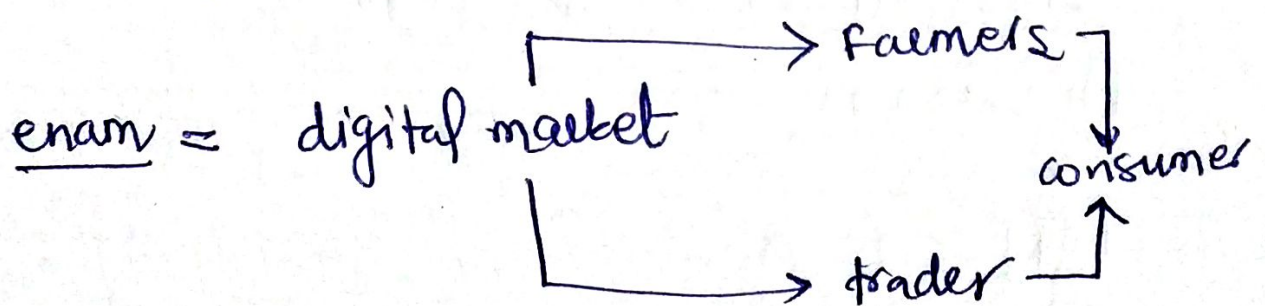


Hon'ble PM in his recent address stated that digitisation is becoming a norm in India, and electronic-National Agricultural market (e-NAM) is doing the same with farmers and traders.

e-Nam is a platform which electronically link all the stakeholders such as government, farmer and trader with each other through internet as a digital market



Benefits of e-Nam

(i) elimination of middlemen and trade distorting activities.

(ii) online-on time saving - of producer & dealer for quality and payment delay/default respectively and thus judging positively for improvisation instead of enforcement.

(iii) Data Generation for the government to make policies and monitor digitally

(iv) consumer's choice has been enhanced through multiple dealers and reduced price due to competition.

Example of market came under e-NAM is Azadpur mandi of Delhi, which is witnessing reduction in payment defaults and delays.

But challenges associated with

e-NAM is

(i) supply chain - such as

cold storage for perishable products throughout country.

(ii) small players feel excluded due to absence of scale and low digital literacy and internet intensity creates difficulty for them.

(iii) dispute resolution is weak complex and delayed for counterfeit products and contract default.

But government through kisan-sampada yojna, kisan fair, and startups is providing a support to e-NAM,

with e-NAM the vision of digital India along with doubling farmers income by 2022 can be achieved