

OPERATIONAL GUIDELINES

**For
Promotion of National Agriculture Market (NAM) through
Digitisation of Agri. Supply Chain Management**



Uttam Fasal Uttam Enaam

October, 2023

**Government of India
Ministry of Agriculture and Farmers' Welfare
Department of Agriculture and Farmers' Welfare
Krishi Bhawan, New Delhi.**



सत्यमेव जयते



FOREWORD

भारत सरकार
कृषि एवं किसान कल्याण मंत्रालय
कृषि एवं किसान कल्याण विभाग
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While self-sufficiency in agriculture production has been a priority for the Government and several policy initiatives have been weaved around this objective. The post-harvest management specifically agricultural marketing has not kept pace with the dynamically changing requirements of farmers, traders, value addition, quality-product commensurate trading and digitisation of supply chain.

Agriculture marketing has so far been administered by the States as per their Agricultural Produce Marketing & Regulation Acts. Government of India took a major step in April, 2016 by launching the National Agriculture Market (e-NAM) as a pan-India electronic trading portal, networking the existing APMC and other market yards to create a unified national market for agricultural commodities. NAM is a "virtual" market with a physical market (mandi) at the back end. Online trading of agricultural commodities on e-NAM portal facilitates a real-time price discovery in a transparent manner and also enables farmers' access to multiple buyers, thereby increasing competition among traders resulting in remunerative price realization to them.

In order to decentralize the fund sanctioning power to meet local requirements and give liberty to States/UTs to decide upon and to expand the e-NAM operation beyond APMC markets yards, this operational guidelines have been modified, which the States and other stakeholders have been demanding for quite some time.

I am very happy to know that operational guidelines of such an important programme have been suitably modified for the benefit of implementing agencies like State/UT Governments, State Agricultural Marketing Departments/Boards, APMCs/RMCs and other stakeholders.

I am sure these operational guidelines will be useful in achieving the ultimate goals envisaged under the scheme to enhance the income of farmers.


(Manoj Ahuja)

October 25th, 2023

Operational Guidelines for Central Sector Scheme for Promotion of National Agriculture Market (NAM) through Digitisation of Agri. Supply Chain Management

1. Introduction:

With successive Budget announcements of 2014-2015 and 2015-16, 2017-18 and 2021-22 on developing and expanding the National Agriculture Market and also providing infrastructure /facilities to strengthen e-NAM, Government's focus towards improving farmers' income is clearly manifested. The e-NAM platform is keeping pace with required marketing ecosystem, which will progress towards developing like an Open Network for Digital Commerce (ONDC) integrating therewith every service providers. The idea and vision is to provide farmers choice for multiple buyers and multiple marketing platforms so as to realize best discovered price in competitive and transparent manner. Further expansion and consolidation of e-NAM platform across country and across the service providers will further benefit the farmers and ease the doing of business.

2. Objectives:

The main objectives of the Scheme are-

- (i) to expand and consolidate the e-NAM through integrating more markets and promoting inter-mandi within State and inter-state trade;
- (ii) to focus on Warehouses Based Sale (WBS) and eNWR trade through e-NAM;
- (iii) to proactively formalize new modules to provide benefits to the farmers and FPOs.
- (iv) to open the e-NAM platform beyond APMC/RMC mandis to create further competition and ensure competitive price realization to the farmers ;
- (v) to strengthen quality assaying systems and to develop trade reliable grade-standards to promote inter-mandi and inter-State e- trade; and
- (vi) to create further demand in market and to benefit farmers, along with the primary trade, secondary trade will also be undertaken through e-NAM.

3. Vision:

- (i) To facilitate seamless inter-mandi and inter-state trade in transparent manner to offer best discovered price to the farmers.
- (ii) To make e-NAM operational beyond APMC markets.
- (iii) To transform e-NAM platform as architecture akin to "Open Networking for Digital Commerce" enabling integration of all service and logistic providers including private e -trading platforms and also allowing trade from "anywhere" to "anywhere".
- (iv) To upgrade and sophisticate quality testing/ assaying labs to assure quality

commensurate price realization to the farmers.

4. Scheme design:

- 4.1 e-NAM is envisaged as a pan-India electronic trading portal, to be managed centrally by a lead implementing agency i.e. Small Farmers' Agribusiness Consortium (SFAC), which will network markets to create a unified national market for agricultural commodities. e-NAM is a "virtual" market but it has a physical market at the back end. While one time registration of farmers / sellers, lot details at the entry gate, weighment, quality assaying, auctions / trade transactions, payment by buyers to sellers and other agencies involved in the chain of transaction will take place online on e-NAM, actual material flow will happen physically through the market. Entire arrivals of agricultural commodities selected for trading on e-NAM will be traded on-line only.
- 4.2 The centralized special software to be developed for e-NAM will be offered free of cost to each market which agrees to join the national network and necessary customization will be undertaken to conform to the provisions of the relevant marketing regulations of each State.

5. Eligibility criteria for availing assistance under the scheme:

- 5.1 The scheme being linked to agricultural marketing reforms, the States / Union Territories (UTs) need to undertake mandatory reforms in their Agriculture Produce Market Committee (APMC) Acts in respect of following three areas to avail the assistance under it –
 - (i) single trading license to be valid across the State;
 - (ii) single point levy of market fee across the State; and
 - (iii) provision for e-trading platform as a mode of price discovery to be facilitated by the State Agriculture Marketing Department / Board / APMCs / Regulated Market Committees (RMCs), as the case may be.
- 5.1.1 In respect of 5.1 (i) above, State/UT must provide, through appropriate legislation / executive order in consonance with the concerned APMC Act / regulation, for issue of single trading license to any eligible person from across India irrespective of one's domicile to enable one to trade through e-NAM portal in the markets across the State / UT.

Further, State / UT must provide for a liberal process of single trade license for wholesale traders / buyers for the entire State & ensure that there are no barriers like prohibitively high security deposits or stipulations regarding minimum quantities to be transacted or requirements of establishment of purchase centre / premise' etc.

- 5.1.2 In respect of 5.1(ii) above, State/UT must provide, through appropriate

legislation/executive order in consonance with the concerned APMC Act / regulation for single point levy of market fee for wholesale trading of same produce across the State i.e., levy of market fee / cess at point of first transaction only in the State. No further market fee / cess / service charge, or by whatever name it is called, should be leviable on subsequent wholesale transaction (s) of the same produce.

5.1.3 In respect of 5.1 (iii) above, State / UT must provide, through appropriate legislation / executive order in consonance with the concerned APMC Act / regulation.

5.2 Proposals from such States / UTs meeting above three pre-requisites received on prescribed pro-forma (Annexure-I) will be considered for sanction of one time grant for purchase of hardware, internet connection, assaying equipments , cleaning , grading, packaging and other related infrastructure to enable the market to integrate with and operate as envisaged under e-NAM platform. Eligible States/UTs may submit proposal(s) on prescribed pro-forma (Annexure-I) for sanction of one time grant for compost unit.

5.3 In addition, States / UTs must also undertake-

- (i) to trade 100 % volume of selected agricultural commodities through e-trading platform in the markets proposed to be covered under e-NAM;;
- (ii) to make provision** for Soil Testing Laboratories (STLs) or ensure that markets are linked to STLs located in close proximity;
- (iii) to meet the balance fund requirement towards implementation of e-NAM, if any, over and above that granted by the State Level Sanctioning Committee (SLSC);
- (iv) to bear all future escalations, as may arise after 5 years upon expiry of service agreement with Strategic Partner;
- (v) to bear annual maintenance provisions for the software as may arise after 5 years upon expiry of service agreement with Strategic Partner;
- (vi) to register their implementing agency on PFMS portal (<https://pfms.nic.in>) and intimate the same to Department of Agriculture and Farmers' Welfare (DA&FW) (hereinafter called Department) along with the bank details etc. to enable transfer of funds.

** Proposals for setting up of STLs may be taken up under the National Mission for Sustainability of Agriculture (NMSA) and RKVY schemes of DA&FW.

5.4 States / UTs, which either do not have marketing regulation or have one which is not in force, in order to integrate with e- NAM portal and avail grants under the scheme, must identify some institution / organisation and frame appropriate Guidelines/ Standard Operating Procedure (SOP) approved by State Government . The entity so identified may develop the appropriate physical infrastructure required for e-trading on e-NAM at

back end and provide required logistic support. The aforesaid guidelines /SOP may include all the required facilitatory provisions for trading on e-NAM portal including enlisting / registration of traders / buyers, transaction fee etc.

- 5.5 The proposals of private markets, private collection/aggregation/ purchase centre, private warehouses declared as deemed market-yard/ sub-market yard, Grameen Agricultural Markets (GrAMs) for providing access to e-NAM portal may also be considered by the State Level Sanctioning Committee (SLSC). However, in such cases they must provide for mandi analyst, related hardware, assaying facilities and other support services at their own cost. Under the scheme, only e-trading platform and needed training will be provided free of cost.

6. Assistance under the scheme:

- (i) Assistance to APMCs / RMCs is subject to approval of State Level Sanctioning Committee (SLSC).
- (ii) State / UT / their agencies may apply for approval of Detailed Project Reports (DPRs) and grant under the scheme. Proposals for all selected APMCs / RMCs in the State / UT shall be routed through the Principal Secretary / Secretary, In-charge of Agriculture Marketing of State Government / UT administration to respective Chief Secretary in the prescribed format provided at Annexure-I along with all supporting documents.
- (iii) Department will give grant as one time fixed cost to the States / UTs up to Rs.30.00 lakh per market, based on their DPR for purchase of hardware, internet connection, assaying equipments and related infrastructure as sanctioned by SLSC, based on its due diligence, to make the market ready for integration with e-NAM platform. The SLSC will submit the claim to DA&FW with requisite documents for release of fund. State Government / UT / their agencies would bear balance fund requirement, if any, for making arrangement for electronic trading in proposed markets
- (iv) However , the cost of software for common e-platform and its customization to meet States'/UTs' needs, annual maintenance, data centers, servers, training costs and administrative expenses, if any, are to be borne by Central Government . The software will be provided free of cost to the States/UTs.
- (v) Department will give grant as one time fixed cost to the States / UTs up to Rs.40.00 lakh per market, based on their DPR for purchase of cleaning , grading and packaging and related infrastructure/facilities as sanctioned by SLSC, based on its due diligence. The SLSC will submit the claim to DA&FW with requisite documents for release of fund. States/UTs may like to top up and attract more investment from public and private sector to make the farmers' produce more marketable at e-NAM platform. This grant will be available for "A" and "B" class mandis of the State only, as defined in respective statute of the State/UT, in order of preference of "A" class

followed by “B” class. In case of purchase of cleaning, grading and packaging and related infrastructure/facilities, the civil structure component should not exceed 20%; while functional infrastructure /facility (machinery component) should not be less than 80 %. However, considering the significance of assaying equipments for inter-mandi and inter-state trade, SLSC applying due diligence may consider to sanction Rs. 40.00 Lakh or actual, whichever is less, for purchase of multi-commodity or commodity specific rapid assaying equipment (s). In this case, the SLSC will record the justification in the Minutes.

Note : For better utilization of fund, the fund lying unspent meant for purchase of cleaning, grading and packaging facility, may be utilized to purchase multi-commodity or commodity specific rapid assaying equipment (s) for the mandi it was originally sanctioned and released. In this case also, the SLSC will consider the proposal with prudence and will clearly record in the minutes. The SLSC will communicate such decision to DA&FW with all requisite documents including copy of minutes.

Explanation: With reference to “A” and “B” class mandi, it is explained that since classification and nomenclature of mandi vary State to State , therefore, SLSC may consider bigger mandis , though categorized differently in deferent names, maintaining the spirit therein.

- (vi) Department will give grant as one time fixed cost to the States / UTs up to Rs. 5.00 lakh per market based on their DPR , as sanctioned by SLSC by applying due diligence, for compost unit in e-NAM mandi. The SLSC will submit the claim to DA&FW with requisite documents for release of fund. States/UTs may like to top up. This grant will be available for “A” and “B” class mandis of the State only, as defined in respective statute of the State/UT, in order of preference of “A” class followed by “B” class. .

Explanation: With reference to “A” and “B” class mandi, it is explained that since classification and nomenclature of mandi vary State to State , therefore, SLSC may consider bigger mandis , though categorized differently in deferent names, maintaining the spirit therein.

- (vii) SFAC, the Lead Implementing Agency (LIA), through Strategic Partner (SP) identified for implementation of e-NAM, will depute free of cost one person at each market, for a period of one year to provide day to day handholding support to stakeholders for its successful implementation. If this support is required to be continued further, concerned market will be required to bear the cost of such person / support. Owners/operators of private markets, private collection/aggregation/ purchase centres, private warehouse declared as deemed market-yard/ sub-market yard, Grameen Agricultural Markets (GrAMs) however will have to bear the cost of mandi analyst from the beginning.

(viii) Based on the availability of funds and the number of projects submitted by States / UTs, Department may decide to put a cap on the number of markets that may be covered in this scheme from each of the State/UT.

7. Approval of proposals and release of assistance:

7.1 The Director of Agricultural Marketing of the State Government or the Managing Director of State/UT Agriculture Marketing Board, as the case may be, will submit the proposal through principal Secretary/ Secretary, In-charge of Agricultural Marketing, to the State Level Sanctioning Committee (SLSC) chaired by Chief Secretary. The SLSC will scrutinize and consider the proposal(s) for sanction of the same received on prescribed Pro-forma (Annexure-I). The composition of SLSC will be as under:

- | | | |
|------|--|--------------------------|
| i. | Chief Secretary of respective State/UT | -Chairperson |
| ii. | Pr. Secy / Secy, In-charge of Agri. Mktg of respective State/UT | -Member |
| iii. | Director of Agriculture Marketing /Agriculture/Horticulture as nominated by Chief Secretary | -Member |
| iv. | Secretary, Finance of the concerned State/UT | -Member |
| v. | Representative of GoI (from DA&FW or SFAC or DMI) not below the rank of Deputy Secretary to GoI as nominated by Addl. Secretary (Marketing), DA&FW | -Member |
| vi. | Director of Agri. Mktg. of State Agriculture Marketing Department or the MD of SAMB, as the case may be | -Member Secretary |

Note:

- Chairperson, SLSC may at his discretion, co-opt any other member to the SLSC or to any of its meetings.
- Presence of Govt. of India representative is mandatory.

7.2 At least two weeks before the SLSC is scheduled to scrutinize and sanction the proposal, a copy of the same set of proposal (s) should be sent to Additional Secretary (Marketing), DA&FW.

7.3 The SLSC will convey the sanction and other details with approved copy of minutes to Additional Secretary (Marketing), DA&FW for release of grant.

8. Release of grant:

- 8.1 DA&FW will release grant as sanctioned by SLSC and concurred by Integrated Finance Division of Department in the account of beneficiary / State/UT implementing agency. DA&FW may seek any further information and may raise any query for release of grant.
- 8.2 Beneficiary / State/UT implementing will have to open dedicated saving bank account and map on PFMS under relevant scheme.
- 8.3 States/UTs will be required to submit Utilization Certificate in the form of GFR 12A, within a period of one year in respect of the grant released to them.
- 8.4 The funds received under the Scheme cannot be utilized for any purpose other than for integration of the approved markets with e-NAM and no diversion of funds is permitted.
- 8.5 The scheme will be subject to audit by Comptroller and Auditor General (CAG) of India.

9. Role of various Agencies:

9.1 **Small Farmers' Agribusiness Consortium. (SFAC):** SFAC has been appointed as the lead agency for implementation of National Agriculture Market by the Department. SFAC will implement e-NAM with support from Strategic Partner (SP) selected by the Executive Committee of SFAC headed by Secretary (DAC&FW). At present, M/s Nagarjuna Fertilizers and Chemicals Limited, (NFCL) has been appointed as SP for a period of 05 years from the date of signing the contract agreement i.e. 12.01.2021 to maintain e-NAM Portal. SFAC has hired Consultants and support staff on contract basis and has set up a dedicated Project Management Unit (PMU) manned with subject matter specialists, to facilitate the implementation of the platform. In its role as Lead Implementing Agency, SFAC will be given administrative charges at the rate as decided by the competent authority from time to time to meet the expenses incurred in discharge of its duties and responsibilities.

9.1.1 The implementation role of SFAC will include-

- (i) Co-ordination with S.P., States / UTs, concerned APMCs / RMCs and other stake holders;
- (ii) Co-ordination with NIC for the technical support required from time to time;
- (iii) Co-ordination with DMI for formulation of tradable parameters to facilitate quality assaying of notified commodities to be traded on e-NAM platform, quality assaying procedures and training material required to train and orient various market functionaries;
- (iv) Periodic review and monitoring the progress of the implementation of e-NAM project;
- (v) To consider the requests of States / UTs in consultation with the Department and DMI for adding new commodities for trading on e-NAM platform from time to time and advise the SP for inclusion of such commodities;

- (vi) Review and monitor integration of markets as per targeted timelines;
- (vii) Co-ordination with SP and Banks for integration of online payment gateway with e-NAM platform and also coordination with Department in implementation of NAM ;
- (viii) Co-ordination with SP for empanelment of service providers on 'Platforms of Platforms' (PoP), other modules of e-NAM and also other evolving networks.
- (ix) Co-ordination with SP and empanelled service providers for appropriate functioning of the respective modules to fulfill their purpose of integration with e-NAM, as deemed fit.
- (x) Handle all legal matters arising out of e.NAM implementation in consultation and coordination with the Department; and
- (xi) Carry out any other responsibility assigned by the Department from time to time.

9.2 Directorate of Marketing and Inspection (DMI): DMI, an attached office of the Department will provide assistance on following matters-

- (i) Monitoring and handholding e-NAM mandis to promote inter-mandi and inter-State trade of agricultural produce.
- (ii) Implementing and monitoring development of export oriented APMC mandis .
- (iii) Assisting State Agriculture Marketing Department /Board in preparation of DPR and SLSC in scrutiny of DPR/proposal.
- (iv) Promoting eNWR trade through e-NAM.
- (v) Popularizing PoP and mobilize participation of other modules amongst stakeholders.
- (vi) Creating awareness and arrange training sessions on e-NAM handholding.
- (vii) Identification of Quality Assaying equipments manufactures and suppliers and empanel them.
- (viii) Formulating and recommending tradable parameters, for the notified agri-commodities proposed to be traded on e-NAM, to the government for its approval.
- (ix) Providing technical advice/support to the State Agricultural Marketing Department /Directorate /Board/ APMC/RMC for establishing quality assaying laboratory, training (skilling/re -skilling/up skilling) of staff for QA parameters and related apparatus and issues incidental thereto.
- (x) Framing and releasing required standards and specifications for assaying laboratories.

- (xi) Equipping human resource and laying down the procedures for approval of assaying Laboratories.

9.3 National Informatics Centre (NIC): National Informatics Centre (NIC) as technical partner of the Department will be responsible for-

- (i) hosting of e-NAM software on Meghraj cloud;
- (ii) providing and maintaining all the necessary infrastructure including virtual machines (servers), base operating systems, firewall, load balancers, SMS and email services etc. as per policies of NIC / DEITY applicable from time to time;
- (iii) extending all support services necessary to ensure uninterrupted functioning of the e-NAM platform on Meghraj cloud;
- (iv) providing technical advice to SFAC on Functional Requirement Specifications (FRS) Software Requirement Specifications (SRS), Process Design Document (PDD) and evaluation of change request including efforts and cost involved;
- (v) NIC will serve as a member of the project monitoring committee for all technical aspects of the project;

9.4 Strategic Partner (SP): The S.P. will design, develop, test, implement, maintain, manage, enhance and modify the set of applications and modules of e-NAM platform (as when required), in an effective and time bound manner, in the selected markets of different States / UTs in an effective and time bound manner. The roles and activities of SP as described in the Request for Proposal (RFP) inter alia, includes-

- (i) Implementation, maintenance and enhancement of e-NAM platform (web portal and mobile application).
- (ii) Continuous monitoring, Operational Support and Status Reporting. (Weekly, Fortnightly, Monthly, Quarterly).
- (iii) New module / features development and enhancement as and when required.
- (iv) Maintaining Application performance; The Strategic Partner needs to ensure prescribed performance as per RFP.
- (v) Configuration management and Version Control.
- (vi) e-NAM as Platform of Platforms:
- (vii) To scale and enhance e-NAM ecosystem with involvement of various agriculture value chain platforms and respective service providers, SP shall under take the following activities:
 - a. Inter-operability with similar Government portals and software for trade of States/UT which facilitate trade outside mandi (not regulated by APMC Act), such software shall be integrated with e-NAM Virtual module.
 - b. SP would develop a module called as "e-NAM Virtual" to facilitate trade outside APMC market-yard .

- c. SP would integrate large private platforms/markets having end-to-end solution and functioning outside APMC's regulatory purview shall be integrated with e-NAM Virtual Module.
 - d. The Strategic Partner shall be required to make the e-NAM Mandi Platform and e-NAM Virtual interoperable with each other in accordance with the applicable laws.
 - e. Integration with ecosystem service providers like Quality assaying, storage, logistics and delivery, financing etc.) having capacity to provide specific/multiple services across value chain to be integrated with e-NAM Mandi Platform and e-NAM Virtual Module.
- (viii) Maintenance of post implementation support environment and AMC Administration including Software Inventory and Infrastructure Management as per RFP, which may include :
- a. Manage Software licenses of all types including OEM, node locked, server based, floating, time bound, CAL, Enterprise, concurrent, Volume Licensing, trial, free, open source etc.
 - b. Provide license compliance reports, listing all used and unused assets / licenses
 - c. The software licenses should not be restricted to a location.
 - d. Maintain an inventory for all software components - details of software version patches installed, and details of the server where the software is installed.
- (ix) Administration of System, Database and Network.
- (x) The Strategic Partner shall provide complete support for the entire IT infrastructure of the system in Coordination with NIC team, including:
- a. Perform tasks including but not limited to setting up servers and respective configuration.
 - b. management and integration of databases.
 - c. Implementing security on the Internet / Intranet. Setting up of firewalls and authorization systems.
 - d. Performing periodic backup of data and automating reporting tasks and executing software updates when necessary in accordance with guidelines as specified by the SFAC.
 - e. Assign onsite support Manpower details to diagnose, troubleshoot and resolve issues with the equipment / components supplied. Strategic Partner may be required to assist the system users in performing periodic health check of the systems, troubleshooting problems, analyzing and implementing rectification measures.
 - f. The Strategic Partner shall implement and maintain standard operating procedures for the maintenance of the IT infrastructure based on the industry best practices / frameworks.
 - g. The Strategic Partner shall also create and maintain adequate documentation / checklists for the same.
- (xi) Application Availability and Fault Handling as per RFP.
- (xii) Data Requests and Software Change Management as per RFP.

- (xiii) MIS Reports which includes Weekly, Fortnightly, Monthly, Quarterly, and SLA Reports.
- (xiv) Helpdesk to Manage Grievance Redressal Management System-
 - a. Helpdesk Facility needs to set up a help desk working during business hours for submitting the grievance in CRMS through multiple channels like Web / SMS / e-mail / IVRS interface and using paper forms which will be scanned and uploaded at APMC help desk, 24*7 Kissan Call Centre, Common Service Centres, Information kiosk, etc. available in the vicinity of the farmers.
 - b. The Helpdesk staff should be able to log a ticket along with severity level, based on the user queries related to any component of system or operational part as defined under the scope of work and assign them a unique number. The help desk must maintain the SLA statistics & submit monthly report to the Customer, including Call Analysis, Call Trend, Call History Report, Daily Call Completed and pending Reports.
- (xv) Ground Level Support to APMC Mandi and man power deployment at SFAC.
 - a. Providing suitably qualified team members to support SFAC centrally including support in monitoring of operation such as reporting of progress on settlement process, resolution of grievances etc. from their local (field) team on a daily basis.
 - b. State coordinators shall be deployed in each State as specified by SFAC.
 - c. Central support team to be deployed at SFAC.
- (xvi) The Strategic partner shall design detailed SOPs of the every module, its updation and promotion involving training and education services, which includes Stakeholders and APMC Mandi staff training: Training and awareness material will be prepared by SP in consultation with SFAC and DMI, and it will be revised / upgraded regularly. SP will also train market related officials, farmers, FPOs, cooperative Societies, commission agents, traders, employees of markets, data entry operators and such as may be necessary for successful operation of e-NAM.
- (xvii) Marketing and usage of the Portal: SP shall carry out appropriate promotion and marketing activities to enhance acceptability and usage of e-NAM portal amongst various stakeholders.

9.5 State Governments / UT Administration: State / UT Agricultural Marketing Department/ Directorate / Agricultural Marketing Boards in accordance with the powers vested in them shall ensure-

- (i) that necessary regulatory framework and mandatory reforms as stipulated under eligibility criteria at 5.1 above are adequately provisioned in respective State's/UT's marketing laws to facilitate unhindered operation of NAM. They shall also put in place all needed facilities and support to undertake on-line trading of notified agricultural produce on e-NAM platform;
- (ii) that APMCs / RMCs integrated with e-NAM have all infrastructural facilities like hardware, internet connectivity, e-auction hall, assaying laboratory, required

manpower, training and awareness , etc. as needed to implement e-NAM;

- (iii) that well structured Dispute Resolution Mechanism (DRM) is put in place for handling the disputes arising out of transactions on e-NAM;
- (iv) that APMCs / RMCs adopt best practices;
- (v) that market outreach is enhanced, farmers' transportation costs are reduced, by notifying warehouses / cold storages with infrastructure and facilities, as prescribed, preferably by the Warehousing Development and Regulatory Authority (WDRA) shall be declared as market sub-yards to function as delivery and sale point. The minimum infrastructure and facilities may include existence of adequate safety, internet, sorting, cleaning, grading and quality assaying lab etc. Further, on-line trading of electronic Negotiable Warehouse Receipts (eNWRs) issued by WDRA registered warehouses under Negotiable Warehouse Receipts System (NWRS) also needs to be promoted.

9.6 State Agriculture Marketing Board (SAMB) / Directorate of Agricultural Marketing: SAMB

/ Directorate of Agricultural Marketing shall facilitate APMCs/RMCs to implement e-NAM in an efficient and effective manner by-

- (i) ensuring availability of required manpower at the APMCs / RMCs;
- (ii) by constituting suitable institution / organization / special cell for close monitoring of the implementation of e-NAM platform;
- (iii) by making available adequate cleaning, sorting, grading and quality assaying facilities;
- (iv) by putting in place well structured Dispute Resolution Mechanism (DRM) for handling disputes arising out of transactions on e-NAM;
- (v) by encouraging APMCs/RMCs to link more and more number of markets to get connected with e-NAM;
- (vi) may allow any purchaser / trader who has registered in the e-NAM Mandis to bid and purchase a lot from any e-NAM Mandis located throughout the country, in consonance with the Act and rules notified there under; and
- (vii) implement the entire e-NAM procedure in a timely way in order to create a trustworthy environment; such as Gate Entry, e- Weighment , e-Quality assessment, Road Permit, etc. for the mandis integrated with e-NAM and received the assistance under the e-NAM scheme.

9.7 Agriculture Produce Market Committee/ Regulated Market Committee (APMC/RMC):

APMCs/RMCs shall-

- (i) provide infrastructural facilities and services relating to registration, cleaning,

sorting, grading, assaying, IT, internet connection of minimum 5-10 MBPS (indicative requirements of hardware and internet connectivity is given in annexure – II);

- (ii) carry out training and awareness programs and one time registration of farmers, Commission agents, Traders and other service providers like weighman, packaging, loading unloading personnel etc and also KYC verification thereof including bank accounts registered for online transfer of payments;.
- (iii) provide facilities for installation of computer hardware/ printers along with UPS / generator to ensure availability of uninterrupted power supply, cabling, setup and configuration of LAN;
- (iv) make available room/desk/space for support staff deployed for successful rollout and also operation and maintenance of e-NAM for initial hand holding of market functionaries;
- (v) set up e-auction hall equipped with computers for uploading of buy quotes / bids by traders and large Monitor / Projector with Internet access. Concerned APMC / RMC would further be required to provide suitable space for training sessions for farmers, traders, commission agents and market staff to be organized from time to time;
- (vi) set up Quality Assaying Laboratory with skilled manpower to ensure quality assaying of produce offered for sale on e-NAM compulsorily. Such labs shall be approved by an Agency notified by the Department/ State;
- (vii) promote third party assaying labs duly approved by an agency notified by the Department/ State;
- (viii) put in place a system of quality assaying wherein no farmer is charged for the assaying services;
- (ix) provide at least one electronic weighbridge of appropriate capacity within market yard premises. In addition, such APMC / RMC may also notify electronic weighbridges outside market premises, whose weight certificate of empty / loaded truck/ trolley and gross weight will be valid for on-line trading of commodities on e-NAM platform;
- (x) take necessary steps to integrate the entire market operations right from gate entry till exit of transacted commodity. As, eventually, especially for out station buyers, logistics would be an important consideration, APMC / RMC would do well to ensure that an efficient and cost effective logistics are available for the clients of the market. APMC / RMC should also provide all logistic support of storage and incidental thereto for unsold agricultural produce, sold produce to be dispatched or produce brought for selling through e-NAM platform requiring such support inside the market premises on minimal charge basis.

- (xi) provide a suitable dispute resolution mechanism in respect of assaying, weighment and e-payment related matters and issues incidental thereto, reported by sellers, buyers and other service providers with respect to trades on e-NAM at APMC / RMC level.

10. Clearing and Settlement:

- (i) Once the trade has been confirmed, primary invoice will be generated automatically by e-NAM software which can be accessed by the traders from the respective dashboard or from the one sent to the winning bidder on email / SMS or manually etc. The winning bidder will deposit the amount calculated as per the sale agreement, which will include market fee, commission agent's charges, loading / unloading / packaging charges etc., as applicable. Winning bidder will be able to deposit the amount on-line into a settlement account using RTGS /NEFT or through on-line payment gateway provided on e-NAM. Once the funds are received by e-NAM, a confirmation message will be sent to the Farmer- Seller / Commission Agent. Depending on the terms of delivery, the winning bidder will be required to take the delivery of goods at the APMC market either by himself or through an authorized agent or logistics provider. Buyer can also request the Commission Agent / Seller to dispatch the goods through a transporter identified by him on "Freight to Pay" basis at his own risk and cost Freight, insurance charges etc. to be paid by the buyer. Funds due to be paid to the Farmer- Seller / Commission Agent and other beneficiaries like APMC, service providers etc. will be transferred to their respective bank accounts registered with e-NAM after acceptance of delivery by the buyer or his representative within 1 (one) business day by the bank operating the e-NAM account upon on-line approval from concerned APMC.
- (ii) These guidelines are illustrative not exhaustive; and to provide only the basic tenets of the scheme. However, the guidelines may undergo revision from time to time as and when required.
- (iii) In case of any dispute relating to these guidelines, the interpretation of Department shall be final & binding on all concerned parties.

Format for Submission of Detailed Project Report (DPR) by States for availing one time grant under for integration of mandis with National Agriculture Market(NAM)platform and development of infrastructures /facilities.

Section A: State Name and Contact Details

1. Name of State:
2. Contact Person:
3. Phone/Fax no. of contact person:
4. E -mail Address of Contact Person:

Section B: Prevailing Legal Framework in the State

1. Legal Framework of Agriculture Marketing:
 - 1.1 Full Title of APMC Act (if any):
 - 1.2 Status of Rules framed for Marketing of Agri-Produce in the State(if any)**:

** State has to provide documentary support i.e. APMC Act /Rules in force with the amendments if any issued from time to time with respect to provisions given below, in their APMC Act , which are mandatory to integrate with the eNAM platform

- a. Provision of electronic trading platform of Agri-produce.
- b. Issue of trade license to any one in India /State valid across all markets of the State.
- c. Single point levy of transaction fee within the state

The relevant sections shall be highlighted by the State for quick identification.

Section C: Identification of Single Window Clearance System for NAM

State shall provide confirmation to setup a single window clearance system for all matters related to implementation of NAM and shall identify the nodal officer for the same

1. Nodal officer:
2. Phone / Fax no. of Nodal officer:
3. Email Address of Nodal officer:

Section D: List of Markets proposed to be integrated with NAM:

S.N.	Name of Mandi	Location	Major Produce Marketed	Produce planned to be marketed through NAM	@Category of Mandi (Gen/SC/ST)

@ State shall indicate the category of market as 16.2% and 8.0% assistance is reserved for SCPSC and TSP categories. Hence mandis shall be chosen accordingly. Categorization of mandis, for the purpose of booking of expenses for incurring expenditure under SCPSC or TSP allocation, may be made on the basis of the geographical location of the market. If it comes under a reserved Parliamentary Constituency or reserved State Assembly Constituency, as provided under the "Representation of People Act,1950, it may be treated as a reserved market (SC or ST) In case a mandi falls under two Parliamentary / State Assembly Constituency and one of which comes under reserved category, the benefit may be extended irrespective, to the larger delimitation.

Information required in sections A to D shall be provided at the state level, while those in sections E to I shall be provided separately for each of the market.

Section E: Market Name & Contact Details (Information in the format below has to be provided for each market listed in section D)

1. Mandi Name:
2. Mandi Location:
3. Contact person:
4. Contact telephone:
5. Contact email:

Section F: Existing Market Profile

Heading	Sub-heading	Unit	Quantity
Area of Mandi		Acre	
Number of Entry only Gates			
Number of Exit only Gates			
Number of Entry / Exit Gates (gates that allow both entry& exit)			
Produce / commodities handled during last year			
	Produce1	Metric Ton	
	Produce2		
	Produce3		
		
		
n		
Produce/commodities handled during peak period per day			
	Produce1	Metric Ton	
	Produce2		

Heading	Sub-heading	Unit	Quantity
	Produce3		
		
		
	Produce..n		
Estimated Peak number of farmers /day		Nos.	
Estimated Peak number of traders / day		Nos.	
No. of Licensed Commission Agents		Nos.	
No. of Licensed Wholesalers /Traders		Nos.	
Existing Infrastructure	Office buildings	Sq. feet	
	Auction hall	Sq.feet	
	Warehouse	Nos.	
		Sq.feet	
	Auction Sheds	Nos.	
		Sq.feet	
Equipments available for sorting /grading if any	Equipment1	Nos.	
	Equipment2		
		
	Equipment..n		
Equipments available for assaying /Quality Checking	Equipment1	Nos.	
	Equipment2		

Heading	Sub-heading	Unit	Quantity
		
	Equipment n		
Average no. of Samples Checked / day	Produce1		
	Produce2		
		
	Produce n		

Weigh Bridge available inside market premises, if any*

S.N.	Type (Electronic/Manual)	Capacity

*If not, location of nearest weighbridge

Name of operator:

Capacity:

Distance from mandi:

Prevailing Practices on grading/assaying

Produce	Parameter Tested	Grading/Assaying details@
Produce1	Parameter1	Grade A limit
Grade B limit		
	Parameter2	
	Parameter3	
	
n	
Produce2	Parameter1	
	Parameter2	
	Parameter3	
	-----n	
Produce....n		

@ If applicable

Section G: Produce planned to be marketed through NAM

S.N.	Produce
1	Produce 1
2	Produce 2
3	Produce3
4n

Section H: Details of Hardware / Assaying Equipments Required with Cost Estimates to make market ready for plug in to NAM platform.

Heading	Sub-heading	Unit Rate(R s.)	Quantity Nos.	Total Cost(R s.)
Computers	Entry Gate			
	Exit Gate			
	E-Bidding Hall			
	Kiosk			
LAN Network	LAN Cable (Cat 6/ Optical fibre) Qty in Meters			
	Wi-fi routers			
	Network switches required			
	Other accessories			
	Cost of installation			
Registration Aids	Multipurpose printers (Printer, Scanner, Photocopier)			
	Number of Web-cam required (required for registration at entry gate)			
Power Backup Equipments	UPS with capacity			
	Generator with capacity			
Other infrastructure	Display screen/projector for Auction Hall			
	ACs (including Tonnage)			
	Broad band / internet connection (Leased line)			
Assaying Equipment Required*	Equipment 1			
	Equipment 2			

Heading	Sub-heading	Unit Rate(R s.)	Quantity Nos.	Total Cost(R s.)
	Equipment3			
n			
Any other item required	Item1			
	Item2			
	Item...n			
TOTAL COST (INR)				

*Provide details of produce which would be handled using this said equipment.

- Whether States have sent proposals for setting up of Soil Testing Laboratories in the selected markets for funding under Soil Health Management of National Mission for Sustainable Agriculture.

Section I : Details of purchase of cleaning, grading and packaging facility (IA) and Composting Unit (IB)-

IA .Details of the Cleaning, grading and packaging facility

Details of Civil Structure- Item-wise expenditure -----X	Unit cost ((Rs. In lakhs)	Total Units	Total Cost (Rs in Lakhs) (2x3)
(1)	(2)	(3)	(4)
Item-----1			
Item-----2			
Item-----3			
Item-----			
Total of X	---		
Details of functional infrastructure /facility (Machinery only) -Item-wise expenditure -----Y	Unit cost ((Rs. In lakhs)	Total Units	Total Cost (Rs in Lakhs) (2x3)
(1)	(2)	(3)	(4)
Name of Machinery / Equipment:			

(i)-----			
(ii)-----			
(iii)-----			
(iv)-----			
(v)-----			
Total of Y			
Total of X and Y			
IB .Details of Composting Unit ---Z			
Name of Machinery / Equipment/Facility	Unit cost ((Rs. In lakhs)	Total Units	Total Cost (Rs in Lakhs) (2x3)
(i)-----			
(ii)-----			
(iii)-----			
Total of Z			

Infrastructure required at market level:

Hardware requirement:

NAM Portal can be operated on any device, i.e. Desktop, Laptop, Tablet and Mobile phone (through application). The recommended specifications in terms of CPU, RAM, Hard Disk (for computing devices), Printers (Dot Matrix, Laser, thermal etc.) are as under:

a) Computer / Laptop:

Latest Generation Core i3 CPU, 4 GB of RAM will suffice with MS Windows operating System.

b) Tablet:

Any prevalent Android tablet with Kitkat or above version will suffice.

c) Printer:

For Gate operations : Thermal Printer

For transactional output : Dot Matrix Printer

For Reports : Wide Carriage dot Matrix Printer/ Line Printer / Laser Printer

d) Network:

For internet connectivity any broad band connection with overall 5-10 Mbps speed (depending on number of systems deployed and users)

For internal network (LAN)–WiFi Setup covering entire mandi premises.

For Backup Network: Data Cards at critical stations (Gate, Trading hall and MIS Seat)

e) UPS:

To be estimated based on the number of systems installed, minimum backup time (Battery requirement) to be decided basis power outage scenarios)

f) LED Display / TV for online display of prices and auction results (device selection is dependent on the individual APMCs choice)

g) Base Software:

Windows Operating System (Desk Top/ Laptop), MS office (or equivalent application for importing reports in spread sheet format) Anti-virus etc.

Supplementary Infrastructure:

Electronic Weigh Bridges, Firewall, Display Boards, Television, Public address system, Projector etc.

Lab Equipments:

Lab equipments have two categories—standard for Moisture Meter etc. and Commodity Specific which is primarily dependent on the commodities being handled by the respective APMC markets.