

Thematic area - Value addition

Income generation through online marketing of Agri. based product

Particulars	Remarks						
Profile of innovator	<p>Shri Rakesh Jaishwal, Village – Jongra, Block – Sakti, Age- 43, Education - Post Graduation, Size of land holding (Acre) – 5</p> 						
Problem/ challenge addressed	Lower Price of Product in local Market and Difficult in Delivery of Product.						
Description of innovative practice/technology	<p>Description: 1 The procedure for selling the products through online marketplace is started through seller registration followed by uploading of products through own brand name “Navya Agriallied”.</p> <p>2 Products are popular at local as well as abroad level.</p> <p>3 Products were sale out by Amazon, ShopClues (Popular Online Shopping Sites).</p> <p>4 KVK Janjgir- Champa motivated farmers to link up through Online Marketing for Advertisement of product.</p> <p><u>Technique:</u> Online marketing of vermicompost, cow dung cowdung compost, Cow Dung Cake, Neem Cake, Goat Manure, Potting Soil and other organic and daily used products.</p>						
Practical utility	<ul style="list-style-type: none"> • Higher Price • Global Marketing • Quick delivery system with feedback • Lower operation cost • Convenience Reach • Building relationships with customers and increasing customer retention levels • Online marketing is important because it aligns with the way consumers make purchasing decisions. • It allows to target specific people or specific consumers that are likely to buy your product. 						
Source of information	Right and timely guidance provided by KVK Janjgir-Champa and Self awareness.						
Economics/Profitability of innovative practice/ technology (costs and return) (per intervention or area or household)	<table border="1" style="width: 100%; border-collapse: collapse;"> <tbody> <tr> <td style="text-align: center;">Input cost (Rs.)</td> <td style="text-align: center;">61000</td> </tr> <tr> <td style="text-align: center;">Output (Rs.)</td> <td style="text-align: center;">4,21,000</td> </tr> <tr> <td style="text-align: center;">Net Profit (Rs.)</td> <td style="text-align: center;">3.6 Lac (Average Net Income) 25000-30000/Month</td> </tr> </tbody> </table>	Input cost (Rs.)	61000	Output (Rs.)	4,21,000	Net Profit (Rs.)	3.6 Lac (Average Net Income) 25000-30000/Month
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Potential : Acceptance level, horizontal spread of innovation and number of farmer adopting	Presently 4 farmer adopting this technology and ready for startup. Since 1 year Farmer started Online marketing. With this practice employs 8 workers and plans to employ another 20 in next 1 year.						
Awards State level	<p>3. Kisaan samridhhi Patra given by krishak samridhhi smarika</p> <p>4. Late Bisahudas ji Mahant Smriti Samaroh</p>						



Hon'ble Prime Minister accompanied by Hon Chief Minister interacting with Mr. Jaiswal at Kissan Sammelan in Janjgir Champa.

