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ABSTRACT

Agricultural produce and consequent Food Security of the nation is determined in Farmer's fields. However, farmers' well being is ultimately determined at market place. Thus, production and marketing are the two sides of the same coin. India is currently witnessing major regulatory reforms that have the potential to transform Indian agriculture. Major reforms are APMC (Control) Act, 1966-67, APMC (Model) Act, 2003, e – NAM, Model APLM Act, 2017, etc. Some states adopted all the provisions and some states didn't adopt the provisions as suggested in APMC acts. Maharashtra place in first position in case of agricultural marketing and farmer's friendly reforms index. e – NAM is the best transparency system of agricultural marketing which able to give better prices to the farmer even though still most of the farmers didn't get the benefits of the integrated marketing system. Farming has changed from subsistence to commercialised farming. Agricultural Marketing system has also changed from traditional or localised system to electronic operated marketing system (e-NAM). Even though the farmers facing situations like variation in marketing fees, long marketing channel, area of regulated market is high, etc. Farmers getting less price to their produce and consumers have to pay higher price for the product due to still existence of unscrupulous marketing practices. To overcome this situation, there is need to integrate the marketing system by increase the beneficiaries of e – NAM services, enabling farmers access to markets, value addition of different agricultural produce will give employment to the rural people, etc. In all the section of agriculture we have seen in revolution like green, white and blue revolution, etc. With the thought to improve the well being of the farmer next revolution will be in the marketing system of agriculture.

Key Words: Agriculture, marketing, e-NAM, reforms, farmer, etc.

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With more than 54% of its land designated as arable and half of its labour force employed in the agriculture sector, India is an agrarian nation. Over 151 million people rely on the agriculture sector for their livelihood in terms of employment, it accounts for 18% of the country's GDP. this puts lot of responsibility o the sector