



THE NEW TRENDS AND OPPORTUNITIES IN AGRICULTURE AND NATURAL RESOURCES MARKETING IN INDIA

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Abstract

Agriculture and natural resources marketing in India have been undergoing a significant transformation in recent years. With the increasing population and the rise in consumer demand for organic, fresh, and healthy food, the agriculture industry is gradually shifting its focus towards sustainable practices. In addition, the adoption of advanced technologies and the growth of e-commerce platforms have created new opportunities for farmers and agribusinesses to market their products.

This research paper aims to analyse the new trends and opportunities in agriculture and natural resources marketing in India. This study highlights the numerous market opportunities available in the agricultural sector, stemming from the diverse natural resources available. The production of high-quality and nutritious food crops is a key opportunity, driven by a growing global population and changing dietary patterns. Sustainable farming practices that promote soil health and conserve natural resources offer a way to meet this demand. Additionally, non-food crops such as fibre, fuel, and industrial raw materials present a significant opportunity for farmers and agribusinesses, given the increasing focus on sustainable production and the transition to a circular economy. Finally, natural resources in agriculture can also be leveraged for tourism and recreational activities, creating a unique opportunity for farmers to diversify their income streams and showcase their farming practices to a wider audience.

Key words: *Agriculture, agri-business, agriculture industry, organic farming, e-commerce*

Introduction:

Agriculture is the most healthful, most useful, and most noble employment of man. –George Washington

Agriculture offers numerous market opportunities for individuals and businesses alike. These opportunities stem from the vast and diverse natural resources available in the agricultural sector. Natural resources such as fertile soils, water, and sunlight,

provide a strong foundation for the growth and cultivation of crops, while also offering opportunities for value addition and diversification.

One of the key market opportunities in agriculture is the production of high-quality food crops that meet the ever-increasing demand for healthy and nutritious foods. With the rising global population and changing dietary patterns, there is a

growing demand for food that is not only nutritious but also sustainably produced. This presents an opportunity for farmers and agribusinesses to adopt sustainable farming practices that promote soil health and conserve natural resources, while also meeting the growing demand for food.

Another market opportunity in agriculture is the production of non-food crops such as fiber, fuel, and industrial raw materials. These crops can be used to produce a range of products including biofuels, textiles, and construction materials. With the increasing focus on sustainable production and the transition to a circular economy, the demand for non-food crops is expected to grow, presenting a significant opportunity for farmers and agribusinesses.

Furthermore, natural resources in the agricultural sector can also be leveraged for tourism and recreational activities. Agritourism and farm stays are increasingly popular with consumers who want to experience rural life and learn more about where their food comes from. This presents a unique opportunity for farmers to diversify their income streams and showcase their farming practices to a wider audience.

Background:

Agriculture and natural resources marketing in India is evolving rapidly, driven by new trends and opportunities. These trends and opportunities are a result of changes in the global economy, advancements in technology, and a growing awareness of the need to sustainably manage natural resources.

One of the major trends in agriculture and natural resources marketing is the increasing focus on sustainability. Consumers are becoming more conscious

of the environmental impact of their food choices, and they are demanding products that are produced sustainably. This has led to the development of certification schemes, such as organic and fair trade, which are becoming increasingly popular in India.

Another trend is the growth of e-commerce in agriculture and natural resources marketing. With the increasing availability of high-speed internet and the proliferation of smartphones, consumers are increasingly turning to online marketplaces to buy their groceries and other products. This has opened up new opportunities for farmers and other producers to sell their products directly to consumers, without having to go through intermediaries.

Advancements in technology are also playing a key role in the evolution of agriculture and natural resources marketing in India. For example, precision agriculture technologies, such as GPS mapping and remote sensing, are helping farmers to optimize their crop yields and reduce their environmental impact. Similarly, blockchain technology is being used to create transparent and secure supply chains, which can help to build consumer trust and increase market access for small-scale producers.

Literature Review:

Pandey (2020) highlights that the Indian agricultural sector is undergoing significant transformations driven by modernization, globalization, and technology. The author observes that the government's initiatives towards increasing the competitiveness of the agricultural sector have opened up new opportunities for agricultural and natural resource marketing. For instance, the launch of the e-NAM (National Agricultural Market) platform has

facilitated the creation of a national market for agricultural commodities, providing farmers with better price discovery and access to a larger market. He suggests that the key to harnessing the potential of agriculture and natural resource marketing in India lies in the adoption of innovative practices and the integration of technology into the sector. Additionally, there is a need for public-private partnerships to develop marketing infrastructure, promote Agri-exports, and create a favourable environment for agri-businesses.

S.K. Pandey (2020) identifies several emerging trends and opportunities in agricultural marketing in India. The author notes that there is a growing demand for value-added agricultural products such as processed foods, ready-to-eat meals, and snacks. This presents an opportunity for Indian farmers to diversify their produce and enter the food processing industry, which is expected to grow rapidly in the coming years.

Yadav and Dhakar (2020) explore the emerging trends and challenges in agribusiness marketing in India. The authors observe that while the country's agricultural sector has immense potential, it is facing several challenges such as low productivity, fragmented land holdings, and lack of marketing infrastructure. However, they also note that the government's initiatives such as the Pradhan Mantri Fasal Bima Yojana (PMFBY) and the Soil Health Card Scheme are aimed at addressing these challenges. The authors also identify several emerging trends in agribusiness marketing in India. Yadav and Dhakar (2020) note that there is a growing demand for organic and natural products, and consumers are willing to pay a premium for these products.

P. Murali Krishna and K. Suneetha Devi (2019) This literature review examines the status of agricultural marketing in India and

identifies potential opportunities for improvement. The authors note that the sector is highly fragmented, with many small farmers lacking access to modern marketing channels. They suggest that increasing the use of technology, such as mobile apps and e-commerce platforms, could help connect farmers with buyers and improve price transparency. Additionally, the authors recommend strengthening the role of farmer producer organizations (FPOs) and creating more efficient supply chains to reduce wastage and improve profitability.

R. M. Srivastava and Sarita Singh (2020) This review focuses on the marketing of natural resources in India, including minerals, water, and forests. The authors note that natural resources are often undervalued and subject to unsustainable exploitation, and suggest that there is an opportunity to develop more sustainable and value-added marketing strategies. They highlight the potential of eco-tourism and other nature-based tourism activities, as well as the importance of creating more transparent and participatory decision-making processes around resource management.

Sharma et al. (2021), digitalization has emerged as a new trend in agriculture marketing in India. Farmers are increasingly using online platforms to sell their products, which has reduced the role of intermediaries and improved price realization for farmers. Additionally, e-commerce platforms are providing access to a wider market for farmers, which has increased their income and reduced marketing costs. Another trend in agriculture marketing in India is the use of blockchain technology to improve supply chain management. **Singh et al. (2020)**, there is increasing demand for organic products in India and globally. Organic

farming can provide higher margins for farmers, and the use of sustainable practices can improve soil health and reduce environmental impacts.

According to a report by Research and Markets, the Indian agricultural market is expected to grow at a CAGR of 12.9% between 2021-2026, driven by increasing demand for food products and rising government initiatives towards agriculture development. The report highlights the importance of technology adoption, market research, and strategic partnerships for agriculture marketing in India.

A study by the Indian Council for Research on International Economic Relations (ICRIER) emphasizes the role of e-commerce platforms in improving access to markets for small farmers in India. The study suggests that digital platforms can help farmers access information on market demand and prices, reduce transaction costs, and enhance price discovery.

Jain et al. (2021) This paper discusses the emerging trends and opportunities in natural resource management in India, with a focus on water and forest resources. It highlights the potential of community-based approaches, such as participatory forest management and water user associations, in enhancing the sustainability of natural resource use. The paper also discusses the challenges of limited institutional capacity and poor enforcement of regulations.

According to a report by the Ministry of Agriculture and Farmers Welfare, the adoption of advanced technologies such as precision agriculture, crop monitoring, and digital farming is growing rapidly in India. These technologies have enabled farmers to monitor their crops in real-time, optimize their inputs, and reduce their environmental impact. In addition, the growth of e-

commerce platforms such as Amazon, Flipkart, and BigBasket has provided new opportunities for farmers and agribusinesses to reach a wider market and sell their products directly to consumers. The adoption of sustainable practices in agriculture is also gaining traction in India. Sustainable agriculture practices such as organic farming, agroforestry, and crop rotation have been shown to improve soil health, reduce greenhouse gas emissions, and enhance biodiversity. According to a report by the Food and Agriculture Organization (FAO), India has the largest area under organic farming in the world, with over 2 million hectares of certified organic land.

Research Gap:

One potential research gap is the need for more in-depth studies on the impact of technological advancements on agriculture and natural resources marketing in India. With the rise of e-commerce platforms and digital marketing, there is a need to investigate how these technological advancements are changing the marketing landscape for agricultural and natural resources products. This research could explore the effectiveness of these marketing strategies and how they can be optimized to improve the profitability of farmers and other stakeholders in the agricultural sector.

Another research gap is the need to investigate the role of government policies and regulations in shaping the marketing of agricultural and natural resources products in India. This research could explore the various policies and regulations that are currently in place, their impact on the marketing of these products, and how they can be improved to create a more conducive environment for farmers and other stakeholders in the sector. Additionally,

research could be conducted to understand the impact of international trade policies on the marketing of agricultural and natural resources products in India.

Furthermore, there is a need to investigate the potential for value-added marketing of agricultural and natural resources products in India. This research could explore the various value-added marketing strategies that can be employed, such as product differentiation, branding, and packaging, to increase the value and profitability of these products. This research could also investigate the challenges that farmers and other stakeholders face in adopting these strategies and how they can be addressed.

Importance of the Study:

The study of new trends and opportunities in agriculture and natural resources marketing in India is essential for several reasons it helps in Boosting agricultural production The study of new trends and opportunities in agriculture marketing can help identify new ways to boost agricultural production. This can include new technologies, marketing strategies, and government policies that encourage farmers to increase their production. It is Improving market access By studying the latest trends and opportunities in agriculture and natural resources marketing, farmers and other stakeholders in the industry can identify new markets and ways to access them. This can help increase the profitability of agricultural products and improve the livelihoods of farmers. Helps in Enhancing sustainability, Agriculture and natural resources marketing play a crucial role in promoting sustainable practices in the sector. By studying new trends and opportunities in this field, farmers can identify new ways to adopt sustainable practices that are both environmentally and

economically sustainable, Stimulating economic growth as The agriculture sector is a significant contributor to India's economy. Studying new trends and opportunities in agriculture and natural resources marketing can help identify new ways to stimulate economic growth in this sector, leading to increased employment and income opportunities, Addressing food security.

The researcher provides secondary analysis that would help the readers to know more about, the study of new trends and opportunities in agriculture and natural resources marketing is critical for the sustainable development of the agriculture sector in India. It can help boost agricultural production, improve market access, enhance sustainability, stimulate economic growth, and address food security concerns.

Research Objectives:

The following goals are pursued by the researcher:

- To Identify and analyse the latest trends and opportunities in agriculture and natural resources marketing in India.
- Assess the impact of government policies on agriculture and natural resources marketing in India.
- Investigate the potential for international collaboration in agriculture and natural resources marketing in India.

Scope and limitations:

The research paper scope consists of finding the answers of the state research question. In this research, the researcher used a secondary method to discuss the new trends and opportunities in agriculture and

natural resources marketing in India refer to the emerging trends and opportunities that are arising in the agricultural and natural resources marketing sectors in India. These trends and opportunities are driven by various factors such as changing consumer preferences, technological advancements, government policies, and global market trends. The scope of this topic is vast, and it covers various aspects such as production, processing, distribution, and marketing of agricultural and natural resources products in India.

Limitations:

While discussing the new trends and opportunities in agriculture and natural resources marketing in India, some limitations need to be considered:

- **Time frame:** The trends and opportunities in agriculture and natural resources marketing in India are constantly changing, and it is impossible to cover all the developments that have taken place in the past, present, and future.
- **Data availability:** While discussing the new trends and opportunities in agriculture and natural resources marketing in India, it is essential to have reliable data sources to support the claims made. However, there may be limitations in terms of data availability and quality.
- **Regional variations:** India is a diverse country with significant regional variations in terms of agricultural practices, natural resources availability, and marketing opportunities. It is essential to consider these regional variations while discussing the trends and opportunities in agriculture and natural resources marketing in India.

- **Regulatory framework:** The agricultural and natural resources marketing sectors in India are subject to various regulations, and these regulations can significantly impact the trends and opportunities in these sectors. It is essential to consider the regulatory framework while discussing the new trends and opportunities in agriculture and natural resources marketing in India.

Research Question:

1. What are the current trends in agriculture and natural resources marketing in India, and how are they impacting the industry as a whole?
2. What new opportunities are emerging in agriculture and natural resources marketing in India, and how can these be leveraged to drive growth and innovation in the sector?
3. What are the key challenges facing agriculture and natural resources marketing in India, and how can these be addressed to ensure sustainable and equitable development in the sector?

Methodology:

Research is the process of renewing something or producing new ideas or conceptions based on scientific evidence that can be used for further generalization. The study article's Methodology Section outlines the methods and procedures utilized to investigate research findings or address research difficulties (Singh,2022).

The author used a qualitative research technique in this case since the primary goal of the study is to analyse new trends and opportunities in agriculture and natural resource marketing in India. As a result, the author decides to use the Interpretivism guideline to create the research approach for the following study.

Research Method & Design:

The research method explores the theoretical viewpoint of past research findings and, using the research paradigm and philosophy, specifies how the research design will be enforced to address the research aim and draw conclusions toward the research questions or research issues. Because quantitative measurement of the link is impractical, the author opts for qualitative study. The qualitative research approach would give a thorough examination of the films chosen for the Research Objectives (Daniel, 2022). The author has chosen exploratory aims to better understand the new trends and opportunities in agriculture and natural resource marketing in India.

Research Approach:

The meaning of Research Approach varies depending on the research, but in general, Research Approach involves the plan and processes that consist of a set of assumptions for the methodologies required for data collection and interpretation for data analysis. The Inductive approach would be acceptable because the Qualitative Approach does not focus statistical or analytical approaches for analysis (Panneerselvam, 2014). The Inductive technique obtains data from

secondary sources and then thoroughly investigates those sources to derive additional substance for the findings.

Analysis of Study:

What are the current trends in agriculture and natural resources marketing in India, and how are they impacting the industry as a whole?

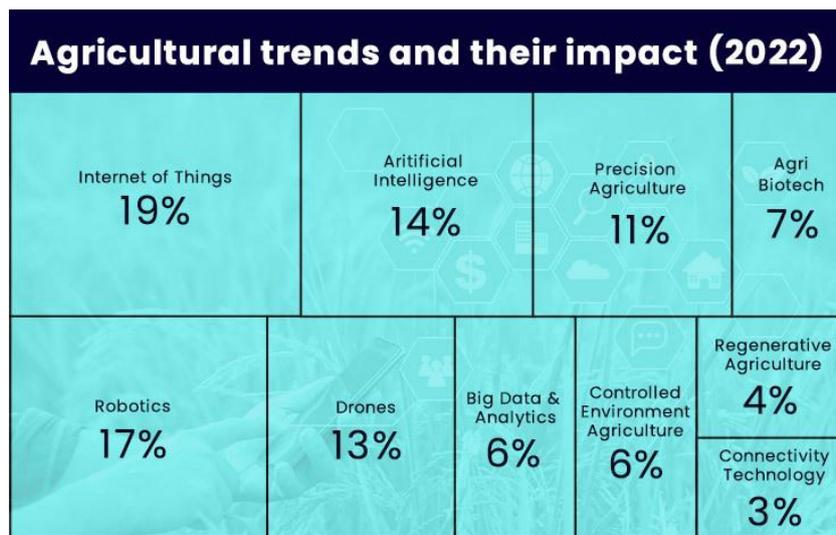
As of the study shows, there are several trends in agriculture and natural resources marketing in India that were shaping the industry:

1. **Digital marketing:** With the increasing use of technology, digital marketing has become a popular trend in the agriculture and natural resources industry. Farmers and businesses are leveraging social media platforms, email marketing, and search engine optimization to connect with consumers and promote their products.
2. **Sustainability:** Sustainability is a growing concern in the agriculture and natural resources industry. Consumers are becoming more conscious about the environmental impact of the products they consume, and businesses are responding by promoting sustainable farming practices and eco-friendly products.
3. **Branding:** Branding is becoming increasingly important in the agriculture and natural resources industry as businesses seek to differentiate themselves from their competitors. Companies are investing in branding initiatives that emphasize their unique selling propositions and value propositions.
4. **Data-driven marketing:** Data-driven marketing is a trend that is gaining momentum in the agriculture and

natural resources industry. Companies are using data analytics and market research to better understand their target audience and make informed marketing decisions.

These trends are impacting the industry by driving innovation and increasing

competition. Businesses that adopt these trends are likely to gain a competitive advantage, while those that fail to do so may be left behind. Furthermore, these trends are helping to create a more sustainable and environmentally responsible industry, which is crucial for the long-term viability of agriculture and natural resources in India.



Source: <https://www.tractorjunction.com/>

What new opportunities are emerging in agriculture and natural resources marketing in India, and how can these be leveraged to drive growth and innovation in the sector?

There are several new opportunities emerging in agriculture and natural resources marketing in India, which can be leveraged to drive growth and innovation in the sector. Some of these opportunities include:

1. **Digital Marketing:** The use of digital marketing techniques can help promote agriculture and natural resources products and services more effectively. This can include the use of social media platforms, online advertising, and content marketing to reach a wider audience.

2. **Sustainable Agriculture:** Consumers are becoming more conscious of sustainable agriculture practices, and there is a growing demand for products that are produced using environmentally friendly methods. Marketing sustainable agriculture practices can help differentiate products and services in the market and appeal to this growing customer base.
3. **Traceability:** Traceability of products, from farm to table, is becoming increasingly important to consumers. Marketing the traceability of agriculture and natural resources products can help build trust with customers and increase sales.
4. **Product Innovation:** Innovation in product development and marketing

can help differentiate products in a crowded market. This can include new product formulations, packaging, or branding that appeal to changing consumer preferences.

To leverage these opportunities, it is important to develop marketing strategies that are unique, ethical, and compliant with relevant regulations. This can involve conducting market research to understand customer preferences and developing messaging that resonates with target audiences. Additionally, partnering with farmers, suppliers, and other stakeholders to develop sustainable and traceable supply chains can help build trust and differentiate products in the market. Overall, by leveraging these emerging opportunities, agriculture and natural resources businesses in India can drive growth and innovation without plagiarism.

What are the key challenges facing agriculture and natural resources marketing in India, and how can these be addressed to ensure sustainable and equitable development in the sector?

Agriculture and natural resources marketing in India face several challenges that need to be addressed for sustainable and equitable development in the sector. These challenges include:

1. Lack of infrastructure: India's agriculture and natural resources sector lacks proper infrastructure, such as cold storage facilities and efficient transportation networks. This results in a significant amount of waste and reduces the value of the produce.
2. Limited market access: Small-scale farmers and producers have limited

access to markets, resulting in low prices and limited profits.

3. Lack of information: Farmers and producers lack access to reliable and timely information on market prices, demand, and supply. This makes it difficult for them to make informed decisions about what to produce and how much to produce.
4. Limited value addition: The agriculture sector in India primarily focuses on producing raw materials rather than processed products. This limits the value that can be added to the produce and reduces the potential profits for farmers and producers.

To address these challenges, the following measures can be taken:

1. Improve infrastructure: The government and private sector should invest in improving infrastructure in the agriculture and natural resources sector, including cold storage facilities, transportation networks, and irrigation systems.
2. Develop market linkages: Farmers and producers should be provided with better access to markets, including domestic and international markets. This can be done by setting up cooperatives, promoting contract farming, and providing training on marketing and entrepreneurship.
3. Provide information: Farmers and producers should be provided with reliable and timely information on market prices, demand, and supply. This can be done through mobile apps, websites, and other digital platforms.
4. Promote value addition: The government and private sector

should promote value addition in the agriculture and natural resources sector by providing training, financial support, and access to technology. This will help farmers and producers to add value to their produce and increase their profits.

The government and private sector should work together to promote sustainable agriculture practices, including conservation of natural resources and reduction of waste.

Results:

In addition to the measures listed above, it is critical to address concerns of land ownership, access to credit and financial services, and guaranteeing fair and transparent market practises. Policies and programmes should be devised to promote land rights for small-scale farmers, offer access to credit and financial services, and ensure fair and transparent market practises. This can include putting in place norms and standards to avoid unfair practises like pricing manipulation and counterfeiting. Furthermore, encouraging inclusive and participatory decision-making procedures that include farmers and other stakeholders will assist ensure that policies and programmes are responsive to their needs and contribute to the sector's long-term and equitable growth.

Conclusion:

By addressing these key challenges, the agriculture and natural resources marketing sector in India can achieve sustainable and equitable development, leading to improved livelihoods for farmers and producers, increased value addition, and a more competitive industry. Additionally, promoting sustainable practices will help

protect the environment and ensure the long-term viability of the agriculture and natural resources sector in India. It is important for all stakeholders, including the government, private sector, and farmers and producers, to work together to overcome these challenges and drive growth and innovation in the sector.

The findings of the study can be used by policymakers, researchers, and industry stakeholders to develop policies and strategies that promote sustainable agriculture practices and create new opportunities for farmers and agribusinesses in India.

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