

## 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 sell his product such as cauliflower , spinach, bean, pea and tomato in mandi that is govern by APMC(Agriculture Produce and Marketing Committee) of respecting 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 better marketing place, end at DeHaat, eNAM, AgriBazar and Ninjacart. An agreement has been signed between these platform vendors and Charan Singh , this lead to change the fate of Charan Singh forever. Earlier where his profit margin use to lies between 8 to10 % , now it reaches to 25-40%, these company used to take his grown commodity from farm itself and use to pack these into different category according to weight and do branding and tagging. After sometime he got to know that he can boost his margin by creating his own firm by packing and branding. Then he dealt with farmer of his village who was also growing vegetable and selling it into the mandi , he told them what to grow , I gonna buy that on higher price as compare to mandi. Firstly many of them were in doubt then he tells his own story to them many of them got motivated and start selling their commodity to Charan Singh. Now his profit as well as villager profit boost 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 grown for puffed rice(murmura) and it will packed and branded which will be sell 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 farmer are very rigid in adopting new technology or new things that can change their fate but proper awareness programme should be organise at block or tehsil level, systematic approach from government institution 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.

