

Action Plan for transformation of e-NAM Mandis situated in Aspirational Districts'

It is proposed to make focused efforts for improvement of e-NAM implementation in the e-NAM mandis situated in Aspirational Districts. It is proposed that these mandis may be upgraded to have all necessary physical (boundary, entry and exit gate infrastructure including electronic weigh-bridge, internet leased line, assaying facilities, trained manpower, and other requisite infrastructure enclosed Annexure –II) for online bidding and payment operations in the e-NAM mandis.

Mandis under focus should adopt following operational modalities which have been envisaged under National Agricultural Market Program.

The mandis selected for development of e-NAM Mandis under 'Transformation of Aspirational Districts' Programme will have following proposed activities:-

a) Farmer's Registration Drive:

Mandi authorities should estimate the number of Farmers in the catchment area of the mandi and should undertake targeted farmer registration drive at village level to cover at least 90% farmers of the catchment area. This should be reviewed by State Agriculture marketing board and district administration at a monthly basis. Further, it is recommended that a dedicated registration desk should be set up in the mandi premises and registration on gate entry should be avoided. Self-registration using mobile app shall be promoted among the Farmers.

b) On Boarding of FPOs:

In order to enhance the e-NAM ecosystem, FPOs working in the catchment area of the e-NAM mandis shall be identified and on-boarded on e-NAM. SAMB/District Administration should facilitate these FPOs to trade on e-NAM by providing required facilities in e-NAM mandis including space, special incentives, transport subsidy, pre and post-harvest financing through banks and other financial institutions etc.

c) Training & Awareness :

Strategic Partner (SP) shall organize special training and awareness camps in these mandis for all stakeholders including Farmers. However, concerned mandis and district administration will be required to organize the awareness cum registration camps at the village level to augment the efforts of the SP. Similarly, more traders need to be roped in through such camps. Local Processors should also be targeted for inclusion on buying side.

d) Real-time online bidding:

Traders need to be encouraged to participate in Real-time online bidding using e-NAM application which may be downloaded from Google Play-store. They may be further encouraged to adopt direct payment to the Farmers through e-NAM portal. SAMB/Department of Agriculture marketing may work out some suitable incentives for

traders participating in the e-auction. Mandis should put up few LCDs to display live bidding in their market.

e) Inter-mandi trade:

Dedicated efforts needs to be made to develop inter-mandi and inter-State trade to increase competition and fair price to the farmers produce. In order to promote inter-mandi trade following actions needs to be taken by SAMB/Department of Agriculture Marketing.

1. Issue of unified trade license in sufficient numbers or conversion of single mandi licenses in to unified license.
2. Strengthening of Quality assaying system.
3. Logistic support to outside buyers.

f) Quality Assaying:

Assaying / Quality testing facilities are either not established in the e-NAM mandis or are very rudimentary in nature. Following interventions are required from State/ District Administration

1. Strengthening of Quality assaying infrastructure.
2. Deployment of minimum 2 assaying technicians and 2 samplers.
3. Explore and adopt automation of testing through automatic equipments.
4. Outsource the assaying activity in case in house expertise is not available.
5. Promote and advertise the assaying process to create faith among traders.

Efficient Quality assaying is absolutely necessary to promote inter-mandi and inter-State trade. Distant buyers should be empowered to bid based on assaying report available on the e-NAM portal.

g) Logistic Support:

It is highly recommended to enable the logistic support for facilitating inter-mandi and inter-State trade on e-NAM in order to ensure an active participation from the traders across the State. Mandis should identify major logistic service providers in the vicinity and get their detail uploaded on the e-NAM website through SP.

h) Online Payment:

e-NAM facilitates assured payment through online payment system directly in the bank accounts of the seller and other stakeholders. Provision of bank branches in the Mandi with ATM facility should be made for convenience of Farmers and Traders.

Expected outcomes

- 100% arrival of selected commodities to be captured on Gate Entry and e-traded.
- All the major commodities of the mandis to be traded on the NAM portal.
- Quality assaying of commodities having potential for inter-mandi trade is ensured.
- Online payment using e-NAM portal to be promoted.
- Average bids per lot to be increased to ensure fair competition.

Infrastructure required in e-NAM mandis for effective implementation of e-NAM

Particulars	Description	Unit / No.
Internet	Dedicated Internet lease line of 5-10 MBPS	1
Entry Gate	Computer	2
	Printer	2
	Handheld Device	2
	Computer Operator	2
Quality Testing lab	Building for Lab	
	Lab Equipments	
	a) Moisture Meter	2
	b) Weighing Scale	2
	c) Computer	1
	d) Printer	1
	e) Other equipments required for quality testing	As needed
	f) Sampling equipments	As needed
	g) Sampler	2
	h) Lab Analyst	2
	Internet (5-6 MBPS)	
e- Auction	Auction Hall	1
	Projector / LCD screen	1
	Computer for Administrator	1
	Computer for users	5
	Manpower / Computer Operator	5
Weight bridge	Electronic Weighbridge	1
	Weigh scale	As needed
Exit Gate	Computer	2
	Printer	2
	Computer Operator	2
	Internet (5-6 MBPS)	
Power backup	Generator	1
	UPS	As needed