

E-NAM – A PRAGMATIC APPROACH IN MARKETING OF AGRICULTURAL PRODUCTS

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ABSTRACT

A unique project launched by the Indian government in April 2016 called e-NAM. It unquestionably aids in boosting farmers' incomes and enhancing the agricultural marketing industry. Secondly, e-NAM supports real-time price discovery based on current demand and supply standardization in agriculture marketing, the elimination of information asymmetry between buyers and sellers, and the promotion of procedures throughout interconnected markets. In order to improve pan-India commerce in agricultural commodities, better price determination through transparent auction processes based on quality of produce, combined with on-time online payment, the government began to interconnect the APMCs throughout the nation through a shared online market platform. The goal, NAM's vision, mission, need, how it operates, process flow, and benefit are explained in this article.

KEYWORDS: *Agricultural Marketing, e NAM, Buyers, Sellers, Integration*