



Popular Article

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eNAM vs Bharat-VISTAAR — A friendly comparison for Chhattisgarh farmers

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When people talk about “digital agriculture”, they often lump everything together: apps, helplines, portals. But not all tools are the same. Two big national initiatives you will hear about in 2026 are eNAM (the electronic National Agriculture Market) and Bharat-VISTAAR (the new AI advisory platform). Both can help farmers — but in very different ways.

This article explains, in plain language, what each one does, how useful it is for farmers in Chhattisgarh, and how you can use them together. Think of it like two different helpers: one helps you sell better, the other helps you decide better.

What each tool actually does — short and simple

eNAM is a digital marketplace. It connects mandis across India so buyers in one market can bid on produce in another. It brings price transparency, online bidding, and digital records to mandi transactions. The platform is run centrally and many mandis are already connected.

Bharat-VISTAAR is an AI-based advisory system launched in early 2026. It is a multilingual, voice-first tool that gives farmers crop advice, pest alerts, weather updates, mandi prices, and scheme information when they call a toll-free number (155261) or use its app/web interface. It’s built to act like a virtual Krishi Mitra.

So: eNAM = sell smarter; Bharat-VISTAAR = decide smarter.

How each one can help a farmer in Chhattisgarh — using a day-in-the-field example

Imagine you are a paddy farmer in Bilaspur.

Morning: You want to know whether to delay transplanting because of expected rain. A quick call to 155261 (Bharat-VISTAAR) gives you a localized advisory: micro-recommendations about sowing windows and fertilizer timing. That helps you avoid loss.



Harvest time: You have 200 quintals of paddy. Before you decide whether to sell locally, your FPO checks eNAM prices in Raipur, Bilaspur and a nearby state mandi. They see a better bid in Raipur. They decide to transport and sell there, getting a higher net price even after transport costs. eNAM provided the comparative price information that shows where money is better. That's the practical difference: Bharat-VISTAAR helps you time and manage production; eNAM helps you choose where and how to sell.

What works well — and what we should not expect

eNAM: Where it shines

- Price discovery: Farmers can compare bids across mandis instead of taking the first local quote.
- Records and traceability: Digital receipts help when you want bank credit or scheme support.

eNAM: Limitations to remember

- Infrastructure matters: You still need to bring produce to mandi or arrange transport — extra costs can eat into gains.
- Connectivity & trust: Slow internet or poor knowledge can limit real use in remote districts like Bastar or Surguja. Reports show eNAM rollout is ongoing and mandis differ in readiness.

Bharat-VISTAAR: Where it shines

- Voice + local language access: Farmers can call 155261 and ask in their language — handy for basic phones and low digital literacy.
- Integrated advisory: Weather, pest alerts, and scheme details in one place reduces confusion and saves time.

Bharat-VISTAAR: Limitations to remember

- Localization quality: National AI is only as good as local data. If KVKs and district officials don't feed local advisories, answers may be too generic. Experts urge strong state-level plug-ins for the platform to be helpful.
- Trust and follow-up: Farmers may prefer human extension agents for complicated problems; AI advice must be combined with field support.

The reality in Chhattisgarh today

A snapshot from official data shows that Chhattisgarh has about 20 mandis registered on eNAM with several thousand registered traders — the state has begun integration but it is not yet universal. This means eNAM is present, but its coverage in the state is limited compared to big agricultural states.



Bharat-VISTAAR was launched with a clear push to be multilingual and voice-first, and the government has highlighted features such as scheme integration and mandi prices. The platform's success locally depends on how quickly state actors (KVKs, department of agriculture, FPOs) plug in local advisories and market feeds.

Where these two tools can work together — the sweet spot

The power comes when farmers and institutions use both together:

1. Plan → Produce → Sell loop: Use Bharat-VISTAAR to time sowing, pick pest management steps, and estimate yield; use eNAM to find the best mandi and finalize sale.
2. FPO workflows: FPOs can ask Bharat-VISTAAR about best post-harvest practices and quality grading; then list aggregated lots on eNAM to attract buyers.
3. Scheme linkage: If Bharat-VISTAAR flags a scheme that supports storage or transport, eNAM can be used to monetize better prices, and the paper trail from eNAM can help claim scheme benefits.

When both systems are used — advisory plus market access — farmers make better choices and can capture more value.

Practical steps for Chhattisgarh farmers (simple and doable)

- Know the numbers: Save the Bharat-VISTAAR toll-free number (155261) in your phone. Try a simple question during a Krishi camp.
- Visit the mandi helpdesk: If your mandi has an eNAM kiosk, ask an attendant to show live bids before you sell. Some mandis already provide this service.
- Use FPO strength: Small farmers should aggregate — FPOs can negotiate logistics and minimize transport cost per farmer when using eNAM.
- Ask KVKs for local advisories: Encourage KVKs to feed their local package of practices into Bharat-VISTAAR so answers become locally relevant.

Short checklist for officials and FPOs

If you are from the agriculture department, mandi board, or an FPO, here are practical actions:

1. Plug local data into Bharat-VISTAAR — KVK advisories, weather stations, and disease alerts.
2. Set up eNAM help desks at mandis to assist farmers with listing and bidding.
3. Run combined awareness camps — show a farmer how to call 155261, and then show a live eNAM bid in the same one-day demo.
4. Pilot integrated workflows — choose a district, run a season-long pilot where advisories and market listing happen together, and track outcomes.



A short, everyday truth

Technology does not replace trust. It supports decisions. If a farmer trusts the local trader, that will not change overnight. But if an FPO shows that by checking eNAM the group got ₹8–12 extra per quintal after transport, trust in the platform grows.

Similarly, if a farmer in Bastar uses Bharat-VISTAAR to prevent a pest outbreak that would have cut yields, that success story spreads faster than any advertisement.

Final word — two different helpers, one shared goal

Think of Bharat-VISTAAR as your digital adviser, the person you call when you need to know *what* to do. Think of eNAM as your digital market, the place you check *where* to sell. Both have strengths and limitations. Used together — with local adaptation, trust building, and basic infrastructure — they can meaningfully improve how farmers in Chhattisgarh decide and earn.

