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**Information Communication Technology Promoting Retail Marketing In Agriculture Sector
in India as a Study**

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Abstract

Now this era of Agriculture is treated as ICT mediated Market Led Agriculture Extension era. So in this Information revolution age we can't able to survive without Information. As per R.T.I. act 2005 every person deserves his/her right for Information. So by giving respect to Information we should create a Revolution on Information by the enchanting mantra "Soochana se Samadhan". India is second largest producer of commodities such as fruits and vegetables. One of the key issues, which require research, is the method by which we can reduce the post harvest loss, which is quite substantial at present. This would need design of cost effective, efficient, environment friendly storage system. Also, there is need for value addition to agricultural produce to maximize the agriculture return. This paper attempts to highlight the importance of ICT in improving marketing activities of retail business in agricultural areas in Indian economy. This paper also discusses vast potential of implementing the same in Indian agricultural business activities with some success stories, models for justification of the importance of ICT in Agriculture Retail Marketing.

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Keywords: Information technology; ICT; logistics; Retail outlets; Supply chain

1. Present Status of the Indian Agricultural Scenario

India is likely to become the food basket to the world considering 52% of total land under cultivation as compared to global average of 11%. India is also having the labor cost advantage; organized research is growing very speedily. Because of these developments, farmers would get latest market prices and various products, weather reports and best farming practices. India has 127 different agro climatic zones, immense biodiversity and natural resources.

India is one of the biggest food grain and oilseed producers in the world

1. Small farms produce 41 percent of India's total grain (49% of rice, 40% of wheat, 29% of coarse cereals and 27% of pulses), and over half of total fruits and vegetables

- 2. • Largest producer of milk, tea
- 3. • Fruits & Vegetable and Sugar–Second in the world
- 4. • Provides Employment to 62.5 percent work force,
- 5. • Export Earnings 14.7 Percent
- 6. • Contributes 18 Percent to GDP

1.1. Introduction

The middlemen and poor supply chain facilities have increased agricultural prices up to 60% without actually adding any value. India produces 134.5 MT of fruits and vegetables but due to inadequate cold storage and preservation facilities and improper supply chain infrastructure, there is enormous loss of wastages. Agriculture and its allied industries sector employs 67% of the country's population. Reliance Group, Bharti Group, Mahindras, Godrej, PepsiCo, ITC and many more corporate companies are now planning in R & D , seeds, fertilizers, and pesticides business to assist farmers in improving irrigation by latest technologies and setting -up cold storage and warehousing to transportation to exports. Agriculture is the largest livelihood provider in rural India. In spite of this, the small farmers gains are not enough compared to the efforts put in and agriculture cost inputs; this can affect the agricultural productivity and food security of the nation. In the agriculture sector, constant application of latest ideas and better technologies is essential to enhance economic well being of the farmer. The bane of Indian agriculture is not lack of technology, R&D efforts; it is inadequacy and inefficiencies in the dissemination of relevant information to the farming sector. So Information and Communication Technology (ICT) in agriculture can act as a driving force in the development process. Like Agriculture the subject of, marketing is in the concurrent list of the Indian Constitution and is gaining importance. It facilitates marketing decisions, directs the competitive process and simplifies marketing mechanisms. If the marketing systems are to have any meaning for farmers, the information they provide must be accurate, timely and farmers must understand it. Accuracy, Availability, Applicability and Analysis are the four 'A's of marketing information; a farmer may decide how much to produce, when and where to sell and a trader may expand trade. Similarly, a consumer may find out alternative sources of supply. The Vision 2020 document of the

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