



## A STUDY ON FARMERS AWARENESS AND UNDERSTANDING LEVEL OF E-NAM IN NATTUKALPALAYAM

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### ABSTRACT :

The study examines the farmers' awareness, take-up, and problems for the Electronic National Agriculture Market (e-NAM) in Tiruppur city, Tamil Nadu. e-NAM, introduced by the Government of India in 2016, is an effort to pool APMC markets in India onto a unified online trading platform for enhancing transparency, price discovery, and access to market for farmers. With descriptive research design and a sample size of 46 respondents, primary data collection tools in the form of questionnaires and responses quantified with simple percentage analysis, frequency analysis, Likert scale analysis, and rank analysis, the study found awareness at moderate level among farmers, but deterring factors of high level have been difficulty of registration, online access limitations, and dependence on online transactions. Most of the respondents were willing to employ e-NAM if registration processes were simplified and support services were improved. The study concludes that awareness campaigns, infrastructure improvement, and training programs must be implemented in order to achieve the greatest possible benefits of e-NAM, increasing the farmers' income as well as making the agricultural market system more transparent.

**Keywords:** E-NAM, Agricultural marketing Farmers' awareness, Digital transformation in Agriculture.

### INTRODUCTION

The National Agriculture Market (eNAM) is a Pan-India electronic online trading facility which seeks to cluster the prevailing APMC markets on a one-point national market for farm products. The Electronic National Agriculture Market (E-NAM) was launched by the Government of India on 14th April 2016 for establishing a unified platform for farm products. In Tamil Nadu, E-nam was launched in 2017. eNAM is an end-to-end solution that gives details of arrivals of commodities, market price of commodities, trade offers, payment settlement, and redressal of grievances, whereas physical commodity movement still happens through APMC market. The platform makes farm trade more efficient by minimizing transaction costs and information asymmetry.

E-NAM is an e-platform for trade that brings buyers, traders, and farmers under one umbrella from all over India, facilitating superior price discovery while doing away with the reliance on intermediaries. Although the potential of the platform to revolutionize agricultural marketing is immense, its success depends on farmers' awareness and take-up levels.

E-NAM is designed to foster uniformity in agri marketing through simplification of procedures across the integrated markets, eliminating information asymmetry between buyers and sellers and encouraging real time price discovery on the basis of actual demand and supply. Integration of APMCs all over the country through a common online market platform to enable pan-India trade in agri commodities, ensuring improved price discovery through transparent auction process based on quality of produce along with timely online payment.

### REVIEW OF LITERATURE

**1. Shyam sunder tumma et.al, (2024).** APMC services are intended to help farmers obtain reasonable prices, provide proper storage, and ensure easy transportation of their produce. Nevertheless, farmers are often plagued by poor storage facilities, weak transport, and exploitation by middlemen. The research indicates strong discontent with storage and transport facilities and had a need to better them. The value drivers for farmers are factors like storage, transport, and other services available at APMC markets. In order to satisfy them, it is necessary to expand storage facilities, improve transportation, ensure equitable pricing, and settle disputes quickly and fairly.

**2. R. Vignesh et.al, (2024).** The integration of e-NAM has transformed agricultural marketing in Tamil Nadu, fueling trade growth in volume, value, and participation. Trend analysis from 2017-2021 and projecting trends to 2025-2026, the study emphasizes steady market growth with greater transparency, efficiency, and accessibility. Even as projections suggest continuing growth, external forces might necessitate adaptive measures. The success of e-NAM demonstrates the transformative potential of technology in moving ag forward.

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### **STATEMENT OF THE PROBLEM**

The project aims at investigating the level of awareness that farmers have concerning E-NAM, determining their challenges in adapting to the platform, and seeking to understand what factors affect participation. Through investigating these factors, the study endeavours to make recommendations concerning increasing awareness, accessibility, and adoption of E-NAM for the purpose of enabling farmers to increase their incomes and market extent.

### **OBJECTIVES OF THE STUDY**

1. To evaluate farmers' awareness and understanding of E-NAM
2. To examine the challenges faced by farmers' in E-NAM adoption
3. To suggest measures for improving E-NAM among farmers'

### **LIMITATIONS OF THE STUDY**

1. The respondents are only from Tiruppur.
2. The study conducted was limited due to time and resource factors.

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## **RESEARCH METHODOLOGY**

The research methodology is the overall plan for finishing a research project. It involves all the procedures on data collection and analysis together with the theoretical framework guiding the study. The research process provides a systematic, planned approach to the research project and ensures that all aspects of the research project are consistent with each other. Research studies evolve through a series of steps, each representing the answer to a key question.

### **RESEARCH DESIGN**

A descriptive research design is used in the study. The study is used to summarize and understand the level of awareness of E-NAM and willingness of farmers to adopt E-NAM.

### **SAMPLE SIZE**

A sample size of 46 respondents selected from Tiruppur.

### **DATA COLLECTION**

**Primary Data:** Questionnaire

**Secondary Data:** Articles, Journals, websites.

### **TOOLS FOR ANALYSIS**

1. Simple percentage analysis
2. Frequency
3. Likert scale analysis
4. Rank analysis

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## **FINDINGS**

### **SIMPLE PERCENTAGE ANALYSIS**

- (84.8%) of the respondents are male.
- (29.1%) of the respondents are in the age of 46-55.
- (52.2%) of the respondents are undergraduate.
- (50%) of the respondents are medium land holders
- (50%) of the respondents grow medium duration crops
- (60.9%) of the respondents are neutral in hearing about E-NAM.
- (39.1%) of the respondents hear about E-NAM through Other farmers.
- (63%) of the respondents are not registered in E-NAM.
- (60.9%) of the respondents have some knowledge of how E-NAM works.

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### ***FREQUENCY ANALYSIS***

- The respondents have chosen that they get adequate support and guidance from fellow framers for learning about E-NAM.
- The respondents failed to adopt E-NAM due to difficulty in registration process.

### ***LIKERT SCALE ANALYSIS***

- The respondents are willing to attend the training sessions and workshops of E-NAM.
- The respondents have agreed to promote E-NAM among all other farmers
- The respondents have agreed that support services like helpline, local assistance helps in using E-NAM.
- The respondents are satisfied with the E-NAM's transparency.
- The respondents agreed that E-NAM reduces the dependency of the middlemen.
- The respondents are very much interested in recommending E-NAM to other farmers.
- The respondents are willing to switch to E-NAM if better prices are guaranteed for crops
- The respondents are willing to use E-NAM if it is made in their regional language.

### ***RANK CORRELATION***

- The respondents have ranked simplifying the registration and usage process will help them to improve the E-NAM adoption.

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### ***SUGGESTIONS***

- The study suggests to conduct training programs and campaigns to help farmers understand E-NAM.
- E-NAM should make the registration process easier so more farmers can join.
- Improving internet access and smartphone availability in rural areas to make farmers learn about E-NAM.
- Speed up and secure payment process for building trust among farmers.
- This study gives suggestions to connect more markets to E-NAM and add better storage facilities.

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### ***CONCLUSION***

The research shows that e-NAM can provide an open and effective trading platform for farmers to sell their agricultural produce. But the gap in the awareness and knowledge of farmers on the platform hinders large scale usage. Among the challenges to many farmers are digital illiteracy, poor markets, it being hard to access good internet services, and ineffective engagement processes. Moreover, barriers such as delayed payments, poor logistics support, and unwillingness to deal with e-NAM from conventional market intermediaries, all in addition to psychological issues, adversely affect the adoption of e-NAM. Mitigating these barriers will require an effort in the form of awareness campaigns, training, and education to enhance farmer awareness of e-NAM and other advantages. Enhancing the registration and trading mechanism, building a better market infrastructure, and improving digital connectivity in the rural sector will facilitate a greater incidence of participation. Government support for improvement, transparency, and coordination among all stakeholders will create very high levels of opportunities for e-NAM to be effective. With these systems in place, e-NAM would be able to offer prospects for farmers, as well as expand access to competitive markets, stabilize the price, remove market mechanisms, and ultimately grow their income and market efficiency.