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Research Paper

A Study to Analyse Gaps in implementation of Electronic National Agricultural Marketing

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ABSTRACT
Agriculture is primary source of livelihood for about 58 per cent of India's population and its contribution in GDP is 17.5 per cent. This paper focused to study gaps in the implementation of operational mechanisms in the e-NAM as expressed by market officials. The Ex-post facto research design was adopted for the study with a sample of 120, covering Nizamabad district of Telangana state. From the analysis,it was found that Lot ID generation, weighments through electronic weighing machine, establishment of soil testing laboratory, issue of single license are fully implemented in e-NAM, quality assaying, single point levy, mobile app features for gate entry and payments, online payments through BHIM, MIS dash board are partially implemented in e-NAM and introduction of e-learning in e-NAM website is not implemented in e-NAM.

KeyWords: *e-NAM, Perception, Market intelligence, BHIM, MIS, Lot ID generation*

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I. INTRODUCTION

Agricultural marketing contributes around 25 per cent of GDP (Mishra and Puri, 2007) and employs 65 per cent of the workforce. Consequently, order to monitor and boost agricultural marketing, under the ministry of agriculture and Government of India has set up specific commodity boards and export promotion councils like coffee board, Cotton Corporation of India (CCI), Agricultural products Exports Development Authority (APEDA), etc. It fixes Minimum Support Price (MSP) to remove the elements of uncertainty and ensure remunerative prices to growers based on recommendation made by Commission for Agriculture Cost and Prices (CACP). In order to reduce malpractices in marketing of agricultural commodities it promotes regulated markets which has increased in number from about 200 in 1950-51 to 7,114 on March, 2014.

National Agriculture e-Market (e-NAM) in India: **A trading portal to transport products to a place where prices are better**. One of the various reform's measures suggested was creation of e-markets o connecting the thousands of disparate, small agricultural marketplaces electronically to create a nation-wide common market. A large-scale initiative was launched in 2016, when the Government of India started the electronic national agriculture market (e-NAM), which is a pan-India electronic trading platform which connects the existing APMC mandis to create a unified national market for agricultural commodities. This includes commodity arrivals & prices, buy & sell trade offers, provision to respond to trade offers, among other services. The e-NAM is an electronic market which "promotes uniformity, streamlining of procedures across the integrated markets, removes information asymmetry between buyers and sellers and promotes real time price discovery, based on actual demand and supply, promotes transparency in auction process, and access to a nationwide market for the farmer, with prices commensurate with quality of his produce and online payment and availability of better quality produce and at more reasonable prices to the consumer".

The electronic National Agriculture Market (e-NAM) initiative might prove an enormous breakthrough if it succeeds in breaking the traders' nexus. National Agriculture Market (NAM) has been conceived to create an online platform which can offer high levels of transparency and encourage healthy competition, the active participation of genuine stakeholders, higher returns to the farming community, and a good deal to consumer.

II. METHODOLOGY

An *Ex-post* facto research design was followed for the study. Ex-post facto research design was followed for the study. The state of Telangana was choosen since the researcher was familiar with local language and culture. Nizamabad district of Telangana state was selected purposively (i.e. as the commodities,

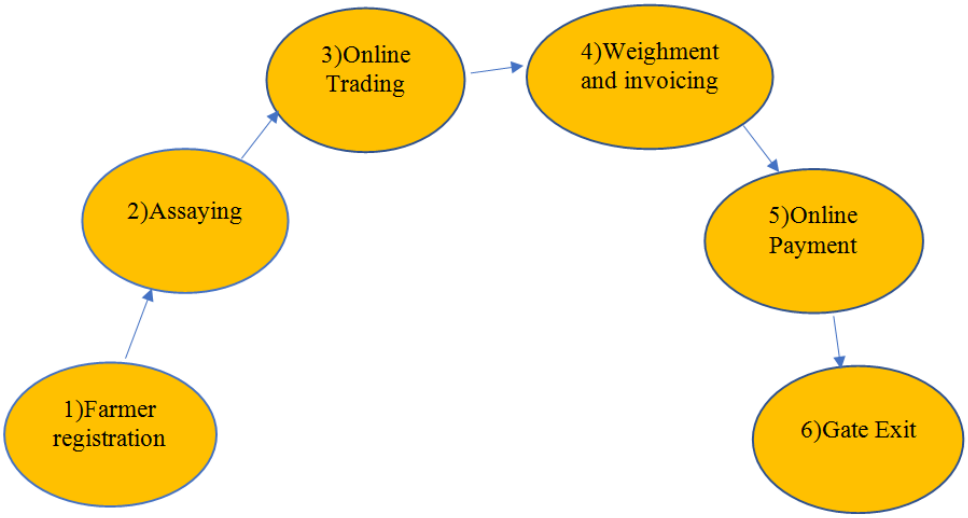
commodities arrivals and commodities traded are more through this e-NAM).60 farmers were selected as respondents of the study at random.20 Market officials, 20 commission agents and 20 traders i.e total of 120 sample size is taken for study.

The data from the respondents was collected with the help of interview schedule. The data collected was analyzed and interpretations were drawn based on results

III. RESULTS AND DISCUSSION

The data was collected from the respondents on the implementation of operational mechanisms by market officials and were analysed, interpreted, and accordingly the following results and conclusion were drawn.

Figure indicated process flow of any product that enters for sale in the e-NAM.



Operational mechanisms advocated by GOI

Lot ID generation	Entering all particulars of the commodity at the time of entry into the AMC and generation of a unique Lot ID number through
Quality assaying	Quality assaying of the lots for moisture, chaffy grains, color, shape, texture etc. in the labs provided in market yards
Electronic weighments	Weighting of lots for knowing the details of lots
Soil Testing Laboratories	Testing the soil samples
Issue of single license	So that inter trading could take place

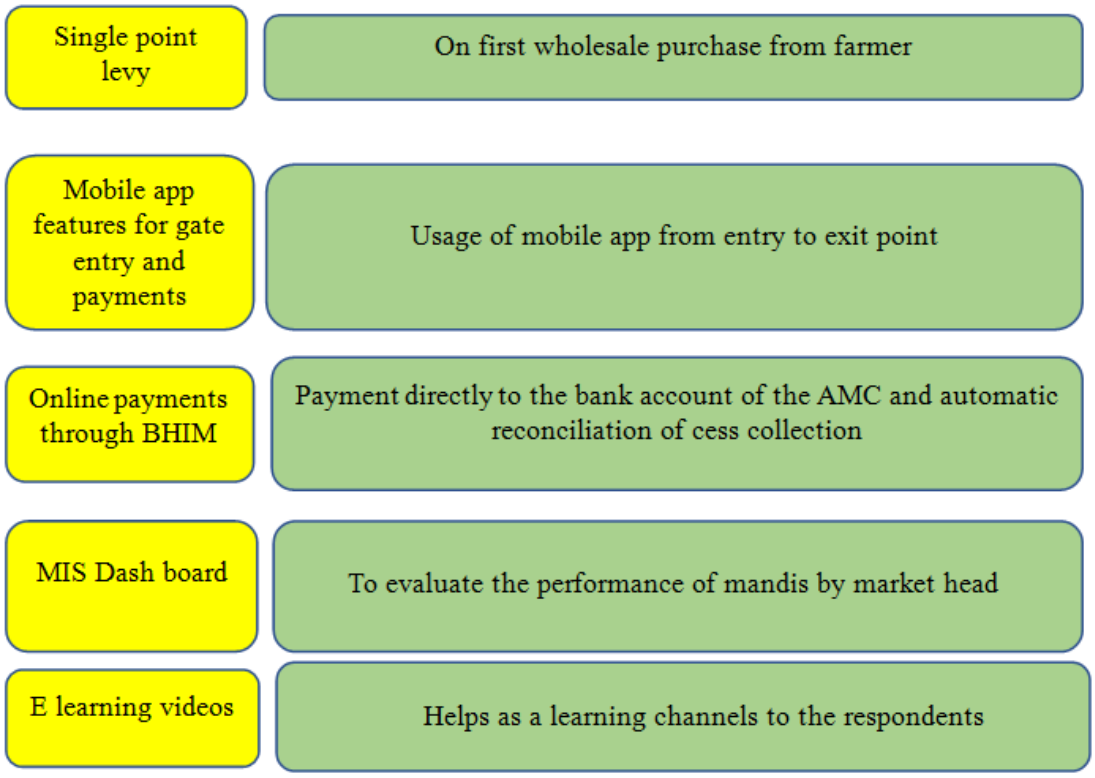


Table 1 Gaps in the Implementation of operational mechanisms in e-NAM (advocated by GOI) as expressed by market officials.

S.NO	Operational mechanism advocated by GOI	Gaps in the Implementation (n=20)			Reasons for partial implementation or No implementation	Suggestions for implementation of operational mechanisms
		FI n%	PI n%	NI n%		
1	Lot ID generation	20	-	-		
2	Quality assaying	-	20	-	1) Tedious and time taking process 2) No different assaying meters for different crops	1)Technologically upgraded assaying meters should be established which takes less time. 2) there should be establishment of different assaying meters for different crops
3	Weighments through electronic weighing machine	20	-	-		
4	Establishment of soil testing laboratory	20	-	-		
5	Issue of single license	20	-	-		
6	Single point levy	-	20	-	1)Due to opposition from existing and well entrenched traders operating in mandis and also due to fragmentation of markets inducing inefficiency over space and time.	1) There should be direct link to farmers and buyers
7	Mobile app features for gate entry and payments	-	20	-	1) lack of awareness on mobile usage	1) Making them aware of mobile app
8	Online payments through BHIM	-	20	-	1) lack of awareness on mobile or computer usage through which BHIM app can be assessed	1) Training the use of digital services
9	MIS dash board	-	20	-	1) It is mostly used by a single person or market secretary to check the performance of mandis.	1) through training for the administrator should be given for effective implementation of e-NAM

10	Introduction of e-learning in e-NAM website	-	-	20	1) Lack of awareness of e-learning in e-NAM	1) Capacity building on e-learning videos.

FI= Fully implemented PI= Partially implemented NI= Not implemented

A glance at the table 1 indicated Lot ID generation, weighments through electronic weighing machine, establishment of soil testing laboratory, issue of single license are fully implemented in selected e-NAM, quality assaying, single point levy, mobile app features for gate entry and payments, online payments through BHIM, MIS dash board are partially implemented in selected e-NAM and introduction of e-learning in e-NAM website is not implemented in selected e-NAM.

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