



Empowering Agriculture: e-NAM's Effective Supply Chain Management Solutions for India's Marketing Challenges

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Abstract

The Electronic National Agriculture Market (e-NAM) stands as an encouragement of modernization in India's agricultural sector, promising to revolutionize traditional trading practices. e-NAM has agricultural diversification by expanding market access and encouraging farmers to grow high-value crops and specialty produce. This enhanced sustainability and resilience in agriculture by catering to evolving consumer preferences. e-NAM fostered market efficiency by reducing inefficiencies and bottlenecks in the agricultural supply chain. By digitizing trading processes, e-NAM minimized paperwork, streamlined transactions, and accelerated the pace of trade. This efficiency gained momentum as more stakeholders embraced e-NAM, resulting in a more dynamic and responsive agricultural market ecosystem. The study was conducted across Uttar Pradesh, Madhya Pradesh, Haryana, and Karnataka, the research examined the role of online trading platforms in agricultural markets. The findings underscore the potential of e-NAM to facilitate efficient online trading, offering improved pricing mechanisms and enhanced market accessibility. However, the study highlights the importance of refining trading policies and providing ongoing training to stakeholders to optimize the adoption and impact of e-trading practices.

Keywords: Agriculture Marketing, Enam Benefits, Income Generation, Farmer, Supply Chain.

Introduction

India is a country with varied Agro-climatic zones, was suitable for cultivating a wide range of crops such as cereals, pulses, horticultural crops,

medicinal and aromatic plants, flowers, etc. Indian farmers were capable of growing all kinds of crops under limited resources to meet their social and family needs as well as the nation's need for food. The Government of India has

introduced the 'electronic-National Agricultural Market (e-NAM)' intending to provide an online trading platform for agricultural commodities to address the issues associated with forwarding linkages. e-NAM helps trade beyond the existing physical marketplaces, strengthening the requisite infrastructure for electronic trading of the produce. It put in place the quality testing facilities that would help in better-informed buyer bidding. However, the ease of access to transact the produce online has enabled the farmers to realize more remunerative prices, reduced transaction costs, more transparency in the sale and purchase of products, and prompt payment of sales proceeds.

Objectives of Research

1. To Assess the utilization of e-NAM among different stakeholders in the context of e-Marketing.
2. To Investigate the array of benefits e-NAM offers to stakeholders.

Material and Method

The data for the study were obtained from primary sources. Four types of respondents were selected for the research: Individual Farmers, Traders, Mandi Workers, and Agri-entrepreneurs. Questionnaires were administered in person due to the limited formal education of the farmers. Each selected respondent was provided with a questionnaire, and responses were recorded by them. Tabulation sheets were prepared for analysis, and tables were then constructed based on the research objectives. A master plan was formulated using data gathered from the questionnaire. The collected data encompassed both qualitative and quantitative aspects. Qualitative data were quantified, and the quantitative data were organized using a logical categorization method. Various statistical techniques were applied in the data analysis such as Percentage, Average, Mean Score, etc.

Results and Discussion

This section presented the study results that examined the impact of the eNAM portal on various agricultural stakeholders. The primary objective was to check the utilization and benefits of services provided by the portal Enam. The quantitative findings were as follows.

Table 1: Distribution of respondents based on suitable reasons for trading through e-NAM

N=150

S. No.	Reasons	Yes	No	Mean Score	Rank
1.	Immediate cash payment	76 (50.7)	74 (49.3)	1.51	I
2.	Better price	35 (23.3)	115 (76.7)	1.23	III
3.	Grading facility	22 (14.7)	128 (85.3)	1.15	IV
4.	Packaging material support	8 (5.3)	142 (94.7)	1.05	V
5.	Easy Process	40 (26.7)	110 (73.3)	1.27	II

From the data presented in Table 1, it was observed that 50.7% of respondents favored choosing e-NAM for trading, primarily due to its immediate cash payment facility for consumers, which obtained a mean score of 1.51 and ranked first in the study area. Following this, 26.7% of respondents found it convenient to trade with e-NAM, with a mean score of 1.27, ranking second in the study area. Additionally, 23.3% of

respondents opted for e-NAM due to the better price they received for their commodities, garnering a mean score of 1.23 and ranking third.

Subsequently, 14.7% and 5.3% of respondents were drawn to e-NAM for its superior grading and packaging facilities, respectively, which obtained mean scores of 1.15 and 1.05, ranking fourth and fifth in the research field. Therefore, based on the results in the table, it can be inferred

that stakeholders selected the portal for marketing purposes due to the provision of proper and improved marketing facilities compared to local markets, signaling a positive reception toward new models of agriculture markets.

Table 2: Distribution of respondents according to factors attracting consumers to adopt the e-NAM portal for trading

N=150

S. No.	Factors	Yes	No	Mean Score	Rank
1.	Success stories	45 (30.0)	105 (70.0)	1.30	II
2.	Attractive Govt. schemes & offers	52 (34.7)	98 (65.3)	1.35	I
3.	Real-time price check	8 (5.3)	142 (94.7)	1.05	IV
4.	Discounts and awards	30 (20.0)	120 (80.0)	1.20	III
5.	Inadequate facility at local mandi	30 (20.0)	120 (80.0)	1.20	III

The data provided in Table 2 outlines the factors that influenced consumers in their adoption of the e-NAM portal for trading. Notably, 34.7% of respondents identified various government schemes as the leading factor motivating adoption, reflecting the impact of supportive policies on consumer behavior. Additionally, 30% of respondents cited the influence of success stories from stakeholders, indicating the persuasive power of real-life experiences in driving adoption decisions.

Moreover, 20% of respondents were attracted by the combination of discounts and offers available through e-NAM, alongside the perceived limitations of local mandis. This suggests a preference for the enhanced benefits provided by the online platform compared to traditional marketplaces. In contrast, a smaller proportion (5.3%) of respondents were enticed by the real-time price check feature for commodities, indicating that while technological advancements are valued, they may not be the primary factor driving adoption.

Table 3: Distribution of stakeholders according to features of e-NAM improving conditions of markets

N=150

S. No.	Features	Yes	No	Mean Score	Rank
1.	Improves supply chain management	135 (90.0)	15 (10.0)	1.90	III
2.	High-income generation (inter-state trading)	147 (98.0)	3 (2.0)	1.98	I
3.	Correct dissemination of information	145 (96.7)	5 (3.3)	1.97	II
4.	Develops technical skills of stakeholders	147 (98.0)	3 (2.0)	1.98	I
5.	Provides a platform to SHG farmers	147 (98.0)	3 (2.0)	1.98	I
6.	Linking Warehouse & transportation units is solution	122 (81.3)	28 (18.7)	1.81	IV

Table 3, illustrated the distribution of respondents based on features of e-NAM that improved market conditions. It was observed that 98% of stakeholders had developed new technical skills, leading to income generation and providing a platform to Self-Help Groups (SHGs) of farmers, with a mean score of 1.98, ranking first. Additionally, 96.7% of stakeholders benefitted

from correct dissemination of information to consumers, achieving a mean score of 1.97 and ranking second. Moreover, 90% of stakeholders reported improvement in handling the food supply chain, with a mean score of 1.90, ranking third. Furthermore, 81.3% of stakeholders highlighted that linking warehouses and transportation units

resolved major problems in Agri-marketing, obtaining a mean score of 1.81 and ranking fourth. The findings concluded that e-NAM played a significant role in improving services in markets and addressed some of the issues faced by traditional mandis.

Conclusion

The comprehensive analysis of data from tables emphasizes the pivotal role of the e-NAM portal in revolutionizing agricultural trading practices and market conditions in India. The overwhelming preference for e-NAM among stakeholders, driven by its immediate cash payment facility, convenience in trading, and ability to secure better prices for commodities, reflects a significant shift towards digital solutions in agricultural marketing. Moreover, the platform's impact extends beyond consumer adoption, with tangible improvements observed in market conditions, including the development of new technical skills, enhanced dissemination of information, and improvements in the food supply chain. Overall, e-NAM represents a transformative force in the agricultural landscape, bridging the gap between farmers and consumers, promoting efficiency, transparency, and inclusivity, and paving the way for sustainable growth and development.

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