

Digital Marketing of Agricultural Products in India

Nagaraj¹, Prof.Y. Muniraju²

¹Research Scholar, ²Research Guide and Professor
Department of Commerce, Mangalore University, Mangalagangothri, Karnataka, India
Email - bdgr.nj9@gmail.com

Abstract: *The technology has altered the course of 21st century. Commercial businesses have adopted e-marketing or online retailing, in the same way that other industries have extending their reach to clients beyond their traditional shopping locations. Farmers may market their produce in a variety of ways using the internet. The use of the online platform to sell farm commodities is altering market segments in the farm sectors. In the modern era of marketing the farmers are proficient in selling their products in online markets like e-Nam (Electronic National Agriculture Market) which was launched by government of India and AGMARKNET and other online platforms. Poor competition, complexity, disorganization, the existence of agency intermediaries, and regular rate distortions interpret agricultural markets. E-Marketing of Agricultural Products is a trade site for farm commodities that will alleviate many of the farmer's difficulties. The intention of this paper is to look at the nature and significance of marketing of agri-products in online platforms.*

Key Words: *Online Marketing, Agriculture, Agribusiness, farm products.*

1. INTRODUCTION:

Indian economy is agrarian economy; agriculture is one of the strong mainstays of the nation. More than 60 percent of the population was engaged in agriculture sector. Farming refers to the farming activities and the reproducing of animals and plants to supply food, medicinal herbs, and other items that help people live longer and better lives. Agriculture was a crucial factor in the establishment of static modern existence, since it enabled humans to dwell in cities by creating food surpluses from tamed creatures. Crops, animals, and livestock products, such as field crops, fruits, and vegetables, are all examples of agricultural products. Pigs, goats, horses, poultry, fur-bearing, animals, milk, horticulture specialties Furs, eggs, and aquaculture Agriculture employs more than a third of the world's workforce. Agriculture is only second to the service industry after agriculture; however the number of agricultural employees in industrialised nations has fallen substantially in recent years. E-marketing refers to tactics and approaches that use internet channels to reach out to potential consumers. Digital marketing, web marketing, digital marketing, and online marketing are all terms used to describe e-marketing. E-marketing is the technique of promoting a product over the internet. E-marketing encompasses not just marketing on the Internet, but also marketing via e-mail and wireless media. E-marketing of farm commodities refers to the selling of agricultural products over the internet from farmers to any business houses or final customers. Farmers are likewise attempting to expand these distribution channels, despite the fact that selling agricultural products over the Internet presents several challenges. Farmers may utilise the Internet to market agricultural products to both consumers and businesses. Farmers profit the most from e-marketing since the benefits are substantial and digital systems are willing to assist consumers all over the globe and are available 24 hours a day. The expense is also minimal. Agriculture is the foundation of every country's continued prosperity and existence. So, as far as the role of digital marketing is concerned, agricultural development is the top priority right now; it tries to broaden the reach of people involved in agriculture, and it aids in promoting the right agri-products to their equitable buyers by reaching out to fresh individuals in various locations.

2. Advantages of E-Marketing to Farmers:

2.1. Reduced cost: In online marketing farmers can save money by avoiding the risk of intermediaries so that the farmers can directly benefit from the e-marketing. Farmers do not sell their crops at the right prices in the market because of the interference of middlemen. This why the online market is very helpful for farmers to get the right price for the crops they have grown and they can eliminate unnecessary cost of marketing.

2.2. No waste of agricultural products: Farmers often lose their crops because they do not take the crops to market at the right time. This is the crops that farmers have worked hard all the year in the end farmers will eventually be helpless to get their year's income. But in the online market place farmers come directly to the online market platform after harvesting the crops they have grown and can sell immediately in short time which leads to save the time of storage and then protecting them will be avoided by farmers.

2.3. The right time, right place and right person: Here, farmers can sell their crops at the right time, at the right place and to the right person can sell their produce. Because the farmers can choose the buyer independently this way farmers can sell their products to someone they trust through this fraudulent transactions can be avoided.

2.4. Online market works all around the clock: The online market place operates 24 hours a day, because of this farmers often worry about marketing their crops without market system, besides, it is difficult to get the market in one place while buying all the major crops and produces in addition some crops are sold in one market, the other crops must sold to another market this makes very difficult for farmers in marketing process the online market does 24 hours job in each day to alleviate the barriers in marketing of agri-products.

2.5. Larger market: Online marketing is very big platform farmer can sell their produces in global level. It covers large number of buyers and sellers. So the situation uncertainty will never rise before the farmers in getting good return for their products.

3. Platforms for Selling the Agricultural Products Online:

3.1 Online Market place: There is a traditional market for farm commodities, as well as a digital market place. Marketing agricultural products digitally has never been extremely easy, thanks to the growth of internet market sites. Farmers in India have access to a plethora of internet marketplaces. Kisan market, Farmers online market, and so on in some instances. Listing your agricultural products on these platforms is another method to increase recognition and sales. If you want to sell agricultural products on an internet market place, the first thing you need do is study their terms and conditions. These would typically include their rates as well as basic rules and restrictions. You don't want to get removed from an online marketplace because you broke their rules, whether intentionally or unintentionally.

3.2 Online Mini market shop: Web grocery shops are a fantastic way to market some of your agriculture commodities. Although the food goods sold by digital large supermarkets vary by grocery, if you're a farmer, you presumably cultivate farm produce such as potatoes, poultry products (e.g. chickens and turkeys), aquatic animals (e.g. fisheries products), and a few more agriculture commodities.

3.3 Social Media: currently, social networking sites play an important role in marketing. Plenty other digital platforms have assisted numerous entrepreneurs in reaching a huge number of consumers without having to leave their computer screens. Social media marketing is becoming more powerful by the day.

3.4 Individual Internet Store: Selling the agriculture commodities by opening your own stores in online is the one of the best path of marketing compared to other selling methods digitally. The seller can have control over the store, there no another factor to influence his rate and other activities relating to marketing, But most the farmers and agri-business persons don't take the risk of all responsibility that's why most of the farmers will act as suppliers to retailers and other but opening the individual online is also one of the way to reach the customer with hygiene and quality products.

3.5 Online food and semi food items delivery: Agricultural goods can be offered online through a food delivery service after being processed into edible form. Customers who purchase meals online can have it delivered to them by a variety of eateries. Food is often delivered by online food buying services such as AJio, Flip kart Grocery, and others.

4. National Level Online Agriculture Markets in India:

4.1 Rashtriya E Market Services Private Limited (ReMS): Rashtriya e Market Services Private Limited (ReMS) was formed as a partnership with equal shares held by the Government of Karnataka and NCDEX e-Market Limited to enforce the Agrarian Marketing Policy and improve ease of doing business in the agricultural market structure for the benefit of agricultural producers and other market players. The purpose of this establishment is to use cutting-edge technology and be continuously adapting best business practices to execute market reforms introducing accuracy and openness to the agricultural business model for appropriate price finding to benefit farmers and other market players.

4.2 Kisan mandi Online Agri Market Private Limited: Farmers may sell their agriculture output directly to end customers through Kisan Mandi Online Agri Market Private Limited (KisanMandi.com) with the help of Gram Sahayaks, and farmers would obtain a higher price than the existing APMC mandi pricing. KisanMandi.com is completely free for peasants, and do not charge them anything. Farmers (Kisan) can now sell their commodities straight to end users on KisanMandi.com, such as Institutions, Group Co-operative Societies, Citizen Associations, or any other group buyer. Farmers will also save a huge amount of cash by purchasing agri products or machinery in bulk from manufacturers and large distributors at a fair price.

4.3 Agri Market place Private Limited: The goal of Agri Marketplace is to develop the worldwide biggest agricultural generous portal, uniting farmers and businesses all over the world and their mission is to with a comprehensive Frame remedy, become the global standard for Virtual food processing and food crop operations. It is the group of experts to move the farming industry with their knowledge and experiences.

4.4 Agri-bazaar: Through technology, the agri-value chain is being transformed. This company is providing small farmers with digital access to a larger market and ensuring quality for customers while reducing counterparty risk and facilitating safe payments and offers efficiency, transparency, and traceability to the value chain like never before. To solve the problem of the agriculture industry, particularly small farmers and must increase their production and efficiency. Agri-bazaar is addressing this fundamental divide by developing next-generation agri-tech solutions for people in the most desperate need. This agri-business strategy is based entirely on the needs of small farmers.

4.5 National Agriculture Market or e-NAM: eNAM, or the National Agriculture Market, is an e-commerce network in India for farm products. Farmers, merchants, and purchasers can exchange products online through the market. The market aids in improved valuations and facilitates the efficient marketing of their products. By January 2018, market transactions totalled 36,200 crore (equivalent to 390 billion or US\$5.5 billion in 2019), the majority of which were intra-market. Over 90 commodities, including essential food grains, vegetables, and fruits, are presently accessible for trade on its website. The eNAM marketplaces are gaining popularity since the products are instantly measured, the supply is delivered the same day, and the bills are processed online. Some appealing features such as MIS dashboard, BHIM and other mobile payments, expanded functionality on the smart phone app such as gate entrance and payment using mobile phones, and farmer's information are helping uptake even further in February 2018. Trading is now mostly intra-market, but it will gradually be expanded to include inter-market and inter-state trading, resulting in a single government market for farm products.

4.6 Agricultural Marketing Information Network (AGMARKNET): The Ministry of Agriculture has initiated the Central Sector Scheme of Agricultural Marketing Information Network (AGMARKNET), which uses information and communications technology (ICT) to connect significant crops produce markets throughout the nation with State Agriculture Marketing Boards and Directorates. The platform is also linked to the Online Commodity Exchange of India Limited, which provides pricing in advance for oil seeds, crops, and other commodities. The project is being carried out with the assistance of the National Informatics Centre (NIC). AGMARKNET was also created to improve the interface with farmers and other stakeholders, as well as to offer international pricing trends for a variety of agricultural products.

5. Constraints faced by E-Marketing of Agriculture products in India:

Like weed with crop, how profitable and advantage the digital marketing of agricultural products as well as some disadvantages also that haunt the farmers. In addition to how the online market reduces the cost, how it was easy way to sell the crop without going ruin, how the online market is helped in selling produces to right person, at right time and at right price but the online marketing place has some disadvantages these have reduced the importance and created a kind of fear environment among farmers, this is why most of the farmers are hesitant to sell their crops in the online market. The disadvantages of online market of agricultural products are as follows.

5.1. Farmers cannot rely entirely on the online market: No matter how much Information and communication technology has grown in the modern world, there have been no educational efforts to make it fully integrated into Indian agriculture. Thus, farmers have failed to fully understand the information relating to the online market and to use them in their day to day activities; it is also about selling their crops through the online marketplace. According to the old custom farmers are usually preferred to sell their crop in physically established markets.

5.2. Lack of Security: Because there is no direct face to face transaction between buyers and sellers in online market creates insecurity. And as it relates to the business of finance, there is a risk of cheating in finance. In addition there are many fake online markets in the country. For all these reasons, farmers are reluctant to sell their crops in the online market.

5.3. Online market is very specific and accurate: Usually in giving farmers are become helpless the information that the online market expects, this makes farmers fails to get the right prices for the crops. A large number of farmers in the country are illiterate so they are unable fulfil the needs of E-markets.

5.4. Lack of communication equipment and infrastructure: As we all know, every citizen in the country is using smart phone and connecting with modern world. But the lack of connectivity and infrastructure in the country has not yet been solved, and we talked about 4G and 5G but most of the remote level villages are not connect with 2G and 3G connectivity. Considering all this, it still needs time to connect with the online market in the country.

6. CONCLUSION:

Traditionally, the practice of selling agricultural products is very conventional method and involved numerous demerits and for nearly a year, farmers were forced to fall into a debt spiral despite growing fertile crops. Farmers make the decision to quit farming activity when they can't get the good income from the agriculture. But due to the growth of information technology and technological advancement, since there were many inventions relating to the agriculture industry it has filled the new spirit in agri-profession. Despite of some demerits, the farmers are currently rolling out the online marketplace for selling their produces and they are hoping to earn good income. To this end, the

central government and state government have come up with various schemes to protect the interest of farmers, but farmers still expecting many changes. The growth of a country is dependent on the development of its farmers, as farmers are the country's backbone. Farmers will gain marketing opportunities for their goods as a result of providing online marketing instruction to them, which will contribute significantly to the nation's growth.

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