



AGRI MAGAZINE

(International E-Magazine for Agricultural Articles)

Volume: 03, Issue: 05 (May, 2026)

Available online at <http://www.agrimagazine.in>

© Agri Magazine, ISSN: 3048-8656

e-NAM as a Digital Reform in India's Agricultural Marketing System

*Ayush Pratap Parihar

Acharyapuram Agri- Business Management School, Greater Noida (U.P.), India

*Corresponding Author's email: ayushparihar275@gmail.com

The Indian economy depends heavily on agriculture, which employs a sizable section of the workforce and makes a substantial contribution to the country's GDP. Agricultural marketing in India has historically faced several challenges despite its significance, including price manipulation, lack of transparency, limited market access, and reliance on middlemen. Farmers frequently had to sell their produce in local mandis where there was little buyer competition. The Indian government introduced the Electronic National Agriculture Market (e-NAM) in April 2016 to address these issues and modernise agricultural marketing. By integrating Agricultural Produce Market Committee (APMC) mandis via an online trading platform, this digital effort seeks to establish a single national market for agricultural commodities.

Concept and Objectives of e-NAM

Farmers, traders, and purchasers can exchange agricultural goods online through the Electronic National Agriculture Market (e-NAM), a pan-Indian electronic trading gateway that links current APMC mandis. Improving price discovery, increasing transparency, and giving farmers better access to markets across states are the primary goals of e-NAM. Farmers may sell their produce more effectively thanks to the platform's online bidding and real-time price information. Additionally, it seeks to develop a single agricultural market nationwide, reduce the role of middlemen, and promote fair competition among purchasers.

Growth and Expansion of e-NAM

The e-NAM platform has grown considerably throughout India since its inception. Over 4,500 Farmer Producer Organizations (FPOs), 2.67 lakh traders, and over 1.79 crore farmers have enrolled on the e-NAM platform, according to official data. Additionally, the e-NAM portal has been integrated with over 1,520 mandis in various states, resulting in a sizable online marketplace for agricultural products. The value of agricultural produce traded on e-NAM has surpassed ₹4.39 lakh crore, underscoring the growing significance of this platform in agricultural marketing.

Impact on Price Transparency

The increased transparency of prices is one of the main benefits of e-NAM. Under the old mandi system, farmers relied on local vendors or commission agents and frequently had limited knowledge of prices in other markets. This occasionally resulted in poor price realization and exploitation. Farmers can use e-NAM to get up-to-date price data from several national markets. This increases their chances of receiving reasonable and competitive rates by assisting them in comparing prices and choosing where to sell their produce.

Improved Market Access for Farmers

The growth of market access is another important effect of e-NAM. In the past, farmers could only sell their produce at local mandis. Nonetheless, farmers may connect with customers

outside of their local area thanks to the digital platform. Farmers can now interact with a larger network of dealers, exporters, and processors through interstate commerce and online bidding. Increased buyer competition enhances price realization and give farmers more negotiating leverage.

Efficiency Through Digital Transactions

By using online bidding and digital payment systems, the e-NAM platform has also increased the effectiveness of agricultural marketing. Online bidding guarantees transparent transactions and lessens the chance of unfair practices. Additionally, payments are frequently made straight to the bank accounts of farmers, which minimizes delays and improves financial transparency. The larger objective of digitizing rural markets and incorporating farmers into the official financial system is supported by this approach.

Quality Assurance and Standardization

The focus on agricultural produce quality testing and grading is another crucial aspect of e-NAM. Prior to trading, Mandis quality assessment laboratories assist in determining the standard of commodities. This guarantees that farmers get paid according to the quality of their produce and empowers consumers to make educated choices. Farmers are also encouraged to improve post-harvest procedures and raise the general caliber of agricultural goods by the use of established quality standards.

Challenges in Implementation

Despite its advantages, e-NAM deployment is not without its difficulties. Digital literacy and platform knowledge are still lacking among many small farmers. The efficient use of the system is also hampered in some rural regions by poor internet connectivity and inadequate infrastructure. Furthermore, variations in state-level agriculture marketing laws might occasionally impede market integration. For e-NAM to reach its full potential, training initiatives, better infrastructure, and legislative changes are consequently required.

Case Study 1: e-NAM Implementation in Kota Mandi, Rajasthan

One of the most effective instances of e-NAM deployment is the Kota Agricultural Produce Market Committee (APMC) in Rajasthan. The mandi implemented digital payment systems and online bidding for crops like coriander, wheat, and soybeans after linking with the e-NAM platform.

Through the internet network, farmers who had previously relied on local vendors started to receive better price information. Traders from other states and districts were able to take part in the auction process through online bidding. This enhanced price discovery for farmers and boosted buyer competitiveness.

Additionally, the mandi developed quality testing laboratories to guarantee uniform grading of agricultural products. Farmers claimed that the use of quality grading resulted in higher pricing for their produce. Furthermore, payments were made straight to farmers' bank accounts, which improved transparency and decreased delays. The Ministry of Agriculture states that after implementing e-NAM, the Kota mandi saw a notable rise in trade volume. Farmers gradually switched from traditional offline auctions to online transactions as their faith in the digital trade system grew.

Case Study 2: FPO Participation in e-NAM – Telangana Turmeric Farmers

The benefits of e-NAM have been expanded in large part by Farmer Producer Organizations (FPOs). Telangana's turmeric farmers, who used an FPO linked to the e-NAM platform to market their produce, are a noteworthy example. Prior to joining e-NAM, individual farmers relied on local vendors to sell turmeric and had little negotiating leverage. Farmers had limited knowledge of national market patterns, and prices frequently changed. Farmers could get real-time price information from several Indian markets after registering with e-NAM through their FPO.

Through online bidding on the e-NAM site, the FPO combined produce from multiple farmers and sold it all at once. This made it possible for them to attract buyers from outside the state, such as processors and exporters. Consequently, compared with conventional mandi sales, farmers realised higher prices. Additionally, the group marketing strategy enhanced logistics management and decreased transportation expenses. The initiative's success served as an example of how farmer organizations and internet platforms may collaborate to improve agricultural marketing systems.

Conclusion

India's agricultural marketing has seen significant change thanks to the Electronic National Agriculture Market (e-NAM). The effort has increased market access, promoted fair business practices, and enhanced price transparency by integrating mandis through a digital platform. The agricultural marketing system has already been significantly impacted by e-NAM, with over 1.79 crore registered farmers, over 1,500 integrated mandis, and commerce totalling over ₹4 lakh crore. However, increased awareness, digital training for farmers, and infrastructure improvements in rural areas are necessary to realize its full potential. With ongoing support and development, e-NAM can significantly bolster India's agricultural sector and ensure improved farmer income prospects.

References

1. The Electronic National Agriculture Market (e-NAM) reports from the Ministry of Agriculture & Farmers Welfare, Government of India.
2. Government of India Press Information Bureau (PIB): Updates on the integration of the agricultural market.
3. National Agriculture Market Portal: Data on market integration and trade. Studies on agricultural marketing reforms and e-NAM implementation. An outline of India's agricultural marketing and e-NAM reforms.
4. Small Farmers Agribusiness Consortium (SFAC) (2021). e-NAM and National Agriculture Market (e-NAM) Portal Reports.