

## Remedies for Agriculture Marketing in India

Dr. Vishnu Prasanna KN

### Abstract

Agriculture is a prime occupation of majority Indians. In the recent years Indian agricultural sector has seen tremendous advancements and innovations leading to self-sufficiency in food grain production. In spite of increased production, productivity and quality of the products, living standards of the farmers has not improved compared to other manufacturing and tertiary sectors. There is more than 55 per cent of citizens are occupied in agriculture and allied activities. Mostly occupants of farming are less educated and less exposed to the market dynamics. In many cases, they fail to market the products appropriately and trap in the clutches of middlemen who exploit the major share of profit. In the case of fruits, vegetables, dairy products and such other perishable products, marketing is further limited by their fast deterioration and problems are acute. Though various co-operative societies exist to benefit the farmers, often their effects are less conspicuous. There is a need for agriculture products to move from the perfect competition to monopolistic competition in order to improve the farmers' interests. Income level increase of the farmers will improve the national economy and bring synergistic benefits to other sectors.


**Keywords:** Agricultural sector, Marketing, Co-operative societies

### Introduction

India is predominantly agriculture based country based on its dependency for the livelihood and majority is depending on farming and allied activities. At the time of Independence, more than 75 per cent of the citizens were occupied in agriculture, but this proportion gradually decreased to around 55 per cent as on date. In the meantime, land holdings got fragmented. With the advancements in manufacturing and tertiary sectors, the population is shifting from

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2-137/24, Samruddhi, Rakeshwari Temple Road, Gurunagar, Mangalore 57500  
[drvapk@gmail.com](mailto:drvapk@gmail.com) Mob: 9449568968

  
Principal  
Anveshana P. Technology  
KJ Somaiya Institute of  
Mgmt. & Technology - 574 220 0000  
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## E-Commerce Impact on Economy

Mr. Guruprasad Pai B<sup>1</sup>, Dr. Shrinivasa Mayya D<sup>2</sup>

<sup>1</sup>Asst. Professor, PG Department of Business Administration, Alva's Institute of Engineering and Technology, Moodbidri, India

<sup>2</sup>Professor, Mechanical Engineering Department, Srinivas Institute of Engineering and Technology, Mangaluru, India

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### ABSTRACT

India is known to be the fastest growing economy of the world and it is the major hub for e-commerce market. The massive growth of internet and evolution of smart phones, the shopping habit of an individual has drastically changed. With grocery and vegetables to medical consultation, e-commerce has changed the buying habits of customers which can be done in a click. Thus, with stable growth of Indian economy in last decades, standard of living of Indians went up considerably. With adoption of latest technology, increased use of digital platforms, exposure to global markets, safer online payments and cash-on-delivery options contributed to the rapid growth of Indian e-commerce industry. Thus it is important that the government intervenes and supports the e-commerce industry by attracting investments in the form of Foreign Direct Investment (FDI) without harming the national firms to stabilize and increase the growth of e-commerce industry. Hence, this review paper helps to study the impact of e-commerce on Indian market, contribution of e-commerce to Indian economy, Impact on employment and to know the overall impact on Indian economy.

**Keywords:** E-commerce, Employment, FDI, Indian market

### I. INTRODUCTION

Over last few years, the way of trading by customers has been drastically altered by Internet. It has improved the shopping experience among the Indian consumers. E-Commerce also known as electronic commerce or Internet commerce, refers to buying and selling of goods and services using the internet, and transfer of data and money to execute these transactions. E-commerce is frequently used to refer to the sale of physical products online, but it can also describe any kind of commercial transaction that is facilitated through the internet. These business transactions may be business-to-business (B2B), business-to-consumer (B2C), consumer-to-consumer (C2C), consumer-to-business (C2B). E-commerce is usually conducted using various applications like email, online catalogs, telephone, computers, fax. The effect of this e-commerce are already appearing in all areas of business, from customer service to new product design. It facilitates companies to reach to its consumers and interact with them through online advertising and marketing, order taking and customer service.

### II. OVERVIEW OF E-COMMERCE INDUSTRY IN INDIA

E-commerce has completely modified the way of business being done in India. The Indian e-commerce market is expected to grow to USD 99 billion by 2024 from USD 30 billion as of 2019 with grocery and fashion/apparel likely to be the key drivers of incremental growth. This growth in the market is stimulated by an increase in internet, smartphone penetration and consumer wealth. As of August 2020, the number of internet connections in India significantly increased to Approximately 760 million, driven by the "Digital India" programme. Out of the total internet connections, approximately 61% of connections were in urban areas. Meanwhile, Indians have started shopping online rather than stepping outside their houses, which made the Indian e-commerce sector to increase. Also, as per the McKinsey report, approximately 96% consumers have tried a new shopping behaviour; around 60% consumers are expected to shift to online shopping in the festive season and continue shopping online beyond the COVID-19 pandemic.

### III. OBJECTIVES OF THE STUDY

1. To study the impact of e-commerce on Indian economy.
2. To study the overall growth and contribution of e-commerce.