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**ABSTRACT**

Indian agriculture sector play the important in economic development of the country. Most of the peoples are depends on agriculture and agro business. During the recent years Indian farmers have growing good quality crops in large quantity because they have used a new technology in agriculture. They have not received sufficient rate for crops in markets due to large supply chain and problems. E-commerce platform can give the more income to farmers and agri-business. Farmers and agriculture business have facing some challenges in e-commerce system. This paper is focused on the advantages and challenges of e-commerce in agriculture development.

**Keywords:** Agriculture development, e-commerce.

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**I. INTRODUCTION**

Agriculture sector contributing a major part of Indian economy. Farming and marketing environment is changed in 21<sup>st</sup> century in India. Peoples participating through e-commerce in farming business in India. E-commerce system is important for agriculture business. Sellers can earn more income, reduce wastage and provide fresh products to customers through e-commerce system. This system is suitable for farmers, mediators and customers. Consumers get easy delivery with low price and good quality while other hands sellers have receive the benefit of cross boundaries. It is important and need of developing countries where maximum peoples are depends on agriculture system and agriculture sectors contribution are more in GDP.

Now a days most of the farmer are using the mobiles with internet connections on large scale in India. E-commerce provides the online platform for purchase and sales of agriculture produces and online payment system to farmers. Some mobile operators provide the services e-commerce to farmers in rural area. It is possible to extensive rural connectivity through mobile money. Agri e-commerce business required scalable and sustainable business model and skilled human resource for the success of e-commerce. It has been successfully used by some peoples engaged in agro marketing.

Agri e-commerce system is suitable for market of grains, fruits, vegetables, spices & other selected foods. Farmers and customers can use the innovative model of agri e-commerce and reduce the cost of middleman. E- Commerce can develop the business to business and business to customer markets. Government has provided the platform through e-NAM and private organizations.

**II. ADVANTAGES OF E-COMMERCE IN AGRICULTURE****1. Higher Profit Margin –**

Now a days farmers and producer of agro products have not get appropriate rates for their goods. E-commerce has ability to play the important role in helping the developing economic benefit more than traditional agriculture marketing. Because marketing expenses and chain of middleman reduced in e-commerce system.

**2. Product details and suggestions –**

Producers and farmers can provide the details descriptions with photos of agriculture produce. They can also provide the other information about the contents, methods of use the goods, displays and plantings etc.

Customers can give easily suggestion for some additions, quality about products and services to producers on online platforms.

**3. Expanded customer base-**

Customers can see the products and goods on websites. Farmers and producers can expand their customers by online and offline methods. They can give real experience of products through agro tourism services. If they really enjoyed their experience they can surely purchase product and goods also spread good image in other peoples.

**4. Market outlet diversification –**

Sellers basically farmers can expand their portfolio of agriculture marketing. Various outlet facilities are available to agriculture produce at low cost in e-commerce. If agriculture produce are available in whole year, it also give stable valuable presence to farmers and producers.

**5. Customers convince –**

All customers cannot visit regularly to place farmers due to daily work schedule but e-commerce system provide the online platform for choice and purchase of goods. It is convenience for every customer also they can save their valuable time and money.

**6. Data -**

Farmers and agri-producers can collect the important and valuable data of customers through e-commerce. They can track the information about products and pages visited by visitors of websites and apps. They use this data to fine tune and improve their online experience to customers.

### **III. CHALLENGES OF E-COMMERCE IN AGRICULTURE**

**1. Promotion- Attracting Customers –**

New & prospective customers have no information about online stores of agro business and farmers. They need to optimize web presence through social media, email and other promotions. It is basic challenges of agriculture development through e-commerce.

**2. Customers connections and experience –**

Agriculture business and customer's relations are equally important to producer and farmers. Developing the relations with customers and agro business enterprises are one the challenges facing the farmers and producers. These good relations are maintaining in traditional system but difficult in e-commerce because they are not meet face to face more time.

**3. Time requirement –**

Implementation of e-commerce in agriculture sector is a time intensive effort . Their have need of time for research in agriculture , fit with business model, set up time to daily routine maintenances, it and additional work and have more time. Majority of agro producer and farmers have no sufficient time for scrutiny of data, valuation and maintenances of online platform of agriculture marketing.

**4. Technical Management support –**

E-commerce is pure online platform and it requires technical knowledge. All Indian farmers and agri producers have not sufficient technical knowledge about accounting and inventory management but it is requires for management of e-commerce business. They have big challenge of develop the skill of new online technology because hiring of these work or appointment of skilled persons is not affordable to Indian farmers and small agro producers.

**5. Consumer product uncertainty –**

Most of the Indian customers purchase decision depends on direct samples, personal engagement, personal observation and some other activities. These activities are not available in online platform. Only photos, videos, description of goods and consumer review are available in e-commerce platform. Indian customers, farmers and agro business have need awareness about e-commerce.

**6. Product compatibility –**

All agriculture products may not appropriate for sale through e-commerce system. Some products are directly gives in the hands of customers when shipping is only one option for delivery of goods. Producer have conspicuously marked the produce eligibal and not eligible for shipping.

**7. Packaging and distribution –**

Customers have available the option of delivery of shipping or mail delivery, self-delivery pick up by the customer. Self – delivery may require the additional manpower and extra resources such as vehicles, coolers for perishable products. Shipping through mail and courier services are expensive option of delivery of agriculture produce. In the customer pick up method, producer or seller should having prepared and ready to when customer arrive for purchase of goods.

Packaging of goods is important in e-commerce due to quality of goods and suitability of shipping of goods to customers. Small agriculture business and farmers have facing the challenges of packaging of agriculture goods. They have not available good and qualitative packaging material, appropriate packing machinery due to large scale orders of other industrial enterprises and big expenses.

**IV. CONCLUSION**

In the 21<sup>st</sup> century most of farmers, producers and small agro produce business using the e-commerce platform for selling and purchasing the goods. They have got more income more than traditional agriculture marketing. But they are facing the challenges such as technical support, packaging and distribution, consumer product uncertainty, product compatibility, sufficient time, promotion of attracting customers and customer's connection and experience etc. They should convert their challenges in opportunities and earn the more profit. E-commerce system is suitable rather than traditional agriculture marketing.

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