

Integral Institute of Agricultural Science & Technology (IIAST) Integral University, Lucknow

Brief report on Kisan Pathshala on e-NAM (राष्ट्रीय कृषि बाजार) organised by Department of Agriculture, Integral Institute of Agricultural Science & Technology (IIAST) on 10th Oct 2018 in Dasauli Village

A Kisan Pathshala was organized by Department of Agriculture, Integral Institute of Agricultural, Science and Technology, Integral University, on 10th Oct 2018 in Dasauli Village, Lucknow to educate the farmers about e-NAM Scheme. National Agriculture Market (e-NAM), launched on 14 April 2016, is a pan-India electronic trading portal which networks the existing Agricultural Produce Market Committee (APMC) mandis to create a unified national market for agricultural commodities. e-NAM is completely funded by the Central Government and is implemented by Small Farmers Agribusiness Consortium (SFAC), under the aegis of Ministry of Agriculture and Farmers' Welfare. e-NAM platform promotes better marketing opportunities for the farmers to sell their produce through online competitive and transparent price discovery system and online payment facility.

The Pathshala aimed to educate farmers about the benefits and workings of the National Agricultural Market (e NAM). Dr Mustafa Hussain started the pathshala with an introduction to e-NAM, explaining how this online platform connects agricultural produce markets throughout the country. Farmers were keenly attentive as experts discussed the advantages of e NAM, highlighting its role in eliminating middlemen, ensuring fair prices, and providing a broader market reach.

Practical demonstrations were given by Dr Sunil Kumar, showcasing how farmers can register on the platform, upload their produce details, and engage with potential buyers. Success story of farmers who had greatly profited from e NAM was also told by Dr Sunil Kumar which inspires the farmers of Dasauli village. The event ended with a commitment from the Department of Agriculture to provide continued support and guidance as farmers transition into this new era of agricultural marketing.

The Pathshala was observed under the guidance of Prof. Mohd Haris Siddiqui, Director, Integral Institute of Agricultural Science and Technology and Dr. Saba Siddiqui, Head, Department of Agriculture, IIAST. The faculty coordinators Dr Mustafa Hussain and Dr Sunil Kumar accompanied the students of B.Sc. (Hons.) Agriculture to the Dasauli village where the Pathshala was organised.

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Glimpses of the Event

