

National Agriculture Market (eNAM) Govt. of India



FACTS

Company

NATIONAL AGRICULTURE MARKET (ENAM) – Govt. of India Initiative

Industry Agriculture

Geography India

THE COMPANY

National Agriculture Market (eNAM) is a pan-India electronic trading portal which networks the existing APMC mandis to create a unified national market for agricultural commodities. Small Farmers Agribusiness Consortium (SFAC) is the lead agency for implementing eNAM under the aegis of Ministry of Agriculture and Farmers' Welfare, Government of India.

To promote uniformity in agriculture marketing by streamlining of procedures across the integrated markets, removing information asymmetry between buyers and sellers and promoting real time price discovery based on actual demand and supply.

Integration of APMCs across the country through a common online market platform to facilitate pan-India trade in agriculture commodities, providing better price discovery through transparent auction process based on quality of produce along with timely online payment. its foot prints through the nation and beyond.

Here more than 5000 Concurrent users use the application across the country in over 585 Markets. The daily transactions number crosses 4.5 lakhs.

This Application is indigenously developed in Oracle stack due to its platform independence, customization, reusability and Source availability

CHALLENGES

- Difference in Business Process of Agricultural Produce Market committees across 16 States and 2 UT
- Handholding and ensuring Proper Implementation at Farmer Market level
- Low Internet Speed in most of the Farmer Market
- Integration of Stake-Holders-Farmers, Traders, Commission Agents

OBJECTIVES

- To integrate markets across the country through a common online market platform, to facilitate pan India trade in agriculture commodities
- Increase access to farmers for more markets – Enhance competition and transparency in agriculture trade
- Digital operations and online payment to sellers

SOLUTION

- Extensive Study and Harmonization of Business Process for all the states
- Large Project Management methodology was adopted to execute the project
- Strategic Deployment of 600+ Technical experts were done across the country
- Advanced Open Source based Technical Architecture based on Oracle ADF were deployed
- More than 20000 Programs across the country

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BENEFITS

- Uniformity in agriculture marketing by streamlining of procedures across the integrated markets, removing information asymmetry between buyers and sellers and promoting real time price discovery based on actual demand and supply.
- Integration of APMCs across the country through a common online market platform to facilitate pan-India trade in agriculture commodities, providing better price discovery through transparent auction process based on quality of produce along with timely online payment.

KEY ACHIEVEMENTS

- Successful integration of 415 mandis with eNAM
- eNAM infrastructure upgradation
- Integration of WDRA with e-NAM: Under WDRA trading module WDRA accredited warehouse is listed as a “notified market area” or “deemed mandi” and electronic Warehouse Receipt (eNWR) issued from WDRA are translated as tradable lot on e-NAM for e-auctioning. This would enable farmers to directly trade from warehouse while maximizing their incentives.
- Interoperability between e-NAM and UMP (ReMS): Interoperability with UMP platform of ReMS (Karnataka) to establish SSO (Single Sign-on) between e-NAM & ReMS (UMP) has been completed. Through Interoperability e-NAM Trader with his e-NAM’s login credentials would be able to freely navigate amongst both platform without having to login again onto different platform, likewise for ReMS traders as well. This feature provides more markets access to traders of both platforms.
- FPO module and Farmgate Module: FPO trading module has been developed enabling FPOs to trade from their collection centers. Similarly, Farm-gate trading module provides real time farm gate level trading facilities to the farmers which enables them to upload lot-wise details of their produce for trading purposes.
- Development of Logistics Module: Logistics module enables logistics service providers to create their profile including name of the company, area of service, vehicles attached & number of vehicles available, base rate etc.
- Integration with platforms like AGMARKNET, KISAN SUVIDHA, KISAN RATH & UMANG PLATFORMS:
- Inclusion of multiple Banking Partners on e-NAM

KEY FIGURES

- Trade Volume - 4.31 Cr Metric Tones & 5.04 Cr nos. (Upto March 2021)
- Trade Value - ₹ 1,30,753 Cr (Upto March 2021)
- Users - 1.70 Cr Farmers, 1.6 Lakh Traders, 90 Thousand CA’s & 1800+ FPOs
- 175 Commodities listed on e-NAM
- 1000 Markets integrated
- The system handles 500+ transactions per minute during peak hours

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