Abstract

Jasmine growing community of coastal Karnataka in India is a successful viable community-based enterprise. For this community despite having other sources of income, jasmine cultivation has provided them with a sustained regular income. It safeguards them against poverty even if their other sources of income diminish. Udupi jasmine cultivation plays an important role towards economic and social growth for this community-based enterprise. It helps in promoting rural livelihoods, food security and poverty reduction. Due to the socio-economic impact of jasmine cultivation, the promotion and marketing of Udupi jasmine is inevitable for the sustenance of this community-based enterprise. Udupi jasmine market is confined to the coastal areas and it is not effectively marketed outside coastal Karnataka. The major reason for this is lack of exposer and marketing facilities which hinder it from reaching a wide range of customers.

E-commerce application in agricultural sales will enable farmers to plan the production of crops on a rational basis and thus avoid the asymmetry in information, which is the general case in traditional farming. Most of the agricultural websites in India gives information about crops, price, weather and agricultural practices but inadequate work has been done in developing India’s agricultural e-commerce. Several of the e-commerce models in India do not cater to the problem of marketing of agricultural products; rather they are more towards providing information.

The principal aim of the research is to contribute to this less explored area of e-commerce in marketing crops that belong to a specific geographic location. The study explores the areas in which ICT can be integrated into this community-based enterprise, improve the existing system and provide alternate marketing solutions. While discerning various problems faced by the jasmine community-based enterprise of Udupi
district the study intends to provide progressive and sustainable solutions towards viable
business opportunities using e-commerce. Thus, the research intends to persuade the
utilization of strategic e-commerce model for marketing Udupi jasmine considering the
existing crude system.

The present study was envisioned to analyze the working of Udupi jasmine community-
based enterprise, identify the key factors that drive this enterprise and check for the
socio-economic impact of jasmine cultivation. This would also help in understanding
the challenges faced by the actors involved. In doing so the research tends to explore
factors such as socio-economic impact of jasmine cultivation, ICT awareness among
growers and agents, jasmine price analysis and consumer's acceptance of e-commerce,
etc. This is achieved through focus group discussions, opinions from experts, collection
of data based on a relevant questionnaire, development of an e-commerce model and
deployment of the model. Based on the analysis of the information collected an e-
commerce model is proposed with various interrelated functionalities. A test web
application is developed using the proposed model. Technology Acceptance Model
(TAM) has mostly been extensively employed effectively to elucidate and predict the
personal acceptance of use technology. Hence, to validate the e-commerce model TAM
is used. Thus, the convergence of the study is to provide necessary ICT intervention in
the form of an e-commerce model to overcome the challenges faced by this community-
based enterprise. This will reinforce the socio-economic growth of this community-
based enterprise as there will be a well-organized circulation of agricultural products on
a larger scale.