

## Farmers' Awareness about e-NAM and their Market Orientation

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### ABSTRACT

*In this century Information Technology drives prime attention because of its faster connectivity and easy access. Recognizing this fact Government of India and Department of extension education connecting farmers to Digital platform. One of such connecting dot is e-NAM. National Agriculture Market (NAM) is a Pan-India electronic trading portal which networks the existing APMC market to create a unified national market for agricultural commodities. The NAM Portal provides a single window service for all APMC related information and services. This includes commodity arrivals & prices, buy & sell trade offers, provision to respond to trade offers, among other services. The Awareness of farmers about e-NAM observed, showing low awareness (56.66 %). Extent of awareness shows, rank ordering of statements on extent of awareness about that, majority of the respondents were listen about e-marketing (rank I) followed by awareness about different practices in market (II). while rank (III) shows those participated in awareness session know about different features of scheme like through this scheme prices commensurate with quality, Commodity returns will directly transfer to bank account.*

**Key words:** e - NAM, Awareness and Market Orientation

### INTRODUCTION

The NAM Portal provides a single window service for all APMC related information and services. This includes commodity arrivals & prices, buy & sell trade offers, provision to respond to trade offers, among other services. While material flow (agriculture produce) continue to happen through market, an online market reduces transaction costs and information asymmetry. NAM addresses these challenges by creating a unified market through online trading platform, both, at State and National level and promotes uniformity, streamlining of procedures across the integrated markets, removes information asymmetry between buyers and sellers and promotes real time price discovery, based on actual demand and supply, promotes transparency in auction process, and access to a nationwide market for the farmer, with prices commensurate with quality of his produce and online payment and availability of better quality produce and at more reasonable prices to the consumer.

A national e-market platform for transparent sale transactions and price discovery initially in regulated markets. Willing States to

accordingly enact suitable provisions in their APMC Act for promotion of e-trading by their State Agricultural Marketing Board/APMC. Liberal licensing of traders / buyers and commission agents by State authorities without any pre-condition of physical presence or possession of shop / premises in the market yard. One license for a trader valid across all markets in the State.

Improvement in the market fee collection by means of accounting all the transactions that are taking place in the market. Reduction in manpower requirements as tendering / auctioning process takes place through the system. Analysis and forecasting of the arrivals and prices. Availability of the activities of each APMC on the website directly. Therefore, the present study entitled, Awareness of farmers about e-NAM (National Agriculture Market) was undertaken by following objectives.

### OBJECTIVES

1. To study the Personal, socio-economic and psychological characteristics of respondent farmers trading at APMC, Ahmednagar
2. To study the extent of awareness of respondent

farmers regarding e-NAM

3. To study the association between of market orientation the respondents and awareness NAM
4. To study the relationship between Personal, socio-economic and psychological characteristics of respondent farmers with their awareness regarding e-NAM

### METHODOLOGY

The present study was conducted in Ahmednagar district of Maharashtra during 2017-2018. This district was randomly selected because out of 35 operational APMC conducting e-NAM scheme, Ahmednagar APMC was with larger market (6059 farmers are registered at gate pass for e-trading and few participated) and near from Pune. Total 120 respondent farmers randomly selected for study and data were collected from respondents by conducting personal interview, with the help of Schedule which was pre tested before using it for the collection of data. The qualitative data were converted into quantitative form. The independent and dependent variables were measured by assigning score. Keeping in view the objectives of

study, the data were tabulated and analysed using appropriate statistical measures such as mean, standard deviation and association.

## RESULTS AND DISCUSSION

### 1 Profile characteristics of the respondents

Majority of the respondents were middle aged (63.33%), with diploma or graduation level of education (47.14%), having semi-medium land holding (55.83%), fair cropping pattern (45.83%), medium social participation (80.33%), annual income up to Rs. 76,001 to Rs. 3,90,000 (60.84%). Medium sources of information (85.83%), medium marketable surplus (75.00%), medium market orientation (55.83%), medium risk orientation (63.33%) and medium technosaviness (77.50%).

### 2. Extent of Awareness of respondents about e-NAM scheme

In the present study, knowledge has been operationalized as the body of understood information possessed by the respondents on protected floriculture technology. The overall knowledge level and technology wise knowledge level of the respondents were studied and the findings were presented in this section.

*Table 1*  
*Distribution of the respondents according to their extent of awareness*

Sl. No.	Extent of awareness (score)	Respondents (n=120)	
		Frequency	Per cent
1	Low (Upto 3)	68	56.66
2	Medium (4 to 13)	43	35.84
3	High ( above 13)	9	07.50
	<b>Total</b>	<b>120</b>	<b>100.00</b>

SD: 7.92

Mean: 4.25

It was observed from the Table 1 that, majority of the respondents (56.66%) possessed low level extent of awareness about e-NAM scheme followed by medium (35.84%) and high (7.50%)

extent of awareness about e-NAM scheme respectively. The results were similar to studies done by C.C.S. National Institute of Agricultural Marketing (2011).

Table 2  
Rank ordering of the statements according to extent of awareness of respondents about e-NAM scheme. (n=120)

Sl. No	Statements about e-NAM scheme:	Yes (%)	Partially (%)	No (%)	Total score	Mean score	Rank
1	Do you know about e-NAM scheme?	0 (0.00)	25 (20.83)	95 (79.16)	13 (100.00)	0.10	VI
2	Did you listen about e-Marketing?	97 (80.83)	23 (19.16)	0 (0.00)	109 (100.00)	0.89	I
3	When e-NAM scheme started?	0 (0.00)	10 (8.33)	110 (91.66)	5 (100.00)	0.04	VIII
4	There is e-NAM portal do you know?	0 (0.00)	0 (0.00)	120 (100.00)	0 (100.00)	0	IX
5	Have you visit this portal?	0 (0.00)	0 (0.00)	120 (100.00)	0 (100.00)	0	IX
6	Do you know portal is also available in Marathi?	0 (0.00)	0 (0.00)	120 (100.00)	0 (100.00)	0	IX
7	Portal gives day to day prices about different commodities	10 (8.33)	25 (20.83)	95 (79.16)	23 (100.00)	0.18	V
8	Have you participated in e-NAM awareness session?	0 (0.00)	20 (16.66)	100 (83.33)	10 (100.00)	0.83	III
9	Do you know farmer got MSP if participate in this scheme?	0 (0.00)	25 (20.83)	115 (95.83)	13 (100.00)	0.10	VI
	<b>About market</b>						
10	Do you know about different practices in market	90 (75.00)	30 (25.00)	0 (0.00)	105 (100.00)	0.87	II
11	Have you see computerization in market?	100 (83.33)	0 (0.00)	20 (16.66)	100 (100.00)	0.83	III
12	Do you know about e- trading which is practice in market?	0 (0.00)	40 (33.33)	80 (66.66)	20 (100.00)	0.16	IV
13	Do you know about other e -Marketing practices?	0 (0.00)	15 (12.50)	105 (87.50)	8 (100.00)	0.06	VII
	<b>About Other features of scheme:</b>						
14	Through this scheme prices commensurate with quality, are you aware about this?	0 (0.00)	20 (16.66)	100 (83.33)	10 (100.00)	0.83	III
15	Commodity returns will directly transfer to bank account; do you know?	0 (0.00)	20 (16.66)	100 (83.33)	10 (100.00)	0.83	III
16	You can sell your produce to different market from any APMC by this scheme.	0 (0.00)	0 (0.00)	120 (100.00)	0 (100.00)	0	IX

(Figures in parenthesis indicates percentage to total value)

The ranking of statements on extent of awareness of the respondents about e-NAM scheme indicates that farmer well aware about computerization in market which is necessary for scheme but poorly aware about core functioning of scheme.

The Awareness of farmers about e-NAM observed, showing low awareness (56.66 %). Extent of awareness shows, rank ordering of statements on extent of awareness about that, majority of the respondents were listen about e-marketing (rank I) followed by awareness about different practices in market (II), while rank (III) shows those participated

in awareness session know about different features of scheme like through this scheme prices commensurate with quality, commodity returns will directly transfer to bank account and thus also seen computerization in market (rank III). followed by awareness about e-trading practices (IV), about portal gives day to day prices about different commodities (V). While next rank (VI) shows poor awareness about core information of scheme like name, knowledge that farmer got MSP if participate in this scheme, also poorly aware about other e-marketing practices (VII). When e-NAM scheme started, very little awareness about it (VIII). While rank (IX) shows little awareness about, e-NAM

portal, availability of it in Marathi and so no one visits the portal. Also rank IX shows no awareness about 'you can sell your produce to different market from any APMC by this scheme'.

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### 3. Association between of Market Orientation of the respondents and Awareness

Table 3  
Association between market orientation of the respondents and their Awareness

Sl. No.	Market Orientation	Awareness			Total (n=120)
		Low	Medium	High	
1	Low ( up to 1)	34 (77.27)	06 (13.63)	04 (09.09)	44 (100.00)
2	Medium (2 to 4)	30 (44.77)	32 (47.76)	05 (7.46)	67 (100.00)
3	High (5 and above)	04 (44.44)	05 (55.55)	00 (00.00)	09 (100.00)
<b>Total</b>		<b>68</b>	<b>43</b>	<b>09</b>	<b>120</b>

$$X^2(\text{cal.}) = 15.75 \text{ D.F.} = 4$$

(Figures in parenthesis indicates percentage to total value of corresponding category of independent variable)

Result: Significant at 5.00 per cent level of significance

The 'Chi - square ' value was found to be statistically significant at five per cent level of significance. This indicates that, there was a significant association between market orientation of the respondents and their awareness about e-NAM scheme. Among the respondents having low market orientation, 77.27 per cent showed low awareness about e-NAM scheme. 13.63 and 9.09 per cent respondent having low market orientation showed medium or high awareness about e-NAM scheme. Among the respondents with high market orientation, 55.55 per cent showed medium

awareness about e-NAM scheme followed by 44.44 per cent showing medium awareness about e-NAM scheme. No respondent having high market orientation showed high awareness about e-NAM scheme. The results indicated medium market orientation increased awareness about e-NAM scheme. Results were on lines with Jaganathan *et al.*(2012).

### 4. Association between profile characteristics of respondents and their awareness about e-NAM scheme

Table 4  
Association between profile of respondents and their awareness about e-NAM scheme

Sl. No.	Independent variables	Calculated Chi-square value
1.	Age	5.78 <sup>NS</sup>
2.	Education	19.16*
3.	Land holding	14.69*
4.	Cropping pattern	20.72*
5.	Annual income	13.96*
6.	Sources of information	17.09*
7.	Social participation	14.29*
8.	Marketable surplus	10.95*
9.	Market orientation	15.75*
10.	Risk orientation	9.70*
11.	Techno-savviness	17.49*

\* = Significant at 5.00 Per cent level of significance      NS = Non- significant

There will be a significant relationship between selected profile characteristics except age of the respondents and awareness about e-NAM scheme.

It can be said that medium aged respondent farmers had high level of awareness than old and young age farmers as these farmers are dynamic, energetic, enthusiastic, result oriented, prompt and pragmatic decision maker, believer in science and always keen to exploit resources for betterment of life which in turn reflected in to development of high level of entrepreneurial behaviour. The findings are supported by Niakar (1994).

### CONCLUSION

In this century Information Technology drives prime attention because of its faster connectivity and easy access. Recognizing this fact Government of India and Department of extension education connecting farmers to Digital platform. One of such connecting dot is e-NAM. National Agriculture Market (NAM) is a Pan-India electronic trading portal which networks the existing APMC market to create a unified national market for

agricultural commodities. The NAM Portal provides a single window service for all APMC related information and services. This includes commodity arrivals and prices, buy and sell trade offers, provision to respond to trade offers, among other services. While material flow (agriculture produce) continue to happen through market, an online market reduces transaction costs and information a symmetry. NAM addresses these challenges by creating a unified market through online trading platform, both, at State and National level and promotes uniformity, streamlining of procedures across the integrated markets, removes information asymmetry between buyers and sellers and promotes real time price discovery, based on actual demand and supply, promotes transparency in auction process, and access to a nationwide market for the farmer, with prices commensurate with quality of his produce and online payment and availability of better quality produce and at more reasonable prices to the consumer.

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