



NATIONAL AGRICULTURE MARKET

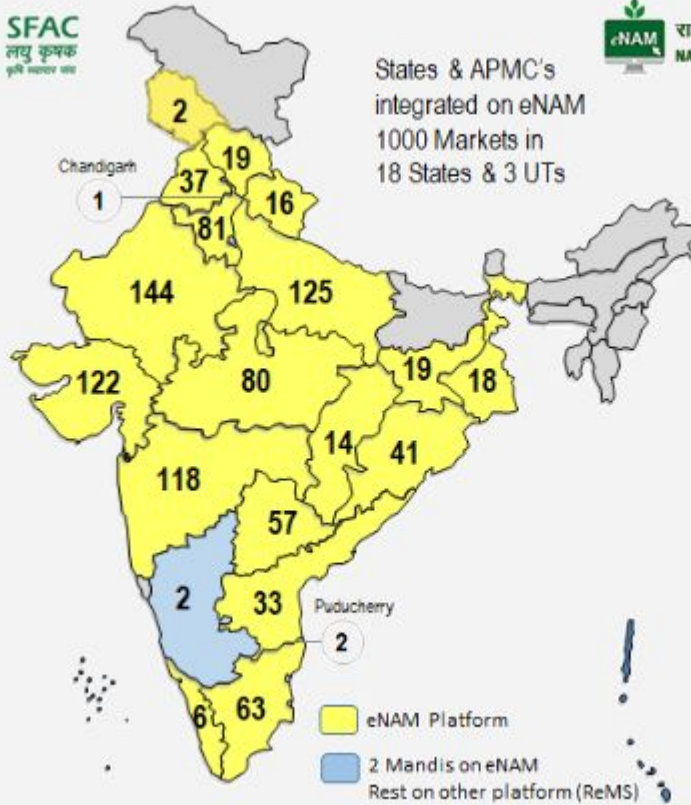
An Introduction to e-NAM

Date: 24th May, 2020

- The e-NAM, launched on April 14th, 2016, is envisaged as a win-win solution for all stakeholders.
- It promises more options for sale at the nearest mandi for farmers whereas it offers the opportunity to access a larger national market for secondary trading to local traders.
- Bulk buyers, processors and exporters will also benefit from participating directly in trading at the mandi level through the e-NAM platform as it would reduce their intermediation costs.



eNAM Coverage across India



What was the mechanism prior to eNAM?

- Agriculture marketing is administered by the States as per their agri-marketing regulations.
- Under which, the State is divided into several market areas, each of which is administered by a separate APMC which imposes its own marketing regulation (including fees).
- This fragmentation of markets, even within the State, hinders free flow of agri commodities from one market area to another without commensurate benefit to the farmer.

What is eNAM?

- **National Agriculture Market (NAM)** is a pan-India electronic trading portal which networks the existing APMC mandis to create a unified national market for agricultural commodities.
- It is managed by **Small Farmers' Agribusiness Consortium(SFAC)** under Department of Agriculture, Cooperation & Farmers' Welfare.
- The NAM Portal provides a single window service for all APMC related information and services.
- With about 585 mandis integrated with the eNAM in Phase 1 and 415 new mandis in Phase 2, the e-NAM platform now has a total number of 1,000 mandis across 18 States & 3 UTs.
- Traders and exporters need to get themselves registered with the portal to access its services.
- This includes commodity arrivals & prices, buy & sell trade offers, provision to respond to trade offers, among other services.
- In the last 4 years the e-NAM user base has swelled to 1.66 crore farmers, 1.31 lakh Traders, 73,151 Commission agents and 1,012 FPOs.



What are the advantages of e-NAM?

- A unified market through online trading platform, both, at State and National level and promotes uniformity, streamlining of procedures across the integrated markets.
- E-NAM removes information asymmetry between buyers and sellers and promotes real time price discovery.
- It uses estimations based on actual demand and supply, promotes transparency in auction process.
- It allows farmers to access a nationwide market with prices commensurate with quality of his produce.
- It also allows online payment and availability of better quality produce and at more reasonable prices to the consumer.

How to register on E-NAM portal?

Registration

Farmers and Traders can register themselves on eNAM portal, mobile application or at eNAM mandi gates.

Documentation

You can visit the nearest eNAM mandi with proper documents or you can register online.

Link:

http://enam.gov.in/NAMV2/home/other_register.html

Fees

There is no fees for registration.

Quality Specifications of produce

Directorate of Marketing & Inspection (DMI) has defined standard quality specifications for all the listed 150 commodities on eNAM platform to be determined and certified. The major tradable parameters to be tested are physical in nature.

5. WHEAT

Common name : गेहूँ
 English name : Wheat
 Botanical name: *Triticum aestivum* (L).



- Wheat shall be-
 - clean, wholesome, reasonably uniform in size, shape and colour characteristic to the variety;
 - free from obnoxious smell and fungus infestation,
- Variety..... (to be filled by assayer)
- Actual Picture of the lot..... (to be uploaded by assayer)

4. Criteria for Range designation :

S.No	Tradable Parameters	Range-1	Range-2	Range-3
A. Essential				
(i)	Moisture (% by wt) Max	11.0	12.0	14.0
(ii)	Foreign matter (% by wt) Max	1.5	3.0	4.0
(iii)	Admixture/Other edible grains (% by wt) Max	5.0	7.0	10.0
(iv)	Immature & Shriveled Grains (% by wt) Max	3.0	5.0	7.0
(v)	Damaged/Discoloured grains (% by wt) Max	3.0	5.0	7.0
(vi)	Weevilled Grains (% by count) Max	4.0	6.0	10.0
B. Optional (Industrial/Processor)				
(vii)	Protein (per cent. on dry matter basis)	Not less than 11.0 (durum wheat)		
(viii)	Minimum Test weight (weight of 100 litre volume expressed in Kg) /Hectoliter	Not less than 70		
(ix)	Uric Acid	Not more than 100mg/kg		
(x)	Aflatoxin	Not more than 30 microgram/kg		
(xi)	Deoxynivalenol (DON)	Not more than 1000 micro gm/ kg		

1. ARHAR WHOLE

Common name: अरहर / चुर
 English name : Red gram
 Botanical name: *Cajanus cajan*



- Arhar whole shall be -
 - clean, wholesome, reasonably uniform in size, shape and colour characteristic to the variety
 - free from any obnoxious smell and fungus infestation
- Variety..... (to be filled by assayer)
- Actual Picture of the Lot..... (to be uploaded by assayer)

4. Criteria for Range designation :

Sr.No.	Tradable Parameters	Range-1	Range-2	Range-3
A Essential				
(i)	Moisture(% by wt) Max	10.0	12.0	14.0
(ii)	Foreign matter (% by wt) Max	1.0	1.5	2.0
(iii)	Other edible grains (% by wt) Max	1.0	2.0	3.0
(iv)	Damaged grains (% by wt) Max	2.5	3.5	5.0
(v)	Weevilled Grains (% by count) Max	3.0	5.0	10.0
(vi)	Admixture (% by wt) Max	1.0	2.0	3.0
(vii)	Immature & Shriveled (% by wt) Max	1.0	2.0	3.0
B Optional (Processor/ Industrial)				
(viii)	Uric Acid	Not more than 100mg/kg		
(ix)	Aflatoxin	Not more than 30 microgram/kg		

5. Sampling

- 5 % or minimum one container shall be randomly selected for sampling
- 250 gm shall be drawn from each selected container and shall be mixed homogenously, called as primary sample
- 250 gm shall be drawn from primary sample called as Laboratory sample

Sample Form

- The new e-auction portal, e-RaKAM, launched jointly by MSTC Ltd and CRWC Ltd, in New Delhi, will not only help farmers get reasonable price for their produce, but also save them the effort of carting the produce to the mandi.
- No more hidden participation in secret auction, at KisanServ everything is transparent.
- Supplier/s will participate in e-Bidding where Buyer will know the exact price of produce in the market. Freedom from 1-2-1 price negotiation with Buyers.

Delivery, Collection of Produce and Other Charges

- Depending on the terms of delivery, the winning bidder will be required to take the delivery of goods at the APMC market either by himself or through an authorized agent or logistics provider.
- Buyer can also request the Commission Agent / Seller to dispatch the goods through a transporter identified by him on “Freight to Pay” basis at his own risk Operational Guidelines for Promotion of National Agriculture Market (NAM) and cost Freight, insurance charges etc. to be paid by the buyer.
- Funds due to be paid to the Farmer - Seller / Commission Agent and other beneficiaries like APMC, service providers etc. will be transferred to their respective bank accounts registered with e-NAM after acceptance of delivery by the buyer or his representative within 1 (one) business day by the bank operating the e-NAM account upon on-line approval from concerned APMC.

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