| HEB | **Impact of E-Governance Practices on Agriculture** | CASS |

Sector of India

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ABSTRACT

India is a country with 67 per cent of the population living in the rural areas. Government is launching several schemes for the benefit of common public .Due to electronic communication the transparency is increasing and there is seamless connectivity between Government and people of the Country.Now a days almost all people living in urban areas avail the benefits of several schemes launched by the Government through various E-Portal . Since In rural sector, the main occupation of the people is agriculture and when we focusing on this area the companies like Insurance need to design their strategies and schemes suiting needs of these. In this study, the sample is collected from seven states which are: Rajasthan, Madhya Pradesh, Odisha, Jharkhand, Bihar, Maharashtra, and Gujarat. Since its practically impossible to reach up to each and every farmer, therefore farmer aggregators were considered. They work with farmers, help them in solving their problems. Firstly in farmer aggregators, the non-governmental organizations and farmer produce organizations were considered. Focus was kept on agricultural based farmer aggregators. Research was based on telephonic conversation with them. Their basic details were collected and were asked about the e governance services and the impact of these services on farmers and what was the role of social media in promoting e- governance sector, followed by analysis. The analysis was done based on this data that was provided so that the government should focus on their strategies of promoting e governance in rural areas. Thus this study serves as a market research for government and various non-governmental organizations, and farmer produce organizations.

Key words: E-Governance, E-Choupal, Kisan call Centres, agriculture reforms, Ranchers Aggregators, Agriculturalist Aggregators

INTRODUCTION

E Governance in India is reaching the masses at the "Transactional" stage, providing various services to citizens, business and government organization that are offered by the Central Government agencies and different State Government departments. National E-Governance Plan (NEGP), initiated in 2006, attempts to make all Government services accessible to the common man in his locality, through Common Service Centers (CSC) being set up across India. As on February 2012, about 97,159 CSCs was operational with different brand names and started delivering services to people, as the rural landscape in India is set to take the advantage of the flourishing ICT initiatives, by various institutions, more specifically the CSCs. The DG initiative offers much required content and services in local languages that makes the difference in the lives of the rural people.

Main focus of E-Governance is to support the ongoing projects in India by providing one stop information access to available online citizen services, state specific E-Governance initiatives and awareness about online legal services, mobile governance, RTI etc. Keeping in mind the importance of empowering the VLEs, InDG has included a new section "VLE Corner" to enrich them with resource materials and providing a platform to share their experiences in their ownlanguage.

We need to bridge the gap between people and the Governenace and there is no better medium that ICT .To bring the benefits of Information and Communication Technology (ICT) and to bring transparency with timely and hassle free delivery of various services, Government of India has initiated e-Governance program in country in the late 1990s. After that, Union Government has approved the National E-Governance Plan (NEGP), comprising of 27 Mission Mode Projects (MMPs) and 8 components on May 18, 2006 to give a boost to e-Governance initiatives in India. Department of Electronics and Information Technology (DEIT) and Department of Administrative Reforms and Public Grievances (DAR&PG) has formulated the National E-Governance Plan(NEGP).

Implementation strategy National e-Governance Plan

A novel approach proposed for the National E-Governance Plan (NEGP based on lessons learnt from the past and experiences from successful E-Governance applications that have been implemented nationally and internationally. The approach and methodology adopted for National E-Governance Plan (NEGP) contains manyelements:

Common Infrastructure in one form : National E-Governance Plan (NEGP) implementation involves setting up of common and support IT infrastructure such as: State Wide Area Networks (SWANs), State Data Centre (SDCs), Common Services Centre (CSCs) and Electronic Service Delivery Gateways.

Public-Private Partnerships (PPP) model: A model which is not only unique but optimal and was adopted wherever feasible to enlarge the resource pool without compromising on the security aspects. Adoption of unique identification codes for citizens, businesses and property is to be promoted to facilitate integration and avoid ambiguity.

Implementation framework National E-Governance Plan

Seeing the success factor of earlier projects it has been decided to implement National E- Governance Plan as a programme, with well-defined roles and responsibilities of each agency involved and to create an appropriate programme management structure which is already been approved by the government. A common digital service delivery infrastructure consisting of the State Wide Area Network (SWAN), State Data Centre (SDC), National/State Service Delivery Gateway (NSDG/SSDG), State Portal and Common Services Centre (CSC) are being created in every State and Union Territory to ensure seamless and single-window delivery of public services to the commonman.

National E-Governance Division: National E-Governance Division (NEGD) as an autonomous business division within Media Lab Asia, under the Ministry of Communication and Information Technology, Government of India, for assisting Department of Electronics and Information Technology in the Programme Management of National e-Governance Plan. The main objective of the National E-Governance Plan is to bring public services closer home to citizens, as articulated in the Vision Statement of NEGP. The 31 Mission Mode Projects under the National e-Governance Plan are the vehicles for Electronic Service Delivery. There are three kinds of services that are being extended by the Government:

 G2C or Government to Citizen Services (accessed by theCitizens)

 G2B or Government to Business Services (accessed by theBusinesses)

 G2G or Government to Government Services (accessed by GovernmentDepartments)

In the first phase of development of NEGP-A, more than 100 services were identified and were prioritized into 22 services after wide ranging consultations with various stakeholders.

e-Governance Agricultural Services a focus:

DACNET: DACNET is an e-governance Project executed by NIC to facilitate Indian 'Agriculture-on-line'. It is built using the key criteria such as ease of use, speed of delivery, SLAs, simplicity of procedure, single window access, low incidence of errors, reduction of corruption and affordable services. DACNET project has reduced time taken to deliver services while making information available online.

Seednet India: Seed Informatics Network has been launched which has transformed the very character of the seed industry. The most critical input for sustainable agriculture. Introduction of New Seed Development Policy (1988 – 1989) was yet another significant mile stone in the Indian SeedIndustry.

E-Choupal: The principle is to inform, empower and compete. e-market placefor spot transactions and support services to futures exchange. There are 6,100 E-Choupals in operation in 40,000 villages in 10 states, affecting around 4 million farmers. An initiative of ITC Limited, to link directly with rural area via the Internet for procurement of agriculturaland aquacultureproducts like soybeans, wheat, coffee, and prawns. E-Choupal tackles the challenges posed by Indian agriculture, The initative is to bridge the gap between the farmers and direct consumers by eliminating the middle man. By installing kisoks farmers get all information about weather, seeds to use and all realted the farming .Farmers have seen ariseintheirincomelevelsbecauseofariseinyields,improvementinqualityofoutput,and a fall in operational

costs. Even small farmers have gained from the initiative. Farmers can get real-time information despite their physical distance from the mandis. The system saves procurement costs for ITC Limited. The farmers do not pay for the information and knowledge they get fromE-Choupals.

Kisan Call Centres: In order to harness the potential of ICT in Agriculture, Ministry of Agriculture launched the scheme "Kisan Call Centres (KCCs)" on January 21, 2004. The main aim of the project is to answer farmers' queries on a telephone call in their own dialect. A CALL Centre which is working in 14 different locations covering all the States and UTs. A countrywide common eleven digit Toll Free number 1800-180-1551 has been allotted for Kisan Call Centre. Call center services are available from 6.00 am to 10.00 pm on all seven days of the week at each KCC location. Kisan Call Centre agents known as Farm Tele Advisor(FTAs), are graduates or above (i.e. PG or Doctorate) in Agriculture or allied (Horticulture, Animal Husbandry, Fisheries, Poultry, Bee-keeping, Sericulture, Aquaculture, Agricultural Engineering, Agricultural Marketing, Bio-technology, Home Science etc. and possess excellent communication skills in respective locallanguage.

A Kisan Knowledge Management System (KKMS) to facilitate for correct, consistent and quick replies to the queries of farmers and capture all the details of their calls so that queries will be answered and analysed for future purpose . Kisan Knowledge Management System (KKMS) has its independent web site http://dackkms.gov.in. The Kisan Call Centre (KCC) Agents working at various KCC locations throughout the country have access to this web site through their specific ID's & Pass-Word provided to them.

LITERATURE REVIEW

Various E-governance initiatives like E-Choupal, Akashganga, Gyandoot, Tata Kisan Kendra, Kisan Call Centres etc.Government of India has ambitious objectives to transform the interactions of citizens with the government in an electronic formSchware [2000] emphasizes that e-governance provides equal access to government and speedy and transparent responses from public servants. In addition, E-governance provides a wider opportunity for public servants to interact directly with the public in the process of receiving feedback from citizens and responding to their queries and complaints through electronic means. Ghereand Young [1998] justify how public agencies have to justify their decisions based on feedback from the people and conduct their business in public. The main rationales behind opting for e- governance are that e-governance will reduce costs and delays in delivering services, expand citizens' access to public sector information, reinforce innovation in public agencies, increase transparency and public accountability, weaken authoritarian tendencies and strengthen civil society and democracy [Pardo, 2000; Heeks, 2001; Norris, 2001].

Shackleton etal [2004] examined the current status of Australian local government electronic service delivery and explored the appropriateness of current E-Business maturity models for evaluating the progress local governments are making towards electronic service delivery. Their research is completely focused on the evaluation of local government websites and a detailed case study of one local council.

The results indicate that apart from Web based information little progress has been made in the transition

to electronic service delivery in most areas of local government. As mentioned by Wadia [2010] that in India, e-governance creates an avenue for its citizens to communicate with top political leaders and local ministers through such tools as video-conferencing, online grievance channels and complaint cells. In her comparative studies based on the Inter-Parliamentary Union list, Norris [2001] observes that there are 98 countries in which the national parliaments have their own websites; of these the most comprehensive ones are from Scandinavia, Western Europe and North America.

Heeks [2001] found that out of 400–500 software export firms in India, the top 20 firms were responsible for 70 percent of all exports. Geographically, most of the 558 Indian software company headquarters are located only in few large cities: 152 in Bangalore, 122 in Mumbai, 93 in Chennai, 86 in Delhi, 34 in Hyderabad, 27 in Calcutta, 22 in Pune, and remaining 22 in all other cities. These unequal structures of IT resulting from policies pursued under e- governance, thus, imply greater economic and geographical divides in India.

Mittal and Kaur (2013) stated that the "expectations of rapid and sustained growth of output and employment have not materialized." The author discussed and concluded that value added growth in the 1990s was inferior to that in the 1980s, that the industrial base had become shallower, that employment growth in the 1990s was negative in five out of nine years and that the lab our productivity stagnated after 1995/96, after havingincreased 4inthe early.

1990s. Here again no attention is paid to the changes in protection, prices and costs that resulted from the reforms.

Bhatia and Kiran (2018) on an e-government project in highlighted that though most e- government projects within developing countries employ high-technology intervention but stil citizens are not ready for this. Here un doubtly ICT acts as a provider of major opportunities to rural livelihoods and it certainly contributes towards poverty reduction of the country.. This paper examines one such project to find out the reasons behind its success. The research concludes that stakeholders' participation is the driving factor for success. The major issue is not IT, but an understanding between the citizen population and their complimentary governmental entity, which acts as the critical factor for triumph ine-government.

Saxena, K.B.C. (2005) is of the opinion that E-governance initiatives in most countries promise a more citizen-centric government and reduce operational cost. Unfortunately most of these initiatives have not been able to achieve the benefits claimed. Often the reason for this failure is a techno-centric focus rather than a governance-centric focus. The paper explores the necessary attributes of a governance-centric initiative under the banner "excellent e-governance" (e2-governance), and describe a methodology for ensuring such excellence in e-governance implementations.

Excellence (or governance-centralism) in e-governance requires the initiative to be effectiveness-driven and not merely efficiency-driven. This will require the initiative to be led by "good governance" driven goal/purpose: additionally, the initiative must beoutcome-focused.

F. Corradini, etal (2010) highlights that Digital identities, profiles and their management enables online interactions and transactions among people, enterprises, service providers and government institutions. In

this paper, after having examined the European identity management policies, they explain the differences between digital identity and digital citizenship and introduce digital credentials and also discuss how an identity management framework, composed by shared and standardized services supporting authentication procedures, can change within the E-Government domain. The paper concludes by outlining future trends and the potentiality of the extended digital identity in both public and private sectors. Within an E-Government's domain it is possible to enforce the density Management framework in a more specific way. The paper discusses the current and foreseeable trends for identity management along with an analysis of important issues and requirements to sustain the change. The study introduced a model of an identity management framework and discussed some of our past and current research activities in this area.

Rationale of proposed investigation:

The study is based on Government sector initative to reach the Rural community of the country and main focus group is agriculture. We cant deny the fact that matching the level of other countries like Australia, United States of America, etc. our country is also implementing reforms which makes agriculture easy and more profitable. The main obstacle is that people are ignorant and are even not aware about these reforms. So, the main aim of the study is to evaluate the awareness of the agricultural reforms implemented by Government of India using E-governance.

Objectives of the study

Identification and analysis of farmers aggregators in different state who ought to have awareness of the E Governance practices.

- To analyze various factors and find awareness of agriculturereforms.
- To study the initiatives taken be the government for awareness of the agricultural reforms.
- To study the role of social media and challenges of social media in agriculturesector.
- To examine the impact of better E Governance on the total agriculturalexports.
- To promote economically viable, democratic, and self governing Farmer Producer Organization(FPOs).

Research Methodology

Exploratory research conducted through a survey. A tool is designed , A structured questionnaire survey design, convenient and effective way of collecting a large and varied amount of information from the target audience pertaining to the Non government organizations, Micro Finance Institutes and Farmer Producer Organization to examine the impact of better E Governance on the total agricultural sector. The survey designs includes a variety of close ended questions related to research objectives. Eligible respondents were the heads of the non Government Organizations , chief executives of Farmers Producer Organizations and Director of Micro Finance Institutions. 15 Non govermental organizations from each seven states (Madhya Pradesh, Rajhisthan, odhisha , Bihar , Jharkhand , Maharastra , Gujrat) , and approximation 8 Farmer Producer Organization from the above 7 states provided the database for this study. The selection of survey respondents was done by convenience sampling . The survey was

distributes via emails and telephonic interviews were conducted where the respondents were asked questions in the questionnaire and then the answers given were analyzed. The total number of target audience surveyed was 100. There was a 90% response rate. Each question on a returned survey were analyzed and verified to be completely and correctly answered, but respondents were not contacted that they have filled the questionnaire. The statistical method obtained for analysis was obtained through SPSS. Through the survey bar diagrams, pie charts were generated reflecting the results of the survey.

Sampling unit: 15 Non Govermental organizations from each seven states (Madhya Pradesh, Rajhisthan, odhisha , Bihar , Jharkhand , Maharastra , Gujrat) ,10 Micro Finance Institutes from the above states (Madhya Pradesh, Rajhisthan, odhisha , Bihar , Jharkhand Maharastra , Gujrat) and approximation 8 Farmer Producer Organization from the above 7 states.

Sampling method: Purposive and Non Probability Sampling. Convenience sampling is a type of non-probability sampling which involves the sample being drawn from that part of the population which is close to hand. That is, a sample population selected because it is readily available and convenient.

Sample size: 100

Major Findings

The first objective was to assess the level of awareness amongst the farmers for the e- Governance services. 35% of the agriculturists aggregators have known about E Governance administrations since a year , 21% of the ranchers aggregators have known about E Governance administrations over one year and 15% of the agriculturists aggregators have known about E Governance administrations for less then 3months. 22% of ranchers aggregators came to think about e-Governance benefit in agrarian division by Newspapers, 25% of agriculturists aggregators came to think about e-Governance benefit in rural part by government mindfulness programs .Since most of the people came to know about e governance services in agriculture through newspaper and government mindfulness programs so we can interpret that they most reliable and effective medium for promoting the services.80% of the respondents have utilized e Governance benefit for agribusiness and 20% of the agriculturists aggregators thinks about the E administration benefits yet haven't utilized it. E CHAUPAL, SEEDNET and KISAN CALL CENTERS arethe most used E governance services with 21% of the ranchers aggregators utilize E CHAUPAL administrations took after by SEEDNET with 17% clients. 14% of agriculturists aggregators utilize KISAN CALL CENTERS ,7% and 6% clients were of DAC and TARAhaat. 9% of the respondents were utilizing AGRIS administrations. 22% of the aggregate respondent isolated similarly utilizes AGMARKNET andAGRISNET.

73% of the rancher aggregators discovered helpful the e governance administrations and rest 27% of the agriculturists aggregators were not happy with the E Governance administrations.

Exclusive half of the respondents reacted that the standards and systems expressed are clear without uncertainty and mix-ups on the e Governance site , 32% were impartial ie. They are clear in couple of sites and at times not. 18% of the aggregators said that guidelines and methods expressed are not clear on the e Governance site 35% of the ranchers aggregators does not utilize e governance administrations since

they lack in production effectiveness and 33 % of the aggregators does not have appropriate stage to utilize this administrations and 21% of the respondents are subject to others .

55% of the agriculturist aggregators have posted an inquiry in regards to any issue in benefiting the e Governance administration and rest 45% of the aggregators didn't posted a question with respect to any issue in profiting the e Governance benefit.

54% of the agriculturist aggregators who have posted an inquiry in regards to any issue in benefiting the e Governance administration have received a response to there queries and rest 46% of the aggregators didn't received a response with respect to any issue in the e Governance benefit.

41% of the ranchers aggregators are happy with the nature of issue determination and objection taking care of while utilizing e Governance administrations and 44% of them said that neither they are fulfilled nor disappointed and 15% of the respondents who didn't got the criticism were disappointed.

66% of the farmers aggregators think that after the implementation of e-Governance services in agricultural sector the cost of availing services has improved , 55% of the farmers aggregators think that the time in availing services has improved , 52% of the farmers aggregators think that the processes and procedures of availing services has improved , 53% of the farmers aggregators think that the security of data has improved , 42% of the farmers aggregators think that the accuracy of transactions while availing services has improved.

The cost of availing services has enhanced additionally remembering different services taken after by time in profiting the administrations . Accuracy of transactions should be enhanced more when contrasted with different administrations and the specialist should concentrate more on security of information and rearranging there websites.

64% of respondents concur that Information Technology/computerization can be utilized to give better agrarian administration ,57% of the ranchers aggregators were highly happy with the general nature of horticultural E-Governance administrations, 39% of the agriculturists aggregators think teaching ranchers is the powerful measures for advancing e-administration among agriculturists

Table 1: Descriptive Statistics

	N	Mean
Cost of availing service	100	2.61
Time in availing service	100	2.48
Security of data	100	2.42
Simplicity of processes and procedures	100	2.37
Accuracy of transactions	100	2.29
Valid N (listwise)	100	

Table 1 demonstrates that cost of availing services has enhanced additionally remembering different services taken after by time in profiting the administrations . Accuracy of transactions should be enhanced more when contrasted with different administrations and the specialist should concentrate more on security of information and rearranging therewebsites.

Fig 1 Perception after the implementation of e-Governance services in agricultural sector on Accuracy of transactions on all the factors.
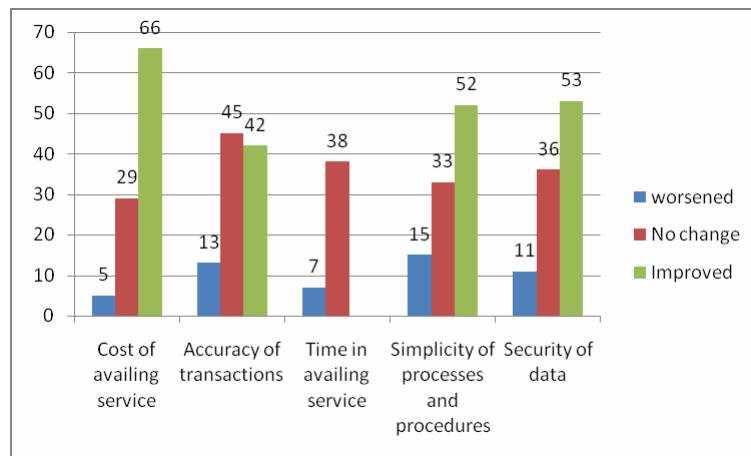

The Figure 1 indicates that 66% of the farmers aggregators think that after the implementation of e-Governance services in agricultural sector the cost of availing services has improved . 29% of the farmers aggregators think that there is no change after the implementation of e- Governance services in agricultural sector 5 % of the aggregators perception after the implementation of e-Governance services in agricultural sector has got worst.42% of the farmers aggregators think that after the implementation of e-Governance services in agricultural sector the accuracy of transactions while availing services has improved , 45% of the farmers aggregators think that there is no change ,13 % of the aggregators perception after the implementation of e-Governance services in agricultural sector has got worst. 53% of the farmers aggregators think that after the implementation of e-Governance services in agricultural sector the security of the data has improved , 36% of the farmers aggregators think that there is no change and 11 % of the aggregators perception after the implementation of e-Governance services in agricultural sector has got worst.

One of the objective of the study was to assess the **usefulness of the social media in agricultural marketing for Information seeking &Sharing information** The analysis reflected that 47% of the ranchers aggregators think web-based social networking in horticultural showcasing for Information looking &Sharing data is extremely valuable . 43% of the agriculturists aggregators think web-based social networking in agrarian promoting for Information looking & Sharing data is helpful and 10% of the ranchers aggregators think web-based social networking in farming advertising for Information looking for & Sharing data is less valuable .

It was essential to assess the usefulness of **social media in agricultural marketing for Selling / buying of agri commodity** The analysis highlighted that 17% of the ranchers aggregators think web-based social networking in horticultural for selling/ buying of agricultural commodity is extremely valuable. 43% of the farmers aggregators think web- based social networking in promoting selling/ buying of agricultural commodity is helpful and 10% of the ranchers aggregators think web-based social networking in farming advertising for selling/ buying of agricultural commodity is less valuable.

Fig. 2: Likelihood of the Problems in using social media in agricultural marketing as a whole.
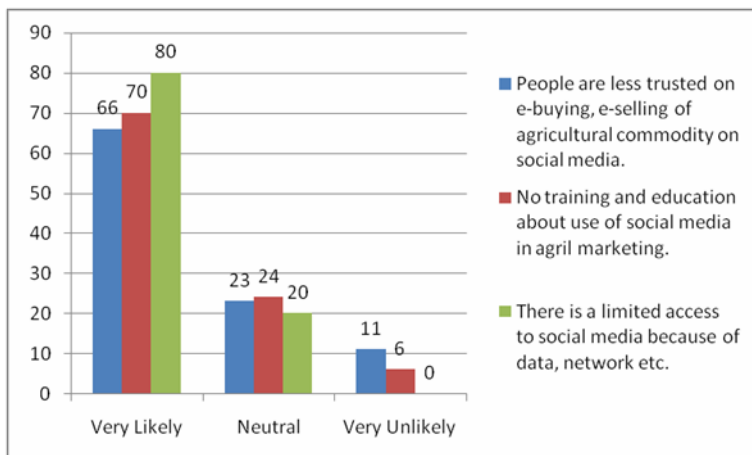
The Figure 2 shows that 80% of the rancher aggregators think the most concerning issue in utilizing online networking in farming advertising is that there is a constrained access to web- based social networking as a result of the data, network and so forth, and 20% of the rancher aggregators are neural to the way that the most concerning issue in utilizing web-based social networking in farming showcasing is that there is a constrained access to web-based social networking due to data and network. 70% of the respondents surmise that the issues in utilizing web-based social networking in rural advertising is that there is no training and education about use of social media in agro-marketing. 23% of the ranchers aggregators are impartial on the way that the issues in utilizing web-based social networking in rural advertising is that there is no training and education about use of social media in agril marketing, and 06% of the agriculturist aggregators believe that the preparation and instruction about utilization of online networking in agril advertising isn't the issue ranchers are confronting. 66% of the respondents think that people are less trusted on e-buying, e- selling of agricultural commodity on social media. 23% of the farmers aggregators are neutral about the fact that people are less trusted on e-buying, e-selling of agricultural commodity on social media.and 11% of the farmer aggregators think people trust e-buying, e-selling of agricultural commodity on socialmedia.

Table 2: Source of Information about e-Governance service in agricultural sector and preference of e-governance agricultural services for use. (How did you come to know about e-Governance service in agricultural sector? Which of these e-governance agricultural services have you used?)

		Which of these e-governance agricultural services have you used?									
		AGMAR KNET	DAC NET	DAC	SEE D NET	AGRIS NET	AGRIS	KISAN CALL CENTRES	E CHAUP AL	TARA haat	Total
How did you come to know about e-Governance service in agricultura lsector?	Newspaper	2	1	0	3	6	2	3	6	2	25
	Television	4	1	0	3	3	3	2	4	1	21
	Neighbors/Relatives	2	0	2	7	0	0	4	4	4	23
	Government awareness program	4	1	3	3	1	1	3	6	0	22
	Radio	0	1	1	1	1	3	2	0	0	9
	Total	12	4	6	17	11	9	14	20	7	100

Table 2 reflects the connection between different e governance administrations and how the ranchers aggregators came to know about them . It was seen that the majority of the aggregators came to know about AGRISNET and E CHAUPAL by daily papers and government awareness programs and about SEEDNET a large portion of the agriculturist aggregators came to know from relatives and neighborhood . Government awareness programs were the reason that agriculturist aggregators came to know about E CHAUPAL and AGMARKNET and TARAhaatadministrations.

RECOMMENDATIONS

On the basis of the above Findings, the following is recommended:

Engaging in awareness raising: First step is that Government need to raise awareness through various mechanisms to reach the common public IPED's interest in e-commerce could also be shared with prospective entrepreneurs in the tourism and hospitality service industries and other specific sectors. The importance of literacy should be a part of the awarenessraising.

Training: IPED could integrate e-Governance techniques into existing training programmes, for example the use of web tools for staying in touch with customers and building customer loyalties. Specific ICT skills such as word processing, email and Internet use should be linked to business processes rather than separate from the business training. Alternatively, collaboration could be established with other IT training agencies to develop the appropriate programmes at appropriate costs.Since most of the people came to know about e

governance services in agriculture through newspaper and radio so government should increase the frequency to make people more aware about these e governance services.

Popularizing e-Governance: Marketing and publicity are integral parts of successful electronic government initiatives. Marketing efforts should focus on creating brand awareness of the online presence.Using traditional media methods and outlets to create the right image for this new delivery channel can accomplish this kind of "branding." One branding strategy is to use an advertising agency,

such as those employed by many states for lottery advertising. The customer would learn to identify a particular slogan or message with e-government activities.

The need for remedial literacy program to promote functional literacy. Literacy is essential to an information based economy.

- The liberalization of the telecommunicationssector.
- The regulation of the cost of Internetbandwidth.

    The implementation of the National Information and Communications for Development.

CONCLUSION

Farmer aggregators have exact knowledge about farmers their need, attitude, risks they face while accomplishing their work. Through this study farmer's outlook, opinions and demand for e governance is known. In rural areas also people want to insure their goods, production and livelihood so they need a proper e governance services and proper education about the services. Different states face different percentage of impact of e governance services on agriculturesector, likewise their risks are handled and therefore their promotion strategies needs to be different.

Only seven states of India were considered. Since its practically impossible to reach up to each and every farmer. Therefore farmer aggregators were considered. They work with farmers, help them in solving their problems. Firstly in farmer aggregators non governmental organizations, and farmer produce organizations were considered. Focus was kept on agricultural based farmer aggregators. Research was based on telephonic conversation with them. Their basic details were collected and were asked about the e governance services and the impact of these services on farmers and what was a role of social media in promoting e governance sector. And then analysis was done based on this data that was provided so that the government should focus on their strategies of promoting e governance in rural areas. Thus this study serves as a market research for government and various non-governmental organizations, and farmer produce organizations.

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