

Impact of E-Marketing Platforms on Farm Income

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INTRODUCTION

Agriculture remains a primary source of livelihood for millions of farmers, particularly in developing countries such as India. However, farmers often face challenges in marketing their produce due to price fluctuations, lack of market information, inadequate infrastructure, and the dominance of intermediaries.

Traditional agricultural markets typically involve several layers of traders, wholesalers, and commission agents before the produce reaches consumers. This marketing chain reduces the share of profits received by farmers. In addition, farmers often lack access to reliable information about market prices and demand conditions.

With the rapid advancement of digital technologies, e-marketing platforms have emerged as a modern solution to improve agricultural marketing systems. These platforms enable farmers to sell their produce online, access market price information, and connect directly with buyers. Digital agricultural marketing has the potential to enhance transparency, reduce transaction costs, and increase farmers' income.



2. Concept of E-Marketing in Agriculture

E-marketing in agriculture refers to the use of digital platforms and internet-based systems to facilitate the buying and selling of agricultural commodities. These platforms allow farmers, traders, wholesalers, processors, and consumers to interact electronically and conduct transactions online. E-marketing platforms provide services such as:

- ✓ Online trading of agricultural commodities
- ✓ Real-time market price information
- ✓ Digital payment systems
- ✓ Market demand analysis
- ✓ Logistics and supply chain support

By providing better market access and transparent price discovery mechanisms, these platforms help farmers obtain fair prices for their produce.

3. Major E-Marketing Platforms in Agriculture

3.1 National Agriculture Market (e-NAM)

The National Agriculture Market (e-NAM) is a digital trading platform launched by the Government of India to integrate agricultural markets across the country. It connects various regulated wholesale markets (APMC mandis) through an online trading system. Key features include:

- ✓ Online bidding and price discovery
- ✓ Transparent trading process
- ✓ Unified national market for agricultural commodities
- ✓ Digital payment to farmers

This platform helps farmers access better markets and receive competitive prices for their produce.

3.2 AgriBazaar

AgriBazaar is an online agricultural marketplace that connects farmers directly with traders, processors, exporters, and retailers. Farmers can list their produce online and receive bids from multiple buyers. Benefits include:

- ✓ Direct market access
- ✓ Reduced dependence on intermediaries
- ✓ Transparent price discovery
- ✓ Access to quality testing and logistics services

3.3 DeHaat

DeHaat is a digital agricultural platform that provides end-to-end services to farmers. Apart from marketing agricultural produce, the platform also offers farm advisory services, input supply, and financial support. It enables farmers to sell their produce directly through a digital marketplace.

4. Impact of E-Marketing Platforms on Farm Income

4.1 Better Price Discovery

E-marketing platforms allow farmers to view market prices across different locations. This transparency helps farmers choose the best markets to sell their produce.

4.2 Reduced Role of Intermediaries

Traditional marketing systems often involve multiple intermediaries. E-marketing platforms enable direct interaction between farmers and buyers, reducing marketing costs and increasing farmers' profit margins.

4.3 Access to Wider Markets

Digital platforms allow farmers to sell their produce beyond local markets. They can connect with buyers from different regions, states, and even international markets.

4.4 Faster Transactions and Payments

Many e-marketing platforms provide digital payment facilities, ensuring that farmers receive payments quickly and securely.

4.5 Improved Market Efficiency

By improving transparency and competition among buyers, e-marketing platforms help stabilize agricultural prices and improve overall market efficiency.

5. Challenges in Adoption of E-Marketing Platforms

Despite the advantages, several challenges affect the adoption of e-marketing platforms among farmers.

5.1 Digital Literacy

Many farmers lack the digital skills required to operate smartphones and online platforms.

5.2 Limited Internet Connectivity

Poor internet infrastructure in rural areas restricts access to online marketing platforms.

5.3 Lack of Awareness

Many farmers are not aware of the availability and benefits of e-marketing platforms.

5.4 Infrastructure Constraints

Storage facilities, transportation systems, and grading infrastructure are often inadequate, limiting the effective use of digital marketplaces.

6. Strategies to Promote E-Marketing in Agriculture

To maximize the benefits of e-marketing platforms, the following measures should be implemented:

- ✓ Strengthening rural digital infrastructure
- ✓ Providing digital literacy training to farmers
- ✓ Promoting farmer producer organizations (FPOs) for collective marketing
- ✓ Developing user-friendly mobile applications in local languages
- ✓ Improving storage and transportation infrastructure

These measures will enhance the adoption of digital marketing platforms and improve farmers' income.

7. Future Prospects

The future of agricultural marketing is expected to be increasingly digital. Emerging technologies such as:

- ✓ Artificial Intelligence (AI)
- ✓ Blockchain technology
- ✓ Big data analytics
- ✓ Internet of Things (IoT)

are likely to further improve the efficiency and transparency of agricultural markets.

Digital supply chains, smart contracts, and traceability systems may also enhance consumer trust and open new market opportunities for farmers.

CONCLUSION

E-marketing platforms are transforming the agricultural marketing landscape by providing

farmers with improved market access, transparent price discovery, and faster payment systems. These platforms help reduce the role of intermediaries and enable farmers to receive better prices for their produce. As a result, they contribute significantly to increasing farm income and improving rural livelihoods.

However, successful implementation of e-marketing systems requires improvements in digital infrastructure, farmer awareness, and supportive policies. With proper institutional support and technological advancement, e-marketing platforms can play a vital role in strengthening agricultural marketing systems and ensuring sustainable income growth for farmers.

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