

## **e-NAM: Electronic national agricultural marketing in india**

India is an agricultural land where agriculture and allied sector place a very important role in our economic development and cover more than fifty percent people's occupation. So, there is no question arise that it is very important sector, undoubtedly, deserves the much-needed attention in today scenario, when the country's growing population and their rising living standards are leading to an ever-increasing demand for the agricultural products. For this reason, since last three years of this govt., a lot of focus is being given on farmers welfare, be it the increased budgetary allocations for the agriculture and allied sectors, or various production and crop centric schemes, there have been all out efforts to ensure income security and better livelihood for farmers by protecting them from the uncertainties of the weather, increasing their farm productivity and ensuring a better price for their produce.

Past strategy of other govt. for development of the agriculture sector in India has focused only food security. The strategy did not explicitly recognize the need to raise farmer's income and did not mention any direct measure to promote farmers, income or welfare. According to the NSSO data on consumption expenditure survey of the year, 211-12 shows that more than one-fifth of rural household with self-employment in having low income than the poverty line.

Prime Minister ShriNarendraModi has set the goal of doubling the farmer's income by 2022. For this, he has outlined a seven-point strategy which includes a slew of regulatory and marketing reforms in addition to improved irrigation facilities, provision of better-quality seeds and prevention of post-harvest losses. For this motive, he realized the need to pay special attention to the upliftment of farmers, so the central govt. changed the name of the ministry of agriculture to the ministry of agriculture and farmers welfare in 2015. So, it has very clear that the income of farmers which is earned by the agriculture and its allied sector is very difficult and show the distress of agricultural sector (Chand 2016) and advised to the necessity of farmers welfare and empowerment.

### **Trends in farmers income:**

The lack of accurate information about farmers income created problems to know about adequacy, fluctuations, and growth of farmers income. For this reason, it is impossible to know that how the various factors affected the disparity of farmers' income, a notable study on this is by hand et al (2015). It provides estimates of total and per cultivator farm

income for the period 1983-84 to 2011-12 and identified sources of growth in farm income. The most recent estimates of farm income were prepared by Chand et al (2015) for the period 1983-84 to 2015-16 are presented in **Table-1** at nominal prices as well as in real terms. During the same period, CPIAL (consumer price index for agricultural labour), which measures price change in rural India, increased 4.62 times. Taking away the effect of inflation, real farm income just doubled during past 22 years. Meanwhile, the farm income per cultivators shows a slightly higher increase due to the decline in the number of cultivators after 2004-05.

**Table-1**

Trend in farmer's income in India, 1993-94 to 2015-16

Year	Net value added at market price (Rs. Crore)	Wage bill at market prices (Rs. Crore)	CPIAL 2004-05=100)	Total farm income of all farmers (Rs. Crores)		Cultivators (numbers in crores)	Farm income per cultivator (Rs.)	
				Market price	Real price		Current price	Real price
1993-94	223709	45755	59	177954	303814	14.34	12365	21110
1999-00	426582	90951	90	335631	372923	13.88	24188	26875
2004-05	527289	93130	100	434160	434160	16.61	26146	26146
2011-12	1409932	252804	183	1157128	632514	14.62	79137	43258
2012-13	1558480	245750	220	1312730	596695	14.36	91416	41553
2013-14	1753691	276532	245	1477159	602922	14.10	104763	42760
2014-15	1849931	291708	261	1558223	597020	13.85	112507	43106
2015-16	1940636	306010	273	1634625	598764	13.60	120193	44027

**Notes:**

1. Wage bill till the year 2011-12 is taken from Chand et al (2015). For subsequent years wage bill are estimated using the proportion of wage bill to net value added for the year 2012-13.
2. Farmer's income is expressed in real terms using CPIAL (2004-05=100) as the deflator.
3. A number of cultivators after the year 2011-12 were projected based on the rate of growth between 2004-05 and 2011-12.

**Source:**

Ramesh Chand, NITI Policy Paper No. 1/2017, Doublings Farmers' Income, Rationale, Strategy Prospects and Action Plane, March-2017, Page No.-6

## **Sources of growth in farmer's income:**

For the doubling real income of farmers till 2022-23 over the base year of 2015-16, requires annual growth of 10.41 percent in farmer's income. This implies that the ongoing and previously achieved rate of growth in farm income has to be sharply accelerated. Therefore, for the growth of farmers income strong initiatives and measures to take the removal of disparity of agricultural sectors and as well as outside of agriculture sector. The major sources of growth operating within agriculture sector are,

- I. Improvement in productivity
- II. Resources use efficiency or saving incost of production.
- III. Increase in cropping intensity
- IV. Diversification towards high-value crops,

The sources outside agriculture include:

- V. Shifting cultivators from farm to non-farm occupations, and
- VI. Improvement in terms of trade for farmers or real prices received by farmers.

## **Strategy for improving farmer's income:**

The NDA government under PM Narendra Modi has put anunprecedented focus on agriculture. Various step to improve agricultural productivity, secured farmers and increase their incomes and improve their overall living standard and wellbeing have been taken in the past two years. The government has taken various step to improving their income and helping the farmers in a so many of ways, like, easy availability of fertilizers for strong and organic cropping, to improving irrigation facilities for the removal of the dependent on monsoon, from the insurance of various cropping and to easy access to credit, and to provide the various research and scientific cropping to a better price for their produce. For these purposes, PM Modi has also said about the matter of doubling farmers income by 2022 by the multi-model interventions.

India faced consecutive drought in 2014-15 and 2015-16. Yet due to the slackness of Indian farmer's, agricultural production has always shown the lack of stock and due to this reason, the supply of agricultural produce has very less in the market and increase inflation in the prices of their produce. Total food grain output in 2015-16 is estimated at 252.23 MT while total food grain output in 2014-15 was 252.02 MT. Ministry of agriculture has remained as a ministry of agriculture and farmer welfare. This reflects a paradigm shift in the

vision, which puts farmer first. For the welfare of farmers' govt. has allocated the huge amount of the growth of farmers' income. That is approximately Rs. 35,984 crores. The govt. realizes that agricultural needs to more predictable, productive and profitable this needs a multidimensional approach to solving farmer's problem throughout the entire cycle and hence the govt. has come up with solutions to various issues faced by farmers.

### **Pre-sowing:**

#### **1. Soil health card to help farmers make the right choice:**

The government has distributed 1.84 cr. Soil health cards. The target is to cover all 14 crore farm holdings and provide soil health card to all farmers.

#### **2. Fertilizers:**

Long queues for fertilizers are history now. The govt. is ensuring easy availability of fertilizers for farmers. Prices of fertilizers have also been reduced significantly. 100% neem coated urea is available in the country. This will improve fertilizers use efficiency by 10 to 15% and thereby reduce the consumption of urea fertilizers.

#### **3. Finance:**

Govt. approved Rs. 18,276 crore towards interest subvention of farmers loans. This will ensure that a farmer pays 4% interest for short-term crop loans, 7% for post harvest loans, 7% in case of natural calamity, against the market rate of 9%.

### **During sowing:**

#### **1. Irrigation facilities:**

Approximately 28.5 lakh hectares land areas will be brought under irrigation. Those are implemented by the Pradhan Mantri Krishi Sinchai Yojana mission mode. AIBP has implemented 89 irrigation projects, which were pending for a long time, will be fast-tracked. A dedicated long-term irrigation fund is being created in NABARD with an initial corpus of about 20,000 crores, 5 lakh farm ponds and dug wells in rainfed areas and 10 lakh compost pits which have used for the production of organic manure will be taken up under MGNREGA.

#### **2. Support and guidance:**

The scientific advice in the form of SMS and calls have been sent to crores of farmers.

## **After sowing:**

### **1. Pradhan Mantri Fasal Beema Yojana:**

The PMFBY comes with the lowest ever premium rate for farmers. The PMFBY comes with one rate for one crop ie Kharif crops: 2%, rabi crops 1.5%, Horticulture crops 5%. There is no capping on premium rates and no reduction is sum ensured, thus ensuring full protection for farmers. Since independence, only around 20% farmers have been covered under insurance till now. PMFBY targets 50% coverage in next 3 years.

### **2. e-NAM:**

Prime Minister Shri Narendra Modi has given the vision of ‘Making A New India’. This ‘New India’ cannot become a reality unless the villages in far-flung areas are developed. India cannot be transformed unless these villages are transformed. Hence, the present government has undertaken a series of path-breaking measures in last three years for the upliftment of the rural masses. Prime Minister has set the target for ‘Doubling the Formers’ Income by 2022.

Historic reforms are underway in Agri-marketing by the creation of ‘National Agriculture Market’(e-NAM). Once fully operational, e-NAM will remove distortions in the market and would ensure the best price for a farmer’s produce in the most transparent way. So, for the implementation of this planning (e-NAM), on April 14, 2016, Prime Minister dedicated to the nation an electronic trading platform called national agricultural market (e-NAM). It came on an important day, the birth anniversary of one of the key architects of Indian constitution- Dr. B. R. Ambedkar. The e-NAM trading mechanism proposed to integrate 585 regulated wholesale markets or Agriculture Produce Market Committees (APMCs) under one electronic platform within a couple of years. The e-NAM allowed farmers to sell their produce to highest bidders. This has also left its positive impact or rural folks.

e-NAM (National Agricultural Market) is a pan-India electronic trading portal launched by the ministry of agriculture and farmers welfare, Govt. of India, to facilitate farmers, traders, buyers, exporters, and processors with a common platform for trading commodities. It currently links 250 APMCs (Agriculture Produce Marketing Committees) from across 10 states. The portal is managed by small farmer’s agribusiness consortium (SFAC) appointed by the ministry in for the purpose. Traders and exporters need to get themselves registered with the portal to

access its services 69 commodities including staple food grains, vegetables and fruits are currently listed in its list of commodities an available for trade.

Apart from the above measures, a multipronged approach has been adopted to augment farmers' income. Efforts are being made to increase in farm income through support to allied activities like fisheries, animal husbandry, and dairy products. The govt. has also promoted the 850 crores daring projects for -“Pashudhan Sanjivani”, “Nakul Swasthya Patra”, “E-Pashudhan Haat”, And “National Genomic Centre For Indigenous Breeds”.

Rashtriya Gokul Mision launched to conserve and develop indigenou cow breeds. Fish production has increased from 95.72 lakh tones during 2013-14 to 2015-16 is estimated at 107.9 lakh tones. The ‘Saving-Cum-Relief’ component provided to fishermen been increased to Rs. 1500 per month under Blue Revolution Scheme.

There has also been a significant increase in relief provided by govt. for the year 2010-15, a provision of Rs. 33580.93 crore was made for state disaster response fund. The Rs 61220 coreamount has been asanction for the goal period 2015-2020. Rs. 12516.20 crore was provided for those states which were affected by the drought and hailstorm during the period of 2020-24 for relief only. The NDA govt. has approved an amount of Rs. 9017.998 crore during the period of 2014-15 alone as a relief to the states affected by drought and hailstorm. Only Rs. 13496.57 crore have already been approved During the year 2015-16, till now.

## **Innovative And Solid Measures For Empowering Farmer’s Incom For A Prosperous India:**

Farmers have always been the backbone of our country and the NDA government is striving to strengthen this backbone of the country through innovative and solid measures.

- For the improving productivity through irrigation facilities govt. has launched the project ‘Pradhan Mantri Krishi Sinchai Yojana’. The vision of this policy is to ensure access to some means of protective irrigation to all agricultural farms. The governmenthas said if our farmers are being educated and known about modern irrigation methods and technology to improve cropping‘Per Drop More Crop’.
- The central government has launched the scheme ‘Paramparagat Krishi Vikas Yojana’ for the motivation of groups of farmers to the traditional cropping by organic farming for soil conservation and environmental protection. A special scheme has also been

launched in the Northeastern region for the promotion of organic farming and export of organic produce.

- ‘Soil Health Cards’ have been introduced to enhance the productivity of specific crops in a sustainable manner and shall be issued to all 14 crore holding in the country. Approximately about 248 lakh samples are to be analyzed during 3 years.
- For the growth of domestic production government has introduced a new ‘Urea Policy’ and for this motive government has regenerated and revival of a fertilizer plant in some district like Gorakhpur, Baroni, and Talcher also. Now this time these plant has achieved to self-sufficiency.
- Farmer has losses own production due to unwanted unseasonal rains, the NDA govt. proactively announced that the farmers will be eligible for input subsidy if 33% or more of their crop is damaged. Earlier, the farmer would be eligible for subsidy only when the crop damage was 50% or more. The existing quantum of financial assistance is also enhanced by 50 percent in case of crop losses.
- For price control of perishable Agri-horticultural commodities. The government has established Price stabilization fund with a collection of Rs. 500 crores and to support market interventions now. This intervention will control and reduce the price instability.
- ‘Gram Jyoti Yojana’ will provide uninterrupted electricity supply by separation of feeders. This will not only increase production but will also have a large impact on the overall lives of the farmers those are living in that area where the electricity not coming continuously including cottage industries, education etc.
- NDA govt. strong and principled stand at WTO negotiations secured farmers long-term interests while providing food security. Farm credit target has been increased to Rs. 8.5 lakh crores, ensuring advisable access to loans at appreciated and very low rates, technology increases the empowering farmers in a big way, from giving weather reports, information on fertilizers, best practices, etc. via Kisan Portal. use of mobile pilot in agriculture has been given a motivation, with more than 550 crores SMSs sent to about 1 crores farmers as advisories and information.

The prime minister, Shri Narendra Modi, has focusing the attention on the health of the soil in agricultural areas from all over the country, to increase productivity and bring about farmers prosperity.

He was speaking after launching the union government nationwide, 'soil health card' scheme from Suratgarh, Rajasthan. He described agriculture as the key to poverty eradication. Referring to the song 'Vande Mataram', he said that in order to achieve land that is true 'Sujalam, Suphalam', it is necessary to nurture the soil. He said the soil health card scheme is a step towards fulfilling this dream.

The Prime Minister said a new class of entrepreneurs could set up soil testing labs not only big cities even in small towns. This type of soil testing to be made aninstitutionalevident.

The Prime Minister said about these schemes that, the soil health card scheme and the recently launched 'Beti Bachao, Beti Padhao' scheme were harmonious in all over the country. Therefore he had presently launched the 'Beti Bachao, Beti Padhao' yojana in Haryana, and was now launching this policy in Rajasthan. He said it was essential to save both 'Beti and Dharti Ma'.

The Prime Minister also spoke of the importance of water. He said that it was essential to use water judiciously and not waste even a drop. He said excess and scarcity of water were both dangerous, and therefore, the key to good agriculture was drops of water- "Boond-Boond Pani". Prime Minister said he had asked each state to come up with agriculture plans under the aegis of the NITI Aayog. 14 crore soil health cards are envisaged to be issued over the next 3 years.

The prime minister has given the Krishi Karman awards to state government functionaries bodywork which are initiated by the chief ministers of states and reformist farmers, to the states of Punjab, Odisha, Meghalaya, Chhattisgarh, Madhya Pradesh, Assam, Tamil Nadu, West Bengal and Gujarat. He presented appreciation awards to state government office-bearer led by agriculture ministers of states to Arunachal Pradesh, Nagaland, Maharashtra, Jharkhand, and Karnataka.

The low level of farmer's income and years to year fluctuations in it are a major source of agrarian distress. This distress is spreading and getting severe over time impacting almost half of the population of the country that is dependent on farming for a livelihood. Persistent low level of farmers income can also cause serious effect on the future of agriculture in the country. To secure future of agriculture and to improve the livelihood of half of India's population, adequate attention needs to be given to improve the welfare of farmers and raise agricultural income. Achieving this goal will reduce persistent disparity between farm and non-farm income, alleviate agrarian distress, promote inclusive growth and

infuse dynamism in the agriculture sector. Adequate income in farm sector will also attract the countries youth on behalf of the farming profession and reduce the pressure on non-farm jobs, which are not growing as per the expectation. Doubling farmer's income by 2022 it is very challenging but it is necessary for the double farmer's income. In the case of livestock, improvement in huddle quality, better feed, increase in scientific insemination, reduction in calving differences and loweringage at first calving are the energetic sources of growth. Mostly,the initiatives and policies for the agricultural development are implemented by the states. Therefore, it is essential to mobilize states and UTs to own and achieve the goal of doubling farmer's income. If concerted and well-coordinated efforts are made by the center and all the states and UTs, the country can achieve the goal of doubling farmer's income by the year 2022.