

KNOWLEDGE OF E-NAM (ELECTRONIC NATIONAL AGRICULTURE MARKET) CONCEPT AMONG FARMERS OF NAGOUR DISTRICT OF RAJASTHAN

Archana Sajeevan¹ & Dr. Jahanara²

¹Research Scholar, Department of Agricultural Extension and Communication, Prayagraj, India

²Professor and Head of Department, Department of Agricultural Extension and Communication, Prayagraj, India

ABSTRACT

The study was conducted in Kuchaman block of Nagaur district of Rajasthan to measure the knowledge of e-NAM concept among the farmers. With the help of random sampling method, 120 respondents were selected and data were collected by personal interview method with a pre-structured interview schedule and later appropriate statistical analysis was done to find out the meaningful results. The finding of the study revealed that the overall level of knowledge of regarding e-NAM (Electronic National Agriculture Market) concept among farmers were medium level. It was evident that majority of the respondents have faced constraint in using e-NAM process. The respondents reported that they were not well versed in the technology and they faced difficulty while handling the mobile application. More than three fourth of the Respondents expressed that limited number of commodities were covered under e-NAM, more than half of the respondents faced difficulty in payment method and faced complexities in using e-NAM processes.

KEYWORDS: Knowledge, e-NAM, Constraints

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INTRODUCTION

Agriculture marketing is administered by the States as per their agri-marketing regulations, under which, the State is divided into several market areas, each of which is administered by a separate Agricultural Produce Marketing Committee (APMC) which imposes its own marketing regulation (including fees). Recognizing this fact, the Government of India and Department of extension education connecting farmers to Digital platform. One of the connecting dots is e-NAM. National Agriculture Market (e-NAM) is a Pan-India electronic trading portal which networks the existing APMC mandis to create a unified national market for agricultural commodities. The e-NAM portal provides a single window service for all APMC related information and services. This includes commodity arrivals & prices, buy & sell trade offers, provision to respond to trade offers, among other services. While material flow (agriculture produce) continues to happen through mandis, an online market reduces transaction costs and information asymmetry. (Sathyendra, 2020)

e-NAM is the largest e-trading platform for farmers in India. It is envisaged to protect the farmers as well as consumers interest in fair agricultural marketing practices. An online market reduces transaction costs and helps in overcoming the information asymmetry. It also helps in scientific price discovery through increased participation of traders across the country. A Unified Agricultural Market has its positive impact on the Institution and Physical environment, balanced development across the states, competitiveness, farmer's participation, better price, price transparency, reduction

in number of intermediaries and creation of new markers. e-NAM helps in the elimination of traders' cartels and price manipulation by local trading groups, and in reducing price spread between producers and consumers. (Chand, 2016)

A national e-market platform is useful for transparent sale transactions and price discovery, initially in regulated markets. Willing States accordingly enact suitable provisions in their APMC Act for promotion of e-trading by their State Agricultural Marketing Board/APMC. Liberal licensing of traders / buyers and commission agents by State authorities without any pre-condition of physical presence or possession of shop /premises in the market yard is possible. One license for a trader is valid across all markets in the State. (MANAGE 2018)

RESEARCH METHODOLOGY

Descriptive research design was used for the study as it describes the phenomenon and characteristics that are being studied. The present study was conducted in Nagaur district of Rajasthan state. Kuchaman block in Nagaur district of Rajasthan was selected purposively for present study because of presence of APMC mandi in Kuchaman block and based on number of farmers doing commercial farming. Six villages were selected randomly from the selected block for the study. The list of selected villages was Borawar, Budsu, Bidiyad, Kinsariya, Maulasar, and Gelasar.

Objective of the Study

- To ascertain the socio-economic status of the respondent.
- To assess the knowledge of the respondents about e-NAM concept.

RESULT AND DISCUSSION

Table 1: Socio-Economic Profile Characteristics of the Respondents

S.No.	Independent Variable	Category	Frequency	Percentage
1	Age	Young age group	35	29.17
		Middle age group	67	55.83
		Old age group	18	15.00
2	Education	illiterate	19	15.83
		Primary school	16	13.34
		Junior higher secondary	39	32.50
		Higher secondary	27	22.50
		Intermediate	07	05.83
		Graduate &above	12	10.00
3	Occupation	Agriculture	95	79.16
		Agriculture + Business	03	02.50
		Agriculture + Labour	20	16.67
		Agriculture+ Government / Private services	02	01.67
4	Farm size	Below 1 hectare	65	54.17
		1-2 hectares	27	22.50
		2-3 hectares	19	15.83
		Above 3 hectares	09	07.50
5	Annual Income	Low	42	35.00
		Medium	51	42.50
		High	27	22.50
6	e-literacy	Low	09	07.50
		Medium	33	27.50

Table 1 Contd.,

		High	78	65.00
7	Mass Media Exposure	Low	27	22.50
		Medium	67	55.83
		High	26	21.67
8	Social participation	Low	15	12.50
		Medium	86	71.67
		High	19	15.83
9	Farming experience	Low	29	24.17
		Medium	71	59.17
		High	20	16.66
10	Extension contacts	Low	27	22.50
		Medium	79	65.83
		High	14	11.67

Table 1 above revealed that majority (55.83%) of the respondent farmers falls in middle age category, more than one-fourth (32.50%) of the respondents had completed their junior higher secondary. Majority of the respondents (79.16%) in the study area performed agriculture as their regular activity for generating income. It was evident that more than half (54.17%) of the farmers holds below 1 hectare of land. When it comes to annual income it could be seen that nearly half (42.50%) of the respondents were having annual income of fifty thousand to one lakh rupees. The findings of the present study were similar with the findings of Maya *et al.* (2018), Tyngkan (2018).

It was revealed that majority (65.00%) of the respondents possessed adequate level of e-literacy, The Study revealed that more than half (55.83%) of the respondents had medium mass media exposure. It was interpreted from the table 1, that more than half (59.17%) of the e-NAM had medium level of farming experience. About (71%) of the respondent had medium level of social participation .The study revealed that about (65.83%) respondents had medium extension contact. The findings are in conformity with that reported by Maya *et al.* (2018) and Wahab (2018)

Table 2: Knowledge of the Respondents about e-NAM Concept/ Process

S. No.	Contents	Fully Aware	Partial Aware	Not Aware
1.	Knowledge of e-NAM portal	98 (81.66%)	20 (16.67%)	02 (01.67%)
2.	Awareness of e-NAM Process flow	95 (79.16%)	23 (19.17%)	02 (01.67%)
3.	Awareness of the commodities traded under e-NAM	99 (82.50%)	16 (13.33%)	05 (04.17%)
4.	Knowledge about electronic gate entry slip	85 (70.84%)	28 (23.33%)	07 (05.83%)
5.	Awareness of Auction/Trading platform and Assaying under e-NAM	91 (75.83%)	24 (20.00%)	05 (04.17%)
6.	Understanding of e-bidding process	94 (78.33%)	21 (17.50%)	05 (04.17%)
7.	Awareness about farmer receiving bid price on registered mobile number	99 (82.50%)	20 (16.67%)	01 (00.83%)
8.	Weighing of the commodity is done on the electronic weighing machine in the mandi	88 (73.33%)	27 (22.50%)	05 (04.17%)
9.	Awareness about one license for a trader that is valid across all markets in the state	86 (71.67%)	31 (25.83%)	03 (02.50%)
10.	Knowledge about provision for assaying (quality testing) infrastructure in every market to enable informed bidding by buyers under e-NAM	80 (66.67%)	36 (30.00%)	04 (03.33%)

Table 2 above reveals that majority (82.50%) of the respondents were aware of the commodities traded under the e-NAM. (81.66%) of the e-NAM registered farmers know about the presence of e-NAM portal. Nearly three-fourth (79.16%, 78.33% and 75.33%) of the farmers had understood that how the e-NAM process works, bidding process and aware of Auction/Trading platform and assaying under e-NAM respectively. About (30.00%) of the farmers had partial awareness towards provision for assaying (quality testing) infrastructure in every market to enable informed bidding by buyers under e-NAM. More than one-fourth of respondents had partial knowledge on one license scheme for the traders. About (05.83%) of the respondent farmers were not aware about the presence of entry slip for gate entry.

Table 3: Distribution of Respondents according to their overall knowledge about e-NAM Concept

Knowledge	Frequency	Percentage
Low	16	13.33
Medium	68	56.67
High	36	30.00
Total	120	100

The table 3 above reveals that majority of the respondents (56.67%) had medium level of knowledge about e-NAM. Significant percentage of respondents was found to have high (30.00%) and low (13.33%) level of knowledge respectively. The findings are in conformity with that reported by Raju M.S (2018)

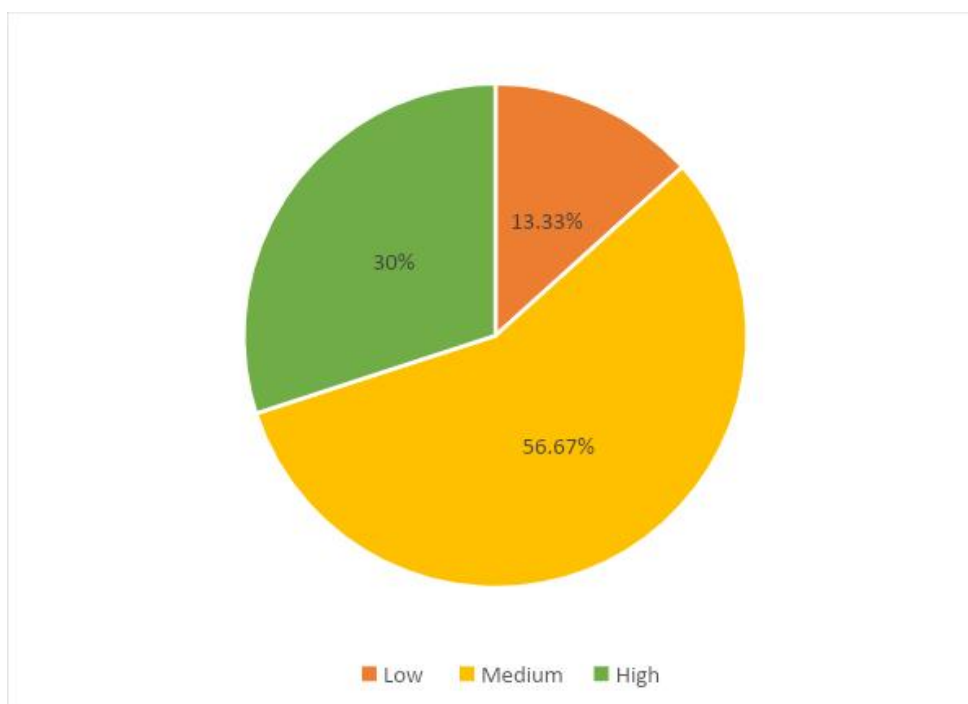


Figure 1: Distribution of Respondents According to their overall Knowledge About e-NAM Concept.

CONCLUSION

It is concluded that the majority of the respondents belonged to the middle-aged group, having medium level of education, annual income, farming experience and were indulged in agriculture activities only as source of income. Further the majority of the respondents had marginal sized land holdings up to 1 hectare. Majority of the respondents had adequate level of e-literacy. Majority of the respondents had medium level of mass media utilization, and social participation. Nearly

two third of the respondents had medium level of extension contact. Most of the respondents belonged to the category having medium level of knowledge about e-NAM process. It is suggested that government should work for improving restructuring, reforming and modifying e-NAM for its efficient utilization by the farmers as there is a wide gap between the intent and execution of e-NAM.

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