

## Farmer Direct Marketing

Simran mathur, Shivam bansal, Rahul chandanani

*GLOBAL INSTITUTE OF TECHNOLOGY, JAIPUR, INDIA*

**Abstract:** The importance of direct marketing for high quality farm products has increased during the past few years. This paper analyses the impact of customer satisfaction and its driving forces for farmer-to-consumer direct marketing and is based on customer surveys in 33 organic and conventional on farm stores in other countries. Globalization has a very adverse effects on Indian farmers, as they have to compete with the farmers of developed countries. To cope up with challenges of agriculture, the farmers have to produce quality products with world at reasonable prices. E-agriculture plays an important role in addressing these challenges and uplifting the livelihood of Indian farmers. After all the production and hard work by the farmers, but in today's marketing the farmers are being cheated by agents, middlemen and the retailers which leads to the poverty in agromarketing which would make all the things automatic and easy serving to give a best solution to the markets.

Farmers direct marketing of food is a widely neglected branch of modern agribusiness marketing. Farmer-to-consumer marketing is of growing importance, not only in providing many farmers with greater net returns but also in retaining food traditions. The direct contact between farmers and consumers enables to provide special qualities like traditional agricultural products, organic food etc. In many regions direct marketing is also combined with farm tourism and regional developing strategies. Direct marketing by farmers is part of a quality oriented food culture.

**1. INTRODUCTION:** Farm-direct markets give you the opportunity to earn higher per unit returns by providing the high quality, local products that customers demand. Farmer direct marketing also allows you to maintain greater control over your business: what you produce, where and how you sell products. In a sense, adding farmer direct marketing is the same as starting a same business in addition to your production work. Direct markets reduce the risks you face when selling through wholesale channels (such as low commodity market prices), but they leave you more exposed to other risks such as closing of your local farmers market or decreased consumer traffic near your farm stand. In a country like India, where large numbers of people earn a living as farmers or landless labourers, broad based agricultural development on small farms has been a powerful force for promoting growth and reducing poverty. Once the agricultural sector is developed it paves the way for the development of the rural areas and agricultural development becomes the foundation for the development of rural areas. This paper will demonstrate a new perspective on the nature of the agricultural innovation process that can yield practical approaches to agricultural development that may be suited to this changing context.

As far as agricultural development is concerned India is a unique country in the world. The country has diverse geographical settings such as hilly areas. Diversity of soil and climatic conditions are existing in the country. A variety of crops can thus be grown and various agricultural technologies can be adopted and adapted to the specific needs. Thus, agriculture plays a vital role in India's economy from the perspective of poverty and employment generation. However, Indian farming community is facing a multitude of problems to maximize productivity.

**2. OBJECTIVE:** Customer satisfaction studies have been included in the standard repertoire of marketing since approximately 20 years (Parasuraman et al. 1988). In the service sectors, especially the food retail industry, the high relevance of service quality for business success is recognized and examined by periodical studies like the American or the European Customer Satisfaction survey (Fornell et al. 1996; Juhl et al. 2002). The literature documents, in many cases, the effect of customer satisfaction on customer loyalty (Bion 1993). Different methods of measurements were used in the past. Often used, for example, is Silent Shopping, i.e. the hidden observation of sales staff by test persons. In the field of subjective procedures, the explicit measurement of customer satisfaction by surveys plays the largest role together with complaint management.

Farmers-to-consumer direct marketing is in lively competition with other store formats, e.g.: -supermarkets and organic stores which have developed their own regional and high quality products. Thus, farms should also improve their service quality. An

objective of this analysis is therefore to determine the parameters of customer satisfaction and to provide various factors to contribute towards customer loyalty.

**3. FARMERS MARKET:** Farmers market customers appreciate the quality and diversity of products, the buying and overall atmosphere, and the opportunity to show their support for local farms and businesses. Communities that host farmers markets value the social gatherings and neighbourhood spirit that markets encourage as well as the boost to brick-and-mortar businesses that surround the markets. It also provides access to many customers during a short period of time each week. Opportunities to interact with customers that allow you to both promote the uniqueness of your products and receive feedback and suggestions. Farmers markets in Pacific Northwest vary greatly in size, from loosely organized gatherings with just a handful of vendors and fewer than a hundred customers to very professional markets with more than a hundred vendors and thousands of customers. It is important to recognize that markets managers take into account the vendors already in the markets when they access applicants.

**4. DIRECT MARKETING** : Direct marketing is an emerging field for enhancing sustainable agriculture and food security to rural areas development through improved processes for knowledge access and exchange using information and communication technology in agricultural development. This involves the conceptualization, design, development, evaluation and application of innovative ways to use ICTs in the rural areas, with a primary focus on agriculture.

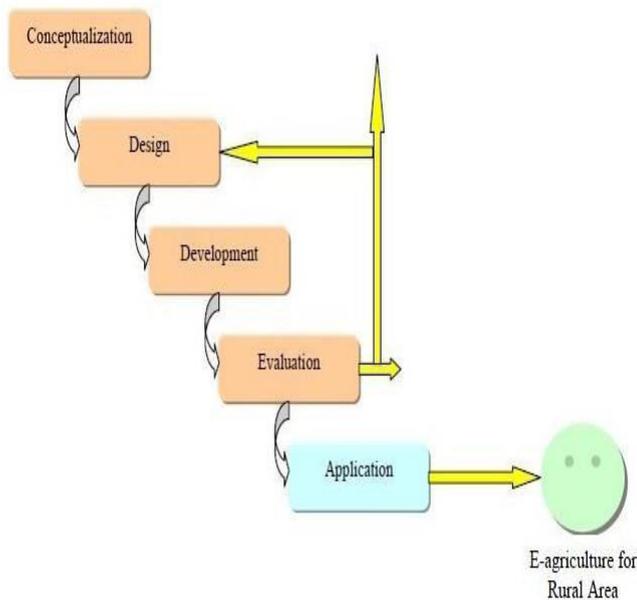


Fig. steps involved in e-agriculture

Farm-direct marketing requires a combination of technical, business, and interpersonal skills. As a direct marketer, you are responsible for merchandising, display, quality control, pricing, packaging and other aspects of marketing. Producers who have a working knowledge of these aspects have an advantage. On the other hand, the principles of retail selling are quickly learned. There are many sources of information about direct markets available, including the wisdom and experience of other direct markets. The extension service and department of agriculture will provide you the information as well.

### 5. Risks in implementation:

- Lack of equality to access the internet in rural areas.
- Reliability of information on the web.
- Technophobia of new users.

### 6. Methodology:

The front-end of the project is designed using HTML and CSS with supporting other languages like JavaScript, jQuery etc. Back-end is given by Java with SQL database connectivity to get the data stored in the database. This includes creating of an webpage which contains the information of user and another webpage for farmer as well. Through this users can get the ID for the procedure.

Farmer can see the information of markets which consist of the selling rates of every product. They can also search for specific product they want to buy in particular duration of market rates.

### 7. Implementation:

The system will be having only one Username and Password section on the front page, as per the user-name and password the system will know whether the user is Farmer/Agent/Administrator/Gov. Officer.

- Farmers can create new account, log-in to their existing accounts which will give them the authority to use the services provided by the system.
- Authenticated farmers can sell their product, claim compensation from the government and can view his fund.
- If a user selects as a farmer then there is an option to select whether he wants to take lessons or if he is already familiar with online buying and selling then he can directly go to sell his products.
- The Farmer can check their account on fund transfer. Agent sells the product to other agent or wholesaler. Agent transfers the fund to farmer's account as per the product sale.

## 8. Conclusion:

Farm to consumer can be characterised into three models or sales channels:

- Online and mail order
- Diversification and value add on farm Co-operative farm to consumer.
- 'Farm to consumer' examples exist in every country visited and every farm type Disruptive, innovative and adapted technology now gives farmers opportunities to cooperate and organise, connect with customers and sell produce.
- Consumers are not only receptive to 'farm to consumer' but are also seeking out closer relationships with farmers.
- Excellent produce and service sells

## 9.References:

[1] Agricultural Marketing S.S. Acharya ISBN - 81-7188-387-7

Pages-259

[2] Agricultural marketing information and research network. (agmarket.nic.in)

[3] National level journal on agricultural marketing Vol. XLVI, No.2ISSN-0002 1555

[4] Subsidies in Indian Agriculture and Their Beneficiaries. Agricultural Situation in India, LXII (5), Special Number, August, pp. 251.60.

[5] Agricultural Price Policy and Development: Some Facts and Emerging Issues., Presidential Address, Indian Journal of Agricultural Economics, 52(1)

[6] N.L. Agarwal (2004), Agricultural Marketing in India,4th edn, Oxford and IBH, New Delhi