

About the Editors



Dr.G.Anitha Rathna currently works as Assistant Professor, Department of Commerce with E-commerce, PSG College of Arts & Science, Coimbatore, Tamil Nadu. She has 10 years of experience in teaching. She has published 31 research papers including chapters in various international, National, refereed, peer-reviewed, and Web of Science journals with high impact factors. She got 2 copyrights from Intellectual Property Rights, Government of India. She served as a resource person in various colleges. She is the academic editor of the Asian Journal of Management, Medicon Open Access Journal, and International Journal of Humanities and Social Science Research. She acts as a Reviewer at the 4th Springer International Conference. She has presented 34 research papers at various international and National conferences/seminars. She attends 97 Faculty Development Programmes, 49 workshops, and 18 Skill Development Programmes organized by various institutions/Universities. She attends various MOO/NPTEL courses.



Dr. M.Sumathy currently working as Professor & Head, Department of Commerce. Former Dean, School of Commerce, Bharathiar University, Coimbatore, Tamil Nadu has taught Commerce and Management Subjects for three decades. Under her Supervision, 52 M.Phil. and 22 Ph.D Scholars have been awarded. She authored 16 Books including edited Volumes and Textbooks. She has published 206 research papers including Chapters in various National, International, Refereed, Peer-Reviewed, Scopus, and Web of Science Journals with high impact factor. She has been registered six copyrights. She acted as a resource person in 135 national and international invited lectures. She is a member of the Editorial Board and Review Board for 15 National and International journals and the Life Member of All India Commerce Association, (ICA) TN 029 Association of Economists of Tamil Nadu, (AET) All India Accounting Association, Indian Institute of Public Administration, New Delhi (IPA) Regional Association for Women Studies (RAWS) Indian Academic Researchers Association (IARA). In recognition of the outstanding contributions made, the Tamil Nadu State Council for Science and Technology is privileged to confer her Esteemed TANSa Award in the Social Sciences Category for the year 2019 and also bestowed Winner in 1st ICSI Gurushreshtha Award 2022 under the Commerce Category.

978-93-95214-27-8



Published by
Mayas Publication®
Tamil Nadu | Kerala | Karnataka | New Delhi
maya1984kannan@gmail.com
www.mayas.info

Price: Rs.750

CONTEMPORARY ISSUES AND TRENDS IN DIGITAL MARKETING

Dr.G.Anitha Rathna

Dr. M.Sumathy



Published by
Mayas Publication®
Tamil Nadu | Kerala | Karnataka | New Delhi
maya1984kannan@gmail.com
www.mayas.info

CONTEMPORARY ISSUES AND TRENDS IN DIGITAL MARKETING

Dr. G. Anitha Rathna

*M.Com CA, M.Phil, P.hD
Assistant Professor,
Department of Commerce with E-Commerce
PSG College of Arts and Science
Coimbatore-641014
anitharathna@psgcas.ac.in*

Dr. M. Sumathy

*Professor and Head
School of Commerce, Bharathiar University
Coimbatore, Tamil Nadu, India
9443362947
sumathy@buc.edu.in*



Published by

Mayas Publication®

www.mayaspublishation.com

www.mayas.info

35	A Study on Parents' Perception Towards Online Classes of School Children up to Class 5 <i>Dr. S. Bhuvanewari</i>	241-250
36	E-Commerce: Role of E-Commerce in Today's Business <i>Dr. N. Kodhai Nayaki</i>	251-257
37	Mobile Ticketing for Movies –A Conceptual Study <i>A. Marlyn Rose</i> <i>Dr. T. Prabu Vengatesh</i>	258-263
38	Osmosis Marketing: A Tool of Social Media Marketing to Build New Customer Base <i>Dr. Vishnu Priya Temani; Ms. Shivangi Seth</i>	264-271
39	A Comparative Study of Online Educational Apps in Government and Private Schools in Smart Cities of Karnataka <i>Mithun R ; Dr. Roopadarshini S</i>	272-279
40	Performance of Micro Insurance with Reference to LIC of India <i>Dr.R.Muthukumar</i>	280-285
41	A Comparative Study on Effectiveness of Education App's and Power Point Presentation on Online Classes <i>Naziya Khanum</i>	286-295
42	Emerging Trends in Digital Banking: A New Payment Gateway To Digipreneurs <i>J. Aarthy; Dr. V. Mallika</i>	296-303
43	Agriculture Marketing and its System in India <i>Dr. M. Esther Krupa; Dr. N. S. Lissy</i> <i>Dr. V. Bhuvanewari</i>	304-308
44	Fintech an its Growth in India <i>Dr. J Princy</i>	309-313
45	A Study on Consumer Perception Towards Online Shopping in Palakkad District <i>Dr. P Gomathi; Ms. Jissy. C</i>	314-322

AGRICULTURE MARKETING AND ITS SYSTEM IN INDIA

Dr. M. Esther Krupa

Assistant Professor

Dr. N. S. Lissy

Assistant Professor

Dr. V. Bhuvaneshwari

Head & Associate Professor

*Department of Commerce with e-commerce,
PSG College of Arts & Science*

ABSTRACT

Both in terms of its contribution to the GDP and as a source of employment for the vast majority of the population, the agriculture sector is a significant part of the Indian economy. Given that India is already one of the world's greatest agricultural producers in terms of value, this sector currently offers enormous potential. The development of rural banking and credit systems has also been crucial to the expansion of the agricultural sector. The growth of the agricultural industry as a whole depends on agricultural marketing. By paying farmers fairly and profitably for their agricultural output, it gives farmers financial security. Additionally, it guarantees that food goods are accessible and affordable to consumers, which lowers inflation. Agricultural marketing aids in satisfying consumer demand and expectations. The agricultural marketing system creates crucial connections between the non-farm sector and the agricultural producing sector in a vibrant and expanding economy. The current study details the agricultural marketing practices currently in use in India, the government's efforts to promote agriculture marketing there, as well as the country's current agricultural marketing system.

Keywords: Agriculture, Marketing, Farmers, Consumers

1. AGRICULTURE INDUSTRY IN INDIA

In India, the size of the agriculture sector was INR 71,220 billion in 2021. The publication projects that the market will grow at a CAGR of 12.23% between 2021 and 2027, reaching INR 142,280 billion by that time. We are regularly tracking and assessing the direct as well as the indirect impact of the pandemic while keeping in mind the COVID-19 uncertainties. These observations are cited in the study as a significant market contributor. Rapid population expansion in India is the main factor driving the industry. The rising income levels in rural and urban areas, which have contributed to an increase in the demand for agricultural products across the nation, provide additional support for this.

Agricultural marketing- Meaning

Various farming supplies are gathered, stored, prepared, shipped, and delivered across the nation as part of the agricultural marketing process. It is a procedure that starts with the choice to produce a marketable farm product and includes all functional and institutional aspects of the market structure or system based on technical and economic factors. It also includes pre- and post-harvest operations like assembling, grading, storage, transportation, and distribution. The buying and selling of agricultural products is the main focus of agricultural marketing. Agricultural marketing, which is really a part of the larger marketing system, refers to all of the actions, organizations, and regulations producers take to acquire farm inputs and transport agricultural products from farms to consumers, manufacturers, and exporters.

2. IMPORTANCE OF AGRICULTURAL MARKETING

1. Increase of Farm Income: By limiting the use of middlemen, the cost of marketing services, and unethical methods in the selling of agricultural products, an effective marketing system assures better levels of income for the farmers. An effective system ensures farmers better pricing for their produce and encourages them to use their surplus funds to buy cutting-edge inputs that will boost productivity and output.

2. Increasing Market Size: A successful marketing strategy expands the market for the goods by bringing them to remote regions both inside and outside the nation, that is, places far from the points of production. The expansion of the market contributes to ongoing demand growth and, as a result guarantees a higher income to the producer.

3. The growth of the industry: The growth of agriculture based businesses and the overall economic development process benefits from an improved and efficient agricultural marketing system. Agriculture plays an important role with regards to supply of raw materials in a number of industries, for instance cotton, sugar, vegetable oils and food processing.

4. New Technology's adoption and diffusion: Farmers are helped by the marketing system to make use of new scientific and technical knowledge. Higher investment is needed to introduce modern technology, but farmers must be assured that the market will be cleared at a fair price if they are to invest.

5. Employment Creation: Millions of people engage in a wide range of activities, such as packaging, transport, storage and processing, are employed by the marketing system. Another several have employment in the provision of goods and services that they are obliged to provide under the marketing system.

6. Better Living: The success of development programmes aimed at increasing the population as a whole requires that there is a marketing system in place. Therefore, the development of an efficient market for foodstuffs and farm products should be given a special attention in any economic development plan designed to reduce poverty among rural populations, lower consumers' food costs, generate more financial exchange or eliminate industrial waste.

7. Optimization of Resource use and Output Management: The optimization of resource utilisation and production management can be achieved by an effective marketing system for agriculture. By reducing the losses arising from inefficient processing, storage and transport an effective market system can also help to increase the surpluses available for sale. In the agricultural sector a well planned marketing system can ensure efficient allocation of available sources of new inputs and, in doing so, maintain more rapid growth.

Agriculture Marketing In India:

Agricultural marketing has a significant role to play in India's economy, with 65 % of the country's workforce involved. Agricultural marketing in India is being conducted by some central government bodies, which include the Commission for Agricultural Costs and Prices, Indian Food Authority, Cotton Corporation of India, Jute Corporation of India etc.

3. STEPS TAKEN BY THE GOVERNMENT FOR IMPROVEMENT OF AGRICULTURE MARKETING IN INDIA

- **Agricultural Marketing Infrastructure (AMI):** To develop Agricultural Marketing Infrastructure including Storage infrastructure, the Ministry of Agriculture & Farmers Welfare is implementing a capital investment subsidy sub-scheme “Agricultural Marketing Infrastructure (AMI)” of Integrated Scheme for Agricultural Marketing (ISAM). The fact that small farmers do not have the financial means to keep their production with them while market prices are high is well established. To ensure the sale of their products at fair prices and avoid distress trading, a rural godown network will allow small farmers to increase their holdings capacity. The All India Warehousing Corporation was set up to build a network of storage facilities in the city and mandis.
- **National Agriculture Market:** The government has authorised a system for the implementation of National Agriculture Market NAM with an aim to initiate reform in the agricultural marketing sector and promote online sales of agricultural commodities throughout the country, while fully benefiting farmers. Under this scheme, a web based platform has been introduced in 585 regulated markets for promoting online trade, digitization of all functioning markets to establish gate entries, lot making, offers and generation of e-sale agreements and e-payments etc., remove information asymmetry, increase transparency within the transaction process as well as improve market accessibility across the country; For farmers, it would mean real benefits.
- **E-NAM (National Agriculture Market):** In order to assist farmers, traders and buyers in obtaining a better price through the smooth marketing of agricultural products online, ENAM National Agriculture Market is an electronic trading platform for Agricultural Products. The leading Agency for the implementation of e-NAM, under the Ministry of Agriculture and farmers' welfare in India Government, is Small Farmers Consortium Agribusiness SFAC.
- **Farmer Producer Organizations:** A new dedicated central sector scheme, which has a clear strategy and serious resources for the creation and support of 10,000 Farmers Producer Organisations was established by the government called

Contemporary Issues and Trends in Digital Marketing

"Fostering and Promoting Farmer Producer Organizations". The formation of a village or cluster of villages and the application for registration as an agricultural producer company under the relevant Companies Act within the relevant framework may be made by a group of farmers who are active in farm production and whose common interest is to pursue agriculture business activities.

- **Food Corporation of India (FCI):** In order to achieve the objectives of Food policy, FCI was established in accordance with the provisions of the Food Corporation Act, 1964. In transforming the crisis management approach to food security into stable safety systems, FCI has been an important part of India's success since its inception. It was formed with a larger plan directed towards National food security and self-sufficiency and simultaneously distribution of food grains throughout the country for a public distribution system.
- **Agricultural Produce Marketing Committee (APMC):** The Agricultural Marketing Act of a State Government shall regulate the wholesale distribution of agricultural produce. Agricultural Produce Marketing Committee (APMC) Act authorizes the concerned State Governments to notify the commodities, designate markets and market areas where regulated trade takes place and provides for the establishment of APMCs that are accountable for the functioning of the markets. Where markets are controlled by market committees set up by the national governments, an entire state shall be subdivided and declared to be a market area.

4. INDIA'S CURRENT AGRICULTURAL MARKETING SYSTEM

Currently, India has four primary agricultural marketing systems. These include:

Direct sale to moneylenders and traders: Most farmers sell the majority of their crops to local traders and money lenders. These financial intermediaries act as agents for the wholesalers.

Village Haats: Only one village in which producers, intermediaries and customers meet to purchase and sell farm products can be covered by this market. They take place every week and buyers from wholesalers and other intermediary firms come to buy the produce. Products produced in this village are offered for sale on these markets. Rural producers normally have their business in small cities or at places of convenience where they may bring the produce and present it to buyers.

Mandi: These markets are located in the district's headquarters as well as other cities. It is a regular wholesale market, which provides the same location for daily transactions. The quantity of commodities exchanged is in bulk. These markets are filled with large quantities of commodities coming from another market. As a result, middleman, market agent, weighing and commission agents are part of the marketing system. The Mandis are governed by the APMC Act of a number of states.

Co-operative marketing: To benefit from collective bargaining, farmers form cooperatives to market their products. The marketing organisation takes surpluses from its members and distributes them in conjunction with each other at Mandi. The negotiating powers of the members will be increased and they can obtain a higher price for their produce. These organisations provide a wide range of other services to their members, apart from the sale of food.

II. CONCLUSION

Agriculture is different from manufacture and has a vital role to play in increasing the country's economy. Productivity of agriculture is a determining factor for India's prosperity. Several varieties of farm products produced in the country or the distribution of all these agricultural products are usually a complicated process. Agriculture marketing includes many practices and procedures by which food or raw materials are transported from a farmed farm to the final customers. In order to build up the marketing network and ensure that prices are determined according to competitive conditions and markets are manipulated, the government needs to examine its policies and regulations. Modern information and communications technologies can bring about more effective solutions as they facilitate the carrying out of marketing functions in agriculture, such as purchase and sale, payment, grading, standardisation or transport efficiently.

III. REFERENCES

- J.M.JAGADEESHIAIAH (2018), Agricultural Marketing System in India – A Review, Journal of Emerging Technologies and Innovative Research (JETIR)
- Mr.Annepu Yakanna (2017), Problems and Prospects of Agricultural Marketing in India: A study, International Journal of Scientific Research
- Dr V David Chella Baskar, Dr Shalendra (2022), Agricultural Marketing in India Reforms for a Liberal and Competitive System
- <https://agmarknet.gov.in/>
- <https://www.enam.gov.in/>
- https://agritech.tnau.ac.in/agricultural_marketing/agrimark_India.html