



# International Journal for Innovative Engineering and Management Research

A Peer Reviewed Open Access International Journal

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IJIEMR Transactions, online available on 17th Sept 2021. Link

[:http://www.ijiemr.org/downloads.php?vol=Volume-10&issue=ISSUE-09](http://www.ijiemr.org/downloads.php?vol=Volume-10&issue=ISSUE-09)

**DOI: 10.48047/IJIEMR/V10/I09/25**

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Volume 10, Issue 09, Pages: 192-201

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## To Study the Role of E-Commerce to Sustain Agripreneures

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### ABSTRACT

**India** is called as Agrarian country as many people dependent on agriculture for their livelihood. Agriculture plays a vital role in the development of economic system. The agricultural sector contribution is majorly increasing to marketable surplus. The durable products like rice, pulses, cereals, legume, spices, tobacco, coffee, etc. are being marketed through online. Nearly 50 E-commerce websites are promoting technology as well as agri products. Agri-Commerce constitutes a good market in business world.

**COVID -19** an outbreak of a pandemic disease. The entire world faces this pandemic in unified isolation. It is badly affected to marketing of agricultural products due to lockdown. Logistic system is stopped to avoid the spreading of corona. All business partners and retailers are shutting their entrance doors around the world and encouraging their customers to shop online instead of direct sales. Perishable goods like Fruits and Flowers market has significantly affected. Mango fruit- juice Manufacturing Market has also been significantly impacted.

**This paper** is exploring the problems faced by mango business people during covid age in prakasam dt and identifying a solution of to this problem by creating the information system (IS) which is formal and user friendly. An organized system can be designed to collect, process, store, and distribute seasonal fruits with good quality for consumers at easy delivery and at low prices.

ANOVA and Literature Survey Method are mainly used to reach the objectives.

**KEY WORDS:** Agribusiness, E-Commerce, Information System

AGRICULTURE, MANUFACTURES AND COMMERCE THE PILLARS OF  
OUR PROSPERITY ARE THE MOST THRIVING WHEN LEFT MOST FREE TO  
INDIVIDUAL ENTERPRISE.

## INTRODUCTION

The Globe is dependent on agriculture. (Singh, 2020) Safety of Food and security of food is of the forefront of policy making around the globe (Shrikrushna, 2020) COVID -19 an outbreak of a pandemic disease. The entire world faces this pandemic in unified isolation COVID -19 badly affected to marketing of agricultural products due to lockdown. Logistic system is stopped to avoid the spreading of corona .So that the formers faced many problem in marketing their product. During this season they faced economic loss as they sold out at least rates . All business partners and Retailers are shutting their entrance doors around the world and encouraging their customers to shop online instead of direct sales. As per the Government instruction we are forced to stay at homes to be safe, many of small business are financially burdened by layoffs. **(The impact of COVID-19 on the people who make our clothes)**

## AGRIBUSINESS

A business earns most of revenues from agriculture. An agribusiness becoming to be a large-scale business operation. It consisting of farming, processing, the packaging and distribution of product. The agribusiness sector encompassing of farming and farming-related activities Agribusiness is collective business activities like supply of agricultural inputs and , the production and transformation of agricultural products. (Dr.I.Sundar, 2016, pp. 171-178)

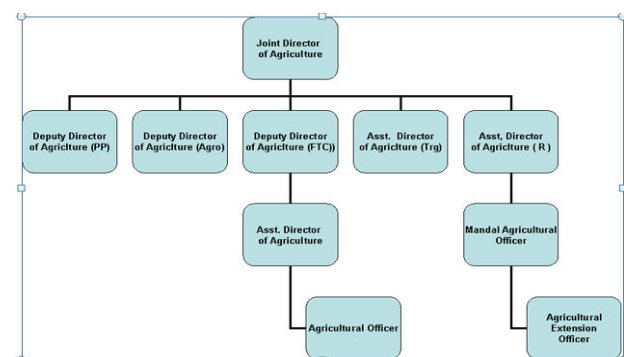
The agricultural products are sold to local buyers . it has a good market through out the globe for immediate consumption and other products production . (Dr.I.Sundar, 2016, pp. 171-178)

## Agriculture crops at Prakasam Dt:

Andra Pradesh is consisting of 70% of the land is red land, 20% are being clay lands and rest of them are alluvial lands. To the total extent of the district 52% of the land is being irrigated. In the district the Cultivated land is 5, 74,000 hectares. Prakasam District is divided into 56 mandals under: "Mandalika Vyavastha" System. There are 1105 Revenue Villages in the District. The entire District is divided into 12 Agriculture Sub -divisions with each 4 to 6 mandals.

1. Commercial Crops
2. Fiber Crops
3. Food Grains
4. Oil Seeds

## District level organisation structure chart



## Source

<https://prakasam.ap.gov.in/agriculture/>

## Mango cultivation at prakasam dt:

MANGO the king of fruits, is grown in almost all the states. No of varieties are cultivating today. Andhra Pradesh tops in total production. Mango can be easily cultivated in any type of soil under any type of climatic conditions

**Alphonso, Banganapalli, Himsagar, Chausa, Late-Dashehari, Kesar, Langra, Neelum, Totapuri** these are some of the major popular yieldings all over india (SMART VILLAGE—SWEET MANGOES ULAVAPADU, 2016). During The Covid-19 all business has plunged across the country especially mango growers in deep despair (menon, 2020). In general the best quality mangoes have been fetching prices between Rs 1200 and Rs 2000 (per dozen) over the past few years. During this pandemic, best grade mangoes are available at farm-gates for Rs 600 – Rs 800..

## E-COMMERCE IN AGRIBUSINESS IN INDIA

The government of India introduced a number of policies agriculture Sector:

1. **Agricultural websites** to give information about various crops, soil conditions, weather and pesticides.
2. **Madal Market Price** for commodities and their varieties publishing
3. Establishment **knowledge centers** in villages
4. Use of **Information Technology** to create need of communication among Formers and Retailers
5. **Mission Mode Projects (MMP)** in order to provide information to the

farmers on pesticides, seeds, different government schemes  
(M.Balakrishnan, 2018)

## A THEORETICAL LENSE – THE LITERATURE REVIEW

1. Agriculture sector is backbone of the country and there is a significant impact on the GDP country like India . During the shift wise Lock downs (15 April 2020 till 10 May 2020) from lockdown limitations; the workers of agribusiness, agriculture, creature farming, poultry, and fishery, and partnered can go to work, markets are cannot be open (Arumugam, 2020).
2. During Covid-19, nationwide lockdown all businesses are experiencing major slumps.(Priya, 2020,) So it causes worse impact on GDP.
3. Covid-19 pandemic has changed the life style of every one. During the COVID-19 pandemic agricultural businesses are becoming critical worldwide. Even Ecommerce has not paid enough attention towards to the agribusinesses during lockdown.(lin, 2020)
4. Govt, Private Institution are asked People do start work from home, Most of people are being afraid to stepping outside to buy essential house hold things .populous carry more infection .They are constantly



worried about the infections at like malls and supermarkets. (Aneesh, 2020)

5. The development of information technology enables the consumer to find out his product easily and educate him about competitive products. *E-commerce* enables agribusinesses to thrive through covid complexity (lin, 2020) .
6. In Country like India ,there has been a significant rise in internet usage. The agricultural sector has major contribution in Indian Economy so that thrive e commerce into agribusiness gives more significant results (M.Balakrishnan, 2018)
7. E-commerce has find a way in agricultural sector in India.(Jamaluddin, 2013)
8. There is Tangible impact of e commerce on the agri products. The major aim of the research paper is to assess the development of electronic commerce in agribusiness(Strzēbicki, 2015)
9. Agri organizations should engage in e-commerce to come up with proper strategies to address these issues and challenges faced by formers on their way of sales and try to build trust in consumer in e-commerce .This strategy changes

the needs of the business world.(Samuel, March 25, 2012.)

10. Agribusiness is collective business activities like supply of agricultural inputs, the production and transformation of agricultural products. (Dr.I.Sundar, 2016, pp. 171-178)

## OBJECTIVES

1. To study the problems faced by mango businesses during covid age in Prakasm
2. To study the role of e-commerce to thrive agribusinesses during covid age
3. To identify a solution of to this problem by creating the information system

## RESEARCH METHODOLOGY

### Research Design

Literature Review method used to reach the objectives of the study. Percentage Analysis is done using survey method at randomly selected mango business people in Prakasam District.

### Sampling Design

120 people are being observed , given questionnaire to 87, and get complete information from 56 people.

### Data Collection

The primary data is collected through structured questionnaire. The questionnaire consisting of 25 questions and the respondents are asked to rate their

response on a 5 point Likerts scale, 5 being top and 1 being the least for pilot study. 20 are given for final study. population size of this study is 175, questioner is given to 120, 88 are responded, 57 people are filled it completely. The Secondary data is collected through books, college websites, and journals. Effort has also been made to gather information from doctoral works on this area

## Data Analysis

The following tests are used to analyze the data

- Individual Sample T-test
- Percentage Analysis
- Literature survey method

## Results

### Normality Test:

Table 1: Tests of Normality

	Kolmogorov-Smirnova			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
out3	.103	55	.194	.961	55	.055

p0.05 Accept NH

NH: Data is Normally Distributed

^^^AH: Data is not Normally Distributed

According to Shapiro-Wilk the significant value is p is >0.05 so that NH is Accepted.

## 1. To study the problems faced by mango businesses during covid age in prakasm

### A. People fear fruits carry viruses

Type of Response	Frequency	%	Cumulative
Strongly agree	58	58	58
Agree	28	86	86
Neutral	1	87	87
Disagree	11	98	98
Strongly disagree	2	100	100

In the above Table 86% population are representing their People fear fruits carry viruses

### Higher transportation cost

Type of Response	Frequency	%	Cumulative
Strongly agree	48	48	48
Agree	22	70	70
Neutral	11	81	81
Disagree	11	92	92
Strongly disagree	8	100	100

In the above Table 70 % business people are representing their opinion towards Higher transportation cost

### B. Absence of courier services

Type of Response	Frequency	%	Cumulative
Strongly agree	41	41	41
Agree	25	66	66
Neutral	11	77	77
Disagree	13	90	90
Strongly disagree	10	100	100

Above Table shows that 66 % business people are representing their opinion towards Absence of courier services

## 2. To study the role of e-commerce to thrive agribusinesses during covid age

To study this objective literature review method has been used.

E-Commerce means transactions are happening between parties involved, in buying and selling both services and goods. payment accomplishes via an online platform (electronic means). There are literally hundreds of shopping sites all over India .Top 50 e commerce web site offering by different type of consumer products .

Sino	Type Worth Checking	No of The Website( Approximately ) In India
1	Computer Peripherals	25
2	Lifestyle Products	36
3	Mobile	24
4	Home Related Appliances	23
5	Niche Electronics	29
6	Toys	16
7	Sporting Goods	18
8	Jewellery	26
9	Books, Gifts & Flowers,	45
10	Kitchenware	41
11	Clothing	26
12	Car Accessories	25
13	Health Care	29
14	Food Grains	20

Source : [igit.in/technology-guides/fasttrack-to-e-commerce/top-50-e-commerce-websites-in-india.html](https://igit.in/technology-guides/fasttrack-to-e-commerce/top-50-e-commerce-websites-in-india.html)

Indian agriculture industry is powered by close to 100 million small and independent farmers. Enormous Digital transformation has been taking place in agribusiness sector (How agriculture e-commerce is shaping up amid COVID-19 crisis, 2020)

But we can see very less no of web sites who are offering perishable goods like mangos

### 3. To identify a solution of to this problem by creating the Information System

#### Research Methods

The main objective of this paper is to help agripreneurs to gain greater profits by creating the information system. literature review method is being adopted to probe in to the problem faced by agri enterprises and extremely for small business relating to the mango in prakasm dt and to solve the problem

#### Result and Discussion

The qualitative research has been conducted Ulavapadu, Prakasam dt during March to October .finding that there is lagging of e-commerce on agricultural product (like mango )promotion. A suitable e-commerce system is needed. That system should consists of a simple and user friendly technology and easy to operate. The simple ecommerce system includes the use case, conceptual data modelling, mapping class diagram, and finally the system prototype to convince the suitable system.

**(M.Balakrishnan. (2018))**

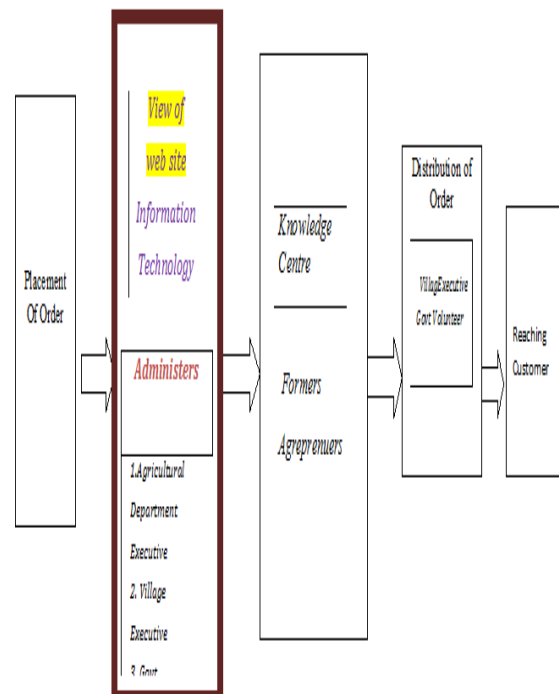
#### IMPLEMENTATION

The main users of this website are Farmer, agribusiness people, customer, dealer and admin. Agricultural marketing Department create a centralized market committee and will control the all

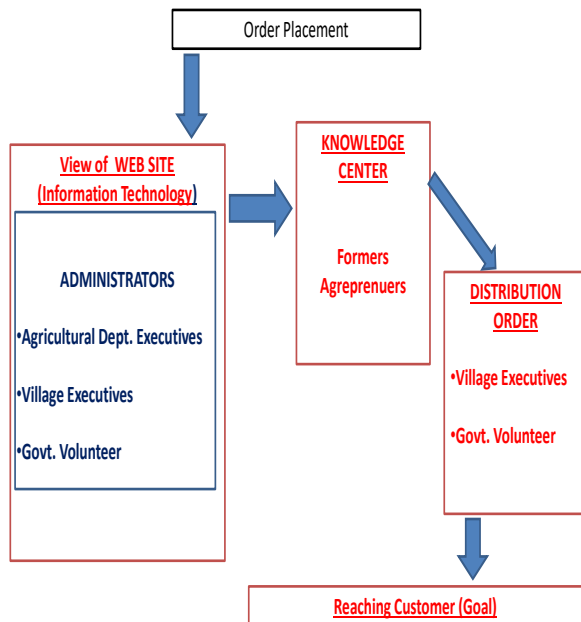
business activities. **(Vinayak, 2013)**

The website offers all seasonal fruits. The system will have User-name and Password section on the front page. Authenticated buyer can sell their product. The Buyer can register and plays his order 15 days before. Market committee will check the order and deliver the product on cash on delivery method. Amount is credited into sellers account . **(Vinayak, 2013)**

#### Prototype of Information System







## FINDINGS

From the above analysis the following findings are found

- 86% population are representing their People fear fruits carry viruses
- 70 % business people are representing their opinion towards Higher transportation cost
- 66 % business people are representing their opinion towards Absence of courier services
- Less no of websites are available to promote mango business.

## SUGGESTIONS

Agri business people are suffering a lot during COVID-19, especially

mango business people became panic to sell their fruits.

Following suggestions are made from this study

1. Fruits can be marketed through Online within city.
2. Pre Registration for Fresh Stock
3. Requesting the all existing websites to promote this system
4. Create awareness of **online platform** for both sellers and buyers of fruits.

## CONCLUSIONS

It is concluded that how internet based e-commerce will transform the agri business. Supply chains may become more efficient. E-commerce offers an alternative platform of promoting and marketing agricultural perishable products like fruits that has a benefit to formers and agribusiness people. website are becoming more transparent. The agribusiness with e-commerce system is a needed to develop agricultural product in rural society and to improve communication between buyer and seller. Government bodies are also part and participate of this system to solve the problem of fruits business people in prakasam dt..

## Recommendation

By the conclusion, it is strongly recommended that

- 1) The government should be pro active to introduce such IS in all websites which specially work for

for the farmer and small & medium enterprises;

## Acknowledgements

I am very much thankful to the all agri business people of Ulavapadu for providing their valuable time to answer to research questions. I am thankful to Sriramagiri Sreedhar for supporting me in doing such an original work.

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