to quote price.
4. The portal facilitates coordination regarding the standard of quality regarding the production of agricultural products and rules for super visioning the structure in each of the market that will cover for the known buyers who are bidding.
5. A facility regarding Soil Testing Laboratories within or close by mandi(market) has been established. This will enable the farmers who are visiting to operate the facility in the mandi itself.

## **CONCLUSION**

Now our Government is fully alive to solve the problem faced by the agricultural and rural marketers. Various schemes are run by Govt. to promote the benefits of agricultural marketers. There is need of public support also. The Concept of Made in India is a great example of it that now govt. is focusing on our recourses so why not the people?? If people want the product of standardization why they are not helping to make agricultural products a standardized one? If agriculture marketing is connected with the online marketing many products are in reach of its actual consumers. The IT can solve the problem of backwardness of agricultural marketing by providing information to consumers and farmers, the rate of their product, there will be no malfunctioning in direct selling. But to do this we need a good finance and technological resources. A large of no. of educated youth can get job through this and even the rural people become attracted towards the education so to understand the online marketing. But it is very big task and Govt. has to lot of work in this field.

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