



राष्ट्रीय कृषि विस्तार प्रबंध संस्थान (मैनेज)
(कृषि एवं विस्तार कल्याण संस्थान, भारत सरकार का एक स्वायत्त संयंत्र)
NATIONAL INSTITUTE OF
AGRICULTURAL EXTENSION MANAGEMENT
(An Autonomous Organization of Ministry of Agriculture & Farmers Welfare, Government of India)



Webinar Series:21-22/ 2

**Centre of Excellence for Farmer Producer Organizations,
Department of Horticulture, Govt. of Karnataka, Bengaluru &
National Institute of Agricultural Extension Management
Hyderabad**

**Jointly Organising Webinar
on**

**“Linking Farmer Producer Organisations
with e-NAM”**

Date: June 18th 2021 at 10.00 AM

Google Meeting Link: <https://meet.google.com/tav-njsn-dci>

Programme Schedule

Time	Programme	Resource Person
10:00 am to 10:05 am	Welcome	Dr. G. Basavaraj Deputy Director, CoE FPO, Bengaluru
10:05 am to 10:10 am	Inaugural address	Dr. K. C. Gummagolmath Director (M&E) MANAGE, Hyderabad
10:10 am to 10:15 am	Inaugural remarks	Dr. Ashok S. Alur Director, CoE FPO, Bengaluru
10:15 am to 11:30 am	Linking e-NAM with FPOs	Dr. Sathyendra Kumar Agribusiness Expert, MANAGE, Hyderabad
11.30 am to 11.35 am	Vote of thanks	Dr. K.J. Parameshwarappa Senior Consultant, CoE FPO, Bengaluru

Contact Person

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Linking Farmer Producer Organisation with e-NAM



Dr. Sathyendra Kumar
Agribusiness Expert (APII & ATP)

NATIONAL INSTITUTE OF AGRICULTURAL EXTENSION MANAGEMENT (MANAGE)
(An autonomous organisation of Ministry of Agriculture & Farmers' Welfare, Government of India)
Rajendranagar, Hyderabad- 500 030, (Telangana)

1 Gate Entry



- Farmer Registration
- Lot generation

2 Assaying



- Sampling
- Assaying
- Uploading of Quality Report

3 Online Trading



- Bid Management
- Auction

4 Weighment & Invoicing



- Weighbridge
- Weighing scale
- Sale Agreement

5 Online Payment



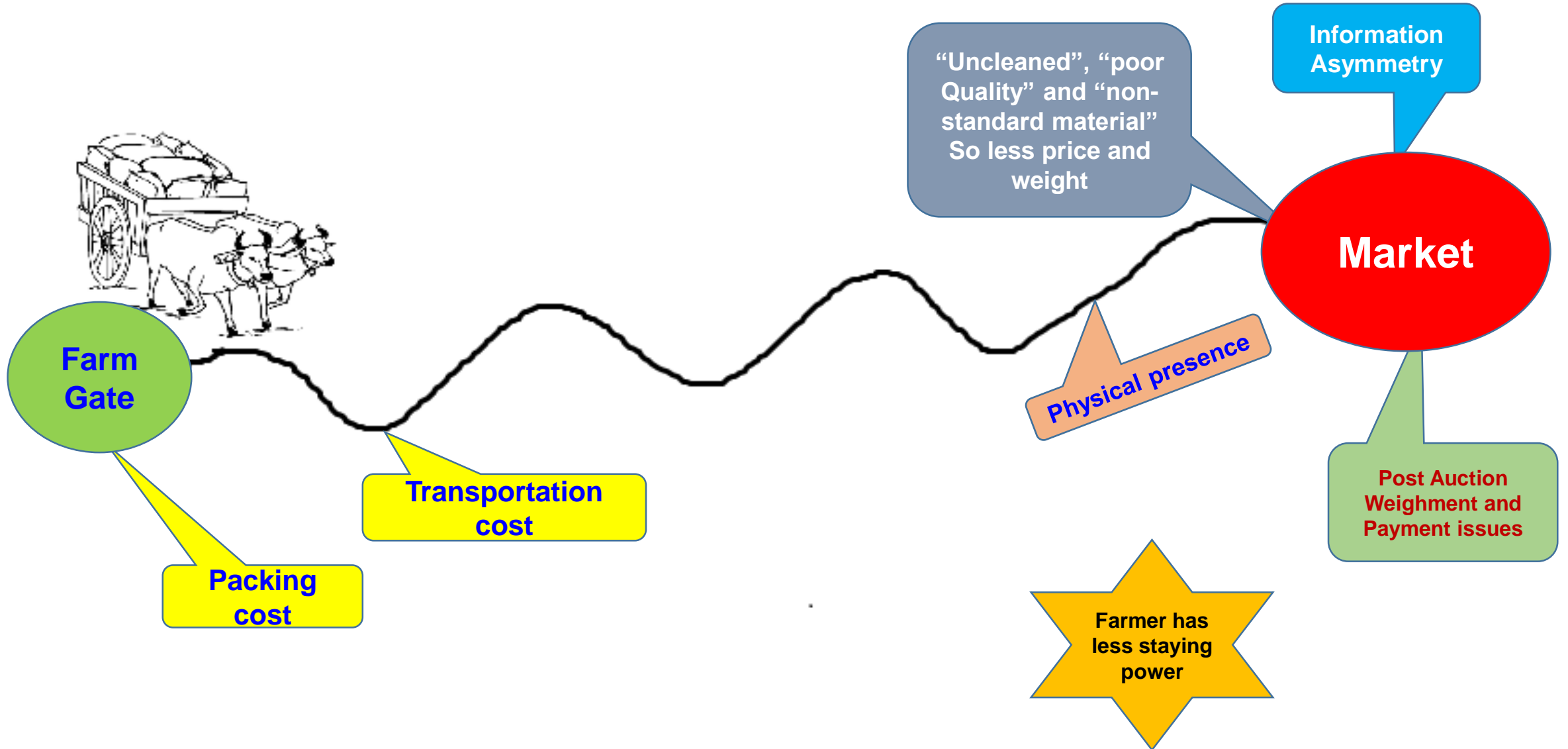
- Internet Banking
- RTGS/ NEFT
- Challan/Cheque

6 Gate Exit



- Post Trade
- Goods Return
- Permit

Journey of the farmer to APMC





About e-NAM



National Agriculture Market (e-NAM) is a pan-India, unified national electronic agriculture market for agricultural products.



National agricultural market is a virtual market, an electronic trading portal but supported by physical markets (APMCs and other yards)



Why e-NAM ?



Uttam Fasal Uttam Enaam

1

Creation of Unified National Agriculture Market

2

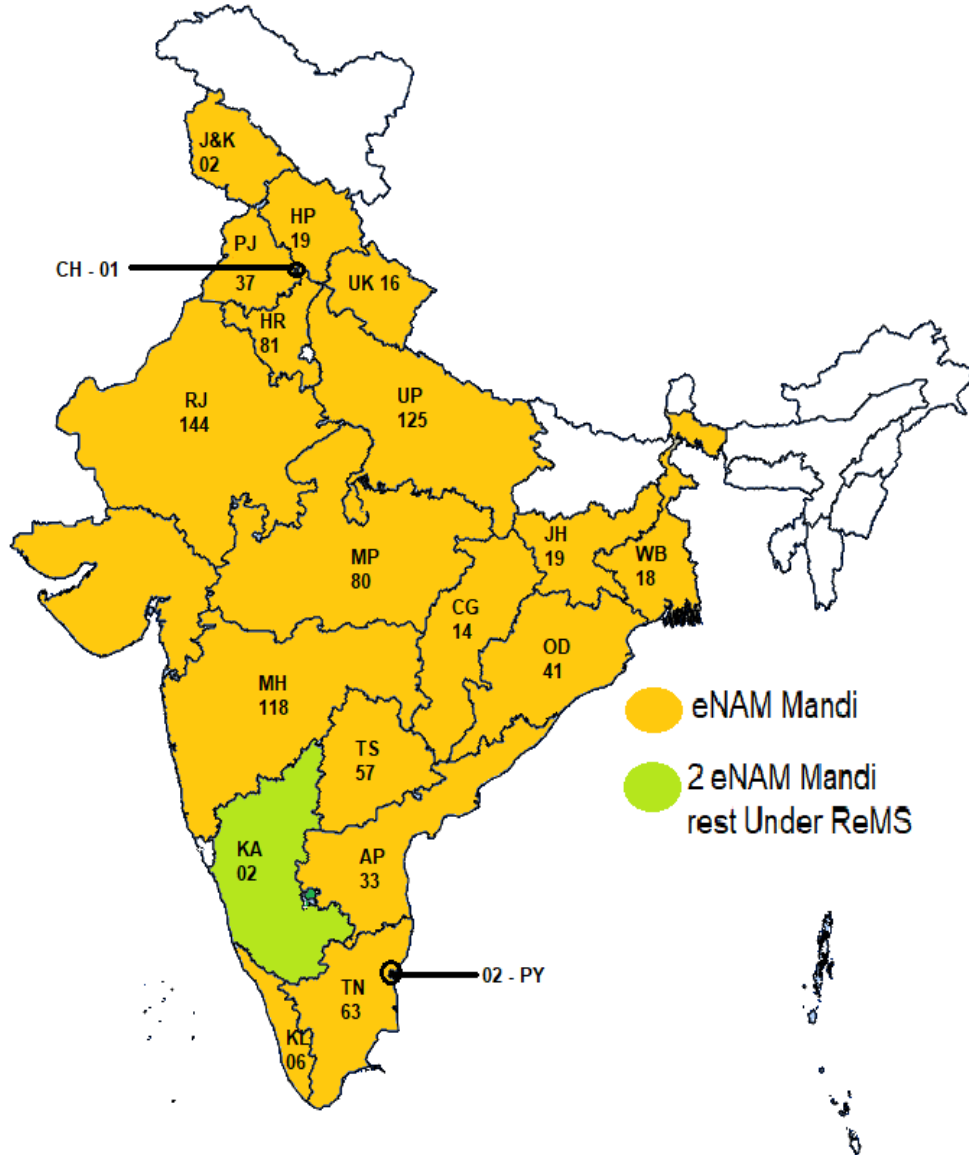
Transparent Price Discovery through Electronic Bidding

3

Remunerative Prices to the Farmers by expanding Market Options

4

Digital operations for enhanced Efficiency and Transparency



Sl. No	State	Total Mandi
1	Andhra Pradesh	33
2	Chandigarh (UT)	01
3	Chhattisgarh	14
4	Gujarat	122
5	Haryana	81
6	Himachal Pradesh	19
7	J & K (UT)	02
8	Jharkhand	19
9	Karnataka	02
10	Kerala	06
11	Madhya Pradesh	80
12	Maharashtra	118
13	Odisha	41
14	Puducherry (UT)	02
15	Punjab	37
16	Rajasthan	144
17	Tamil Nadu	63
18	Telangana	57
19	Uttar Pradesh	125
20	Uttarakhand	16
21	West Bengal	18
Total Mandis		1000

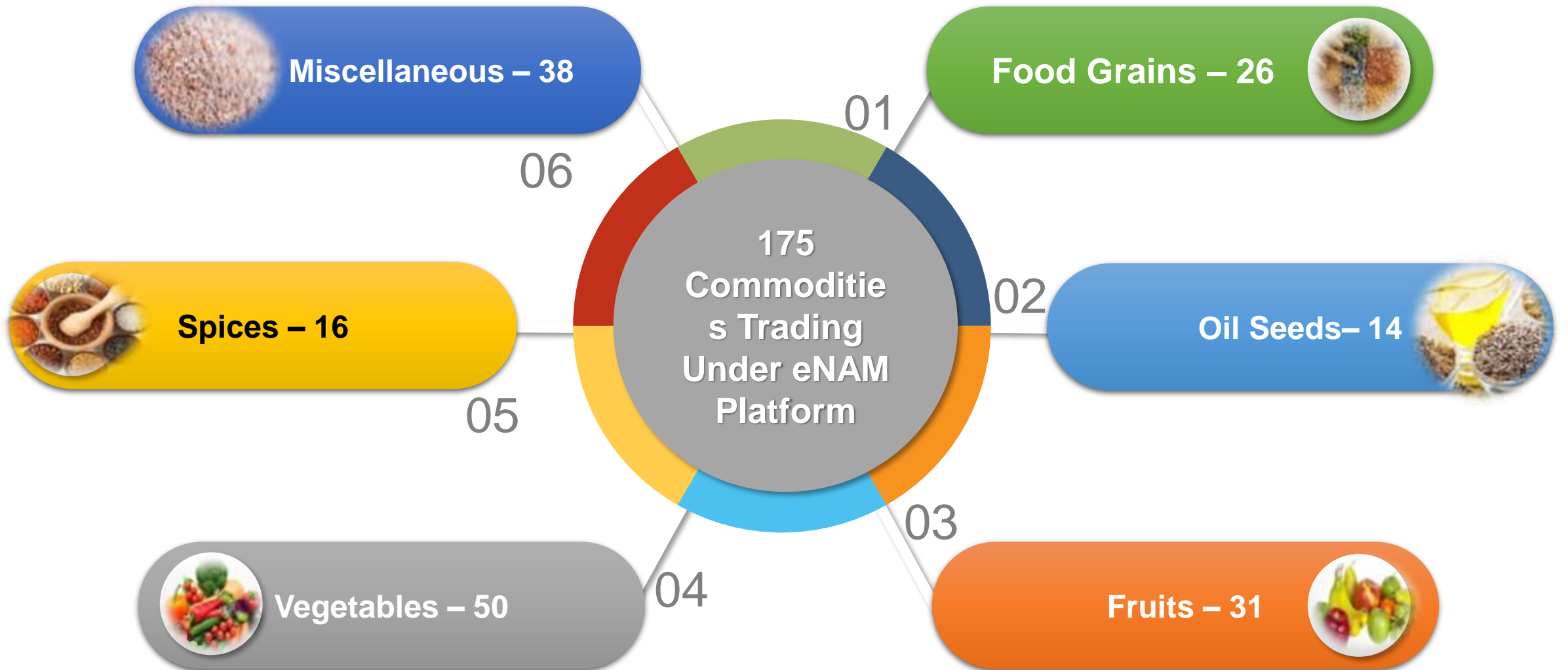


Stakeholders in e-Nam



No. of. States	18 states & 03 UTs = 21
No. of. Traders	1,69,548
No. of. Commission Agents	92,079
No. of. FPOs	1,856
No. of. Farmers	1,70, 66,724

* Till 31st May 2021



April 2016

Pilot Lunch in 21 APMC market across 08 States

October 2016

Mobile Application Lunch

March 2017

eNAM integrated in 421 APMCs across 13 States

March 2018

eNAM extended 585 APMCs in 16 states & 02 UTs

April 2020

Lunches the FPOs, eNWR & Agri-logistics Module

May 2020

eNAM Stated in 1000 APMCs in 18 states & 03 UTs

August 2020

25 New Commodity Add and now 175 Commodity trading





How eNAM works – Features of eNAM



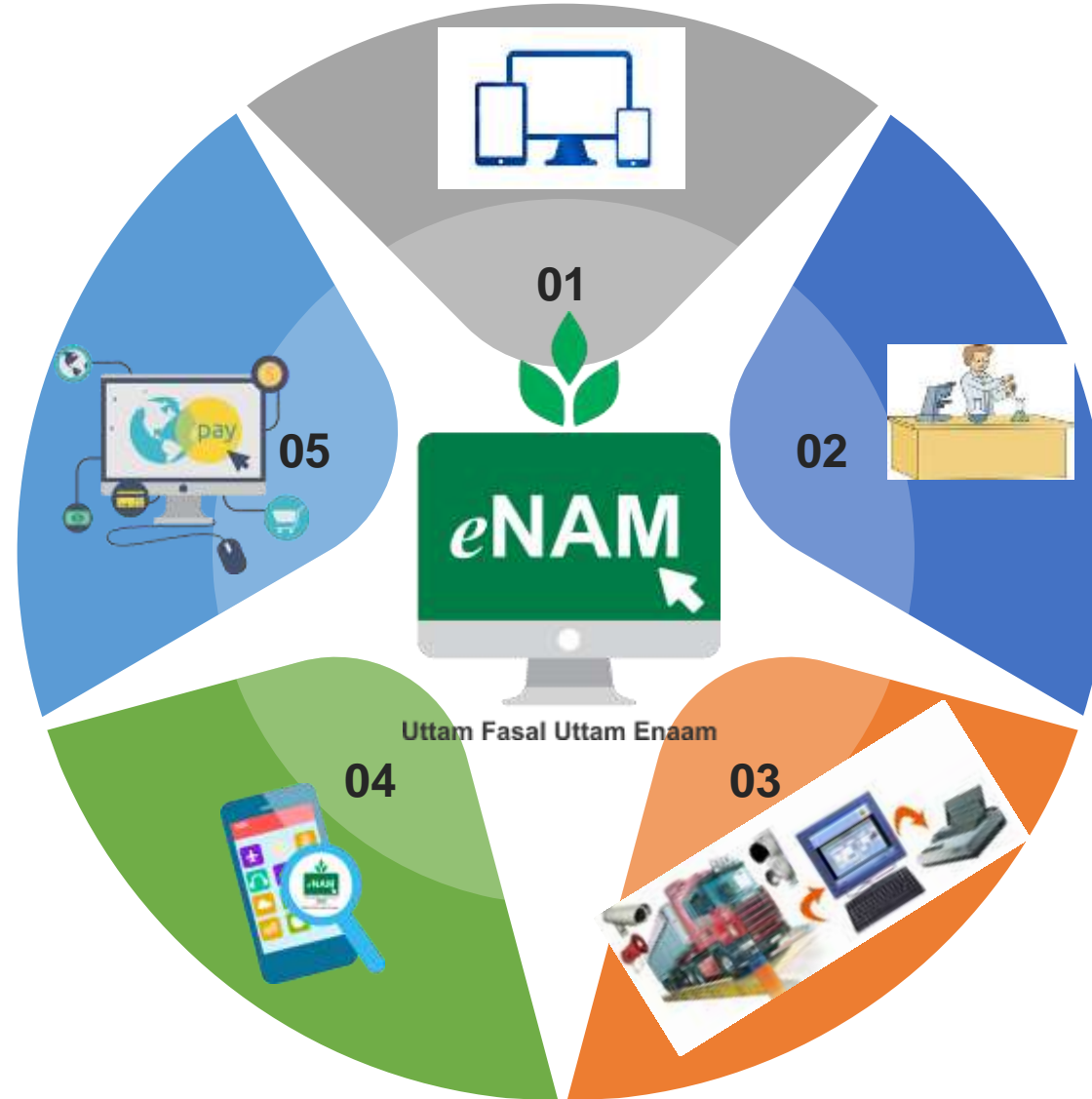
Online Trading



Assaying



Weighment Integration



Mobile App



Online Payment





Benefits of eNAM – Farmers & FPOs





How FPOs Can Participate in eNAM Market?.....



01

Through
eNAM Market

02

Through FPO
Module
(FPO Gate)

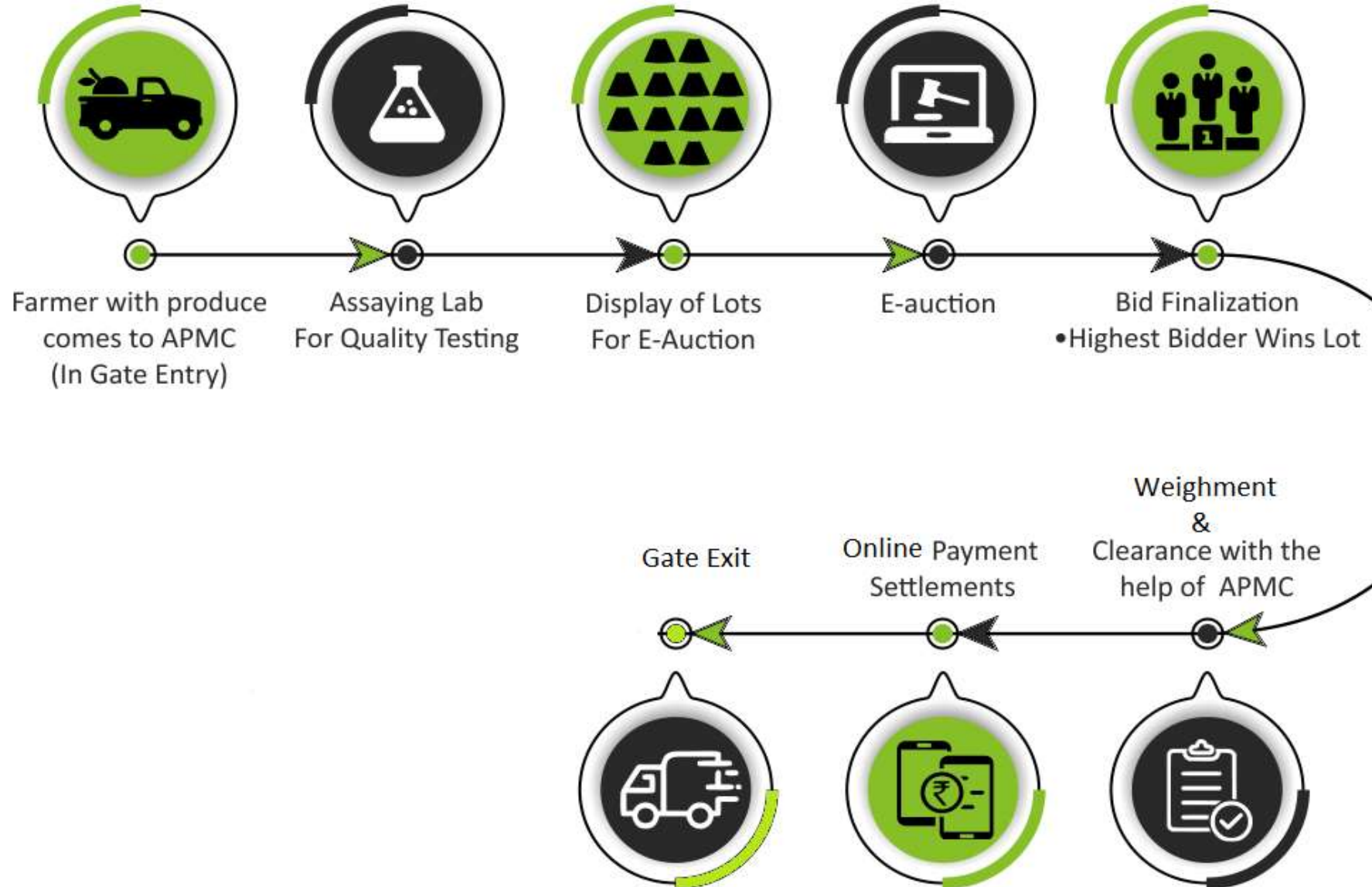
03

Through
e-NWR
(warehousing)

04

FPO can act
as a Buyer

Trade Flow in eNAM Platform





New Features in e-NAM





Mobile Application





FPO Module



- ❖ FPO / FPC groups will be able to create LOTs from FPO Location/Center. It will be acting as a platform for them to sell out their produce on NAM platform.
- ❖ To use the platform they need to get themselves registered and they are good to go.
- ❖ FPO/FPC groups will have the option to upload the Assaying and Weighment information as well for their lots at the NAM Platform.



FPO Module : Features



- 1 Lot creation from FPO Location/ Collection Center
- 2 Bid creation from FPO Location/ Collection Center
- 3 Assaying & Weighment at FPO Collection Centre
- 4 Personalized Dashboard for Trade Information
- 5 Payment will be done to FPO and FPO to respective farmers
- 6 Additional option to select the lot based on State, APMC, Commodity and FPO

FEATURES OF FPO Module



Uttam Fasal Uttam Enaam



FPO Trading Module Process



1. FPO



2. Collection Center



3. Sampling & Assaying



4. Weighment



5. Lot Creation



10. Logistics



9. Payment Dispersal



8. Online Payment



7. Winner Declaration & Invoice Generation



6. Online Bidding & Invoice Generation



FPO Module – Sale Agreement



NATIONAL AGRICULTURE MARKET
BHURA FPO



SALE AGREEMENT BETWEEN PERIOD 11/11/2019 AND 12/11/2019

Agreement No	2019117041160000003	Agreement Date	11/11/2019 17:29:55
Trade Type	eTrade	Trader Name	M.a. Raheem S/o Md. Qasim - M/s. A.r. Traders. H.no.16-10-1/s/123, Sri Krupa Market, Malakpet ,H.no. 12-2-850, Asif Nagar, Hyd.
Commision Agent		Trader ContactNo	9999474310
Commission Agent License No		Trader License No	20101491249
Lot Type	Primary Sale	Seller Name	Kishore
		Seller Address	Null
		Seller ContactNo	7330701122

Commodity	LOT Code	Bag Type	No of Bags	Rate	Weight	Total Amount (Rs.)
Chilli-deepika	704-20191111-10	40KG BAG	8	1231.00	3.20 Qui	3940.00

Commodity Price	Rs. 3940.00
Component & Per (%)	Amt After Deduction
Component Total (Inclusive)	0

Commodity Price		Rs. 3940.00			
Component & Per (%)	Base Amt	TDS		Amt After Deduction	
		%	Amt		
MARKET FEE	1.00 %	(+)	39.40	0.00	39.40
Component Total (Exclusive)			0.00	Rs. 39.40	

Net Amount Payable to Seller: Rs. 3940.00
(Rs. Three Thousand Nine Hundred Fourty Only.)

Total Amount Payable by Trader: Rs. 3980.00
(Rs. Three Thousand Nine Hundred Eighty Only.)



Requirements of Trading in eNAM Platform



- ❖ In order to use this module FPOs need to get themselves registered on e-NAM.
- ❖ Purpose of Registration is to create lots & upload it from FPO location / collection center for bidding.
- ❖ This lot will serve as a link for them to sell their produce on e-NAM.
- ❖ FPOs will have the option of uploading quality tests and weighing information about their lots on e-NAM for sale.
- ❖ To save multi-handling and transportation costs for FPOs.



FPO Module: 1ST Transaction in Rajasthan



Name of the Module	FPO
Implemented State	Rajasthan
Implemented Mandi	Mandawari
Name of the Farmer	Babulal Meena
Name of the FPO	KHATWA KISAN JAIVIK PRODUCER COMPANY LTD
Contact Details	9672454444
Lot ID Number	691-20200113-1
Commodity	Bajra
No. of Bags	2
No. of Quantity (Quintals)	1.0 Quintal
Bid Rate per Quintal Rate(Rs)	1,892
Commodity Value	1,892
Sale Bill Number	NAM6912001000002
Trader Name	Ramjilal Ramswaroop

NATIONAL AGRICULTURE MARKET
KHATWA KISAN JAIVIK PRODUCER COMPANY LIMITED

SALE BILL

Sale BillNo.	NAM6912001000002	Sale BillDate	13/01/2020 15.31.13	
Agreement No	2020016911160000002	Agreement Date	13/01/2020 15.20.23	
Trade Type	eTrade	Trader Name	Ramjilal Ramswaroop - Ramjilal Ramswaroop Mandawari Kishorpura ,0	
Commision Agent		Trader Mob.No.	9460011771	
Commision Agent License No		Trader License No	4	
Lot Type	Primary Sale	Seller Name	Babulal Meena Mandawari	
		Seller ContactNo	9929304142	

Commodity	LOT Code	Bag Type	No of Bags	Rate	Weight	Total Amount
Bajra	691-20200113-1	50 KG BAG	2	1892.00	1.00 Qui	1892.00

Commodity Price	1892.00
Component & Per (%)	Amt After Deduction
Component Total (Inclusive) 0.00	

Commodity Price		1892.00			
Component & Per(%)	Base Amt	TDS Deducted		Amt After Deduction	
		%	Amt		
MARKET FEE	0.50 %	(+)	9.46	0.00	9.46
Component Total (Exclusive)				0.00	9.46

Net Amount Payable to Seller : 1892.00

Total Amount Payable by Trader: 1902.00

FPO Pilot Pictures

Shri Babulal Meena, is a resident of village-Khatwa, Teh – Lalsot, District - Dausa, Rajasthan.

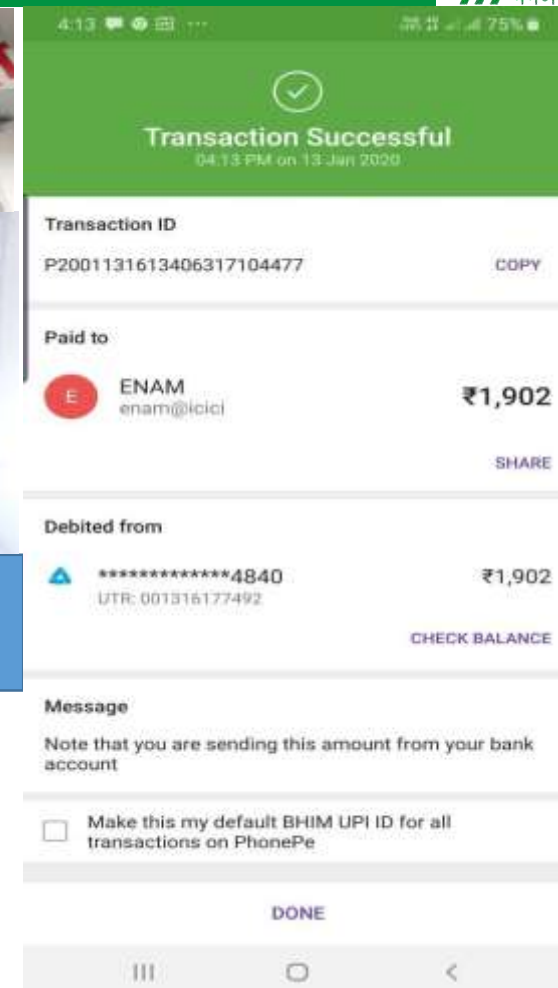
He sold Bajra produce through FPO-KHATWA KISAN JAIVIK PRODUCER COMPANY LIMITED. Mandawari is the nearest mandi 12 Km from his village. FPO collection centre is located in his village from where he could sell his produce and get better realisation by **saved on transportation cost.**



Collection center of FPO with Assaying Facilities



Collection center of FPO with Weighment Facilities



Online Transaction (UPI mode) paid by Trader.



Case Study



Mahakaushal Progressive Farmers Self Reliant Producer Company Ltd, Seoni, Madhya Pradesh

MPFSRPCL is registered as FPO at Chikla village of Seoni District in Madhya Pradesh. It serves 3000 farmers from 29 villages in Seoni. During January 2019 FPO has sold 5000 quintals of maize worth more than Rs 70 lakhs through Seoni eNAM mandi. Price realized through trade was ranged between Rs 1325 to Rs 1510 per quintal against the prevailing market price of Rs. 1220 to Rs. 1450 per quintal. FPO has traded about 81 lots on eNAM. MPFSRPCL is also a recipient of “Appreciation Letter” by Seoni District Magistrate on 26th January 2019.



Surya Framers Producer Company Limited (SFPCL), Basmat, Maharashtra

SFPCL incorporated on 24th January 2015 with membership of 538 small and marginal farmers'. The SFPCL Member's are involved in the farming of Turmeric, Pulses and Vegetables and Milk products in Basmat Tehsil of Hingoli District. SFPCL is very consistent in selling their produce on eNAM, till Aug 2020, it sold about 4690 quintal of produce worth more than Rs. 2.83 crores. Since the launch of **FPO Module**, SFPCL has sold about 98 lots of turmeric which is 1,003 quintals and worth Rs. 54.83 lacs. The volume itself indicates the quantum of benefit FPC has received by selling their produce on eNAM.





Case Study



Devagiri Kisan Agro Products Producer Company Ltd (DKAPPCO), Paralakhemundi, Odisha

DKAPPCO incorporated on September 11, 2017 especially to serve tribal women farmers; It provides logistics and other handling support to its members as well as non-members to aggregate raw cashew nuts from forest and fallow lands.

DKAPPCO attended the training program organised by OSAMB & started selling raw cashew nut using eNAM portal. **Till Dec 2019, 603 quintals of raw cashew nut worth more than 62 lakh rupees at an average price of Rs. 10,336 per quintal has been traded which was better than the prevailing market price of less than Rs. 10,000 per quintal.** Upon better price realization, DKAPPCO has sold its produce on multiple times on eNAM.

Girimala Farmers Producer Company Limited (GFPCL), Modasa, Gujarat

GFPCL incorporated to serve small & marginal farmers; it is currently working in 26 villages with 980 members of Meghraj and Malpur blocks of Aravali district around Modasa in Gujarat. GFPCL officials attended FPO meeting at Gandhinagar, jointly organised by SFAC & GSAMB in May 2018 and later on GFPCL started selling on eNAM platform. **GFPCL has realized Rs. 288 per quintal higher price compared to prevailing physical market price by selling 209 quintals of Chana in Modasa eNAM Mandi.** Upon realizing transparent practices GFPCL has traded 11 times on eNAM.





Case Study



Yermunai Collective Farmer Producer Company Limited (YCFPCL), Gobichettipalayam, Tamilnadu

YCFPCL incorporated to serve 900 small and marginal coconut growers; YCFPCL Board of Director's are jubilant with the transparent system with accurate weighing and quick payment followed in the eNAM Mandi. In local Mandis, YCFPCL used to realize a price of Rs. 8,500 per quintal for Copra in non – eNAM Market, however on eNAM, YCFPCL realized average price of Rs. 9,500 per quintal which is Rs. 1000 higher than the prevailing local market price at the same point of time. Till Dec 2019, FPC has traded 134 quintals of Copra worth Rs. 12 lakhs. Since June 2019, YCFPCL has traded 15 times on eNAM to reap the benefit of better & remunerative price.



Churchu Wadi Fal Sabji Producer Company Limited (CWFSPCL), Hazaribagh, Jharkhand

Churchu Wadi Fal Sabji Producer Company Limited (CWFSPCL) is incorporated in the year 2016 to serve small and marginal farmers of Paddy, Watermelon and Vegetables producers in the Churchu block of Hazaribagh district. Currently it is serving across 41 villages and 760 farmers in the block.

Amid the crisis, After lunching of FPO Module, CWFSPCL has sold about 289 quintals (10 lots) of watermelon worth Rs. 4.95 lacs through FPO module.





Benefits of FPO Module



- ✓ Reduce the hassle of FPOs to deal with mandis.
- ✓ Reducing transaction costs (Transportation) and enhancing bargaining power of FPOs.
- ✓ Facilitates FPOs to avail online payment facility with ease of doing business.
- ✓ Transparency in FPO Business.



Thank You