National Agriculture Market (e-NAM): Comprehensive Digital Trading Platform Guide

Official Portal: https://www.enam.gov.in

Launch Date: April 14, 2016

Implementing Agency: Small Farmers' Agribusiness Consortium (SFAC), Ministry of Agriculture & Farmers Welfare, Government of India

Strategic Partner: National Fertilizers & Chemicals Ltd (NFCL)

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Executive Summary

The **National Agriculture Market (e-NAM)** represents one of India's most transformative digital initiatives in agricultural marketing, creating a unified pan-India electronic trading platform that networks existing Agricultural Produce Market Committees (APMCs) to enable transparent, efficient, and technology-driven price discovery for agricultural commodities[1]. By integrating **1,522 mandis across 23 states and 4 Union Territories** as of mid-2025, e-NAM has facilitated trade of **₹4,39,941 crores** involving **12.03 crore metric tonnes** of agricultural produce, fundamentally changing how farmers sell and traders buy agricultural commodities across India[2].

Unlike traditional mandi systems where farmers were confined to selling within local markets with limited buyer participation, e-NAM leverages physical mandi infrastructure through an online trading portal that enables buyers from anywhere in India to participate in auctions electronically[3]. This revolutionary approach eliminates

geographical barriers, enhances market access for farmers, promotes competitive bidding leading to better price realization (15-25% improvement reported), reduces transaction costs, ensures transparent price discovery based on quality parameters, and facilitates direct online payment into farmers' bank accounts[4].

Key Features and Innovations

1. **Pan-India Market Access:**

   Farmers can access buyers from across India, not just local traders present at their nearest mandi. A rice farmer in West Bengal can sell to buyers in Kerala or Tamil Nadu if they offer better prices.

2. **Quality-Based Trading:**

   Scientific assaying and grading of produce ensures price discovery based on actual quality parameters rather than visual inspection alone, rewarding farmers who produce superior quality crops.

3. **Transparent Online Auction:**

   Real-time competitive bidding visible to all participants eliminates opaque negotiation processes and ensures farmers receive fair market prices.

4. **Direct Online Payment:**

   Seamless integration with banking systems enables instant transfer of sale proceeds directly to farmers' Aadhaar-linked bank accounts, eliminating cash handling risks and payment delays.

5. **Warehouse-Based Trading:**

   Farmers can deposit produce in WDRA-accredited warehouses, receive electronic Negotiable Warehouse Receipts (e-NWR), and trade stored commodities when market conditions are favorable, avoiding distress sales[5].

6. **FPO Trading Module:**

   Farmer Producer Organizations (FPOs) can aggregate members'

produce and sell collectively from collection centers without physically transporting to mandis, reducing costs and enhancing bargaining power. Over **3,366 FPOs** registered on the platform as of 2026[6].

7. **Logistics Integration:**

Nine logistics service providers/aggregators with **2.3 lakh transporters and 11.37 lakh vehicles** onboarded to facilitate seamless transportation from farm to mandi to warehouse[7].

8. **Multilingual Mobile App:**

Feature-rich mobile application enabling farmers and traders to conduct entire trading operations including gate entry, quality certificate viewing, online bidding, and payment from smartphones in multiple Indian languages[8].

Transformative Impact

- **Breaking Geographical Barriers:** Inter-state trade increased from less than 2% to nearly 20% in pilot mandis, demonstrating expanded market reach[9]
- **Price Improvement:** Farmers report 2-20% better prices compared to traditional methods depending on commodity and market conditions[10]
- **Transaction Speed:** Online auctions complete faster than traditional physical auctions, reducing time farmers spend at mandis
- **Market Efficiency:** Digitization minimizes paperwork, streamlines transactions, and reduces intermediation
- **Information Transparency:** Real-time price information from integrated mandis empowers farmers to make informed selling decisions
- **Quality Premium:** Scientific assaying enables farmers to receive prices commensurate with actual produce quality

Coverage and Scale

As of 2026:

- 1,522 mandis integrated across 23 states and 4 Union Territories
- Over 1.73 crore farmers registered

- More than 2.41 lakh traders registered
- 3,366 FPOs actively trading on the platform
- 300+ agricultural commodities tradeable
- Trade volume: 12.03 crore metric tonnes + 49.15 crore units of countable commodities (coconut, betel leaf, sweet corn, lemon, bamboo)
- Total trade value: ₹4,39,941 crores since inception

This comprehensive guide provides detailed information about e-NAM's functioning, registration processes for various stakeholders, trading mechanisms, quality assaying procedures, warehouse integration, mobile app features, benefits, success stories, and support infrastructure—serving as a complete reference for farmers, Farmer Producer Organizations, traders, commission agents, policymakers, and agricultural development practitioners seeking to understand and leverage India's revolutionary digital agricultural marketplace.

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1. Understanding e-NAM: Concept and Architecture

1.1 What is e-NAM?

The National Agriculture Market (e-NAM) is **not a parallel marketing structure** but rather a digital device to create a national network of physical mandis that can be accessed online[11]. It leverages existing APMC infrastructure through an online trading portal, enabling buyers situated even outside the mandi or state to participate in trading at the local level.

Core Concept:

e-NAM creates a **"plug-in" platform** that integrates with any market yard (whether regulated APMC or private market) through special software developed by the Government of India[12]. This software is provided **free of cost** to mandis that agree to join the national network, with necessary customization to conform to each state's APMC Act regulations.

1.2 How e-NAM Works: The Trading Flow

1. **Farmer Brings Produce to e-NAM Mandi:**

   Registered farmer transports produce to nearest e-NAM integrated mandi.

2. **Gate Entry and Registration:**
   - Farmer's lot registered at mandi gate through e-NAM system
   - Advance gate entry possible via mobile app to reduce waiting time
   - Lot details recorded: farmer name, commodity, estimated quantity, quality parameters

3. **Quality Assaying and Certification:**
   - Produce sample collected for scientific testing
   - Quality testing conducted using calibrated equipment at mandi assaying lab
   - Quality certificate generated with parameters like:
     - Moisture content
     - Foreign matter percentage
     - Grain size and uniformity
     - Damage and discoloration
     - Grade classification (FAQ, Grade A, Grade B, etc.)
   - Quality certificate digitally attached to lot on e-NAM platform

4. **Lot Upload on e-NAM Portal:**
   - Lot details uploaded to e-NAM platform with:
     - Commodity name and variety
     - Quantity (in quintals or units)
     - Quality grade and certificate
     - Photograph of produce
     - Reserve price (minimum acceptable price set by farmer)

5. **Online Auction Process:**
   - Electronic auction scheduled with specific start and end time
   - Traders can bid from:
     - Same mandi (local traders)
     - Other mandis within same state
     - Mandis in other states
     - Remote locations via web portal or mobile app

- Real-time bidding display showing:
  - Current highest bid
  - Number of bids received
  - Bidder identification
  - Time remaining in auction
- Farmers can monitor live bidding progress on mobile app

6. **Bid Acceptance or Rejection:**
- After auction closes, highest bid communicated to farmer
- Farmer has option to:
  - Accept highest bid if satisfactory
  - Reject bid if price below expectations (no compulsion to sell)
  - Negotiate with highest bidder through mandi officials

7. **Weighment and Documentation:**
- Upon acceptance, produce accurately weighed on calibrated weighbridge
- Final quantity confirmed
- Trade transaction recorded in e-NAM system
- Digital trade receipt generated

8. **Payment Settlement:**
- Buyer makes online payment through:
  - RTGS/NEFT
  - Debit card
  - Net banking
  - UPI (BHIM)
  - Direct payment via mobile app
- Payment first credited to mandi pool account
- After deducting applicable fees (market fee, commission), balance transferred to farmer's Aadhaar-linked bank account
- Farmer receives SMS alert upon payment credit
- Typical settlement time: 24-48 hours

9. **Produce Collection:**
- Buyer collects purchased produce from mandi
- Digital delivery order issued
- Transport facilitated through integrated logistics module if required

1.3 Dual Bidding Option: Local + Online

Critical Feature:

e-NAM does **not** eliminate local traders or traditional auction processes. Instead, it **adds** an online layer providing farmers with more choice[13].

How it Works:

- Traditional physical auction can occur simultaneously with online auction
- Local traders present at mandi can bid in person
- Remote traders bid electronically
- Farmer sees all bids (both local and online) and chooses best offer
- Whether farmer accepts local or online bid, transaction recorded in mandi books
- Mandi continues to earn market fees on all transactions
- Business volume increases due to greater competition for produce

Benefit to Mandis:

Mandis do not lose revenue; rather, e-NAM significantly increases their business volume as greater competition attracts more produce and traders[14].

1.4 Pre-Requisites for State Integration

For states to integrate their mandis with e-NAM, they must carry out **three key reforms** in their APMC Act[15]:

1. **Single Unified Trading License:**

   One trading license valid across all mandis in the state (eliminating need for separate licenses for each mandi).
2. **Single Point Levy of Market Fee:**

   Market fee charged only once across the state, eliminating multiple fees when commodities move between mandis.

3. **Provision for E-Auction/E-Trading:**

   Legal recognition of electronic auction and trading as valid mode of price discovery and transaction.

Current Status:

Most integrated states have implemented these reforms, facilitating seamless inter-state trade through e-NAM platform.

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2. Stakeholders and Registration

2.1 Who Can Register on e-NAM?

e-NAM platform serves multiple stakeholder categories:

Stakeholder	Requirements
Farmers (Individual)	Aadhaar card, bank account linked to Aadhaar, land records or farmer ID card, mobile number
Farmer Producer Organizations (FPOs)	FPO/FPC registration certificate, authorized person's Aadhaar and contact details, organization's bank account with IFSC code
Traders	Valid APMC trading licence from any integrated mandi, Aadhaar card, PAN card, bank account, GST registration (if applicable)
Commission Agents	APMC commission agent licence, Aadhaar card, PAN card, bank account
Buyers (Processors, Exporters, Retailers)	Business registration documents, GST registration, PAN card, bank account, security deposit as per mandi norms

Table 1: e-NAM stakeholder registration requirements

2.2 Farmer Registration Process

Method 1: Online Registration via e-NAM Portal

Step-by-Step Process:

1. **Visit e-NAM Portal:**

   Navigate to **https://www.enam.gov.in** using web browser on computer or smartphone.
2. **Click Registration:**
   - Click on **"Registration"** button on homepage
   - Select **"Farmer"** from stakeholder dropdown
   - Select registration level (Mandi/State)
3. **Enter Basic Details:**
   - State selection
   - District selection
   - Select nearest e-NAM integrated mandi where you intend to trade
4. **Aadhaar Verification:**
   - Enter 12-digit Aadhaar number
   - Mobile number linked to Aadhaar
   - OTP sent to registered mobile number
   - Enter OTP to verify Aadhaar
5. **Fill Personal Details:**
   - Name (auto-populated from Aadhaar, verify correctness)
   - Father's/Spouse's name
   - Date of birth
   - Gender
   - Complete address
   - Email ID (optional but recommended)
   - Category (General/SC/ST/OBC)
6. **Bank Account Details:**
   - Bank name (select from dropdown)
   - Branch name
   - IFSC code
   - Account number
   - Account holder name (must match Aadhaar name)
   - Account type (Savings/Current)

7. **Upload Documents:**
   - Aadhaar card (front and back) - scanned copy or clear photograph
   - Bank passbook first page or cancelled cheque
   - Land ownership documents (Patta, Khatauni, 7/12 extract, Revenue Record) OR Farmer ID card
   - Passport size photograph
8. **Submit Application:**
   - Review all entered information
   - Check declaration box confirming information accuracy
   - Click **"Submit"** button
   - Application submitted successfully
   - **e-NAM Registration Number** generated and displayed
   - Registration details and login credentials sent via SMS and email
   - Take screenshot or note down registration number for future reference
9. **Verification Phase:**
   - Application verified by designated mandi officials
   - Verification typically completed within 2-5 working days
   - Approval notification sent via SMS
10. **Activation and Trading:**
   - Upon approval, farmer profile activated on e-NAM platform
   - Can login using credentials and start trading at registered mandi

Method 2: Registration via e-NAM Mobile App

1. Download **"e-NAM"** mobile app from Google Play Store (Android) or Apple App Store (iOS)
2. Open app and select **"New Registration"**
3. Choose **"Farmer"** category
4. Follow same process as web portal (Aadhaar verification, personal details, bank details, document upload)
5. Submit application and receive registration number

Method 3: Registration at Mandi (Assisted Registration)

1. **Visit Nearest e-NAM Integrated Mandi:**

Locate your nearest integrated mandi using e-NAM website's "Mandi Locator" or by contacting District Agriculture Officer.

2. **Approach e-NAM Help Desk:**
   - Most integrated mandis have dedicated e-NAM help desk or support counter
   - Bring all required documents (Aadhaar, bank passbook, land records, photograph)
3. **Assisted Registration:**
   - Mandi secretary or designated official will enter your details in e-NAM system
   - Documents scanned and uploaded
   - Registration completed on the spot
   - Registration ID and login credentials provided immediately
4. **Start Trading:**

   Can immediately bring produce for trading at the mandi after registration completion.

Documents Required (All Methods):

- Aadhaar Card (mandatory)
- Bank account passbook or cancelled cheque (account must be in farmer's name and linked to Aadhaar)
- Land ownership documents (Patta, Khatauni, Khasra, 7/12 extract, Revenue Record) OR valid Farmer ID card issued by Agriculture Department
- Mobile number linked to Aadhaar (for OTP verification)
- Passport size photograph
- Email ID (optional but recommended for communication)

2.3 Farmer Producer Organization (FPO) Registration

FPO Special Benefits:

FPOs can aggregate produce from member farmers and trade collectively, enhancing bargaining power and reducing individual transaction costs[16].

FPO Trading Module Features:

- FPOs can upload produce from collection centers or farm gate with pictures and quality parameters
- No need to physically transport produce to mandi for initial auction
- Online bidding conducted based on uploaded information
- Payment for entire lot credited to FPO's single bank account
- FPO responsible for internal distribution to member farmers
- Access to dedicated MIS dashboard for trade monitoring and reporting

Registration Process:

1. Visit e-NAM portal or mobile app
2. Select **"FPO/FPC Registration"**
3. Provide FPO details:
   - Name of FPO/FPC
   - Registration number and certificate
   - Date of incorporation
   - Registered address
   - Contact details
4. Authorized Person Details:
   - Name of MD/CEO/Manager/Authorized Representative
   - Aadhaar number
   - Mobile number
   - Email ID
5. Bank Account Details:
   - Organization's bank account number
   - Bank name, branch, IFSC code
   - Account holder name (FPO name)
6. Upload Documents:
   - FPO/FPC registration certificate
   - Board resolution authorizing designated person
   - Bank account proof (passbook or cancelled cheque)
   - Aadhaar of authorized person
   - List of member farmers (optional)
7. Submit application
8. Verification by mandi/state officials
9. Approval and activation of FPO trading account

Current Status:

As of 2026, **3,366 FPOs** have been onboarded on e-NAM platform, collectively trading thousands of metric tonnes of agricultural produce[17].

2.4 Trader Registration Process

Who Can Register as Trader:

- Licensed commission agents
- Wholesalers with APMC trading licence
- Processing companies
- Exporters
- Retail chains
- Any buyer with valid trading licence from integrated mandi

Registration Steps:

1. Visit e-NAM portal (www.enam.gov.in)
2. Click **"Registration"** and select **"Trader"**
3. Enter APMC Trading Licence Number
4. Select mandi and state where licence issued
5. Verification of licence with APMC database
6. Fill trader details:
     - Firm name and type (Individual/Partnership/Company)
     - Owner/Partners/Directors details
     - Aadhaar of primary contact person
     - PAN of firm/company
     - GST registration number
     - Complete business address
     - Contact numbers and email
7. Bank Account Details:
     - Account number, IFSC code
     - Bank name and branch
     - Account holder name matching business name
8. Upload Documents:
     - Valid APMC trading licence (scanned copy)
     - Aadhaar of proprietor/authorized signatory
     - PAN card
     - GST registration certificate
     - Bank account proof

- Firm registration certificate or incorporation certificate
9. Pay Registration Fee:
    - Varies by state and mandi
    - Typically ranges from ₹500 to ₹5,000
    - Online payment through debit card, net banking, or UPI
10. Security Deposit:
    - Some mandis require security deposit for online trading
    - Amount varies (₹10,000 to ₹1,00,000) based on mandi norms
    - Refundable upon deregistration
11. Submit application
12. Verification by mandi authorities
13. Approval and issuance of e-NAM Trader ID
14. Digital signature certificate (optional but recommended for secure transactions)
15. Can start bidding on e-NAM platform

Unified Trading Licence Benefit:

With APMC reforms implemented by states, a single trading licence obtained from any e-NAM integrated mandi is valid across all mandis in that state, and increasingly being recognized across states for inter-state e-NAM trading[18].

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3. Trading Operations on e-NAM

3.1 How Farmers Sell on e-NAM

Complete Trading Process for Farmers:

1. **Pre-Arrival Planning:**
    - Check current market prices on e-NAM mobile app or website
    - View arrival trends at target mandi
    - Plan harvest and transport timing accordingly
    - Consider advance gate entry via mobile app to reduce waiting time
2. **Advance Gate Entry (Optional):**
    - Open e-NAM mobile app
    - Select **"Gate Entry"**

- Enter details:
  - Commodity name and variety
  - Estimated quantity
  - Expected arrival date and time
  - Vehicle number
- Submit advance entry
- Reduces processing time at mandi gate

3. **Arrival at Mandi:**
- Transport produce to registered e-NAM mandi
- Proceed to entry gate
- Present e-NAM registration card or mobile app

4. **Gate Entry Registration:**
- Mandi staff records:
  - Farmer name and registration number
  - Commodity and variety
  - Gross vehicle weight
  - Time of entry
- Gate pass issued with unique lot number

5. **Unloading and Sampling:**
- Proceed to designated unloading area
- Authorized sampler collects representative sample for quality testing
- Sample sent to mandi assaying laboratory

6. **Quality Assaying:**
- Laboratory tests sample for quality parameters:
  - Moisture content
  - Foreign matter
  - Damaged/discolored grains
  - Size and uniformity
  - Specific parameters based on commodity
- Quality grade assigned (e.g., FAQ, Grade A, Grade B)
- Digital quality certificate generated
- Certificate linked to farmer's lot in e-NAM system
- Farmer can view certificate on mobile app

7. **Lot Creation and Upload:**
- Mandi operator creates digital lot entry:
  - Farmer details
  - Commodity name and variety
  - Quantity (after tare weight deduction)

- Quality grade and certificate
- Photograph of produce
- Lot uploaded to e-NAM portal
- Visible to all registered traders

8. **Setting Reserve Price:**
   - Farmer sets minimum acceptable price (reserve price)
   - Can take guidance from mandi officials or commission agents
   - Consider:
     - Current market rates on e-NAM
     - Quality grade received
     - Urgency of sale
     - Transportation and other costs incurred

9. **Auction Participation:**
   - Auction scheduled (typically within few hours of lot upload)
   - Farmer can monitor live bidding on mobile app:
     - See current highest bid in real-time
     - Number of bids received
     - Time remaining
   - Local traders at mandi can bid physically
   - Remote traders bid online via portal or app

10. **Bid Evaluation and Decision:**
    - After auction closes, highest bid communicated to farmer
    - Farmer reviews bid amount
    - Options available:
      - **Accept:** If price satisfactory, accept highest bid
      - **Negotiate:** Request mandi officials to negotiate with highest bidder
      - **Reject:** If price unsatisfactory, reject bid and:
      + Re-auction lot on same day
      + Store in mandi and auction next day
      + Explore warehouse-based storage and later sale
    - Important: **No compulsion to sell** - farmer has full autonomy

11. **Sale Finalization:**
    - Upon acceptance:
      - Produce weighed on calibrated weighbridge
      - Final quantity confirmed
      - Trade confirmed in e-NAM system

- Digital trade receipt generated
- Copy provided to farmer

12. **Payment Receipt:**
    - Buyer makes online payment through e-NAM system
    - Payment flow:
      - Buyer's account → Mandi pool account → Farmer's account
    - Deductions made (transparently shown):
      - Market fee (typically 1-2% of sale value)
      - Commission to agent (if used, typically 1-2%)
      - Any other statutory charges
    - Net amount credited to farmer's Aadhaar-linked bank account
    - SMS alert sent to farmer upon payment credit
    - Timeline: Usually 24-48 hours from sale confirmation

13. **Produce Handover:**
    - Farmer or commission agent hands over produce to buyer
    - Delivery order issued by mandi
    - Buyer collects and transports produce

3.2 How Traders Buy on e-NAM

Trader Buying Process:

1. **Login to e-NAM Platform:**
   - Access via website (www.enam.gov.in) or mobile app
   - Login using Trader ID and password
   - Dashboard displays available commodities across integrated mandis

2. **Browse Available Lots:**
   - Filter by:
     - State and mandi location
     - Commodity and variety
     - Quantity range
     - Quality grade
     - Date of arrival
   - View lot details:
     - Farmer information (anonymized)
     - Commodity specifications
     - Quantity

- Quality certificate with parameters
- Photograph of produce
- Reserve price (if disclosed)
- Auction schedule (date and time)

3. **Quality Assessment:**
   - Review digital quality certificate
   - Check moisture, foreign matter, grade parameters
   - View produce photograph
   - For high-value purchases, option to visit mandi physically for inspection

4. **Participate in Online Auction:**
   - Join auction at scheduled time
   - Real-time bidding interface:
     - Current highest bid displayed
     - Bid increment amount shown
     - Time remaining in auction countdown
   - Place bids electronically:
     - Enter bid amount
     - Submit bid
     - Confirmation received instantly
   - Can place multiple bids as auction progresses
   - Highest bid at auction close wins

5. **Winning Notification:**
   - If highest bidder, immediate notification via app and SMS
   - Trade details displayed:
     - Lot number
     - Quantity
     - Final bid price
     - Total payment amount (including market fee and charges)
     - Payment deadline

6. **Payment Processing:**
   - Make online payment through e-NAM portal using:
     - RTGS/NEFT
     - Debit card
     - Net banking
     - UPI/BHIM
     - Mobile app payment feature
   - Payment deadline: Typically within 24 hours of auction
   - Payment confirmation received

- Digital payment receipt generated
7. **Produce Collection:**
    - Visit mandi with:
      - Digital delivery order (from e-NAM system)
      - Vehicle for transport
      - Identity proof
    - Present delivery order at mandi
    - Produce handed over after verification
    - Final weighment if required
    - Transport produce to desired destination
8. **Logistics Facilitation:**
    - If buyer located far from mandi, can use integrated logistics module
    - Book transporter through e-NAM platform
    - Logistics provider picks up from mandi and delivers to buyer location

Advantages for Traders:

- Access to produce from mandis across India from single platform
- Transparent quality information before bidding
- Competitive environment ensuring fair price discovery
- Convenience of online bidding without physical presence required
- Secure online payment system
- Reduced transaction costs
- Direct connection with farmers/FPOs

3.3 Warehouse-Based Trading Using e-NWR

Electronic Negotiable Warehouse Receipt (e-NWR) Module:

Integrated with e-NAM to enable warehouse-based trading, allowing farmers to store produce and sell when market conditions are favorable, avoiding distress sales during peak harvest[19].

How e-NWR Trading Works:

1. **Produce Deposit in WDRA-Accredited Warehouse:**

- Farmer deposits produce in Warehousing Development and Regulatory Authority (WDRA) accredited warehouse
- Warehouse must be declared as "deemed market" or "submarket yard" by state government
- Currently implemented in Andhra Pradesh (23 warehouses), Telangana (14 warehouses), Rajasthan (138 warehouses), with more states integrating

2. **Quality Assaying at Warehouse:**
   - Produce quality tested at warehouse facility
   - Quality grade assigned
   - Digital quality certificate generated

3. **e-NWR Issuance:**
   - Electronic Negotiable Warehouse Receipt issued to farmer
   - e-NWR contains:
     - Farmer details
     - Commodity name, variety, quantity
     - Quality grade and certificate
     - Warehouse location
     - Date of deposit
     - Validity period
   - e-NWR linked to farmer's e-NAM account

4. **e-NWR Trading on e-NAM:**
   - Farmer uploads e-NWR for trading on e-NAM portal
   - Traders can bid for e-NWR-based lots remotely
   - Contactless trading - no physical presence required at warehouse
   - Mobile-based payment for convenience

5. **Benefits of e-NWR Trading:**
   - Farmers avoid distress sale during harvest glut
   - Can wait for better prices
   - Save logistics expenses (no need to transport produce multiple times)
   - Warehouse provides scientific storage ensuring quality preservation
   - Can use e-NWR as collateral for agricultural credit from banks
   - Traders get assured quality and stored produce availability

6. **Sale and Delivery:**
   - Once e-NWR sold through e-NAM auction

- Ownership transferred to buyer
- Buyer collects produce from warehouse using delivery order
- Farmer receives payment in bank account after deductions

Expansion Status:

States like Madhya Pradesh, Uttar Pradesh, Gujarat, and Punjab have initiated amendments in APMC Acts to facilitate warehouse-based trade[20]. Expected to significantly expand in coming years.

4. Quality Assaying Infrastructure

4.1 Importance of Quality-Based Pricing

Traditional mandi systems often relied on visual inspection for price discovery, leading to:

- Subjective quality assessment
- Information asymmetry between farmers and traders
- Farmers not receiving prices commensurate with actual quality
- No incentive for quality improvement

e-NAM's Solution:

Scientific quality assaying using calibrated equipment providing objective, standardized quality parameters enables:

- Transparent quality disclosure
- Price discovery based on measurable quality characteristics
- Premium pricing for superior quality produce
- Farmer motivation to invest in quality improvement practices
- Trader confidence in quality before bidding

4.2 Assaying Infrastructure Development

Government Support:

Under e-NAM scheme, Government of India provides financial assistance **up to ₹75 lakh per mandi** for[21]:

- Quality assaying equipment (moisture meters, fat analyzers, grain graders, color sorters)
- Assaying laboratory infrastructure
- Cleaning, grading, sorting equipment
- Packaging units
- Compost units for waste management

Quality Assaying Labs:

Established quality assaying labs are requisite for Agricultural Produce Market Committees (APMCs) integrated with e-NAM. These labs assess and certify produce quality, helping farmers receive prices commensurate with quality[22].

4.3 Platform of Platforms (PoP) for Quality Assayers

PoP Module:

Launched to integrate various service providers operational in agricultural value chain with e-NAM[23].

Quality Assayer Empanelment:

- Private quality assaying agencies can register on e-NAM under PoP module
- Empanelled assayers provide services at integrated mandis
- Ensures adequate assaying capacity across all mandis
- Competition among assayers improves service quality and reduces cost
- Farmers and FPOs can choose from multiple empanelled assayers

4.4 Assaying for FPO Trading Module

Special Provision for FPOs:

FPOs trading from collection centers can upload produce with pictures and quality parameters without requiring full laboratory assaying initially[24]. This facilitates:

- Reduced cost for FPOs in initial trading stages
- Flexibility in remote location trading

- Visual quality assessment supplemented by FPO's own quality certification
- Option to arrange third-party assaying if buyers demand

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5. e-NAM Mobile Application

5.1 App Features and Functionality

Download:

Available free on Google Play Store (Android) and Apple App Store (iOS). Search for **"e-NAM"** or **"National Agriculture Market"**.

Key Features:

1. **Multilingual Interface:**
   - Available in Hindi, English, and major regional languages
   - Language selection at login
   - Ensures accessibility for farmers across India
2. **Advance Gate Entry:**
   - Farmers can complete gate entry formalities from mobile before reaching mandi
   - Enter commodity, quantity, expected arrival time
   - Reduces waiting time at mandi gate
   - Mandi operators process entry faster
3. **Live Bidding Progress Tracking:**
   - Farmers see real-time bidding for their lots
   - Current highest bid displayed
   - Number of bids received
   - Time remaining in auction
   - Transparency in auction process
4. **Quality Certificate Viewing:**
   - Digital quality certificate accessible on app
   - View all quality parameters
   - Share certificate with potential buyers
   - Farmers and traders both can view during auction
5. **Online Payment from App:**
   - Traders can make payment directly through mobile app
   - Payment methods: Debit card, net banking, UPI

- Reduces payment realization time
- Farmers receive SMS alert on payment credit

6. **Market Price Information:**
   - View current prices across all integrated mandis
   - Filter by commodity, state, mandi
   - Historical price trends
   - Compare prices to identify best selling opportunities

7. **Arrival Data:**
   - View daily arrival quantities at mandis
   - Commodity-wise arrival information
   - Plan transportation and selling timing based on arrival trends

8. **Trade History:**
   - Farmers view past sale transactions
   - Trade receipts and payment records
   - Useful for record-keeping and financial planning

9. **MIS Dashboard (for FPOs and Traders):**
   - FPOs access comprehensive trade reports
   - Monitor collection center-wise trading
   - Member farmer-wise transaction details
   - Traders view purchase history and payment records

10. **Push Notifications:**
    - Auction start/end notifications
    - Bid received alerts
    - Payment credited notifications
    - New features and updates

11. **Mandi Locator:**
    - Find nearest e-NAM integrated mandi
    - GPS-based location services
    - Mandi contact details and timings

12. **Help and Support:**
    - Access FAQs
    - Tutorial videos
    - Helpline numbers
    - Submit queries or complaints

5.2 Enhanced User Experience

Recent enhancements announced in 2025 include[25]:

- Multilingual expansion to cover more regional languages
- Improved interface design for easier navigation
- Faster loading and performance optimization
- Offline functionality for viewing past transactions
- Integration with UPI for instant payments
- Voice-based navigation for low-literacy users

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6. Integrated Mandis and Coverage

6.1 State-Wise Integration Status

Total Integrated Mandis: 1,522 mandis across **23 states and 4 Union Territories** as of mid-2025[26].

Major States with High Integration:

- Uttar Pradesh
- Madhya Pradesh
- Rajasthan
- Gujarat
- Maharashtra
- Haryana
- Karnataka
- Tamil Nadu
- Andhra Pradesh
- Telangana
- West Bengal
- Punjab
- Bihar
- Odisha
- Chhattisgarh

Union Territories:

- Chandigarh

- Jammu & Kashmir (11 mandis including Narwal-Jammu and Parimpora-Srinagar integrated since May 2020)[27]
- Ladakh
- Puducherry

Recent Expansions:

- Rajasthan: 21 new mandis added in February 2026, bringing total to 1,410+ mandis nationwide
- Tamil Nadu: 56 mandis integrated
- Continuous expansion ongoing with target of covering all major mandis by 2027

6.2 Finding Your Nearest e-NAM Mandi

Mandi Locator Tool:

1. Visit e-NAM website homepage
2. Click **"e-NAM Mandis"** or **"Mandi Locator"**
3. Select your state from dropdown
4. Select district
5. View list of integrated mandis with:
   - Mandi name and address
   - Contact phone numbers
   - Commodities traded
   - Facilities available (assaying lab, grading, packaging, storage)
   - Distance from your location (if GPS enabled)
6. Alternative: Use mobile app's location-based mandi finder

6.3 Commodities Covered

300+ Agricultural Commodities tradeable on e-NAM platform including:

Cereals:

- Wheat, Rice (Paddy), Maize, Bajra, Jowar, Ragi, Barley

Pulses:

- Arhar/Tur, Moong, Urad, Chana, Masoor, Rajma, Peas

Oilseeds:

- Soybean, Groundnut, Mustard, Sesame, Sunflower, Safflower, Linseed

Spices:

- Turmeric, Coriander, Cumin, Chili, Pepper, Cardamom, Ginger

Fruits:

- Mango, Banana, Apple, Orange, Pomegranate, Grapes, Papaya

Vegetables:

- Potato, Onion, Tomato, Cabbage, Cauliflower, Brinjal, Okra, Cucumber

Commercial Crops:

- Cotton, Sugarcane, Jute

Other Commodities:

- Coconut, Betel Leaf, Sweet Corn, Lemon, Bamboo (countable commodities)
- Jaggery, Honey, Dry Fruits

Commodity Availability by Mandi:

Not all commodities traded at every mandi. Use e-NAM portal's commodity list feature to check which commodities are available at specific mandis.

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7. Benefits and Impact

7.1 Benefits to Farmers

1. **Expanded Market Access:**
    - Access to buyers across India, not limited to local traders
    - Inter-state trade increased from less than 2% to nearly 20% in pilot mandis[28]

- More buyers mean more competition and better prices

2. **Better Price Realization:**
   - Farmers report 2-20% higher prices compared to traditional methods[29]
   - Quality-based pricing ensures premium for superior produce
   - Transparent competitive bidding eliminates price manipulation

3. **Transparency and Information:**
   - Real-time price information from all integrated mandis
   - Scientific quality assessment with digital certificates
   - Live bidding visibility reduces information asymmetry
   - Informed decision-making about when and where to sell

4. **Reduced Transaction Time:**
   - Online auctions complete faster than traditional physical auctions
   - Advance gate entry reduces waiting time
   - Mobile app enables remote monitoring
   - Less time spent at mandi means more time for farming

5. **Direct Online Payment:**
   - Payment directly to Aadhaar-linked bank account
   - Eliminates cash handling risks
   - Transparent deduction display (market fee, commission)
   - SMS alert on payment receipt
   - Faster settlement (24-48 hours)

6. **Warehouse-Based Trading Option:**
   - Avoid distress sale during harvest peak
   - Store produce and sell when prices better
   - e-NWR can be used as collateral for credit
   - Save repeated transportation costs

7. **No Compulsion to Sell:**
   - Farmers can reject bids if unsatisfactory
   - Autonomy in sale decision preserved
   - Option to re-auction or store

8. **Quality Incentive:**
   - Better quality receives higher prices
   - Motivation to adopt improved cultivation practices
   - Investment in quality inputs justified by returns

7.2 Benefits to FPOs

- Aggregate members' produce for collective marketing
- Enhanced bargaining power through volume
- Trade directly from collection centers without mandi transportation
- Upload produce with quality parameters for online bidding
- Single payment to FPO account simplifies distribution
- Reduced individual farmer transaction costs
- Access to wider markets strengthening FPO viability
- MIS dashboard for transparent member communication

7.3 Benefits to Traders and Buyers

- Access to produce from mandis across India from single platform
- Transparent quality information before purchase decision
- Competitive environment ensuring efficient price discovery
- Online bidding convenience - no need to physically visit multiple mandis
- Secure online payment system
- Reduced transaction costs and time
- Direct connection with farmers and FPOs
- Logistics integration facilitates transportation
- Assured quality through scientific assaying

7.4 Benefits to Mandis (APMCs)

- Increased business volume through expanded buyer base
- Market fees earned on all transactions (local and online)
- No revenue loss - rather significant increase
- Enhanced reputation as modern, technology-enabled market
- Improved efficiency through digital record-keeping
- Better infrastructure through government financial support
- Attraction of quality produce due to competitive pricing

7.5 Documented Impact and Success Stories

Quantitative Impact (as of mid-2025):

- Total trade value: ₹4,39,941 crores
- Trade volume: 12.03 crore metric tonnes + 49.15 crore countable units
- Farmers registered: Over 1.73 crore
- Traders registered: Over 2.41 lakh
- FPOs onboarded: 3,366
- Mandis integrated: 1,522

Success Indicators:

- Maharashtra pilot study showed inter-state trade increased from less than 2% to nearly 20%[30]
- Farmers using e-NAM report 15-25% better price realization on average
- Transaction time reduced by 30-40% compared to traditional methods
- Online payment adoption rate exceeding 85% in integrated mandis
- Quality assaying adoption leading to 10-15% premium for Grade A produce

Farmer Testimonials (Documented Cases):

- Soybean farmers in Madhya Pradesh received ₹150-200 per quintal higher through e-NAM compared to local rates
- Onion growers in Maharashtra avoided distress sale using warehouse-based e-NWR trading, gaining 20-30% higher returns
- FPO in Gujarat successfully sold 500 tonnes of groundnut to buyers in South India through e-NAM, earning ₹500 per quintal premium over local prices

8. Support Infrastructure and Services

8.1 Training and Capacity Building

Stakeholder Training Programs:

e-NAM scheme conducts various training and awareness programs for successful implementation[31]:

1. **Farmer Training:**
   - Registration process guidance
   - Mobile app usage training
   - Understanding quality parameters
   - Auction participation and bid acceptance
   - Payment tracking and verification
   - Conducted at mandis, villages, through KVKs
2. **FPO Capacity Building:**
   - FPO trading module training
   - Collective marketing strategies
   - Quality maintenance and grading
   - MIS dashboard utilization
   - Financial management of collections
3. **Trader Training:**
   - Online bidding process
   - Quality certificate interpretation
   - Payment procedures
   - Logistics coordination
4. **Mandi Official Training:**
   - e-NAM software operation
   - Gate entry processing
   - Lot creation and upload
   - Auction management
   - Dispute resolution
5. **Assaying Personnel Training:**
   - Equipment operation and calibration
   - Standardized testing procedures
   - Quality parameter measurement
   - Certificate generation

e-Learning Module:

- Available on e-NAM website

- Video tutorials in multiple languages
- Step-by-step guides for all processes
- FAQs and troubleshooting
- Downloadable user manuals
- Interactive demonstrations

8.2 Helpline and Support Services

National e-NAM Helpline:

- Toll-free number: **1800-270-0224** (check portal for latest)
- Email support: contact@enam.gov.in
- Service hours: Monday to Saturday, 9:00 AM to 6:00 PM
- Languages: Hindi and English

Support Categories:

1. Registration assistance
2. Technical issues with portal or app
3. Auction and trading queries
4. Payment issues resolution
5. Document upload problems
6. Quality assaying questions
7. Grievance registration
8. General information

State-Level Support:

- Each integrated state has designated e-NAM nodal officer
- District-level coordinators at Agriculture Offices
- Mandi-level help desks at integrated APMCs

Online Support:

- FAQ section on e-NAM website: Comprehensive answers to common questions
- Query submission form on portal: Written queries answered within 2-3 working days
- Mobile app support chat: In-app messaging for quick assistance

8.3 Grievance Redressal Mechanism

Types of Grievances:

- Registration rejection or delay
- Payment not received
- Quality assessment disputes
- Auction irregularities
- Technical glitches
- Unfair practices by traders or officials

Grievance Registration:

1. Online: Through e-NAM portal grievance section
2. Mobile app: Complaint submission feature
3. Email: To designated grievance email ID
4. Helpline: Call and register complaint
5. Mandi office: In-person complaint to mandi secretary

Resolution Process:

1. Grievance registered with unique tracking number
2. Acknowledgment sent to complainant
3. Grievance forwarded to concerned authority (mandi, state nodal officer, SFAC)
4. Investigation and resolution action
5. Timeline: 15-30 days for resolution
6. Status tracking available online
7. If unresolved, escalation to higher authorities

8.4 Technology Infrastructure

e-NAM Technical Architecture:

- Cloud-based platform ensuring 24/7 availability
- Secure data centers with redundancy
- Mobile-responsive web design
- Native mobile apps (Android and iOS)
- Integration with:
    - UIDAI for Aadhaar authentication
    - Banking system for payment gateway

- – WDRA for warehouse receipts
- – State APMC systems for data exchange
- Real-time data synchronization across mandis
- High-speed connectivity at mandis through dedicated internet

Cybersecurity:

- End-to-end encryption for data transmission
- Secure login with OTP verification
- Regular security audits
- Data backup and disaster recovery systems
- Compliance with government IT security standards

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9. Frequently Asked Questions (FAQs)

9.1 For Farmers

Q1: Is registration on e-NAM mandatory to sell at integrated mandis?

A: No, registration is not mandatory. Farmers can still sell through traditional methods at integrated mandis. However, e-NAM registration provides access to online bidding, better prices, and direct payment benefits.

Q2: Can I sell at any e-NAM mandi across India after registering?

A: Registration is typically mandi-specific or state-specific depending on state regulations. However, with unified trading licence reforms, farmers registered in one mandi can increasingly trade at other mandis within the state and sometimes across states. Check specific state norms.

Q3: Is there any charge for farmer registration on e-NAM?

A: No, farmer registration on e-NAM is completely free. No registration fee, no annual charges.

Q4: What if I don't have a smartphone? Can I still use e-NAM?

A: Yes. You can register at mandi help desk, and mandi officials will assist you with trading operations. You'll receive SMS alerts on your basic mobile phone for payment and auction updates.

Q5: Am I forced to accept the highest bid?

A: No, absolutely not. You have full autonomy to accept or reject any bid. If the price is unsatisfactory, you can re-auction, store in mandi, or explore warehouse storage options.

Q6: How long does payment take after sale?

A: Typically 24-48 hours from sale confirmation. Payment is directly credited to your Aadhaar-linked bank account.

Q7: What deductions are made from my sale amount?

A: Market fee (1-2% typically), commission to agent if used (1-2%), and any statutory charges. All deductions are transparently displayed before final payment.

Q8: Can I check prices at other mandis before bringing my produce?

A: Yes, use e-NAM mobile app or website to view real-time prices across all integrated mandis, helping you decide where to sell.

Q9: What happens if buyer doesn't pay after winning auction?

A: Buyer is bound by auction result. Non-payment leads to penalties including security deposit forfeiture and potential deregistration. Mandi ensures payment to farmer.

Q10: Can I trade as an FPO member and also individually?

A: Yes, you can be an FPO member and also register individually on e-NAM. You can choose to sell through FPO for collective benefit or individually as needed.

9.2 For Traders

Q1: Can I trade on e-NAM if I have a trading licence from only one mandi?

A: With unified trading licence reforms, a licence from one mandi in a state is increasingly recognized across all mandis in that state for e-NAM trading. Some states also recognize licences across states.

Q2: Is there a minimum quantity I must purchase?

A: No minimum purchase quantity mandated by e-NAM. However, individual mandis may have minimum lot sizes for practical reasons.

Q3: Can I inspect produce physically before bidding?

A: For local mandi trading, yes, you can inspect. For remote bidding from other states, you rely on quality certificate and produce photograph. For high-value purchases, you may visit mandi for inspection.

Q4: What if produce quality upon physical receipt doesn't match quality certificate?

A: You can raise a grievance with mandi officials. Quality disputes are investigated, and if quality certificate was inaccurate, appropriate action taken including potential compensation.

Q5: Are there any transaction limits on e-NAM?

A: No specific transaction limits. However, payment methods may have bank-specific limits. For large transactions, RTGS/NEFT preferred.

Q6: Can I sell produce that I purchased through e-NAM?

A: Yes, you can re-sell purchased produce through e-NAM or other channels based on your trading strategy and market conditions.

9.3 For FPOs

Q1: Can our FPO trade without bringing produce to mandi physically?

A: Yes, FPO trading module allows you to upload produce from collection centers with pictures and quality parameters for online bidding without physical transportation initially.

Q2: How is payment distributed among member farmers?

A: Payment for entire lot comes to FPO's single bank account. FPO is responsible for internal distribution to member farmers based on their individual contributions.

Q3: Can our FPO get quality assaying done at collection center?

A: Yes, through empanelled quality assayers under Platform of Platforms (PoP) module. You can arrange third-party assaying services at collection center.

Q4: What benefits does FPO trading through e-NAM provide over traditional methods?

A: Access to wider markets, better prices through competition, reduced transportation costs, collective bargaining power, transparent pricing, direct payment, and MIS dashboard for member communication.

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10. Future Roadmap and Enhancements

10.1 Planned Expansions

Mandi Integration Targets:

- Goal to integrate all major APMCs across India by 2027
- Focus on northeast states and hill states currently underrepresented
- Integration of private markets and rural haats
- Expansion of deemed market concept to more collection centers and warehouses

Commodity Coverage:

- Expand to cover all scheduled agricultural commodities
- Integration of livestock markets for animal trading
- Fisheries and aquaculture produce inclusion
- Forest produce and non-timber forest products coverage

10.2 Technology Enhancements

Artificial Intelligence and Machine Learning:

- AI-powered price forecasting to help farmers plan selling timing
- Machine learning models for quality assessment from images
- Predictive analytics for demand-supply matching
- Chatbot support for instant query resolution

Blockchain Integration:

- Blockchain-based immutable transaction records
- End-to-end traceability from farm to consumer
- Smart contracts for automated payment settlements
- Supply chain transparency enhancement

Advanced Quality Assaying:

- Non-destructive testing technologies
- Image-based AI quality assessment
- Rapid testing equipment for faster throughput
- Nutrient and chemical residue testing integration

Internet of Things (IoT):

- IoT sensors in warehouses for real-time storage condition monitoring
- Automated alerts for temperature, humidity, pest detection
- Smart logistics with GPS tracking of transported produce

10.3 Service Expansions

Input Marketplace:

- Integration of agricultural input suppliers (seeds, fertilizers, pesticides)
- Farmers can purchase quality inputs through e-NAM platform
- Competitive pricing through online marketplace
- Input-output linkage for comprehensive farmer services

Credit Linkage:

- Integration with banks and financial institutions
- e-NAM trading history used for credit assessment
- Pre-harvest and post-harvest credit facilitation
- e-NWR-based credit access

Contract Farming Module:

- Platform for farmers and agribusinesses to enter contracts
- Price and quality specifications agreed upfront
- Transparent contract enforcement
- Risk reduction for both farmers and buyers

Export Facilitation:

- Connecting export companies with farmers and FPOs
- Quality standards compliance guidance
- Export documentation support
- International market linkages

10.4 Policy and Regulatory Enhancements

One Nation One Agriculture Market:

- Complete removal of inter-state trade barriers
- Harmonization of market fees across states
- Recognition of unified trading licence nationwide
- Seamless commodity movement across India

Farmer Producer Organization Strengthening:

- Dedicated FPO support under e-NAM
- Subsidized logistics for FPO trading
- Capacity building programs
- Preferential access to government procurement

Quality Standards Harmonization:

- Standardized quality parameters across commodities
- National quality certification recognition
- Integration with AGMARK and other quality certifications
- International standards alignment for exports

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11. Conclusion

The **National Agriculture Market (e-NAM)** represents a paradigm shift in Indian agricultural marketing, transforming a fragmented, localized, and often opaque system into an integrated, transparent, and technology-driven national marketplace that empowers farmers with choice, information, and fair prices while facilitating efficient trading for buyers across the country. By leveraging digital technology to network **1,522 physical mandis across 23 states and 4 UTs**, e-NAM has created an unprecedented platform where **1.73+ crore farmers and 2.41+ lakh traders** engage in transparent, quality-based, competitive trading, achieving a cumulative trade of **₹4.39 lakh crores** since inception.

Key Achievements and Impact

Market Integration and Access:

e-NAM has successfully broken geographical barriers that historically confined farmers to local markets, enabling inter-state trade that increased from negligible levels to 20% in pilot mandis, thereby expanding market reach and enhancing farmers' bargaining power through access to buyers across India.

Price Discovery and Farmer Income:

Through transparent online auctions and scientific quality assaying, farmers consistently realize 2-20% better prices compared to traditional methods, with documented cases showing premiums of

₹150-500 per quintal depending on commodity and quality, contributing directly to agricultural income enhancement aligned with national goals of doubling farmer incomes.

Transparency and Efficiency:

Digital transaction records, real-time price information, transparent quality certification, and direct bank payment eliminate information asymmetry, reduce intermediation, minimize transaction time, and ensure farmers receive fair value for their produce with complete visibility of deductions and processes.

Innovation and Inclusion:

Integration of warehouse-based trading through e-NWR, dedicated FPO trading module enabling collective marketing from collection centers, multilingual mobile application for smartphone-enabled remote trading, logistics integration facilitating transportation, and Platform of Platforms empanelling service providers demonstrate e-NAM's continuous evolution to address diverse farmer needs and operational challenges.

Transformative Potential

As e-NAM expands to cover all major mandis, integrates advanced technologies like AI, blockchain, and IoT, and harmonizes policies to achieve true "One Nation One Agriculture Market," the platform's potential to revolutionize Indian agriculture grows exponentially. Future enhancements in input marketplace integration, credit linkage, contract farming facilitation, and export connections will transform e-NAM from a trading platform into a comprehensive agricultural ecosystem serving farmers end-to-end from input procurement to output marketing.

Way Forward

Continued success of e-NAM depends on:

- Accelerated mandi integration covering all agricultural districts
- Comprehensive digital literacy programs ensuring universal farmer participation

- Robust quality assaying infrastructure at every integrated mandi
- Seamless last-mile logistics connectivity for remote farmers
- FPO strengthening for collective marketing empowerment
- Policy harmonization eliminating inter-state barriers
- Sustained investment in technology infrastructure and innovation
- Stakeholder capacity building and awareness generation

The National Agriculture Market exemplifies how purposeful digital transformation, when designed with farmer-centricity, implemented with stakeholder collaboration, and continuously evolved with technological innovation, can fundamentally reshape agricultural marketing systems—enhancing efficiency, transparency, and equity while ensuring that farmers, who form the backbone of India's food security and economy, receive fair, remunerative prices for their hard work and produce.

e-NAM: Transforming Agricultural Markets Through Digital Innovation

One Nation, One Agriculture Market - Empowering Every Farmer

From Local Mandis to National Platform: Creating Opportunities Through Technology

Transparent Trading, Fair Prices, Farmer Prosperity

Digital India, Digital Agriculture, Progressive Farmers, Prosperous India

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Contact Information

National e-NAM Support

Small Farmers' Agribusiness Consortium (SFAC)

NCUI Auditorium Building, 5th Floor

3, Siri Institutional Area, August Kranti Marg

New Delhi - 110016, India

Official Website: https://www.enam.gov.in

Email: contact@enam.gov.in

Helpline: 1800-270-0224 (toll-free)

Support Hours: Monday to Saturday, 9:00 AM to 6:00 PM

e-NAM Mobile App

Download from:

- Google Play Store (Android): Search "e-NAM" or "National Agriculture Market"
- Apple App Store (iOS): Search "e-NAM"

State-Level Support

Contact your State Agriculture Department or District Agriculture Officer for state-specific e-NAM support, mandi integration details, and local assistance.

Social Media and Updates

Follow e-NAM on social media platforms for latest updates, success stories, new features, and training opportunities:

- Twitter: @eNAM_Portal (indicative - check official website for verified handles)
- Facebook: e-NAM Official
- YouTube: e-NAM Training Videos

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Disclaimer: This document is compiled based on publicly available information from official government portals and authenticated sources. e-NAM features, processes, integrated mandis, and operational details are subject to continuous updates and state-specific variations. For the most current information, registration procedures, helpline numbers, and operational guidelines, please visit the official e-NAM portal at **www.enam.gov.in** or contact the national helpline. Always verify mandi-specific details before transacting.

Usage: This comprehensive guide serves farmers, Farmer Producer Organizations (FPOs), traders, commission agents, mandi officials, policymakers, agricultural extension workers, students, researchers, and stakeholders seeking to understand and effectively utilize India's National Agriculture Market digital platform for transparent, efficient, and remunerative agricultural trading.

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Empowering Farmers Through Digital Market Access

National Agriculture Market: Connecting Farms to Markets Across India