



**CH. CHARAN SINGH NATIONAL INSTITUTE OF AGRICULTURAL  
MARKETING**

An Organization of Ministry of Agriculture & Farmer Welfare, Government of India)  
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**Title: e-NAM related issues in agricultural marketing**

**Objectives:**

1. To understand the importance of e-NAM
2. To identify the key problems and real-time solutions
3. To understand the issues arising in integrating e-NAM platform

**Topics to be covered:** Orientation, registration and briefing about training. Brief about working of e-NAM portal. Technical issues in e-NAM viz., database management, transparency, accuracy, quality assessment, building trust level of traders and farmers. Technical issues related to informed bidding by buyers. Issues arising in integrating e-NAM platform with scientific sorting and grading for different agro commodities. Establishing transparency in auction process, prices commensurate with quality of produce, online payment etc. that contribute to marketing efficiency. Understanding issues with the real time price discovery and marketing efficiency in e-NAM. Session to solve real-time problems in e-NAM

**Dates:**

- 2<sup>th</sup> February 2023 to 4<sup>th</sup> February 2023
- 13<sup>th</sup> February 2023 to 15<sup>th</sup> February 2023
- 9<sup>th</sup> March 2023 to 11<sup>th</sup> March 2023

**Venue:** Ch. Charan Singh National Institute of Agricultural Marketing (CCS NIAM)

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