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Constraints perceived by the registered farmers and traders about application process of e-NAM in Sriganganagar district of Rajasthan

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Abstract
Present study is based on constraints perceived by the registered farmers and traders about application process of e-NAM in Sriganganagar district of Rajasthan. Sriganganagar and Padampur mandis were selected for the study. Top 5 villages from both mandis was selected on the basis of maximum number of farmers registered in mandi. Hence total of 10 villages were selected for the selection of sample farmers from both mandis.10 farmers was selected from each village and therefore, total of 100 farmers was selected from both mandis. The list of 25 traders from each mandi was selected on the basis of simple random sampling method and therefore total 50 traders was selected for the study purpose. To find out the most significant constraints which influence in adoption of e-NAM, Garret ranking technique was used. The result revealed that management of perishable produce especially storage in mandi is the foremost constraint in adoption of e-NAM from farmer side. The grievance settlement may be hefty is foremost constraint from trader side.

Keywords: Constraints, e-NAM, garret ranking, perishable produce

Introduction
The Electronic National Agricultural Market (e-NAM) system was introduced in July 2015 and was made operational by appointing the Small Farmers' Agribusiness Consortium (SFAC) as the leading implementing agency to operate and maintain the e-NAM platform. The e-NAM system was first launched in India in 14April 2016 with an initial coverage of 21 mandis across 8 states and allowing trading in 24 commodities on pilot basis (Press Information Bureau, 2016) [2]. Since then, the number of mandis integrated with e-NAM has increased to 470 by October 2017 and at present 479 mandis across fourteen states and in one union territory are covered by 21February 2018 (The Economic Times, 2018) [3] with a target of linking 585 mandis by March 2018.
e-NAM is being deployed in selected 585 regulated wholesale markets in States/UTs desirous of joining the e-platform. Small Farmers' Agribusiness Consortium (SFAC) is operating the e-NAM as the implementing agency with technical support from the Strategic Partner (SP). To facilitate assaying of commodities for trading on e-NAM, common tradable parameters have been developed for 90 commodities.
As e-NAM is beneficial for the farmers as well traders, but there are several constraints in adoption of this technology. Present study encounters these constraints in study area.

Methodology
The present study was conducted in Sriganganagar district of Rajasthan. Sriganganagar district has been selected on the basis of maximum number of registered farmers under the e-NAM portal. Sriganganagar and Padampur mandis were selected for the study. Top 5 villages from both mandis was selected on the basis of maximum number of farmers registered in mandi. Hence total of 10 villages were selected for the selection of sample farmers from both mandis.10 farmers was selected from each village and therefore, total of 100 farmers was selected from both mandis. The list of 25 traders from each mandi was selected on the basis of simple random sampling method and therefore total 50 traders was selected for the study purpose. Primary data was collected from farmers.

Secondary data was collected from different source available to exposure, for example official website of e-NAM, office of marketing committee, etc. To find out the most significant constraints which influence in adoption of e-NAM, Garret ranking technique was used.

Result

Constraints perceived in the application process of e-NAM by farmers

Constraints perceived in application of e-NAM by farmers are presented in table 1, It is evident from the results that the management of perishable produce especially storage in mandi, bidding may be not satisfactory and problems regarding unsold lots, complicated process for farmers, and strong trust in physical presence for selling were the major constraints which had impact in application of e-NAM among farmers with a mean percent score of 57.7, 52.65, 52.25, and 50.95 respectively. Lack of basic infrastructure for cleaning, weighing, etc. was also perceived as an important constraint with garret score of 49.7 per cent.

Table 1: Constraints perceived in the application process of e-NAM by farmers.

Perceived Constraints	Sum of Garret Value	Average Score & Rank
Complicated process for farmers.	5225	52.25 (iii)
Lack of basic infrastructure for cleaning, weighing, etc.	4970	49.70 (v)
Problems regarding receiving payments for produce and lack of faith on online transaction.	4460	44.60 (vi)
Bidding may be not satisfactory and problems regarding unsold lots.	5265	52.65 (ii)
Lack of telecommunication facilities, lack of internet facility in rural area and technical illiteracy.	4315	43.15 (vii)
Strong trust in physical presence for selling.	5095	50.95 (iv)
Management of perishable produce especially storage in mandi.	5770	57.70 (i)

Yadav *et al*., (2017) [5] found complication process in e-NAM adoption was foremost constraint and there was a need to ease this process. Kulkarni (2018) [4] was suggested that there is need of better infrastructure to move the commodities interstate without any barriers.

Constraints perceived in the application process of e-NAM by traders

Constraints perceived in adoption of e-NAM by traders are presented in table 2. It is clear from the results that the grievance settlement may be hefty, affect business of small traders badly, poor flow of market information and insurance credibility for produce disposed in market or warehouse were the four major constraints which had impact in application of e-NAM among traders with a mean percent score of 54.4, 54.0, 53.84 and 52.9, respectively.

Table 2: Constraints perceived in the application process of e-NAM by traders.

Perceived Constraints	Sum of Garret Value	Average Score & Rank
High transportation cost	1943	38.86 (ix)
Insurance credibility for produce disposed in market or warehouse	2645	52.90 (iv)
Grievance settlement may be hefty	2720	54.40 (i)

Conclusion

It was evident from the results that the management of perishable produce especially storage in mandi, bidding may be not satisfactory and problems regarding unsold lots, complicated process for farmers, and strong trust in physical presence for selling were the major constraints from the farmer side. It was clear from the results that the grievance settlement may be hefty, affect business of small traders badly, poor flow of market information and insurance credibility for produce disposed in market or warehouse were the major constraints from the trader side.

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