



# e-NAM

## What is e-Nam portal?

- ✓ National Agriculture Market (NAM) is a pan-India electronic trading portal launched in 2016.
- ✓ It is completely funded by Central Government and implemented by Small Farmers Agribusiness Consortium (SFAC).
- ✓ NAM portal networks the existing APMC (Agriculture Produce Marketing Committee) / Regulated Marketing Committee (RMC) market yards, sub-market yards, private markets and other unregulated markets.
- ✓ It creates the nationwide agricultural markets by creating a central online platform for agricultural commodity price discovery.
- ✓ The common electronic trading portal will be called as e-NAM.

## Objectives

- ✓ To integrate markets first at the level of the States and eventually across the country through a common online market platform, to facilitate pan – India trade in agricultural commodities.
- ✓ To streamline marketing / transaction procedures and make them uniform across all markets to promote efficient functioning of the markets.
- ✓ To promote better marketing opportunities for farmers / sellers through online access to more buyers / markets, removal of information asymmetry between farmer and trader, better and real-time price discovery based on actual demand and supply of agri-commodities, transparency in auction process, prices commensurate with quality of produce, online payment etc. that contribute to marketing efficiency.
- ✓ To establish quality assaying systems for quality assurance to promote informed bidding by buyers.
- ✓ To promote stable prices and availability of quality produce to consumers.

## Benefits

- ✓ Transparent online trading with enhanced accessibility to the market. Real time price discovery for better & stable price realization for producers.  
Reduced transaction cost for buyers.
- ✓ Availability of information on e-Nam mobile app about commodity prices.
- ✓ The details of price of commodity sold along with quantity are received through SMS. Quality certification.
- ✓ More efficient supply chain & warehouse based sales.  
Online payment directly to the bank accounts of the farmers.