

E-NAM and status of agriculture marketing yards in Haryana- some issue and challenges

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ABSTRACT

AGRICULTURE MARKETING plays an important role in controlling the price of product and ensures safe prices of products to the farmers. Marketing of any agricultural product depends on couple of factors like the demand for the product at that time and at that place and availability of storage etc. present research paper examines the physical infrastructure facilities at market yard in Haryana and the requirement of infrastructure facilities for e-NaM. The study also highlights the objectives and properties of e-NaM schemes. The study is based on primary as well secondary data. Study concludes that present infrastructure facilities are not in good condition. Some very common and useful facilities were only available at market yard. It seems very difficult to introduce e-NaM schemes with the help of weak infrastructure facilities at market yard.

Key words- Agriculture, Infrastructure, Market Yard, Schemes, Market

Introduction

Agriculture marketing is as important as agriculture production in present scenario where the demand for foods has increased two times more than the production of agriculture product. It also plays an important role in controlling the prices of products and ensures safe prices of products to the farmers. Agriculture marketing involves multiple functions of exchanges or transfers from one person to another before it reaches to the final consumer. The basic three functions involved in this are: assembling, preparation and distribution. Marketing of any agricultural product depends on couple of factors like the demand for the product at that time and at that place and availability of storage etc. Agriculture marketing in India- to establish a sound agricultural marketing in the country the first effort was done on the recommendation of the Royal Commission on Agriculture, 1928 for regulation of marketing practices and establishment of regulated markets. Further, Government of India introduced a Model Bill in 1938 and circulated to all the States. Later, most of the States enacted Agricultural

Produce Markets Regulation (APMR) Acts during 60s and 70s. As a result where till the end of 1950, there were only 286 regulated markets, the number was 6746 on March, 2015. These regulated markets are wholesale markets known as *mandi* in northern India. Besides this, the Country has 20,580 Rural Periodical Markets.

Agriculture marketing in Haryana- Haryana is an agriculture dominated state, 65 percent of its population is directly or indirectly involved in agricultural activities. State ranked high in per acer production among other states. Haryana is at Second position in terms of the production of food grain. Haryana is self-sufficient in food production and the second largest contributor to central pool of food grains. Therefore, policy makers focused on a strong and efficient agriculture marketing system and with this objective Haryana State Agricultural Marketing Board was constituted on 1st August, 1969 with its headquarter at Chandigarh, the capital of Haryana. At that time, there were only 58 Market Committees in the State with 58 Principal yards and 60 Sub Yards. Even these markets were very small and were facing the problem lack of basic facilities. The farmers had to travel for long distances in some cases even up to 50 to 60 kilometers to sell their products to the Markets. The Board has been promoting the interests of the producers and consumers. Today, it has created rich facilities for agricultural product marketing of through 107 Principal Market Yards, 174 Sub Yards and 195 Purchase Centers in the state. The board claims that the farmers has to travels not more than 15 KM from his farm to sell their products.

In recent government of India to promote Agriculture marketing has announced e-NaM on April 2016 by connecting 21 wholesale markets (Mandis) in eight states. Our Prime Minister announced it as a turning point for agriculture sector. It would allow the farmers to sell their products any where any time. This facility will eventually link all Regulated markets of our state till March 2018.

Keeping in view the importance of subject matter many studies on this issue have been done from time to time. Conclusions of Some of the studies have been as follows-

Chand, R. (2016) in his study highlighted the e- platform for national agriculture market with objective of examining the benefits of electronic trading platform for agriculture market. The study concludes that e-NAM will insure the better conditions for competitions and transparent system of bidding. The study also concludes that full benefit of linking agricultural market and putting them on electronic platform will be enjoyed by the farmers only when single trading license is valid across the country. **Yadav, S. (2016)** has examined the problems and prospects of agricultural marketing in India. The objectives of the study were to recognize the problems of agricultural marketing in India and to highlight the government's role for the development of agricultural marketing. The researcher revealed that lack of warehousing & storage facilities, lack of

agricultural credit facilities, large number of middlemen etc. are the important problematic areas of agricultural marketing. Investment in marketing research, dissemination of marketing information and proper implementation of agricultural price policy etc. are the suggestions for improvement in agricultural marketing. **Bisa, G. and Vyas, V. (2014)** highlighted the infrastructural status in agriculture marketing in India. The researchers used secondary sources of data for their study and revealed that the infrastructural facilities available in the country are not adequate. Regional variations are there in the availability of infrastructural facilities. The researchers suggest that the development of infrastructural facilities will help to reduce the transportation cost and risk involved with the agriculture products.

The present research work is an attempt to highlight the actual availability of physical infrastructure facilities at market yard in Haryana and those required for the implementation of national scheme e-NAM and also highlighted the objectives of e-NaM. The present research paper is divided into two sections section one highlights the objectives and benefits of e-NaM schemes, section two examine the availability of physical infrastructure facilities at market yard in Haryana.

Objectives of the study-

- I) To highlight the importance and objective of e-NaM
- II) To examine the availability of physical infrastructure facilities for farmers at mandi yard in Haryana

Research methodology

The research work is based on primary as well as secondary data. Secondary data regarding the availability of infrastructure facilities, number of market yards and other basic information regarding Agriculture marketing board has been collected from different published and un-published source of Agriculture Marketing board of Haryana. Primary data has been collected to examine the actual availability of physical infrastructure facilities at market yards through a survey done on the basis of response of farmers. For this purpose 120 farmers from districts Sonipat, Hisar, Karnal and Ambala have been selected on random basis. The basic motive to select these four districts is to cover almost all four agriculture zones of Haryana. A pre tested scheduled questionnaire has been used for this purposes. Haryana state Agriculture marketing board claims twenty one (list of these facilities is mentioned in table 1.1) basic facilities at each marketing yards. A list of these facilities has been prepared. Farmers were interviewed using a five point scale to rank their preferences regarding the availability of infrastructure facilities at *mandi* yard. The scales are as following-

H Ac- Highly Accepted

Ac- Accepted

N Ac N Rej- Nor Accepted nor Rejected

Rej- Rejected

H Rej- Highly Rejected

Statistical tools like percentage, SD, Average and CV have been used to explain the responses of farmers for different variables of infrastructure facilities.

SECTION-I

e-NaM (E-National Agriculture Market) recently government of India to promote Agriculture marketing has announced e-NaM on April 2016 by connecting 21 wholesale markets (*Mandis*) in eight states of India. Our Prime Minister announced it as a turning point for agriculture. It would allow the farmers to sell their produced any where any time. e-NaM is electronic trading portal which connects the Agriculture Product Market Committees (APMC) to create common market for whole country. It provides single window services related to daily prices, buying & selling trade offers and traders offer for all APMC in country. In all state APMC is regulated by state government and state government regulates the area and fees of each separate market in its state. Under e-NaM there are no charges on flow of agriculture commodities even within the states and are also free from *mandi* charge and handling charge. This can only be possible by providing a uniform marketing stage for the whole country. The willing states are required to accordingly enact suitable provisions in their APMC Act for promotion of e-trading their State Agricultural Marketing Board.

Objectives of e-NaM

- I) A liberal licensing policy for traders and commission agent without any shop or their presence in market yard.
- II) Single point levy of market fees.
- III) Provision of Soil Testing Laboratories near the selected yards.
- IV) One real time price update in all states.
- V) To control black marketing of vegetables.
- VI) To provide off season secure price to farmers for their crops
- VII) Direct monitoring of infrastructure facilities available for farmers at market yard by regulated authorities.
- VIII) To control the upper and lower limit of agriculture products price.

Section II

In this section of research paper an attempt has been made to highlight the farmer's response regarding the availability of infrastructure facilities at mandi yard.

Table 1.1
Farmer's response regarding the availability of physical infrastructure facilities at mandi yard

Physical infrastructure Facilities	H Ac	Ac	N AC N	Rej.	H Rej.
Agri Business Information Centre	16.67	20.83	41.67	8.33	12.50
Boundary wall	8.33	20.83	20.83	33.33	16.67
Check post & Gates	10.83	16.67	19.17	33.33	20.00
Common auction platforms	8.33	14.17	19.17	37.50	20.83
Covered Platforms	1.67	4.17	10.83	43.33	40.00
Individual platforms	0.83	2.50	7.50	52.50	36.67
Shops & booths	46.67	27.50	20.83	4.17	0.83
Weigh bridge	70.83	12.50	7.50	5.83	3.33
Internal and service roads	35.83	26.67	22.50	8.33	6.67
Approach and link roads	35.00	29.17	20.83	11.67	3.33
Food storage godowns.	0.83	10.00	30.83	35.00	23.33
Kisan Rest House	1.67	14.17	22.50	47.50	14.17
Light arrangement	20.83	22.50	32.50	19.17	5.83
Parking place	1.67	10.00	16.67	56.67	15.00
Fire fighting station	2.50	11.67	22.50	48.33	15.00
Drinking water facilities	20.00	30.83	34.17	9.17	5.83
Sulabh Sauchalya	10.83	22.50	35.83	20.83	10.00
Provision of site for Post Office & Banks	0.83	2.50	14.17	56.67	25.83
Canteen	2.50	9.17	22.50	48.33	17.50
Provision for water supply and sewerage system	3.33	6.67	20.83	35.83	33.33
Provision for petrol/diesel pump.	6.67	12.50	30.83	35.00	15.00

Source- based on Primary survey
(Figures are in percentage)

Table 1.1 explains the farmer's response regarding the availability of physical infrastructure facilities at mandi yard. The result shows that the infrastructure facilities are not in good condition. Table shows that only few facilities like Weight Bridge, service road, drinking water and availability of shop and booth were highly accepted and accepted by the farmers. On other hand facilities like storage houses, light arrangement, business information center, and boundary wall were found in very normal condition as chosen by the farmers as nor accepted and nor rejected .Further some facilities like covered platform, individual platform, water supply, kissan rest house, fire fighting station, and provision of petrol pump at marketing yard were completely rejected

by the farmer or we can conclude that these facilities were not available at market yard as responded by farmers.

Table 1.2
Instability analysis of Physical Infrastructure Facilities in Mandi yard

Statistical values of instability	H. Ac	Ac.	NRec.N Rej	Rej.	H Rej
Average	17.52	18.71	27.09	37.9	19.52
S.D.	22.1	10.48	10.87	21.44	13.12
C.V.	126.14	56.01	40.15	57.65	67.21

Source primary data

Table 1.2 explains the instability and mean value of the responses of the farmers regarding different infrastructure facilities related variables. Table shows that 37.9 percent farmers denied the availability of different infrastructure facilities at mandi yard. Where 27.09 did chose nor accepted nor rejected. Only 17.52 percent farmers highly accepted the facilities. In case of instability in responses of farmers table shows that the response of H Ac (highly accepted) was found most unstable and the response N Ac Nor Rej (nor accepted nor rejected) was found most stable. We can conclude that maximum farmers remained neutral in their response regarding the availability, where some facilities were commonly available in all the markets, some facilities were commonly un available in all the markets. Only the facilities which were most required were available in market yard. As indicated by the results from the table 1.2.

Concluding remarks- The study concludes that e-NaM scheme is a good reform in this direction. This will help to reduce the marketing cost for farmers as well to reduce the share of middle men in consumer's or farmer's rupees. It will also help to provide a stable price to farmers for their products. In regards to the present conditions of market infrastructure study concludes that the condition of physical infrastructure facilities at market yard was not good. Only some required facilities were available at market yard. It seems very difficult to introduce e-NaM schemes with the help of week infrastructure at market yard. So, all the basic facilities are required for the successful implementation of e-NaM.

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