

## Charan Singh: The Man Transforming Agri-Marketing

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Charan Singh 38 is the farmer from village Fatehpur Jatta, SAS Nagar, Punjab. Earlier he used to sell his product such as cauliflower, spinach, bean, pea and tomato in mandi that is governed by APMC (Agriculture Produce and Marketing Committee) of respective areas, where profit margin was less and he is not satisfied with that.

**Add.:** Village: Fatehpur Jatta, Block: Dera Bassi, District: SAS Nagar, Mohali, Punjab, India

His prolonged determination of searching for a better marketing place, ended at DeHaat, eNAM, AgriBazar and Ninjacart. An agreement has been signed between these platform vendors and Charan Singh, this led to change the fate of Charan Singh forever. Earlier where his profit margin used to lie between 8 to 10%, now it reaches to 25-40%, these companies used to take his grown commodity from the farm itself and use to pack these into different categories according to weight and do branding and tagging. After some time he got to know that he can boost his margin by creating his own firm by packing and branding. Then he dealt with farmers of his village who were also growing vegetables and selling it into the mandi, he told them what to grow, I'll buy that on a higher price as compared to mandi. Firstly many of them were in doubt then he tells his own story to them many of them got motivated and started selling their commodity to Charan Singh. Now his profit as well as villagers' profit has boosted up and they all are thinking to establish FPO (Farmer Producing Organisation) which will deal with processing of cereal crops. E.g.- maize will be grown for popcorn, Rice will be grown for puffed rice (murmura) and it will be packed and branded which will be sold directly to e-commerce grocery firms.

### Price Difference

S.No.	Mandi Price/Quintal	E-Commerce/Quintal	Difference
TOMATO	3000	4000	1000
CAULIFLOWER	2500	3000	500
SPINACH	1800	2000	200
PEA	3500	4000	500
OKRA	2500	3500	1000

As we all know Indian farmers are very rigid in adopting new technology or new things that can change their fate but proper awareness programmes should be organised at block or tehsil level, systematic approach from government institutions to overcome this rigidity.

### Benefits of choosing e-commerce over

1. Greater market opportunities
2. Increase profitability
3. Direct to consumer access
4. No middle man charges
5. Better logistics
6. Faster and secure payments



## Key Players in India's Agri E-Commerce Space

### 1. e-NAM (National Agriculture Market)

A government initiative integrating over 1,000 physical mandis into a unified online platform. It allows farmers to sell produce across states and to multiple buyers, all from a mobile app or kiosk.

### 2. DeHaat

A private platform offering end-to-end solutions—input sales, crop advisory, and marketplace linkage. It supports smallholder farmers with a digital backbone.

### 3. Ninjacart

One of India's largest agri-logistics platforms that connects farmers to retailers and restaurants in urban areas. It ensures better prices for farmers and quality produce for buyers.

### 4. AgriBazaar

An online marketplace for bulk trading of agricultural commodities. It also provides warehousing, grading, and payment services.

These agri-marketing platform are transforming the rural economy and providing immense opportunity to the farmer for uplifting their socio-economic background and quite helpful in competing with the corporate.

