

# ***Current Scenario of the Digital Marketing and its Potential in Enhancing the Marketing Efficiency of the Farm Sector in India***

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## **ABSTRACT**

Amidst the rapid growth of technology, digital marketing has become a revolutionary tool for improving the marketing efficiency of India's agriculture sector. Traditional marketing which has limited reach and multiple intermediaries, restrict price realization and market access by farmers. The use of smartphones and increased internet access has sped up the adoption of digital platforms, allowing for more direct, transparent, and extensive market connections. By decreasing information asymmetry and increasing efficiency, government programs like e-NAM and Agmarknet, as well as commercial platforms like Marketmirchi and Ninjacart, are changing agricultural trading. Digital marketing has the ability to significantly improve agricultural value chains and empower farmers through improved price discovery, lower transaction costs, and increased market options, despite obstacles including poor digital literacy and inadequate infrastructure.

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## **INTRODUCTION**

**D**igital marketing has become a game-changing instrument for the agriculture industry in this age of swift technical development. Farmers used to

rely on traditional marketing strategies like direct produce sales at local markets or word-of-mouth advertising. These approaches often proved inefficient due to limited reach and

time-consuming processes (Waluyo, 2022). Moreover, the traditional marketing chain commonly involves multiple intermediaries, resulting in lower price realization for farmers and higher prices for consumers. Such structural inefficiencies sometimes prevent farmers from getting a fair portion of the market price, even though they carry the largest production risks. In this context, digital marketing plays a pivotal role in expanding market access, ensuring transparency, and enabling farmers to obtain fairer prices for their produce. In India, digital marketing has grown dramatically. The widespread use of cellphones and the rise in internet users are the primary drivers of this. Based on this, the digital marketing sector expanded at a CAGR of almost 28.5%, from US\$ 2.39 billion in FY20 to US\$ 6.46 billion in FY24. This quick growth highlights how much consumer behavior has evolved over time and highlights the value of internet platforms for companies (India Brand Equity Foundation, 2024). On the line of digitalization, the Government of India launches e-NAM as a pan-India network for inter-state commodity trading. Through e-Nam, a total of Rs 672572855 crore worth of commodities were inter-state traded in the last three years in India (Ministry of Agriculture & Farmers Welfare, 2025).

### Insight into digital marketing

The strategic use of digital technologies, online platforms, and electronic communication channels to sell agricultural goods and services is known as digital marketing in agriculture. Digital marketing uses the internet's enormous reach to link producers and customers directly, in contrast to conventional marketing, which depends on print media, radio, or in-person contacts. Through focused involvement, it strengthens farmer-consumer connections and facilitates the supply of high-quality agricultural goods at competitive pricing by improving

communication between farmers and consumers.



**Fig. 1: Types of digital marketing**

### Importance of digital marketing in agriculture

The core of the Indian economy is agriculture and allied activities, which support 46.1% of the country's population and account for 16% of the country's GDP (FY24). This sector might be greatly strengthened by the digitalization of agricultural marketing. Agricultural digital marketing is becoming more and more important in the present digital era since it enables farmers to reach larger customers and maximize sales in an economical way. Farmers may communicate directly with customers, provide product details, make promotional offers, and get insightful feedback using social media, email marketing, and websites. A digitally enabled agricultural sector increases productivity, expands market access, and raises farmers' standard of living in general. The combination of digital technology and agriculture presents a unique opportunity to empower farmers across the country and overcome persistent marketing obstacles.

**Major initiatives in digital marketing of agriculture:** There are many government and private platform for digital marketing of agricultural produce and information, some of which are following:

- 1. e-NAM :** The Electronic National Agriculture Market (e-NAM) is a pan-India online trading platform integrating APMC

(Agricultural Produce Market Committee) mandis into a unified digital marketplace, enabling “One Nation One Market” for agricultural commodities. Implemented by the Small Farmers Agribusiness Consortium (SFAC) under the Ministry of Agriculture and Farmers Welfare, Government of India, e-NAM provides single-window services such as AI-based quality testing, e-bidding, and direct online payment to farmers. It aims to enhance transparency, efficiency, and competitiveness in agricultural trade while expanding market access for farmers and reducing information asymmetry. The number of commodities traded and the number of mandis integrated on e-NAM are presented in Figure 2 and Figure 3, respectively.

- 2. Agmarknet:** Launched in March, 2000 by Ministry of Agriculture, Govt. of India, the portal was developed to integrate important agricultural produce markets across the country along with the State Agriculture Marketing Boards and Directorates. Portal provides easy access to commodity-wise, variety-wise daily prices and arrivals information of more than 2000 varieties and about 450 commodities from 2700 APMCs on regular basis out of 4000 APMCs onboarded.
- 3. Marketmirchi :** Marketmirchi, founded by Pragati Gokhale, uses its website and app to implement a novel bottom-up strategy for rural marketing in India. For farmers, FPOs, SHGs, and rural companies, more than 70% of direct market connections are created at no cost. It is an entirely free open model that facilitates buyer-seller transactions in rural areas, allowing buyers and sellers to get in touch, create market connections, and proceed. It is not a Closed Business Model which E-commerce Companies offer. MarketMirchi.com facilitates the free online promotion of all

agricultural and rural goods and services without the need for middlemen. Free ads and direct communication with buyers and sellers are available. Additionally, it offers a choice for employers and job seekers.

- 4. e-CHARAK :** The National Medicinal Plants Board has introduced a mobile application called e-charak and an online virtual platform to facilitate the trading of medicinal plants. In the field of medicinal plants, it is intended to promote commerce and information sharing. Farmers, collectors, buyers, merchants, manufacturers, and exporters may all connect on this virtual marketplace. To use the platform's features, which include maintaining listings and posting goods for sale or purchase, users must first register.
- 5. Ninjacart:** It uses in-house application that power end-to-end operations to link producers of agricultural product directly with merchants, restaurants, and service providers. In addition to developing agricultural marketing platform, Ninjacart offers a supply chain platform designed to transform the fresh produce supply chain. Retailers and merchants may obtain fresh farm products from farmers more quickly because of the ninjacart app and website, which use data science, technology, and networks to link farmers with companies and end retailers like grocery stores.

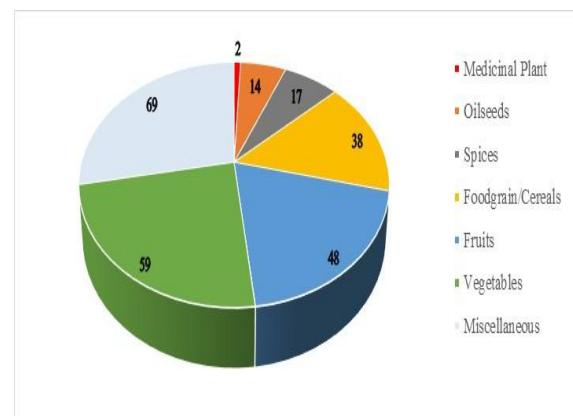
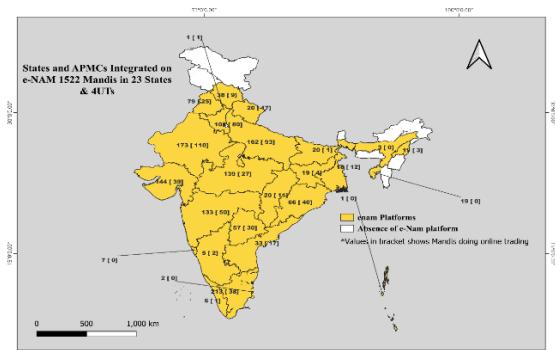


Fig 2: Number of commodities traded on e-NAM



**Fig. 3: Integrated mandis on e-NAM in India**

\*Data source: from e-NAM; Map was construct using Qgis software

### Potential of digital marketing in agriculture

As technology advances, the application of digital marketing in agriculture keeps growing. Virtual reality helps customers explore farms and goods from a distance, while artificial intelligence allows for personalizing content and targeted information. Precision marketing tactics are supported by real-time data obtained through the integration of IoT devices. By providing a smooth customer experience from finding items on social media to making an online purchase, e-commerce and digital marketing are transforming agricultural trade. Additionally, blockchain technology offers increased supply chain traceability and transparency, guaranteeing fair prices for farmers and better quality assurance for consumers. Social media which includes blogs, microblogs, pages, virtual communities, etc. has emerged as a new area of agribusiness marketing. It is becoming an essential tool in agricultural marketing as it helps farmers to save time and money when obtaining agricultural information (Botla et al., 2021).

### Challenges

Despite its enormous potential, there are a number of obstacles to digital marketing adoption in the agriculture industry. Inadequate internet access continues to hinder digital integration, and India's agricultural

infrastructure is still below the global standard. Low digital literacy, lack of awareness, lack of immediate payment, long term relationship with traders and unwillingness to adopt new technology continue to be major barriers, particularly for small and marginal farms. Nevertheless, the scope for growth remains immense, and targeted initiatives can help bridge these gaps effectively.

### CONCLUSION

Agriculture which has many challenges related to price fluctuation, unfair prices and marketing etc., digital marketing provide an efficient solution to these problems. It widens market size and reduce price spread of agricultural commodities. Digital marketing transform agriculture by opening a new gate for agri-produce to market it all over the nation and outside the nation. Government and private organisations develop many tools and platform to procure farm inputs as well as sell of agriculture produce and disseminate farm related information.

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