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Integrating e-NAM with private mandis can ensure better price realisation for small & marginal farmers. Comment

e-National Agricultural Market (e-NAM) is a digital initiative in field of agricultural marketing. It aims to link government led APMC mandis all across India in a unified mobile platform to improve consumer supplier links.

- Since inception of e-NAM program in 2016, about 3000 mandis are on e-NAM platform. Union Budget of 2021 aims to integrate 1000 more mandis across various states in e-NAM platform.
- Private mandis participation on e-NAM has following benefits :-
  1. It opens up more avenues to the producer to sell his goods to, which would be a step forward in enhancing farmers income.
  2. Fair competitiveness in the market platform would benefit consumers also because of multiple options present.
  3. It paves way for transparent functioning of mandis & government could have a look on the prices of various <sup>agri.</sup> products in the markets.
  4. Through such a unified platform agricultural sector would be able to tap investment, because corporates prefer to deal with Farmer Producer Organisations or co-operatives rather than dealing with a farmer alone.
  5. Incorporation of private players in the sector would also increase innovation and infrastructural necessity of the agri. sector.

Challenges :-

1. Multiple regulators- Agriculture being a state subject rules may vary in states making it a cumbersome process for the private players to deal with.
2. Absence of any <sup>independent</sup> regulatory authority to look into the arising disputes.
3. Lack of consensus and definite set of rules of trade among the farmers & the private players.

Agriculture <sup>sector</sup> being a major employer in the Indian economy needs to tap private investment to cater to the needs of the dependent population. Government's aim to double farmers income by 2022 could only be realised by investing more in agriculture sector through private route and minimal government interventions.