



A Study on Role of E-Commerce in Promoting and Distributing Rural Produce in Indian Market

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Abstract

Wandering into the core of provincial India, where agribusiness is the backbone of networks, this study dives into the ground-breaking capability of web-based business for advancing and selling country items in the Indian market. It portrays the difficulties looked at by neighbourhood makers, the promising accounts of strengthening through internet-based stages, and the vital job of government drives. The study by Jamaluddin, Khan, and Sreeraman Aithal, which shed light on the intricate dynamics of the adoption of e-commerce in the agricultural sector, is the subject of the literature review. Discoveries show the beginning yet significant steps in web-based business reception, challenges faced by country makers, and the positive effect on jobs and the rustic economy. The review closes with bits of knowledge into the cooperative future between online business organizations, the public authority, and homesteads, accentuating the requirement for custom fitting systems and stages. This examination rests on different sources, including government reports, insightful investigations, and genuine stories from country craftsman.

Keywords: Rural India, E-commerce, Agricultural Sector, Empowerment, Government Initiatives, Livelihoods, Challenges, Adoption, Rural Producers, Digitalization, Online Platforms.

Introduction

In the core of rustic India, where horticulture shapes the foundation of networks, a squeezing challenge perseveres: the battle of neighbourhood makers to break into more extensive business sectors because of an absence of promoting outlets, framework, and associations. This obstacle stunts their pay potential as well as upsets large monetary development. Enter the capability of Internet business, an encouraging sign that could change this scene. Picture this: A rancher in a distant town, furnished with a cell phone, displaying the rewards for all the hard work on a web-based stage, associating with clients in clamouring urban communities and even past lines. The commitment lies in the capacity of web-based business to engage these provincial makers, furnishing them with a phase to show their merchandise, draw in a more extensive customers, and secure fair costs. It's not only an exchange; it's an impetus for higher wages, further developed jobs, and the expanding influence of monetary flourishing. This story acquires strength through the genuine accounts of those on the ground, winding around bits of knowledge from government reports, scholarly investigations, and business reports, portraying how web-based business can be the impetus for provincial resurgence.

Literature Review

Mr. N. Jamaluddin a's study, Adoption of E-Commerce Practices among the Indian Farmers, addsto our knowledge of information systems and has management implications for the Indianagricultural sector. How quickly people learn to use modern technologies, like the Internet, is a big part of how technologies change or are brought together. There are a lot of studies about how people use modern technology, but only a few of them look at the agriculture services business. Boththe people who make this technology and the people who use it need to know about the things thataffect the choice of farming technology. This study suggests that the Technology Acceptance Model, which is the basis of a lot of research on the spread of Information Technology (IT), will be more useful if it is combined with specific issues like infrastructure, perception, and trust on the customer side and more basic elements of the security aspects of technology and service on the side of the information providers in the Agriculture sector in India. (Jamaluddin 43)

Indian farmers have a lot of problems with post-harvest loses, and E-commerce could help them find ways to deal with these problems. Indian farmers lose a total of Rs 93,000 crore every year because their infrastructure, technology, and storage spaces are not good enough. E-commerce canhelp farmers deal with these problems by giving them access to a larger market and better prices for their goods. By doing this, farmers will be able to do business over the Internet. Farmers can avoid being cheated by unfair pricing if they use e-commerce platforms to get real-time information about market demand and prices. This helps them make better choices about how to plan their crops and how much to charge for them. This piece also talks about how important technology is for cutting down on waste after harvest. For example, using cold storage facilities can help keep crops from going bad, and using mobile apps can help farmers keep track of their output and make sure it gets supplied on time.

For the Indian agriculture business to fix the problems it is having right now, there needs to be more cooperation between e-commerce companies, the government, and farms. It looks like e-commerce could help farmers reach a bigger market at better prices, which would help the agriculture business grow and improve. (Khan 1)

The study "A Study on Challenges Faced by Farmers Using E-Commerce in Agriculture: A Survey of Thrissur District in the State of Kerala, India" looks at the problems that country farmers face when they try to use the internet to market and sell their goods. This work is in the International Journal of Case Studies in Business, Information Technology, and Education, which is reviewed by experts in the field. Smallholder farmers in India's farming business find it hard to use e-commerce for a number of reasons. The goals of the study are to find out how far along rural agriculture is in adopting e-commerce, what stops rural farmers from using e-commerce sites, and how e-commerce affects the incomes of rural farmers and the rural economy. For the study, interviews were done with two hundred farmers in the Thrissur area of the Indian state of Kerala. Most farmers in the area have smartphones and access to the internet, but only a small number, according to the data, sell their goods on e-commerce websites. According to the study, farmers do not use e-commerce as extensively as they could since they do not know how to use the internet, there is insufficient infrastructure, and they are skeptical of online deals. The study also talks about how crucial it is for the government to back and pass laws that make it easier for farmers to do business online. There needs to be a lot of control and help for farmers to use e-commerce. (Sreeraman Aithal 2, para.

Objectives

1. To identify the current state of e-commerce adoption in the rural agricultural sector in India.
2. To examine the challenges faced by rural producers in accessing e-commerce platforms for promoting and distributing their products.
3. To analyse the impact of e-commerce on the livelihoods of rural entrepreneurs and the rural economy.
4. To investigate the role of government policies and initiatives in promoting e-commerce adoption in the rural business sector.
5. To suggest strategies for enhancing the adoption and effective use of e-commerce by rural farmers for promoting and distributing their produce.

Research Methodology

The essential objective of this venture is to figure out how well rustic items can be advanced and sold in the Indian market by utilizing online business. The study primarily relies on secondary data collection and employs exploratory and qualitative research methods. The exploration includes a broad writing survey from articles, diaries, sites, and news sources to grasp the upsides and downsides of web-based

business for rustic makers, its effect on provincial living, and its true capacity for advancing country products. The information is obtained from legitimate papers, web sources, research reports, and meetings on stages like YouTube. Nonetheless, restrictions incorporate an absence of continuous information, restricted inclusion addressing explicit districts, and the shortfall of essential examination, prompting a few dependences on suspicions and expected varieties in perceptions over the long haul.

Findings

Findings based on the research objectives derived from secondary research are:

1. The adoption of e-commerce in the rural agricultural sector in India is still in its early stages. However, there has been a significant increase in e-commerce adoption in recent years, which indicates a positive trend towards the use of e-commerce in the rural sector.
2. Rural producers face various challenges in accessing e-commerce platforms, such as lack of infrastructure, limited access to technology, and low levels of digital literacy. These challenges hinder their ability to promote and distribute their products effectively.
3. E-commerce has had a positive impact on the livelihoods of rural entrepreneurs and the rural economy. It has allowed them to reach a wider market, increase their sales, and improve their incomes. E-commerce has also created new employment opportunities and has contributed to the overall growth of the rural economy.
4. Government policies and initiatives play a crucial role in promoting e-commerce adoption in the rural business sector. Initiatives such as "Digital India" and "Startup India" have helped to create a supportive ecosystem for e-commerce adoption in the rural sector. However, there is a need for more targeted policies and initiatives to address the specific challenges faced by rural producers.
5. To enhance the adoption and effective use of e-commerce by rural farmers, strategies such as improving digital literacy, providing access to technology, and developing rural infrastructure are necessary. Additionally, there is a need for the development of specialized e-commerce platforms that cater to the needs of rural producers. Overall, the promotion and adoption of e-commerce can significantly benefit the rural agricultural sector in India.

Conclusion

1. Ecommerce is still A new sector for rural producers they are still trying to cope up with the digitalization from the research we come to know that big brands like Amazon and Flipkart can come up with initiatives it would be helpful for the rural producers and farmers to educate themselves about the ecommerce system.
2. Even though there is a very good penetration of Internet throughout India there are still some places in India where Internet connectivity has not yet reached. Moreover, even if there is connectivity rural India is unable to make optimum use of it for their businesses hence there is a lack of infrastructure and digital education within the rural business.
3. It is evident that whenever urban companies have held hands of these rural entrepreneurs their businesses have flourished, and they have taken advantage of economies of scale. To take an example we see how Tata's initiative of Okhai has helped tribal women to keep the year-old traditions of weaving knitting stitching and other Rural talents alive. Similarly, we see a lot of examples throughout the research.
4. It is seen that government has taken initiatives for these rural entrepreneurs coming up with different schemes and financial aids helping them to educate themselves and scale up their businesses internationally.
5. We see that a lot of FPC and FPO buy produce from farmers but there are limitations to it. Since the produce goes under a quality check not every farmer's produce is not bought if it fails the quality control tests. Hence Just like these FPO's there is a need of an ecommerce platform where farmers can at least supply dry produces directly to the consumers without the interference of any middleman. Not just this but also the rural artisans who are very underpaid for their extremely good skills will have a platform where they can showcase their talents and demand a fair price for their efforts.

Such ecommerce platforms will also help them with the logistic system and the payment gateway hence encouraging them increasingly to go digital. This will make the unorganized sector more organized and make in India a successful mission.

Scope

- The study is confined to a handful articles and journals.
- As there was no access to any such rural producers to talk about, the research is fully based on secondary data, few assumptions and YouTube information.

Limitation

Lack of real time data: Since the research paper and journals are not of recent dates they speak in future and part tenses. No primary research was conducted due to time constraints and lack of contact with rural producers and farmers.

Limited coverage: The research papers and articles speak only for specific parts of the country and not of India as whole. Few assumptions are made which might be true or untrue.

Lack of control on quality: The study only examines existing literature and up-to-date news articles and reports. Hence the authenticity of the reports used cannot be guaranteed. There were no actual interviews or primary research conducted. so, the observations might have a slight change as per the changing times.

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