A STUDY ON LINKING FARMERS TO E-NAM SCHEME WITH SPECIAL REFERENCE TO NIZAMABAD DISTRICT

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ABSTRACT

In the view of importance of agricultural sector for the growth and development of the nation's economy, National Agriculture Market has been incorporated by Department of Agriculture and Cooperation. E-NAM (Electronic National Agricultural Market) is a pan-India electronic trading portal launched by Ministry of Agriculture & Farmers' Welfare, Govt of India, to facilitate farmers, traders, buyers, exporters and processors with a common platform for trading commodities. The main objective of the study is to know the level of farmer's perception towards Enam and to create awareness about the benefits and facilities provided by Enam among farmers. The data was collected SPSS using a structured questionnaire applied the technique of one-way Anova through. The study found that most of farmers are selling their commodities through ENAM and gaining adequate price for their produce. The study also found that the farmers are even satisfied with the mode of payment system. The study also found that most of the farmers get quality produce and high productivity by seeking their advice from soil testing lab and agriculture officers. The study also observed the Rythu bandhu scheme was not being used by the farmers in mandis because of lack of awareness, it is suggested that by conducting awareness

programmes in surrounding areas will definitely help majority of the farmers to use different facilities in Enam scheme.

Key words: ENAM, agriculture, adequate price , farmers and traders.

INTRODUCTION

Prime Minister Narendra Modi launched e-trading platform for Agriculture products, terming it a turning point "to ensure transparency in buying and selling of farmers produce across the country. In the view of importance of agricultural sector for the progress and development of the nation's economy, National Agriculture Market has been incorporated by Department of Agriculture and Cooperation. E-NAM (Electronic National Agricultural Market) is a pan-India electronic trading portal launched by Ministry of Agriculture & Farmers' Welfare, Govt of India, to enable farmers, traders, buyers, exporters and processors with a common platform for trading commodities. e-NAM is pointed at integrating mandis to help both farmers and buyers by providing them data of produce available, its quality and the price being offered at the bidding markets. The launch is aimed at providing more options to farmers to sell their produce. Initially 21 Mandis from eight states have been linked to the E-Nam Scheme. Government plans to link 200 Mandis to the portal within five months and 585 by March 2018. The purpose behind NAM is the formation of a common national market for Agriculture commodities through an e-platform network. National Agriculture products market platform will assimilate 585 wholesale markets across India under an online platform. It is set to be launched on the Occasion of 125th birth anniversary of Dr.BR Ambedkar .It safeguards farmers get stable prices and steady availability. It will be implemented in 3 phases covering 250, 200 and 135 Mandis during 2015-16, 2016 -17 and 2017 – 18. A budgetary provision of Rs 200 crores has been made to be spent over the next three years. The Portal is managed by Small Farmers' Agribusiness Consortium (SFAC) appointed by the Ministry in association with a group of planned partner selected for the purpose. SFAC through open tender selected Nagarjuna fertilizers, chemicals ltd, and Ikisan divisions as strategic partner to develop, operate and maintain the e-nam platform.
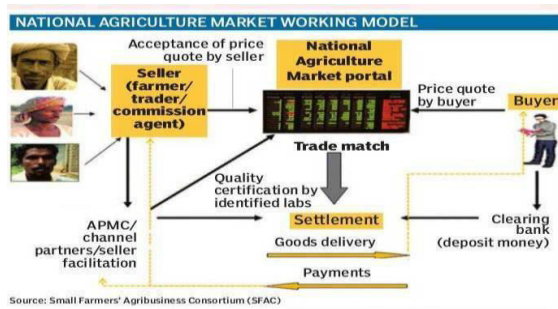
E-NAM: -

E-NAM is an online platform with a physical market or mandi at the backend. NAM is not a parallel marketing structure but rather a tool to create a national network of physical mandis, which can be accessed online.

- It pursues to leverage the physical infrastructure of mandis through an online trading portal, enabling buyers situated even outside the state to participate in trading at the local level.

ENAM Stakeholders

National Agriculture Market is beneficial to every stakeholder involved in the process.

1. Mandis
2. Farmers
3. Traders
4. Buyers, processors & Exporters

Working system of ENAM in Nizamabad district:-

The Agricultural Market Committee, Nizamabad has come into existence underrate while Hyderabad Market Act on **29-01-1938.** As per the A.P. Markets Rule 1966, the Notified area of Agricultural Market Committee, Nizamabad comprises on the following (06) mandals, notified market area is (20) KMs radius around the Agril.Market Committee, Nizamabad. It has 68.00 Acres of land where all the required amenities provided for the use of stake holders i.e., Farmers, Commission Agents, Traders and other market functionaries.

1. NIZAMBAD   2.MAKLOOR 3.NANDIPET
4.DICHPALLY   5.DHARPALLY   6. NAVIPET

Main Crops:-The Committee notified area of main crops is **Paddy, Maize, and Turmeric Soya bean, Onions, Pulses,** Oil Seeds, Amchur and Vegetables

Market Yards:-There are (02) market yards, are functioning situated at Nizamabad town
1)   Shradhanand Gunj Market -68 Acres meant for All Agricultural Commodities 2) Gandhi Gunj Market- 04 Acres meant for Vegetable

Services to Farmers:

a)   Implementation of E-NAM: all the transactions in the market yard are done through e-NAM Portal i.e., www.eam.govin . The Hon'ble Prime Minister successfully implants the eNAM in the market yard Nizamabad since inauguration on **Date: 14.4.2016**. All the Commodities are transacted in the eNAM portal itself. Prior to introduction of e-NAM comprehensive electronic bidding System was introduced in the year 2013-14 in the market yard Nizamabad, in which only bidding was done on-line. The said system was limited to the market yard itself.

Table - 1
Registered members in E-NAM Scheme

	2016-17	2017- 18
No. of farmers Registered	39,975	58,327
No. of Purchaser registered	423	423
No. of Commission Agents	113	113
Total Commodities	45	38
No. of Quintal Traded	13,52,439	16,57,711
Total Turnover (in crores)	542.50	672.31

 Source: Market yard ShradhanandGunj, Dep of Agriculture, Nizamabad**.**

b) Introduction of Direct Sale Platform (e-NAM): In addition to the implementation of e-NAM the Direct Sale System was introduced in the market yard, Nizamabad by the Dist. Collector, Nizamabad as a innovative measure to save the farmer from the clutches of the Commission Agents. Where a farmer can sell his produce to the purchaser directly without interference of the Commission

Table – 2

No.of farmers participated 2,620	....
No.of Purchasers registered 46	....
Total Commodities 4	....
No. of Quintal Traded 16,449	....
Total Turnover (in crores) 7.90	....

Source: Market yard ShradhanandGunj, Dept. of Agriculture, Nizamabad

c)Assaying Lab:-For issue of certification of quality of Agril. Produce brought by the farmers the same parameters shall be uploaded in the system along with the lot number.

d) Soil Testing Lab: -The services of Soil Testing Lab are provided to the farmers who are trained at village level before sowing any crop they should test their land samples so that they can reduce use of the excess Fertilizers and un wanted fertilizers for their crops.

e) RythuBandhuPathakam: The Agril. Market Committee, Nizamabad is being implemented the RythuBandhuPathakam un-interruptedly from 1983 under the scheme the small and marginal farmers are getting short-term loan by pledging their produce in the market committee go downs to meet the immediate expenses and to avoid the distress sales (statement enclosed)

f) Digital Display Boards: Digital Price display boards have been erected at various prominent places in the market yard which display prevailing prices of various commodities.

REVIEW OF LITERATURE: -

HIGH POWERED COMMITTEE ON AGRICULTURAL MARKETING, 1992 (GURU COMMITTEE) IN 1995 Gujarat State Agricultural Marketing Board to suggest improvements in the functioning of market regulation scheme. The Committee submitted its final report on 26th November, 1992. The Committee in its report has suggested several changes in the existing market regulation programme and restructuring of the agricultural produce market committees and State Agricultural Marketing Boards.

Ramamurthy (1996) studied the major socio-economic constraints in cotton production and management. The study identified the major production constraints as poor quality input supply, inadequate credit supply and high production risk and the marketing constraints

as price fluctuation, storage problems under weighment and poor market development

WORKING GROUP ON AGRICULTURAL MARKETING AND TRADE FOR XI FIVE YEAR PLAN (ACHARYA) , 2006 As a part of preparation of the strategy for agricultural marketing reforms and international trade in agricultural commodities, the Planning Commission (Government of India) constituted a Working Group in 2006 under the chairmanship of Dr. S.S. Acharya to suggest measures in this regard. The Working Group reviewed the entire scenario of agricultural marketing and trade, and made several recommendations.

Ommani and Chizari (2006) studied the use of information technology by extension agents in Iran. The real challenges were not to produce or store information but to make it available for efficient use. IT has decreased the cost of information flow, disseminated information and facilitated the large amount of information to all participants in agriculture sector. The productivity and competitiveness of farmers can be achieved by providing them with expert advice. They found that farmers used computer, WWW, E-mail etc. in getting agriculture related information.

Easwaran R.Salvadi,Ramasundaram P, (2008) , The present study is an investigation into the futures markets in agricultural commodities in India. The econometric analysis of the relationship between price return, volume, market depth and volatility has shown that the market volume and depth are not significantly influenced by the return and volatility of futures as well as spot markets.

Sudaryanto and Soekartawi (2009) evaluated several factors that influenced ICT adoption among Java agribusiness. ICT made information freely, easily and quickly accessible to farmers at anytime and anywhere in world. Regression Model was used to test the factors of internet adoption.

SinghK.M., SinhaShradhajali,(2010), The study based on the secondary data compiled from several sources, from this paper has revealed that the institutional credit to agriculture in real terms has increased tremendously during the past four decades. The structure of credit outlets has witnessed a significant change and commercial banks have emerged as the major source of institutional credit in recent years.

KhareN.K., AgrawalSonam, RajanParvez, (2011), Status of ICT Application in Agriculture -an Overview, Indian Journal Of Extension Education Volume: 47 Issue: 3and4 Pages: 132-137 26 MSSRF, Agrisnet, e-arik, etc which help to farmer to get right information at right time. The continued increase in globalization and integration of food markets has intensified competition and efficacy in the agriculture sector, and has brought unique opportunities to include more smallholders into supply chains. Yet in the same vein, agriculture faces a range of modern and serious challenges, particularly in developing countries different ICT project help to cope up the problems Ferroni and Zhou (2012**)** discussed the purpose of extension with respect to farmers 'in dissemination of knowledge. Farmers experienced a knowledge gap of services and quality inputs, information of price and markets, post harvest management, quality production and safety standards. Extension can generate the best and desired outcomes. The "market-driven" approach has clearly succeeded when farmers organize themselves into groups or cooperatives, access knowledge and needed resources, and sell profitably into predictable supply chains. They concluded that mobile application could communicate and inform farmers when tackled by innovative actors. NGOs and private players were found growing rapidly as compared to public extension.

Sindhu M R, Aditya Pabshettiwar, Ketan.K.Ghumatkar, Pravin.H.Budhehalkar, Paresh.V.Jaju G. H. Raisoni (2012) , in their research named E – Faming, an attempt was made in creating a website that would help Indian village farmers to sell their products to different city markets using a computerized approach.

K. Mishra &Paridhi Bhandari (2013) , made a study on the problems faced by agriculture sector in Chhattisgarh and suggests by spreading awareness among the farmers, giving importance to education of every age group, technological advancement

Da Huo, (2014) , the purpose of this paper is to focus on the impact of country-level factors and aim to find out how the factors affect the export competitiveness of agricultural industries from emerging markets. Agricultural industries have been traditionally

one of the important contributors to the increased exports from emerging markets.

IMPORTANCE OF THE STUDY
The present study has been undertaken to create awareness on online trading of crops, usefulness to farmers, traders, consumers without incurring any losses. Before E-NAM Scheme the farmers are facing many problems such as less profits, mediator problems etc. The consumers used to buy less quality products, high costs. But after introducing the E-NAM Scheme these problems were solved, Hence the present study was undertaken.

OBJECTIVES OF THE STUDY
The main objective of the study is to analyze the farmers perception towards E-NAM (with special reference to Nizamabad district) and importance of agriculture marketing and its important aspects that are technical as well as general in nature. Hence, the other specific objectives framed for the purpose of the study are

- To create an awareness on E-NAM scheme
- To study the working system of E-NAM scheme in Nizamabad district
- To analyse the farmers perception towards E-NAM Scheme with special reference to Nizamabad.

RESEARCH METHODOLOGY
This research work is an empirical research and data were collected from both primary and secondary sources. But the study is mainly based on primary data.

The primary data was collected from 89 respondents through structured questionnaire consisting of exactly 25 set of questions and SPSS.16 version was used to analyse the data and applied technique of one-way ANOVA graphs was used to analyse the data. The questions included were primarily multiple choice-respondents needing to tick the correct and proper response. Some responses were collected in terms of likert5-point scale as follows –

1. strongly agree 2 .agree 3. neutral. 4. Disagree 5. Strongly disagree

Simple random sampling technique was adopted for collecting primary data.. Besides

primary data, some amounts of data were collected from secondary sources.

Limitations of the study:-
1. The study is limited to the area of Nizamabad district only.
2. The respondents already had some neutral or positive perception about e-nam.

DATA ANALYSIS AND INTERPRETATION PERCEPTION OF FARMERS TOWARDS ENAM SCHEME

Table: 4

Demographic profile of the respondents		
	No. of persons	Percentage
Age < 25 yrs.	4	4.49 %
25 to 35 yrs.	20	22.47 %
35 to 50 yrs.	42	50.56 %
50 to 70 yrs.	18	20.22 %
Total	**89**	**100 %**
Gender Male	72	80.89 %
Female	17	19.10 %
Total	**89**	**100 %**
Education Illiterate	43	48.31 %
Primary	11	12.35 %
Secondary	13	14.60%
Higher secondary	13	14.60%
Graduate	9	10.11%
Total	**89**	**100 %**

Source: primary data collected from respondents

The Objective of this paper is to analyze the profile of the sample respondents. This in turn will help to understand the nature and structure of the sample respondents. The profile of the respondents will help to understand the concept and the framework of the respondents for ENAM Scheme. In social sciences research personnel characteristics of respondents have very significant role to play in expressing and giving the responses about the working system of Enam. keeping this in mind, in this study a set of personal characteristics namely, age, gender, education etc of the 89 respondents have been examined and presented in this paper. This shows that the respondents interviewed has been divided in to three age groups i.e. less than 25yrs comprises of 4.49 % between 25-35 years

comprises of 22.47 %, between 35-50 years comprises of 50.56 %, between 50- 70 years comprises of 20.22 %. In a way, the response of an individual is likely to determine by his educational status and therefore it becomes imperative to know the educational background of the respondents. From the above table it shows that about 14.60% of the respondents were educated up to higher secondary level and relatively lesser number of them, 10 per cent was educated up to graduation level. The number of respondents attaining graduation was very few. A considerable number of respondents were just functionally literates and more than 48 per cent of them were illiterates. From the above profile we can interpret that the respondents were mostly comprises of male and illiterate between the age group of 35 to 50 yrs.

Hypothesis- 1

Null Hypothesis (Ho): Farmers don't get adequate price for their produce in Enam scheme.
Alternative Hypothesis (Ha): Farmers get adequate price for their produce in Enam scheme.

ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.340	3	1.113	1.743	.021
Within Groups	54.278	85	.639		
Total	57.618	88			

Cross tabulation

		what is the adequate price for your produce?				Total
		very low	low	Moderate	high	
Age	Less than 25 yrs	0	1	3	0	4
	25 to 35 yrs.	7	2	12	1	22
	35 to 50 yrs	7	6	31	1	45
	50 to 70 yrs	1	1	15	1	18
Total		15	10	61	3	89

Source: primary data collected from respondents

The level of significance was 0.021. As it is less than 0.05 Hence, it can be concluded that the proposed null hypothesis was rejected and alternative hypothesis accepted. It is inferred that majority of the farmers get reasonably good price for the product they sell in the mandis. On an average majority of farmers are satisfied with the price for which they sell the product. it was suggested them to obtain modern methods in cropping to yield more produce and then they can get profit than before.

Hypothesis-2

Null Hypothesis (Ho): There is no significant difference between literacy level of respondent and mode of payment system in Enam Scheme.

Alternative Hypothesis (Ha): There is significant between literacy level of respondent and mode of payment system in Enam Scheme.

ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.037	3	.012	.064	.979
Within Groups	16.525	85	.194		
Total	16.562	88			

Crosstabulation

		Are you satisfied with the payment system ?		Total
		much	very much	
.Education	Illiterate	12	31	43
	primary	2	9	11
	secondary	2	11	13
	higher secondary	4	9	13
	Graduate	2	7	9
Total		22	67	89

Source: primary data collected from respondents

Analysis: The level of significance is 0.979. As the calculated value is greater than 0.05 Hence it can be concluded that the proposed null hypothesis is accepted and alternative hypothesis is rejected and It is inferred that there is no association between literacy level of the respondent and mode of payment system in ENAM. The mode of payment in this Scheme is only through cheque. The farmers receive their payment through cheque which can be encashed within 5 to 10 working days in to their respective account.

Hypothesis 3

Null Hypothesis (Ho): There is no significant difference between literacy level and Awareness of Enam Scheme.

Alternative Hypothesis (Ha): There is significant difference between literacy level and Awareness of Enam Scheme.

Anova

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.061	4	.265	2.909	.026
Within Groups	7.658	84	.091		
Total	8.719	88			

Source: primary data collected from respondents

Analysis: The value of significance is 0.026, As the calculated value is less than 0.05 hence it can be concluded that the proposed null hypothesis is rejected and alternative hypothesis is accepted and confirmed that there is difference between literacy level and awareness of Enam scheme. Hence it is suggested to conduct few awareness camps in villages about Enam Scheme and the use of modern IT tools in Enam Scheme so that the farmers get maximum awareness and benefits of the proposed Scheme.

Hypothesis 4:

Null Hypothesis (Ho): There is no association between Age of the respondent and the source from which respondents take advice to improve the quality of the produce.

Alternative Hypothesis (Ha): There is association between Age of the respondent and the source from which respondents take advice to improve the quality of the produce.

Anova

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.564	3	.188	.641	.591
Within Groups	24.941	85	.293		
Total	25.506	88			

Cross tabulation

		To get quality produce and high productivity what factors do you use from the following ?			Total
		Experienced farmer advice	agriculture officers advice	soil testing lab	
Age	Less than 25 yr	1	2	1	4
	25 to 35 years.	7	14	1	22
	35 to 50 yrs	14	29	2	45
	50 to 70 yrs	3	14	1	18
Total		25	59	5	89

Source: primary data collected from respondents

The level of significance is 0.591. Hence, it can be concluded that the proposed null hypothesis is accepted and alternative hypothesis rejected, it is inferred that the majority of the farmers seek advice from the agricultural officer within in the market yard and get benefited.

Hypothesis 5:

Null Hypothesis (Ho): Most of the farmers are not benefited from Enam scheme.

Alternative Hypothesis (Ha): Most of the farmers are benefited from Enam scheme.

ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.053	3	.018	.237	0.031
Within Groups	6.396	85	.075		
Total	6.449	88			

Crosstabulation

		After introduction of e-NAM whether it is beneficial to you ?		Total
		Some extent	Great extent	
Age	Less than 25 yr	0	4	4
	25 to 35 years.	2	20	22
	35 to 50 yrs	3	42	45
	50 to 70 yrs	2	16	18
Total		7	82	89

Source: primary data collected from respondents

The level of significance is 0.031. As the calculated value is less than 0.05, it can be concluded that proposed null hypothesis is rejected and alternative hypothesis is accepted and it can be inferred that most of the farmers are benefited from Enam scheme

SUGGESTIONS

➢ As long as fruits and vegetables are kept outside the purview of NAM, the volatility in prices would continue, thus depriving farmers from getting better prices.

➢ Barriers hampering interstate transfer of agricultural commodities also have to be removed. High taxes and levies imposed on agricultural commodities trade have to be brought down; this would boost interstate trade and farmers' income.

➢ With very few big buyers likely to be interested in buying the small lots that farmers will have to offer, aggregators will be needed and the trick will lie in ensuring it is not the same aggregators who control the mandis that get to dominate NAM.

➢ Campaigns should be conducted in villages to bring awareness among the farmers about different facilities like Modern IT tools, Rythu bandhu scheme provided in Enam Scheme.

CONCLUSION: -

NAM addresses these challenges by creating a unified market through online trading platform, both, at State and National level and promotes uniformity. It helps in streamlining of procedures across the integrated markets, removes information asymmetry between buyers and sellers. It promotes real time price discovery, based on actual demand and supply. It also promotes transparency in auction process, and access to a nationwide market for the farmer, with prices commensurate with quality of his produce and online payment and

availability of better-quality produce at more reasonable prices to the consumer.

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