

Strength, Weakness, Opportunity and Challenges in/ of Agriculture markets

ABSTRACT

Agriculture market provides more scope (benefits) to the farmers. By using emerging technologies and using internet/ online facilities, the farmers can now directly participate in the auction and they can bid the same. Here, in this research (review) paper, the SWOC (Strength, Weakness, Opportunity and Challenges) analysis of agriculture markets is done. Strength covers the points like Strong links with the government providing subsidies; Nationwide presence; High control over all the operations within the production process etc.,. Even government vision is to encourage the consistency, standardization in agriculture marketplace by restructuring the measures between consumers and suppliers. Actual value sighting is constructed on demand and supply (??) . Weakness covers the points like Farmer strong attachment to existing local marketers; Lack of confirmed market positioning etc. Opportunity covers the points like Farmer will get the benefits that whole process of auction that will be based on quality of product and it will be totally transparent. Farmer will get the timely payment through online. All the APMC in the countries will come under the joint online marketplace. In APMC, farmers will get the benefit by the state government, but in eNam is a national agriculture market in which farmer will get the (exposure to national wide ??). Challenges cover the points like Participating all the APMC's through one joint connected marketplace is challenge. Already too much competition within the market is there. So many current participants are already contributing the undistinguishable products.

Keywords: Agriculture, Market, SWOC, eNam, APMC, eGovernance

INTRODUCTION

Using emerging and technologies and by using online internet facility scope of Agriculture Market is increasing day by day. Agriculturalists or farmer can easily consume or produce the product of agriculture to or from the perfect seller or buyer. Government providing the facility to the farmer like APMC and eNAM by providing a platform to the farmer. By using this type of platform farmer will get the benefit like cashless and transparency in the transaction. By using Agriculture Produce Market Committee, farmers or agriculturalist getting the local level benefits. Main aim of the government to provide the better platform to the agriculturalist by combining all this local level mandis into one national level agriculture market. eNAM is National Level Agriculture Market whose main aim is to provide the national level platform to the farmer which offers a transparency in transactions, getting the actual cost and actual demand of the product. There are many strength, opportunity, challenges and weakness in agriculture market. Strength covers the points like Strong links with the government providing subsidies. Nationwide presence. High control over all the operations within the production process. Even government vision is to encourage the consistency, standardize in agriculture marketplace by restructuring the measures between consumers and suppliers. Actual value sighting constructed on demand and supply. Weakness covers the points like Farmer already have strong attachment to existing local marketers. Lacks confirmed market positioning. Opportunity covers the points like Farmer will get the benefits that whole process of auction will be based on quality of product and it will be totally transparent. Farmer will get the timely payment through online. All the APMC in the countries will come under the joint online marketplace. In APMC farmer will get the benefit by the state government, but in eNam is a national agriculture market in which farmer will get the exposure of national wide. Challenges cover the points like Participating all the APMC's through one joint connected marketplace is challenge. Already too much competition within the market is there. So many current participants already contributing the undistinguishable products.

e-National Agriculture Market (NAM)

National Agriculture Market (NAM) is an online transaction gateway which links the present APMC mandis to produce a unified nationwide marketplace for agricultural merchandises. The NAM Gateway offers a single casement facility for all APMC connected data and services. This comprises product influxes & values, consume & produce skill proposals, facility to respond to skill proposals, among additional facilities. While physical flow (farming crop) endure to occur through mandis, an online marketplace decreases deal prices and data irregularity. Agriculture marketing is managed by the state government as per their agriculture marketing guidelines, under which, the government of state is alienated into numerous marketplace parts, each of which is managed by a discrete Agricultural Produce Marketing Committee (APMC) which executes its individual advertising guideline (counting charges). This disintegration of marketplaces, even inside the State, delays free current of agriculture merchandises from one marketplace extent to added and numerous managements of agriculture crop and manifold stages of mandi custodies ends up intensifying the values for the customers without proportionate advantage to the agriculturalist. eNAM reports these tasks by making a unified market through online trading platform, both, at State and National level and endorses consistency, restructuring of actions across the combined marketplaces, eliminates info irregularity between purchasers and venders and endorses actual time value finding, based on real demand and supply, endorses transparent in auction procedure, and admission to a countrywide marketplace for the agriculturalist, with values equal with

excellence of his crop and online payment and accessibility of improved quality crop and at more rational costs to the buyer.

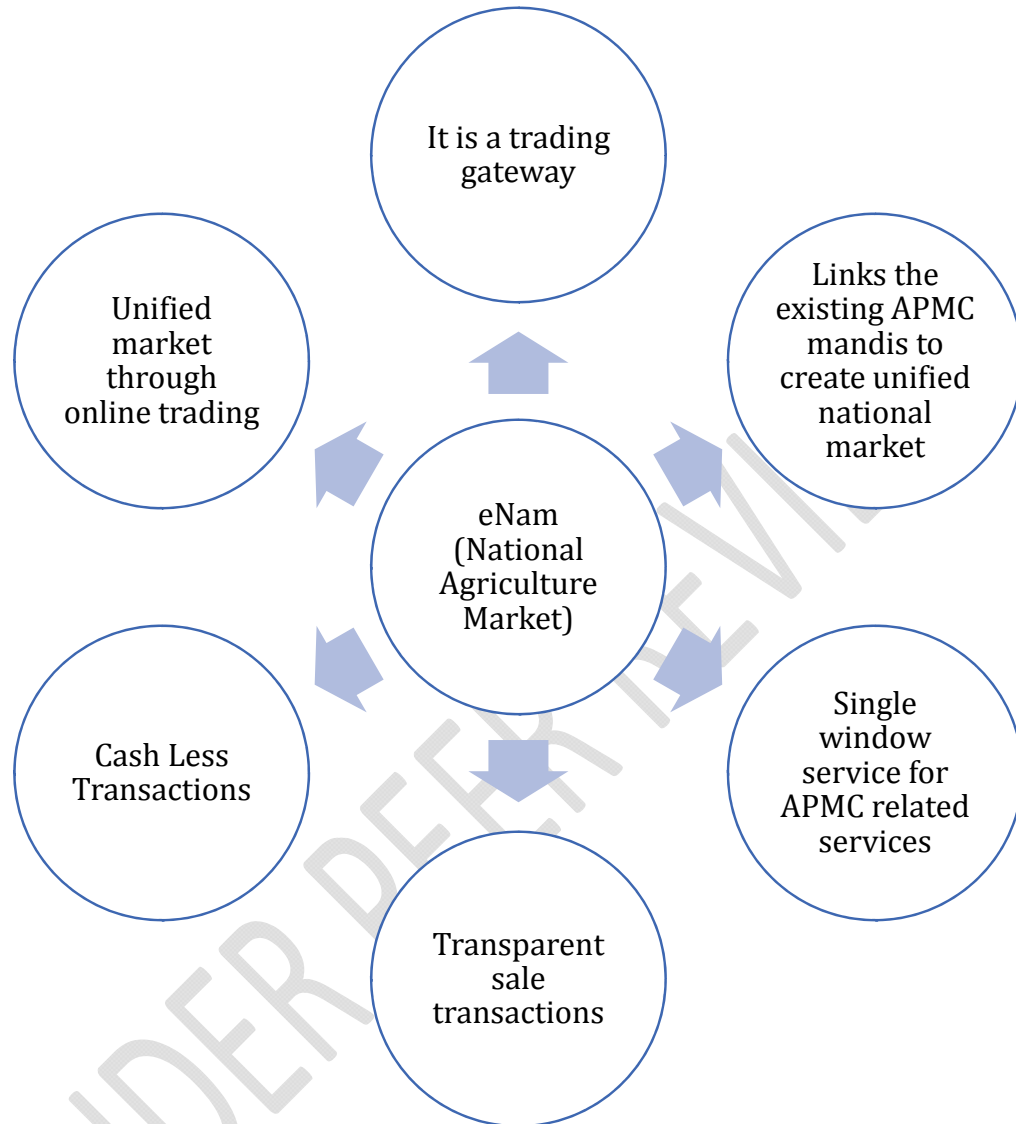


Figure-1 eNam – National Agriculture Market

Goal of e-National Agriculture Market

A national online marketplace platform for crystal clear auction process and cost finding initially in structured marketplaces. Eager States to consequently pass appropriate supplies in their APMC Presentation for raise of online trading by their State Government Farming Advertising Board or APMC. Easy licensing of dealers / consumers and commission managers by State establishments without any prior condition of physical attendance or ownership of shop /buildings in the marketplace yard. One permission for a dealer legal diagonally all marketplaces in the State. Single point tax of marketplace dues, i.e on the primary extensive buying from the agriculturalist. Melody to produce harmony of excellence values of agricultural crop and facility for examining (quality testing) organization in each

marketplace to permit knowledgeable request by purchasers. Facility of Soil Challenging Workshops in/ or nearby the nominated mandi to simplify visiting agriculturalists to admission this ability in the mandi itself. The comprehensive role of the Tactical Companion is complete and comprises writing of the software, modifying it to encounter the exact necessities of the mandis in the States eager to participate with NAM and successively the platform.

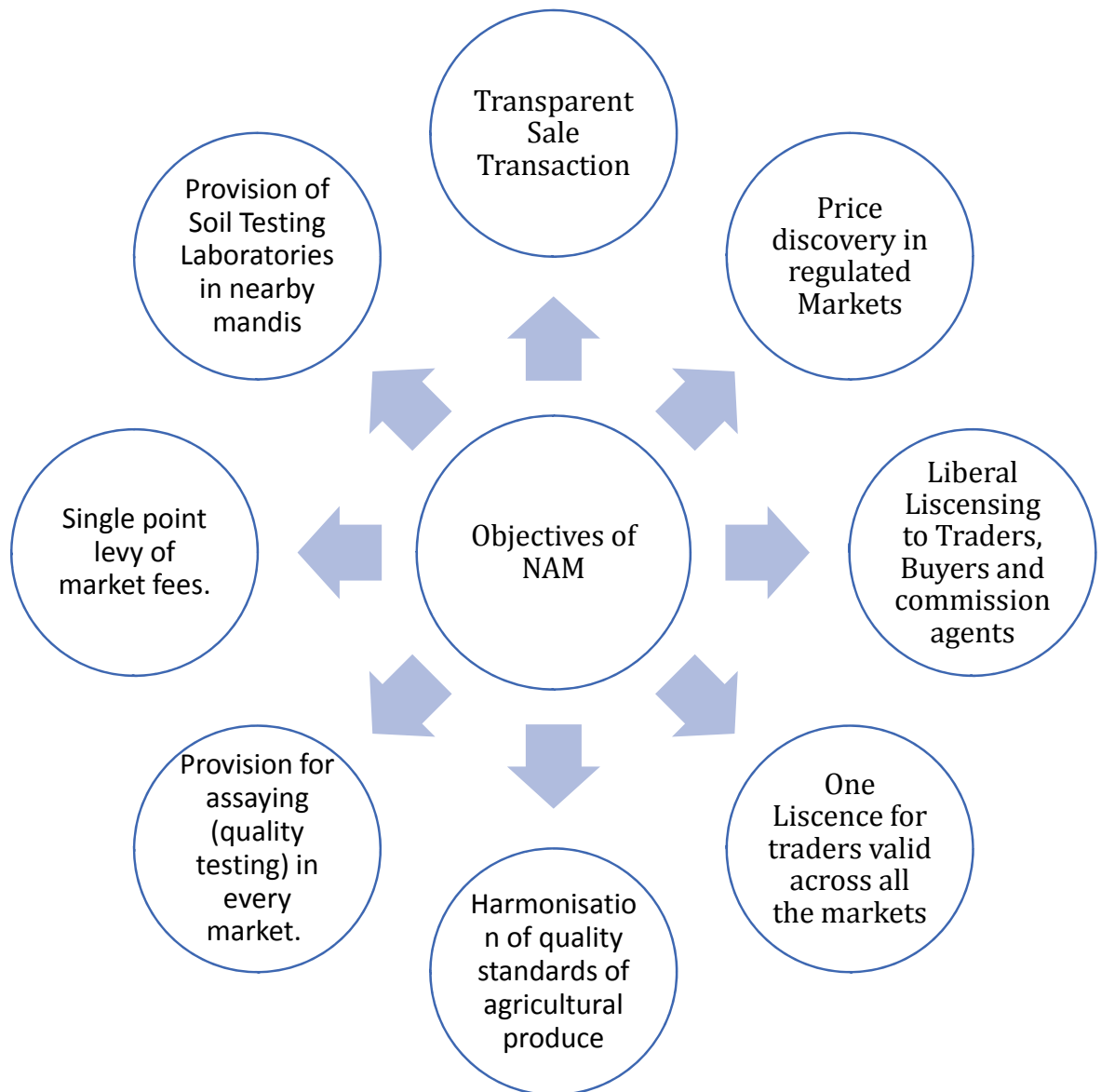


Figure-2 Objectives of NAM

SWOC of Agriculture Market

Strength, Weakness, Opportunity and Challenges in Agriculture. Strength covers the points like Strong links with the government providing subsidies. Nationwide presence. High control over all the operations within the production process. Even government vision is to encourage the consistency, standardize in agriculture marketplace by restructuring the measures between consumers and suppliers. Actual value sighting constructed on demand and supply. Weakness covers the points like Farmer already have strong attachment to existing local marketers. Lacks confirmed market positioning. Opportunity covers the points like Farmer will get the benefits that whole process of auction will be based on quality of product and it will be totally transparent. Farmer will get the timely payment through online. All the APMC in the countries will come under the joint online marketplace. In APMC farmer will get the benefit by the state government, but in eNam is a national agriculture market in which farmer will get the exposure of national wide. Challenges cover the points like Participating all the APMC's through one joint connected marketplace is challenge. Already too much competition within the market is there. So many current participants already contributing the undistinguishable products.

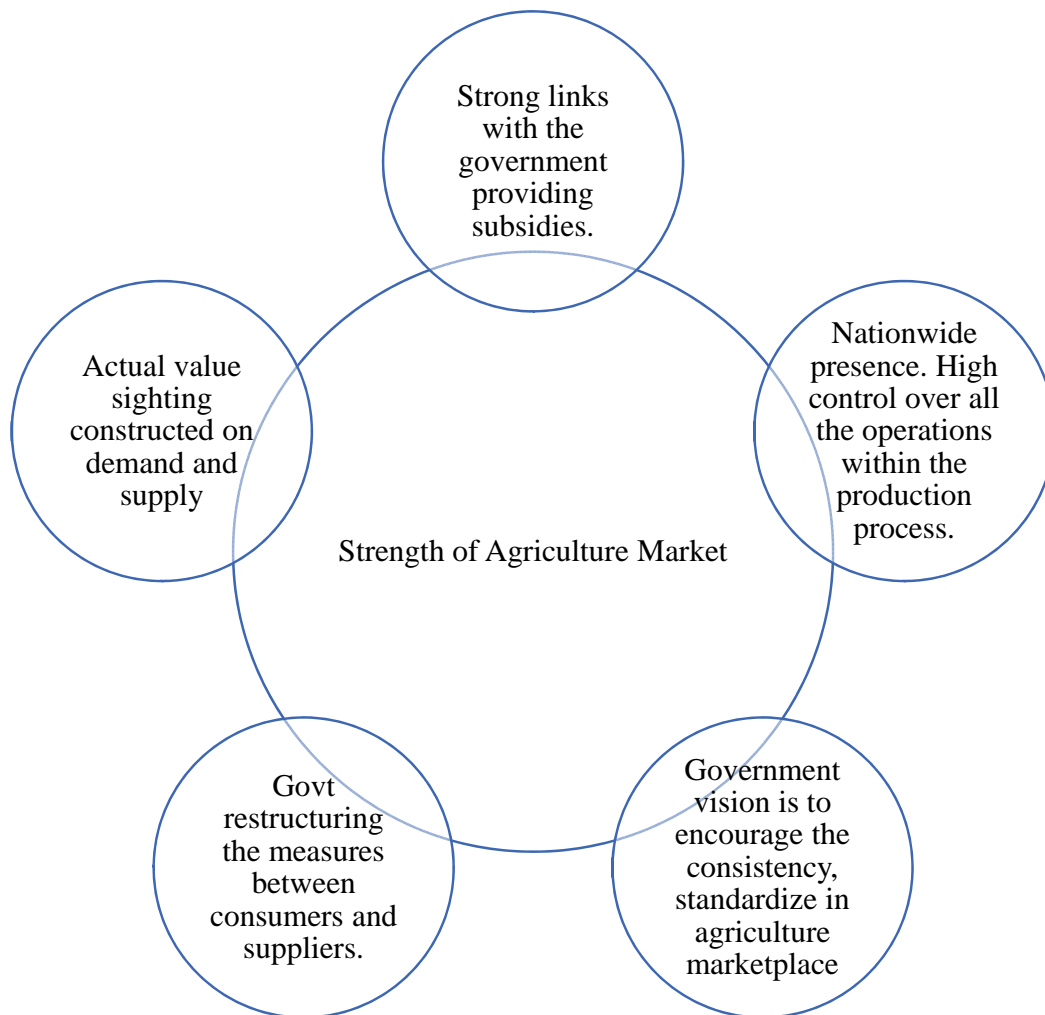


Figure-3 Strength of Agriculture Market

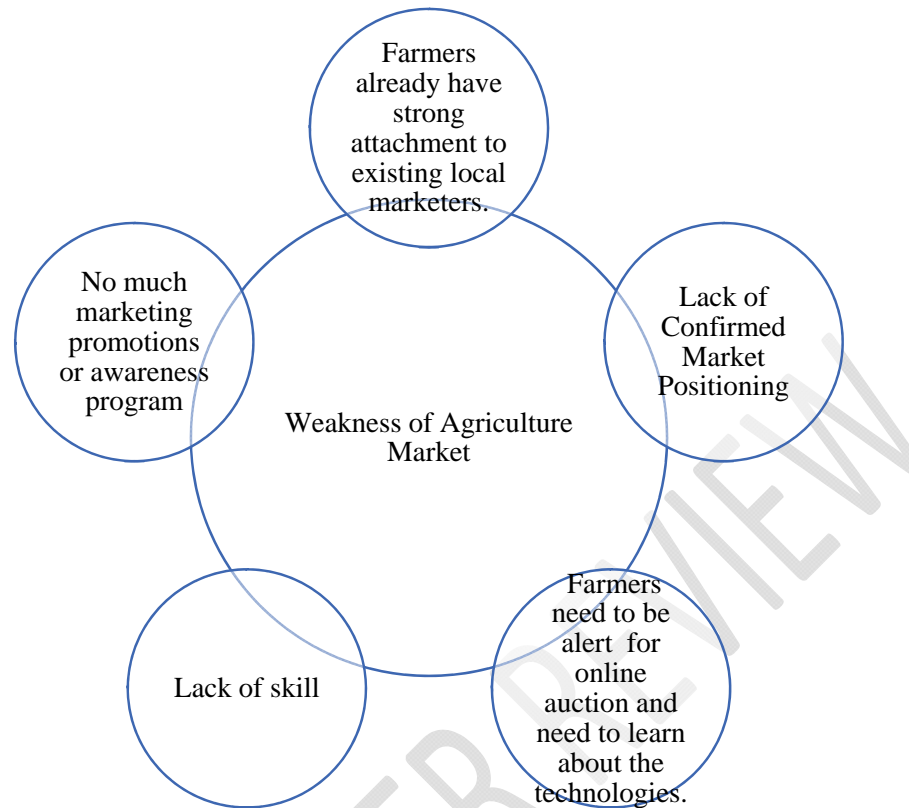


Figure-4 Weakness of Agriculture Market

Opportunity

- Whole process of auction based on quality of product
- Transparent System
- Cash Less Transaction
- Timely Payment through online platform
- All the APMC comes under one national market platform

Challenges

- Participation of all APMC's through joint connected market place is challenging
- Cutthroat competition.
- Many current participants already contributing the undistinguishable products
- Arrangement of technical skill development program nation wide

Figure-5 Opportunity & Challenges in Agriculture Market

CONCLUSION

By evaluating all this, we conclude that Agriculture market providing more scopes to the farmers, using emerging technologies and using internet online facility now farmers can directly participate into auction and they can bid the same. There are many strength and opportunity available in agriculture market. Government is doing lots of efforts to support agriculture market. There are lots of strength available for agriculture market for example strong links with the government providing subsidies. Nationwide presence. High control over all the operations within the production process. Even government vision is to encourage the consistency, standardize in agriculture marketplace by restructuring the measures between consumers and suppliers. Actual value sighting constructed on demand and supply. Every transaction is cash less, transparent and confirmed payment, consistency and standardization in the whole process itself says that there is a much scope in agriculture market for the farmers or agriculturalist.

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