

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

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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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