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# Agriculture ministry adds six new features in e-NAM platform

BY [MADHVI SALLY](#), ET BUREAU | FEB 21, 2018, 01.59 PM IST

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The agriculture ministry has added six new features in the National Agriculture Market (e-NAM) platform to make it more user friendly. This includes MIS dashboard for better analysis, BHIM payment facility by traders, mobile payment facility by traders, enhanced features on mobile app such as gate entry and payment through mobile, integration of farmer's database and eLearning module in e-NAM website

Launched in 2016 with the objective of providing competitive and remunerative price to farmers for their produce through online competent bidding process, currently 479 mandis across 14 states and 01 union territory are covered under it.

Agriculture minister [Radha Mohan Singh](#) launched the six new features of e-NAM platform to make it more users friendly, along with Agriculture MoS Gajendra Singh Shekhawat.

The mobile app is being enhanced in multi-dimension so that the entire operation for farmers and traders can be user friendly, said a government statement. "Mobile app has been made multilingual. Now the mandi operators can carry out one of the critical operation of gate entry directly from e-NAM mobile app. This will also facilitate the farmers to do advance gate entry on mobile app which in turn will reduce a lot of time for farmers coming in the mandi and will bring huge efficiency and facilitate smooth arrival recording at the gate," it said.

Further a new feature has been introduced for farmers where they can see the progress of their lot being traded and also real time bidding progress of price will be visible to farmers on mobile app.

During the trade, facility of viewing the assaying certificate is made available to traders on the mobile app. Now, online payment by trader (buyer) can also be done from e-NAM mobile app through debit card and net banking. "This will help buyers to transfer the payment directly through the app and make it easier for traders in online payment to farmers. Also, SMS alert to farmer on receiving payment in their bank account will be sent thereby helping farmers in getting information of payment receipt," it said.



Currently, e-NAM portal facilitates direct online payment to farmers through RTGS/NEFT, debit card and internet banking.

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Currently, e-NAM portal facilitates direct online payment to farmers through RTGS/NEFT, debit card and internet banking. Facilitation of Unified Payment Interface (UPI) through BHIM is another milestone in easing out payment to farmers which will also reduce the

payment realization time from buyers' account to the pool account and in turn disbursal to farmers.

Further, a new website has been developed with improved and more informative features like live status of markets of e-NAM based on gate entry, latest information on events, dynamic training calendar etc. Also [e-Learning](#) module in hindi language has been designed and incorporated in the website so that various stake holders can learn online about how to operate the system and continuously get trained on the system at their convenience.

MIS Dashboard based on business intelligence will provide a greater insight into the performance of each mandi in terms of arrival and trade. "This will help the mandi board officials and APMC secretary to compare the performance of each mandi on daily, weekly, monthly/quarterly and year-on-year basis. This will also enable officials and mandi secretary in doing actual trade analysis from commodity level to state level operation. This will also be beneficial for the mandi board and mandi secretary in planning and coordinating their operation post historical analysis," it said.

Also, e-NAM has been integrated with central farmer database so that the registration process becomes easier and Identification of farmers can be done easily on arrival at the mandi gate which will increase the efficiency and reduce queue time. "This will help in managing the load at the gate more efficiently during peak time in rabi and kharif and reduce waiting time for farmers at the entry gate," said the press statement.

Keeping in view the need of making marketing of commodities easier for farmers, e-NAM was envisioned and launched in 21 Mandis on 14th April 2016. e-NAM website is now available in eight different languages (Hindi, English, Gujarati, Marathi, Tamil, Telugu, Bengali and Odia) while the live trading facility is available in six different language (Hindi, English, Bengali, Gujarati, Marathi & Telugu).

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