CHAPTER III
REVIEW OF LITERATURE

Introduction

The researcher has gone through the various Reference books and the Articles on Rural and Agricultural marketing are for analyzing the present marketing system of the Agro-products. The importance and the objectives of Agricultural marketing in India are reviewed in the light of the inadequacies of the present marketing system. The Research papers published in Journals, especially the ones highlighting the emerging trends in Agro markets are referred wherever necessary. Websites concerning the topic are explored to review the success rate of direct internet marketing of Agro product in the U.S.

The researcher has reviewed the following books and articles:

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<th>Sr.No</th>
<th>Name of the books and articles</th>
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<td>Gayatri Varma</td>
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**Review of Articles**

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<td>Information and communication technology and sustainable development</td>
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<td>The Role of e-Panchayats</td>
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<td>Effect of mobile telephony on empowering rural communities in developing countries</td>
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<td>Ishita Mklherji</td>
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<td>Marketing Efficiency of Agricultural in Konkan Region of Maharashtra state,</td>
<td>A.A.Rane</td>
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3.1 Reference Books:

3.1.1 Datt Sundharam ‘Indian Economy’. The book is divided into five parts. Part I: It is an analysis of the structure of Indian Economy, the basic characteristics of the Indian economy, national income and components.

Part II: It relates to the problem of planning, the author take review of fifteen years of planning, the consideration in the formulation of the fourth plan and the pattern of financing the plans. Part III: It is entitled agriculture in the National economy. The main topics discussed in this part are the productivity trends, land use and crop pattern, agricultural inputs and methods and the role of land reforms in raising agricultural productivity and providing social justice. Besides these are included the problems of organization of rural credit, agricultural marketing in India, Regulated markets, Government and agricultural marketing, reforms in Agricultural marketing in India.

Part IV: It entitled Indian Industries and Their problems of Finance and management.
Part V: It is entitled the tertiary sector in the Indian economy, deals with the problems of transport and communication, the foreign trade of India and its balance of payment position, the growth of Indian fiscal policy, and the history of Indian currency. the role of commercial banks and influence of the Reserve Bank of India in developing an organized money market in India and problems of Indian public finance.

3.1.2 Ramaswami and S. Namakumari :- ‘Marketing management’ This reference book is divided into nine parts. Part I is entitled marketing in new perspective, fundamentals of marketing definitions of marketing. Some selected definition is as follows.

- Marketing is primarily concerned with the problem of profitability disposing what is produced.
- Marketing is the economic process by which goods and services are exchanged between the marker and the user, and their values determined in terms of money prices.
- Marketing is the delivery of a standard of living society. in this part marketing is described as an art, A Science, A system, A Business function. A Practice, A philosophy, A process and A Relationship.

In other parts of book contains marketing environment in India, marketing strategies, marketing research and marketing information rural marketing in India – The changing picture.

3.1.3 Nigel Bradley: – ‘Marketing research – tools and techniques’

The reference book is divided in to four parts. Part I has entitled, introduction, Definition, planning of marketing research etc. “marketing research is one of the most useful tools in business, any business. It is the way in which organization find out what their customers and potentials customer need, want
and care about. Part II contains data collection methods, sampling, questionnaires and topic guides, qualitative and quantitative research. Part III contains analysis of data, reporting and presentation and Part IV explained marketing research applications. Instead of the above contents—The book provides a balance between theoretical and practical side of marketing research. It includes real research tools and examples of poor or mishandled research practice. Case studies in marketing research are also given in this book.

3.1.4 Richard Gay, Alan Charles worth and Rita Esen: - ‘Online marketing a customer-led approach’

The book is intended to provide a stimulating insight into the recent development, and their origins, in online marketing practice. It considers the progressive changes in online line practices that have occurred during its short and turbulent history. It explores the connection between human and technology and how beneficial relationship can prosper utilizing the Internet and other media. Marketing is about Satisfying customer but a changing emphasis from a transactional to a relational approach has emerged and been facilitated by database technologies.

The book provides the marketer with necessary information about to converse with IT and Internet Specialists. It blends relevant and contemporary academic research, practitioner observations and leading exemplars from Internet practice with web link. The book contents are with three specific elements i.e. 4P’s communication model, legal advice to marketer and case studies. Chapter I, II, and III provide an overview of Internet history, new marketing considerations and the strategic online planning process. Chapter IV and V provide essential knowledge and skills relating to online marketing research and buyers behavior. Chapter VI cover search engine marketing and is the most technical in nature another chapters contents online promotional process, marketing mix, online legal issues etc.

3.1.5: Judy Strauss and Raymod Frost: ‘E-marketing 5th Edition’

This book is divided into four parts. Part I contains meaning of E-marketing, past, present and future of E-marketing, strategy and plan of e-marketing. Part II contains opportunities, ethical and legal issues. Part III entitled e-marketing research, consumer behavior online and Part IV contents the online offer, the online value, and internet for distribution, E-marketing communication and customer relationship management. It explains some new terminology and highly recommends that marketers learn a bit about the technology behind the internet, something most of us are not drawn to naturally. It attempts to educate marketers gently in important technology issues showing the relevance of each concept. It describes e-marketing practices in United States, but it also takes a global perspective in describing market development in both emerging and developed nations.

3.1.6 Ramkishen Y: ‘Rural and agricultural marketing’

This book is divided into four parts. Part I entitled evaluation, definition, characteristics, classification of rural markets. It also explains the profile of rural consumer, behavior of rural consumer and factors that influence rural consumer behavior. Part II contains rural product, prices, and channels of distribution, sales management and rural communication. Part III of this book emphasizes on approaches in the area of Agricultural product marketing, marketing finance, storage, warehousing, new trends in Indian Agriculture, defect in agriculture product marketing and lines of improvement. Part IV concludes with the case studies in the field of agricultural marketing.


The book represents a comprehensive study of micro economics and macro economics, agricultural production economics, farm management, agricultural finance, agricultural marketing and problems of Indian agriculture. This book is divided into seven sections.

Section I contains concept of economic theory, consumer behavior, theory of production and distribution, marketing structure etc. Section II entitled national income, public expenditure, public revenue, business cycle and inflection to provide requisite insight on fundamental macroeconomic aspect. Section III contains simple input-output relationship i.e. factor-production, factor-factor, and product-product. Section IV explains the role of management in organization of farm business, types of farming, types of farm business, organization planning, and techniques of planning, farm records and accounts. Section V deals with subtopics of agricultural finance, problems of agricultural credit proposal, tools of farm, financial analysis and agricultural project analysis.

Section VI analyzes the agricultural marketing problems and suggestion to improve agricultural marketing, role of Government in agricultural marketing. Section VII concluded with the problems of Indian agriculture with brief note on agricultural price policy.

3.1.8 Dave Chaffey, Fiona Ellis-Chadwick, Richard Mayer: ‘Internet Marketing’

The book is divided into three parts, each covering a different aspect of how organizations use the Internet for marketing to help them achieve competitive advantage. Part I relate the use of the Internet to traditional marketing theories and concepts, and question the validity of existing models given the differences between the Internet and other media. Part II - describes the emerging models for developing strategy and provides examples of approaches companies have used to integrate the Internet into their marketing strategy. Part III of the book explains practical approaches to implementing an Internet marketing strategy. Techniques for communicating with customers, building relationships and facilitating electronic commerce are all reviewed in some detail. Knowledge of these practical techniques is essential for marketing managers who are dealing with suppliers such as design agencies.

3.1.9 Brain Thomas and Matthew Housden: - ‘Direct Marketing in Practices’

This book contains fourteen topics first explain the evaluation of direct marketing, recent changes in technology difference between direct and traditional marketing. In this chapter author says that the direct marketing depends on good data and information therefore we have looked at the various sources of information, including our own response files and have explored the role of market research and applications. The chapter finished with an exploring of the communication process looking at customer profiling and segmentation and analysis and streaming of the right messages to the people at the right time and to budget chapter II has explored the process involved in developing a direct marketing campaign. Chapter III deals with the value of customer and established ‘two-way system’ loyalty to customers generate loyalty from customers. Chapter IV looks at the role of information in the creation of direct marketing strategies and how it should be gathered, analyzed and acted up on.

Another chapter of this book is related with customer’s satisfaction, customer’s relationship management communication process, recent growth of the Internet and e-commerce in general. It states some statistics on the Internet and its commercial applications, offers in direct marketing, market promotions direct marketing management and last chapter deals with training, Education, skill required for direct marketing career opportunities in the field of direct marketing.

3.1.10 Jaya Kharbanda: ‘Direct marketing’

The book contains ten chapters. The chapter structure has been designed to lead from an introduction to the exciting area of direct marketing through to more sophisticated strategies and applications. This include chapters on global marketing in twenty first century channels of direct marketing, list segmentation and database, the process of integrated marketing communication and how a direct strategy fits into the overall marketing mix. There are chapters on building customer relationship through direct marketing and understanding the fulfillment process. It also covers creating and executing an offer for direct marketing, how to use the internet effectively, the wonderful world of telemarketing and how to use catalogues successfully. It looks closely at using direct strategies in business to business marketing as well as retail strategies with in direct frames of reference. This book reviews the choice of media available to the marketing companies, production issues, distribution, research, tracking and analysis. The final chapter is in depth studies of business ethics the law and their relationship within marketing and in particular direct marketing.

3.1.11 K. Suresh: Green Marketing – Concepts and cases-(2006)

The book contains seven articles, three applications and five case studies. The first article, ‘An Introduction to Green marketing’ is written by Michael Jay. Polonsky. According to him green marketing includes product modification, changes in production process, packaging changes and promotion to minimize detrimental impact on natural environments.

Second article on ‘Green product Design’ – sourced from business for social responsibility. It calls for designing products whose raw material and production process take into consideration the products entire lifecycle. This includes disposal, reuse or recycling.

Third article is ‘Supplier Environmental Management – Sourced from Business for Social Responsibility. It advocates drafting the suppliers also into the green agenda. ‘Green Food Claims’- is sourced from consumers International. An organization that represents worldwide consumer groups. Across Europe (Seven countries) and in the U.S., it conducted a survey on the self declared green claims on selected food products and assessed these against national and international regulations. It found that consumers were being misled through vague claims and logos. The article discussed implied claims.

The fifth article written by K Suresh is titled ‘Green marketing’. The Indian Scenario: - It provides the Indian perspective and details corporate green initiatives in different product categories. C. Phanisekhar writes the article on ‘Green Marketing’ An Attitudinal and Behavioral Analysis of Indian Customers : This article based on an academic research paper and get the perception of green marketing among Indian Consumers cost article is on – ‘Green marketing’ A critical Look’ The authors Ken Peattie and Andrew Crane Analyze. The rise and fall of the concepts over the decades and point out that companies interest lay more in short term cost saving then is necessary in suitable green product and process.

3.1.12 Alan Charleswork :- Internet Marketing – A Practical Approach (2009)

This reference book is divided in ten main chapters and each chapter divided into a number of sections that address specific aspect of the chapter’s subject area. It also contained mini cases and practical Insight. This book contains chapters like the online environment, getting started online, website development, B2C online presence B2B online presence, search engine optimization, online advertising, and permission marketing, social media marketing.

The internet as a part of an integrated marketing strategy along with the above content. The author gives various cases. These cases are fictional; they all characterize real life situations. The cases are not intended to be comprehensive merely a snap shot of a particular state of affairs within what is normally a complex environment. The case studies have been complied the aspects of Internet Marketing.


This reference elaborates on e-marketing planning and marketing mix topics from a strategic perspective. Part-I begin with setting the context for marketing planning. It contains sub chapters, convergence, strategic E-marketing and the e-marketing plan. The Key Objective of these chapters is to develop an understanding of the background of E-marketing, Strategic planning and importance of creating an e-marketing plan.

Part II Discusses legal and global environments. It contain chapters global market and ethical and legal issues. The Objectives of these chapters are to understanding of the main country by country differences in internal access and usage as a foundation for segmenting and targeting specific markets another chapter explore the ethical and legal issues that e-business face in online marketing.

E-marketing strategy discussed in part III – It divided into four sub-chapters
i) Marketing Knowledge – It aims to understanding of way and how e-marketers turn marketing knowledge.

ii) Consumer Behavior – The objectives of this chapter is to develop a general understanding of the online consumer’s population, the characteristics sources of online consumers and the outcomes online exchange process.

iii) Segmentation and targeting Strategies – This Chapter examines the various bases for market segmentation, the classifications and characteristics of market segments.

iv) Differentiation and Positioning Strategies – This Chapter provides an overview of how and why e-marketers use differentiation positioning.
Part IV Continues with marketing mix and customers relationship management strategy and implementation issues. It contains sub-chapters Product, Price, the internet for distribution, e-marketing communication and customer’s relation management. E-marketing is traditional marketing using information technology but with some twist. The internet and other technologies affect traditional marketing in three ways First, they increase efficiency in established marketing functions. Second, the technology of e-marketing transforms many marketing strategies. Finally, it has fundamentally changed consumer behavior through a power shift from firms to mouse holder’s. The marketing transformation results in a new business models that add customer value, customer relationship. The internet also serves as an efficient marketing planning tool for both secondary and primary data collections.

3.1.14 Gayatri Varma:- On-line marketing- Principles and current practices2005

In India, the internet become available to the general public and business in 1995. People have been mesmerized by the process of the Internet both as a communication tool and as an entertainment medium. The Indian corporate world was quick to realize the commercial potential of web and embraced it as part of its business and marketing strategies. The Indian Government has also been providing the necessary infrastructural support for the internet. Worldwide and in India also empirical studies are being conducted to explore the possibilities of doing business on the internet including growth in the volume of E-commerce, use of websites, online pricing and online advertising. However, what marketers in India think about the internet as marketing tools and how they can use it for marketing purposes has not been attempted in a systematic manner. This book is designed to fill this vacuum. This book is divided in 8 Chapters.

Chapter I introduces the concept of cyberspace by describing the internet, the worldwide and the fundamentals has also been traced. The users of the internet in marketing are given so as to provide an understanding of the potential of the internet for marketers. Chapter II is focused on the concept of on-line marketing and explains how it is different from the traditional marketing. Chapter III Certain a review of the existing literature on the subject. Chapter IV explains the scope, objectives and research methodology of the study. Chapter V and VI record the finding of the survey on the current practices of the on line marketing in India. Chapter VII contain the survey findings pertaining to the attitudes of the respondents-marketers towards the interest and on line marketing. Chapter VIII consolidates and presents the conclusions and strategic implications of the study.

3.2 Reviews of Articles

3.2.1 Sukhvinder Kumar Multani :- ‘ICT and Rural Development in India’  
This paper attempts to highlight the significance role of Information and Communication Technology in rural development. It also discusses some of the benefits of its applications in different sectors of rural areas such as health, education, agriculture, farming etc. The paper also provides a brief background of rural India prior to ICT revolution. It has highlighted some of the hurdles with regards to ICT usage in rural development. In the concluding part, the article suggests some measures to be followed in order to remove hurdles in the way of implementing ICT in rural development.

3.2.2 Eknath Khatiwada: - ‘ICT for Rural Community Development’

This article brings out the importance of the role of ICT as an effective tool for empowering the rural masses. According to the author, there is a clear link between ICTs and community empowerment information needs of the
community need to be assessed content and software applications should be
developed with the continuous involvement and feedback from the community
through their capacity building; and special emphasis should be placed on its
access to women and poor people. The article present some of the steps
adopted for technology development and transfer in rural community.

3.2.3 Amrita Singh: - ‘Information and communication technology and
sustainable development’

The article highlights that advances in ICT have made possible to consider a
business model for proliferating information nodes through India in a manner
that is financially viable and therefore sustainable.

The article dwells upon the importance of ICT as the key factor at both macro
and micro level in the process of globalization. Further the article has
discussed TARAhaat , an ICT enterprise focusing on the needs of village
communities which were set up by the development alternative group . It
examines the different activities and achievements of TARAhaat.

3.2.4 B.P.Gupta: - ‘The Role of e-Panchayats’

This article brings out e-Panchayat’s role in reducing poverty, creating selling
and distribution efficiencies. Through electronic – panchayat farmers can get
better knowledge about agriculture inputs, dairy developments and promoting
education in rural India. Co-operative societies can be made stronger with the
help of e-panchayats. The article examines that e-governance could result in
etter knowledge of inputs in terms of knowledge of seeds , knowledge of new
fertilizers , better managements of irrigation facilities , and increased use of
modern farm equipment , weather forecasting and sowing seeds . In dairy
development the e-panchayats can boost the spread of the latest information
about advances in dairy farming practices. The importance of e-panchayats
can boost the spread of the latest information about advances in dairy farming
practices .The importance of Panchayats is the crux of this article.

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3.2.5 P. Vijaya Kumar, N. Appa Rao and Pratap Reddy: ‘Developing IT networks in Rural India’ This article expresses the need for maximizing rural earnings and improving work environment and sustainability. The focus of this article is on the role of information networks in creating to specific needs of the rural population. Major areas concerned under the study are rural education, rural economy, rural health and nutrition development.

3.2.6 B.S. Vasudeve Rao ‘Communication and information technology for rural development’ The article examines the potential use of information and communication technology in rural education and how certain forms of ICT can diffuse information faster than other channels of communication. The communication methods used in non formal education are also highlighted.

The article examines various strategies to implement ICT in rural literacy campaign such as review of existing ICT methods, providing proper orientation to field functionaries of ICT about the local conditions existing resources, socio education cultural background of the target groups and many more. In the concluding part the author draws the inference that before introducing any new communication technology in the rural development and mass campaign programme. People should be made aware of it and educated.

3.2.7 Chaitali Sinha: ‘Effect of mobile telephony on empowering rural communities in developing countries’

This article entitled that mobile phones are quickly becoming affordable, useful and accessible tools for many poor rural communities around the world. That would create economic opportunities and also strengthen social networks. Further, this article discusses the motivation and nature of increased proliferation of mobile handsets among poorer rural communities in developing countries. The high cost of providing wired communication facilities coupled with relatively low level of purchasing power is tantamount to high levels of demand being undeserved with low level of telecommunications service.

The author concludes by starting that mobile telephony offers an attractive solution to many poor individuals and communities due to its general accessibility, collective ownership and flexible payment options.

3.2.8 Simone cecchini and Monica Raina :-‘Warna-The case of an Indian Rural Community Adopting ICT’

This article is about the adoption of an ICT project by a rural community called Warana “wired village” in the state of Maharashtra. The local co-operative is using the ICT to streamline the operations connected with sugarcane growing and harvesting. ICT was brought to ‘Warana village’. Project launched in 1998 in collaboration among the’ National Information Centre ‘(NIC), the government of Maharashtra, the Warana Village Shikshan Mandal and the WGC. The article describes a background of the development of WArana Group of co-operatives, their economic activities and how they have been empowered through the use of ICT etc. The article focuses on the warana wired village project, its goals and benefits along with the scope for new ICT applications in it. The paper concludes by stating that wired village project is an example of a fairly developed and empowered community adopting ICT to bring efficiency and transparency gain to its main economic activity i.e. sugarcane.

3.2.9 Online Articles

3.2.9.1 Dr. Hatem El-Gohary: - ‘E-marketing –A literature review from a small business perspective.’

This paper attempts to highlight literature review to the field of e-marketing. This review provide an archive of past research points and methodologies related to the studies of e-marketing to explore, analyze and develop a clear understanding about the different research topics and methodologies implemented in E-marketing published articles between 2003 and 2010. The literature review covers many areas such as E-business, E-marketplace, Electronic commerce, Electronic platforms, mobile marketing and many other research areas and find out research gaps in the field especially in the areas of

Ref:-International Journal of Business and social sciences vol-1, No,1, Oct-2010 and www.e choupal.co
E-marketing performance as well as E-marketing adoption in small business Enterprises. The paper noticed that the number of studies conducted by researchers and practitioners in the field of E-marketing from 2003 to 2010 is relatively limited. This can be justified by the relative novelty of E-marketing. This provides an indication that e-marketing is relatively new for academics and practitioners and also provides reasonable expectations about the increase in number of studies related E-marketing in the near future. It is also noticed that the research activity output in e-marketing had decreased significantly between 2003 and 2008 within the literature period. Although the published articles had covered the research areas such as E-Business, E-commerce, ICT adoption, internet marketing, online trust, the web, E-mail marketing, E-relationship etc.

3.2.9.2 Bowonder, Vinay Gupta and Amit Singh:-‘Developing a rural market e-hub- The case study of e-choupal experience of ITC’

This article is about the innovative ITC application platforms are being created by private sector players in connection with local farmers. The article brings out the study on one such private imitative has been ITC Ltd in the state of Madhya Pradesh.

In 2000, ITC embarked up on a path breaking idea to directly reach small holder farmers with an aim to develop a unique business relationship with them using ICT. The project named ‘e choupal’ to signify its use of ICT as a communication medium and was based on the knowledge sharing found in the traditional ‘choupal’ model. The term choupal is ‘Hindi’ word which means the meeting point in a village’s choupal is based on traditional choupal model but it took the concept one step further. It eliminate the intermediaries such as local intermediaries who purchased the produce from farmers in the local ‘mandi’ (local agriculture market place) and established direct marketing channel.

Ref:-www.e.choupal.com
The article argues that the initiative (e-choupal) form by ITC Ltd has become benchmark today in the ICT initiative in agro sector. the main reason for the success of the platform have been the involvement of local farmers and maintenance of the rural IT network by Corporate entity.ITC through e-choupal has brought various accolades such as ‘Golden Star Trading House’ for sharing impressive trade record in export of agriculture commodities. Participating farmers have been able to enhance their income and eliminate the delay in getting the payment once the product is sold. It has help in reducing debt burden of farmers. e-choupal has helped the farmers to improve their productivity and get better prices.
The article concluded with that the use if ICT in rural marketing is beneficial both the farmers as well as the private sector.

3.3 Review of Thesis

Most of the students (book and articles by foreign as well as Indian research scholars) on Agricultural Marketing are micro-level research based on limited number of samples.

These student have been carried out at different points of time during the last few decades and deals with diverse situations. Further, due to the limited interest of the research scholars, the objective scope and emphasis widely differ. The researchers has reviewed some of these books, articles, other literature and referred to published Ph.D thesis .The brief reviews presented here ,therefore have only the purpose of serving as the background information about Agricultural produce marketing .

3.3.1 Ishita Mklherji (1988):- has carried out the study on Economics of fruit marketing in the Pune District. The objective of the study is examination and analysis of fruit marketing structure in Pune District after the regulation of the central market in the region with the end of assessing the impact of market regulation upon fruit marketing.
Hypothesis of this researched is that the regulation of the fruit section of the Pune wholesale Agricultural Produce Market has improved the structure of fruit marketing and has increased the cultivators net returns finding of the research to the share of cultivator net returns are less because of chain or middlemen between cultivators/producer and customers. The researcher suggest that maintain the record of arrivals and prices of fruits details and accurate, provide gradation services, improve the nature of market intelligence for Pune fruits farmer, processing and preservation of unsold fruits and semi damaged fruits elimination services of middlemen.

3.3.2 A.A.Rane (1992): – has done a study on Marketing Efficiency of Agricultural in Konkan Region of Maharashtra state, India.

The objective of the study is:-

i) Examining factors affecting cropping pattern during Kharip and Rabi, hot weather seasons ii) Examining performance of Konkan division in terms of total rice production and yield per hectar. iii) Estimating marketing surplus of paddy in study area. iv) Examining factor influencing marketable surplus in study area v) Identifying different channel of rice distribution with view to assess the most efficient channel. vi) Examining annual and seasonal fluctuation in paddy prices in study area. vii) Examining paddy markets in Maharashtra and outside Maharashtra.

The Hypothesis of studies is:- i) prevailing agricultural commodity market prices, distance of a farm form market centre. ii) Performance of Konkan division in term of total rice production and Yield per hector is better than average performance of the state. iii) On an average per quintal market price of paddy in study area show increasing trend.

Ref: Ishita Mklherji , A.A.Rane on marketing.
Conclusions of the studies are:-

i) Production and yield of food grain and rice improved.

ii) Area under food grain and rice improved marginally both at state level and in konkan.

iii) These exist a positive marketable surplus of paddy in study area. iv) Financial position of regulation markets of Konkan was weak as compared to that of regulated market in rest of the Maharashtra.

The researcher make some suggestions are as follows:-

i) Government of Maharashtra accelerated its efforts in increasing food grain production, including rice.

ii) Provide irrigation facilities to farmers.

iii) Increase the regulate markets.

iv) Reduce the chain of middlemen.

3.3.3 Adisiddhi Nutchanei (2000):- Has carried out study on the agriculture marketing system in Thailand with special reference to food crops (paddy).

The objective of the study is:-

i) Improve the form income through the method oh decreasing production cost and increasing the marketing efficiency

ii) To study the marketing system of paddy in important centers.

iii) To study the organization and functions of the markets relating to paddy.

iv) To study the role of middlemen, Government and Agricultural Co-operation societies.

Ref: A.A.Rane on marketing & Adisiddhi Nutchanei
Hypothesis of the studies are:-

i) The better agricultural infrastructure such as land utilization, transformation, information network etc. lead to better productivity and income

ii) The market efficiency depends on the farmer’s qualification such as age, Education, farm experience, market information level etc

iii) The farmer gets a lower rate of return on investment than merchant do.

This study find out some point that is: -

i) The majority of farmer in the study areas lack of capital to make an adequate investment. ii) An education of the majority of member of form households was low at primary level.iii) the price of paddy is fixed and obtained after deduction all marketing cost.

The researcher makes suggestion such as:-i) improve the land use pattern. ii) Improvement in average yield.iii) Improve the standard of education.

3.3.4 Mrs. Deshpande Anjali-(2010):-Carried out study of “A critical study of participation of women vendors in operation of buying and selling vegetable in Pune Market Yard”.

The research project carried out with the objectives: –

i) To know the extent to which women participate in marketing of vegetables through Pune Market Yard.

ii) To find out the resource for taking up this occupation participation by women vegetable vendors in Pune market yard.

Ref: Adisiddhi Nutchanei & Mrs. Deshpande Anjali
iii) To know to what extent these women support the family income.

iv) To identify the status of these women in their families as regular earners.

**The study aims the hypothesis is:**

i) Participation of women vendor is substantial among the vegetable vendor in Pune market yard. Women prefer this occupation due to low investment and daily earning.

ii) The contribution of women vegetable vendor to the family income is noteworthy.

iii) Through women vegetable vendors have status the family as regular earner they seem to consider family needs above personal needs.

iv) The facilities in the market yard are suitable to need of these women.

**The observations of the study are:**

i) More than half respondents purchase individually at the market yard.

ii) The main reason for entering in to this venture is financial need of the family.

Conclusion of the study is the respondent chosen vegetable retailing because they had need to support the family in one way. Doing this business is a part of their daily struggle for life.

*Ref.: Mrs. Deshpande Anjali on the subject marketing.*
3.3.5 Dr. S.D. Takalkar (2005):

He has carried out study on a management of agricultural produce market committees in Pune District (with special reference to khed, Amegoan and Junner taluka)

**The aims of the study are as under:-**

i) To Study the management of Agricultural produce market committee.

ii) To study the working of Agricultural produce market committee.

iii) To study the function of agricultural market committee.

The Hypothesis of the study is:- Agricultural produce market committees have failed in providing satisfactory services to both farmers and traders.

3.3.6 Ejike I.K. (1991):

He studied on ‘Role of Co-operation in Agricultural marketing with special references to Pune district’. The main objective of study is that the agriculture produce grower organize Co-operation marketing society is to be enable them to market their produce to their best advantages and for this purpose to streamline the whole process of movement goods to the consuming markets.

The researcher explains the nature of agriculture market in India, set up of marketing the study.

The researcher points out that the many members and small producers do not sell their produce through the marketing societies and the marketing societies have not achieved the desired degree of success.

The researcher suggests that the marketing societies should be located at mandi centre and the staff should be qualified and trained.

Ref: Dr. S.D. Takalkar (2005), Ejike I.K. (1991)
SUMMARY:
The literature survey establishes the importance of E-marketing for agro produce, traces the history and development, illustrates the problems in implementation and thereby establishes the relevance of this research work. It highlights the complexity of the systems particularly related to the implementation issues.

The several studies point out the ubiquitous nature of agriculture marketing and e-marketing project failures cutting across products, consultants and geographies. Due to lack of empirical studies on e-marketing for agro produce implementation in India was evident from the literature review.

Literature related to agriculture products was reviewed. A large number of agriculture products were identified. The lists of these in literature have been criticized for lacking strong theoretical grounding and often appear to be more in the nature of lists. Some studies did attempt to empirically establish the relationship between the factors and the results of the E-marketing implementation but such attempts were found to be scarce and not backed by empirical support. No any study gives a complete explanation of E-marketing for agro produce implementation outcome taking both antecedent factors and the outcomes together.

The key studies underlying this research have been summarized. The tables trace the literature related enterprise systems and revolution, the studies related to IS measurement models and finally critical factors contributing to E-marketing success or failure.
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22. Dr. S. D. Takalkar (2005): Management of Agricultural Produce Market Committees in Pune District (with special reference to khed, Amegoan and Junner taluka)