

4th International Conference on
Plant Science and Agriculture

March 09, 2022 | Webinar

Impact and challenges of digital agricultural marketing initiative of the government in India: A case of E-NAM

Chidanand Patil

Central University of Punjab, India

The present agricultural marketing system in India is posed with several challenges for marketing of agricultural produce such as fragmentation of state into multiple marketing areas, each area is administered by separate APMC, multiple levy of market fees, requirement for multiple licenses for trading in different APMCs and states, licensing barriers leading to conditions of monopoly, poor quality of infrastructure in the APMCs, low usage of technology, asymmetric information, etc. So integration of agriculture markets across the country through e-NAM platform is seen as an important measure for overcoming these challenges. In 2016, the Government of India introduced new online platform to bring transparency in marketing of agriculture produce called as e-NAM. The e-NAM is supposed to be a game changer in the agricultural marketing ecosystem of the country. The study tries to analyse the impact of e-NAM on prices and arrivals of major agricultural commodities, and the challenges faced by various stakeholders in implementation of e-NAM in the state of Haryana in India. The study was conducted in 8 APMCs in Haryana and 400 farmers, 80 traders and 8 e-NAM officials were interviewed for the study. The results of the study revealed that the quantity of commodities traded through e-NAM platform has increased by 55.71 percent in Haryana. Except Sirsa APMC, there was a significant increase in quantity arrivals in the remaining seven APMCs during the past five years. Except Sorghum, there was a substantial increase in prices of the eight agricultural commodities ranging from 24.88 percent to 77.16 percent from 2015-16 to 2020-21. The study highlights the various problems faced by the farmers,

traders and e-NAM officials in implementation of e-NAM and suggests suitable strategies for strengthening of e-NAM in the country.

Speaker Biography

Chidanand Patil completed his MBA and Ph.D in the field of “Agribusiness Management” from University of Agricultural Sciences (UAS), Bangalore and UAS, Dharwad respectively. Later he worked as a post-doctoral associate at Indian Institute of Management, Bangalore in University of Glasgow (United Kingdom) sponsored project entitled “information, market creation and agricultural growth”. He worked on an international project in Thailand on “ICT initiatives in agriculture for boosting the farmers’ income – lessons from Thailand” sponsored by Indian council of social science research (ICSSR), New Delhi and National research council of thailand (NRCT). Currently, he is working on ICSSR-IMPRESS project entitled “Performance of regulated APMCs in Haryana under new agricultural marketing reforms (e-NAM) regime” sponsored by the Ministry of human resource development. He has supervised 23 agribusiness project reports and published more than 22 research papers in various journals. He has been awarded with the Jawaharlal nehru scholarship for doctoral studies (2012); Manthan – business plan presentation competition 2012 award” organized by FKCCI (Federation of Karnataka Chambers of Commerce and Industry); selected for ICSSR doctoral studies fellowship; selected for SRF (senior research fellowship) for doctoral studies sponsored by Indian council of agricultural research. He has presented research paper on “ICT in agriculture for improving farmers’ income – A study of India and Thailand” during the 13th ICSSR-NRCT joint seminar sponsored Chiang Rai, Thailand (2019). He has delivered a talk on “Agri-entrepreneurship opportunities and ICT in agriculture” at Pridi Banomyong International College, Thammasat University, Thailand (2019). His research interest is in the area of agricultural marketing, food and agriculture policy and agripreneurship development.

e : chidusam@gmail.com

 *Notes:*