GOVERNMENT OF INDIA MINISTRY OF AGRICULTURE AND FARMERS WELFARE DEPARTMENT OF AGRICULTURE, COOPERATION AND FARMERS WELFARE

LOK SABHA UNSTARRED QUESTION NO.5221

TO BE ANSWERED ON THE 27TH MARCH, 2018

ELECTRONIC NATIONAL AGRICULTURE MARKET

5221. SHRI PONGULETI SRINIVASA REDDY:

Will the Minister of AGRICULTURE AND FARMERS WELFARE ‡ãðŠãäÓã एवं किसान

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be pleased to state:

(a) whether the Government unveiled mobile payment facility BHIM and other features in regional languages as well in a bid to engage more farmers on the electronic National Agriculture Market (eNAM) platform, if so, the details thereof;

(b) whether the Government has come up with enhanced and strengthened features of eNAM like MIS dashboard, BHIM and other mobile payment facilities enhanced features on mobile app such as gate entry and payment via mobiles and propose to gradually add more features to eNAM to make it robust for the benefit of farmers in the country, if so, the details thereof along with results achieved in this regard; and

(c) if so, the details thereof and its level of reach to farmers so far?

ANSWER

MINISTER OF STATE IN THE MINISTRY OF AGRICULTURE AND FARMERS WELFARE

‡ãðŠãäÓã एवं किसान कल्याण ½ãâ¨ããÊã¾ã ½ãñâ À㕾ã ½ãâ¨ããè (SHRI GAJENDRA SINGH SHEKHAWAT)

(a) to (c): Yes, Madam. To further strengthen the National Agriculture Market system popularly known as e-NAM, the Government has recently rolled out new and user friendly features in English, Hindi, Gujarati, Tamil, Telugu, Marathi, Bengali and Odia languages to engage more farmers on the electronic National Agriculture Market (e-NAM) platform.

Now Mandi Operators including farmers can carry out one of the critical operations of Gate Entry directly from e-NAM Mobile App. The farmers can also see the real time bidding of their lot being traded and also view the assaying certificate on the Mobile App. Buyers can make online payment through e-NAM Mobile App using debit card and net banking. The facility of payment through Bharat Interface for Money (BHIM) Unified Payment Interface (UPI) has also been provided on e-NAM portal as well as Mobile App.

In addition to above, e-NAM website has recently been upgraded to include e-learning module in Hindi so that various stake holders including farmers can learn online about how to operate on the e-NAM system and continuously get trained at their convenience. Further, e-NAM has been integrated with Central Farmer Database for quick identification and registration of farmers.

These features have been deployed very recently, thus the results will be visible over a period of time. In order to educate farmers on the new features, the Government is disseminating information on them through various conferences, seminars, awareness camps, melas and Gram Sabha programmes so that more and more farmers are linked to e-NAM.
