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**ROLE OF DIGITALIZATION AND BUSINESS MODEL CANVAS  
IN RESILIENCE OF SME'S DURING COVID-19 PANDEMIC.**

**Ms. Hemalatha J**

Research Scholar, Department of Studies and Research in Commerce  
Tumkur University, Tumkur, Karnataka  
Phone : 9964415931  
E-mail i.d : hemalathajayaram.hema@gmail.com

**Dr. B. Shekhar**

Professor & Dean, Department of Studies and Research in Commerce  
Tumkur University, Tumkur, Karnataka  
Phone : 9964415931  
E-mail i.d : hemalathajayaram.hema@gmail.com

**Abstract**

Covid-19 pandemic is badly affected on businesses including SMEs during this era SMEs has faced many challenges, its visiting be financial and financial challenges. Their response to the present disruption impacted their resilience and their chances to beat this crisis. The aim of study is to clarify business model applied for SMEs during COVID-19 pandemic for Digitalization and Business Model Canvas approach, so SMEs survives (Business Resilience). Digitalization and Business Model Canvas plays vital role in business resilience of SMEs during covid-19 pandemic and it helps to beat problems. The right digitalization strategy is required to realize business goals, developing SME products and services being more competitive. Three elements of business resilience are product excellence, people behavior and process reliability. Business resilience is supported by digital transformation. They're organized with Business Model Canvas and can be considered useful for academia practitioners. The highly unpredictable environment allows few feasible strategic approaches with SME's decision to follow incumbents. Become challenger and reinvent them supported their own transformation drivers and readiness to use digital technologies. This study uses qualitative method with secondary data to review of literature, websites, journals and articles. The objectives of the study know the impact of covid-19 pandemic on SMEs and identify the challenges, problems faced by SMEs during covid-19 pandemic. To test roles of DTs, business model canvas in SMEs business resilience. These are the foremost concentrated factors to test without digitalization and BMC. SMEs are difficult for long period survive (Business Resilience). Improvements in production, human resource, service, marketing, sales etc., needs new technologies.

**Key words:** COVID 19; SMEs; digital technology; business model canvas; business resilience; strategy.

# ROLE OF DIGITALIZATION AND BUSINESS MODEL CANVAS IN RESILIENCE OF SME'S DURING COVID-19 PANDEMIC.

## 1.0 INTRODUCTION

Outbreak of Covid-19 in January, 2020, began in Wuhan and spread across the globe. On March 11, World Health Organization's (WHO) Director General announced Covid-19 was a virulent disease, which led significant economic shutdowns all world during probation to contain virus (Yi Lu, Jing Wu, Junlin Peng & Li Lu 2020)

Spreading of Covid-19 pandemic affected various sectors in economy, including micro, small and medium enterprises (SMEs) sector. SMEs generally have resilience when economic problems happen. Unfortunately, limitation of economic activities to social restrictions causes the pliability of SMEs to face turmoil to become greatly limited (Hadi, S. 2020). The COVID-19 pandemic has brought significant and multiple challenges for SMEs. While SMEs have traditionally faced financial and non-financial crises, the pandemic has caused additional uncertainties to verify business continuity (Zutshi, A., Mendy, J., Sharma, G. D., Thomas, A., & Sarker, T. 2021). Its timely most appropriate during this unprecedented period for SMEs to re-calibrate, re-set its business model to integrate digitalization as measure of its core strategies. Digitalization or digital transformation process involving the usage of technology within the business to drive and improve efficiency, competitiveness and economies of scale. The crisis caused by Covid-19 pandemic has prompted SMEs to adopt technology because the solution to stay sustainable, be competitive, reaching out and be

engaged with more customers and for management to confect strategic decisions (Khai, K. G., Onn, Y. W., Zulkifli, R. B., Kandasamy, S., & Ahmad, A. B. 2020). The transformation of the business model, supported by digital technology, has been documented within the literature together of the strategies accustomed reply to disruptive environmental changes particularly, technologies that support firms within the identification of latest business practices. A new survey finds *COVID-19* has sped up *digital* transformation and technologies by several years and many of the *changes* could be here. The impact of the pandemic is unlike any more histrionic than the excellence one, within which changes are driven by human innovation (Priyono, A., Moin, A., & Putri, V. N. A. O. 2020).

The covid-19 has poorly forced on the SMEs to defeat from this might implement new strategy approaches. First, the operating industry and sectors within the industry influence the exposure of SMEs because SMEs tend to be more concentrated in sectors that are directly stricken by COVID-19 response measures (e.g., retail and services). They're commonly more credit strained than larger businesses. For this reason, that focuses on how SMEs reply to any or all challenges posed by a deadly disease made sense, especially within the service sector, which has been severely impacted by lockdowns in most countries. Secondly, various transformation drivers set the course of response and form the direction of

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transformation. Third, as how of raising effectiveness, exponential technology development in previous years was seen as a promising tool. At that point, digital technologies didn't find a powerful and broadly based application within the SME sector; however, because of the COVID-19 disturbance, SMEs are now keep away from an entire shutdown of economic activities by introducing digital technologies that weren't considered a high priority earlier. All three dimensions are in-line with the transformational scenarios seen before the COVID-19 disruption, and will form a solid sustainability framework for changing business models of SMEs (Gregurec, I., Tomičić Furjan, M., & Tomičić-Pupek, K. 2021).

### **2.0 REVIEW OF LITERATURE**

\* **Casalino, N .et., al (2019)<sup>1</sup>**. In this article studied on the point of balance the continued digital transformation, it's becoming fundamental to enhance also the so-called "digital resilience", that's becoming a critical factor for the success of any Small and Medium Enterprise, now and within the future. The method of digital transformation requires a careful management since it involves a group of technological, organizational, cultural and social changes that impact the organization as a complete. Digital resilience has to be considered an integral a part of the strategy and mission of any business and will be centered on all involved staff in SMEs. Instead, it's important to remember of the key organizational implications of embracing such

a change so as to be ready to manage the entire process with in the very best way.

**Papadopoulos, T.et., al (2020)<sup>2</sup>**. This article analyses the importance of using Digital Transformations (DTs) for securing business continuity during extreme disruptions, there is limited or no guidance for Small and Medium Enterprise and managers on the way to prepare organizations for such disruptions and outline potential managerial implications of using DT within SMEs to deal with the repercussions of covid-19 and securing business continuity and also requires strategic rethinking of their business process.

**Priyono, A., et., al (2020)<sup>3</sup>**. This text identify first, SMEs with a high level of digital maturity who reply to the challenges by accelerating the transition toward digitalized firms; second, SMEs experiencing liquidity issues but a lower level of digital maturity who decide to digitalize the sales function only; and, third, the SMEs that have very limited digital literacy but are supported by a high level of social capital. The target of this study was to investigate how small and medium enterprises (SMEs) deal with environmental changes because of the COVID-19 pandemic by pursuing the business model transformation with the support of digital technologies.

**Fitriasari, F. (2020)<sup>4</sup>**. During this article mainly targeting three important elements of business resilience are product excellence, people behavior, and process reliability, Business resilience is



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supported by digital transformation. By using the acceptable technology for system resilience, a business can do its digital transformation and make digital resilience. The aim of this study is to describe a business model that may be applied to the small and medium enterprises during the COVID-19 pandemic with Business Model Canvas approach so SMEs can survive (Business Resilience).

**Gregurec, I., et., al (2021)<sup>5</sup>.** This research investigates how SMEs operating in commission industries are addressing the disruptions caused by the COVID-19 pandemic. This research aims to realize insights into which transformation drivers they need focused on and which technologies they need selected as a method to answer to the disruption. The highly unpredictable environment allows for less than some feasible strategic approaches regarding an SME's decision on to follow incumbents, to become a challenger, or to reinvent themselves supported their own transfiguration and accessible to use digital technologies.

### **3.0 OBJECTIVES**

- To recognize the impact of covid-19 pandemic on small and medium enterprises.
- To identify the challenges and difficulties faced by SMEs (small and medium enterprises) during covid-19 pandemic.
- To know the role of digitalization and business model canvas in SMEs business resilience.

### **4.0 METHODOLOGY**

In this study the research methodology/ technique relies on secondary data .This study uses a qualitative method, with literature studies from various sources both print and information media, books, websites and research outcome accessed from different electronic journals. From the previous literature review on adoption of technology and BMC (business model canvas) of SMEs and also found out the problems of SMEs faced during covid-19 pandemic.

### **COVID-19 AND ITS IMPACT ON SME'S.**

The Severe Acute Respiratory Syndrome Coronavirus 2 (SARS-CoV-2) caused the corona virus disease 2019 (COVID-19) with the primary symptoms officially reported in December 2019 and therefore the subsequent outbreak in 2020. On March 11, 2020, the WHO declared COVID-19 a epidemic. On March 27, 2020, the IMF stated that “the world is now in recession” which the “length and depth of this recession depend upon two things restrain the virus, and having an honest, coordinated response to the crisis” (UNDP Regional Bureau for Asia and so the Pacific, 2020). It's caused significant behavioral changes within the way individuals interact and behave in society because the virus is inflicting rising human costs worldwide. Within the absence of a cure, social distancing, self-isolation became the norm or the “new normal”, to curtail the spread of the virus and reduce its impact (Ratten, 2020b). The pandemic has disrupted many businesses around the globe

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due to complete or partial lockdown and social distancing measures, which are essential measures to curtail the spread of the virus. Thanks to these measures, specific sectors/businesses that depend upon social interaction similar to the sports industry, travel, tourism, hospitality, and manufacturing industries have experienced profound effects. Workplace closures affected the availability chain and led to reduced production. Income decline, layoffs, fear of contagion are variety of the explanations which have led to reduced customer spending, which is further causing job losses and business closures (International Monetary Fund, 2020). The lockdown that followed the outbreak of COVID-19 brought the manufacturing units to a standstill. The virus originated in China home to most factories that has finished products to varied countries.

The United Nations Conference on Trade and Development (UNCTAD) has evaluated that the breakout of COVID-19 could cause global Foreign Direct Investment (FDI) to decrease from 5 to 15% due to factory shutdowns and reduced production (UNCTAD, 2020). Some SMEs depends upon suppliers from countries with fairly more COVID-19 cases making their supply chain vulnerable. However, within the second quarter of 2020, when products started moving from China, other factors like air and ocean freight crunch because of lack of flights and container imbalance and freight rates started influencing the supply chain of SMEs (OECD, 2020). International Trade Centre acting executive, Dorothy Tembo claimed: “The COVID-

19 pandemic has been both a health and an financial status and has furnishing many challenges for SMEs and global supply chains” (International Trade Centre, 2020).

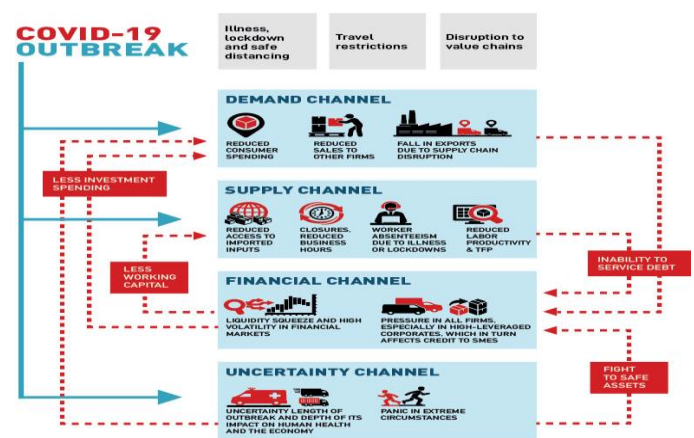
The crisis is an unexpected event and then the secret's to act quickly to implement responses. Firms or businesses diverged in their responses, while some opted for a retreat strategy style of a distress sale of assets, taking new debts, losing employees, which within the longer term can undermine the competitiveness of the company. Others acted in an exceedingly more resilient manner, which contains taking into consideration the new needs of the consumers, moving to online channels for sales, just in case of supply chain disruption, sourcing from new suppliers. Resilient and agile approaches are pro-competitive approaches and ensure that a business can weather the storm in nearly pretty much as good shape as before or even stronger (International Trade Centre, 2020). With individual business owners' efforts, government policy network is additionally needed to help the businesses survive the crisis and prepare the enterprises to work up the businesses once the emergency. (Hidayat, Latief, Nianty, Bahasoan, & Widiawati, 2020).

The SMEs are face problem in entire business either on supply-side or demand side. On the availability side, the labor shortage has effects on the firms. Many migrant labors are moving to their hometown, so that they aren't available for work. Many of them are full of COVID-19 disease. The governments have announced lockdown, so any

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movement of masses isn't possible. All school, factories, transportation is closed. There's a fall in capacity utilization. The pressure for SMEs products and related services is diminishing. Most of the consumers were spending their income on buying products, but due to COVID-19, most of the buyer is facing a employment loss or pay cut, therefore the spending power is decreasing. Consumers and financial market area within the state of uncertainty because COVID-19 remains one and no-one knows till how far this case will continue? The primary major problem altogether countries are job risk. Many employees are losing their jobs because the firms face lockdown, and that they haven't trained employees on work from the house methodology. Big multinationals are continuing with few employees because they connect through the net and technology. In SMEs, the technological infrastructure may be a significant barrier in technology adoption (Kumar, A., & Ayedee, D. N. 2020). The second major problem may be a concern for employees' health (Ratnasingham, et al.2020). The organizational leaders are in an exceedingly dilemma about whether to call employees for work or not. The staffs who board a distant place don't want to affix employment because they're concerned about their health (Dai, et al. 2020) ;( Nurunnabi, et al.2020). Similarly, organizations are concerned about the health and wellbeing of employees. They are doing not want to call staff unnecessarily, but all the work isn't possible from home. The third major problem for SMEs is that the financial crunch (Schivardi &

Romano (2020). The fourth problem for SMEs during COVID-19 is drop down in sales and turnover. All told the countries fall in sales and turnover of SMEs is visible. Due to lockdown in many countries, the income level of consumers has been affected; hence the sales are decreasing. The pressure for manufacturing and services product is decreasing.



**Figure 1: Covid-19 Impact**

### DIGITALIZATION

Digital businesses use technology to form new value in business models, customer experiences and therefore the internal capabilities that support its core operations. The term includes both digital-only trademark and conservative players that are transforming their businesses with digital technologies. Today, people are expanding more money on online purchasing, which has shifted business emphasis to digital sources of revenue and digital channels. The expansion of the digital economy has made people more accustomed to digital products and services, which have driven companies to hunt new competitive advantages within the digital space. But digital business has

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advanced into entirely selling online; in step with Accenture “Digital businesses create competitive edges supported unique combinations of digital and physical resources. They are do things that others cannot and in ways in which that build comparative advantage” (Liferay DXP, 2019). There are several views on the precise definition of digital business from industry experts (SHARDA, N.,et al,2006) . Gartner says that digital business is that the creation of latest value chains and business opportunities that traditional businesses cannot offer. McKinsey emphasizes that “digital should be seen shorter as a thing and more the simplified way of doing things”. Digitalization era is available in line with the Industry Revolution 4.0, if the SMEs didn't ride on this wave, many of them unlikely to sustain within the long term. (Brynjolfsson & McAfee, 2011) (Valenduc & Vendramin, 2017). According to Autio (2017), the worldwide digitalization is result in digital disruption, where the standard businesses are going to be disregard by digitalization business. If the standard businesses fail to ride on the wave of digitalization, it'll be difficult to keep up their position example like Grab and Uber have changed the taxi industry. Chen, (2016), in his publication mentions that the implications of digitalization are often seen briefly run-in term of productivity & efficiency but bigger issue is that the The uncertainty within the long term. The shortage of human capital employability by SMEs also contribute to the slow adoption of digitalization as current employee won't be easily accept the change as they worry about, they being replace within the

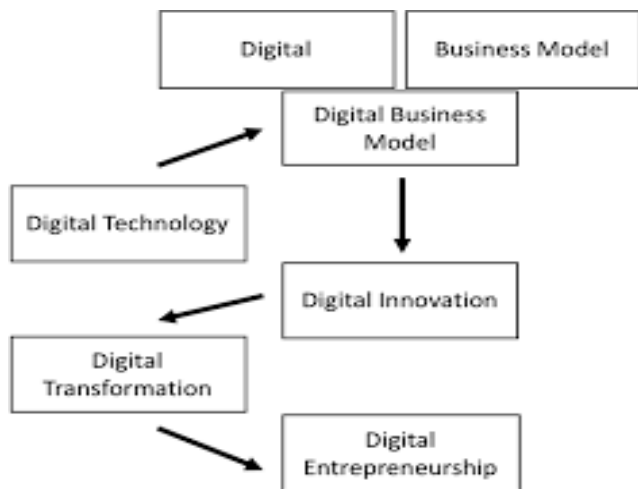
digitalization. The workers, especially those of operation, commonly will reject resistant towards change and are feeling softer with the prevailing system, probably fear of losing their jobs.

According to OECD report (2018), although SMEs entrepreneur aware and acknowledge important of digitalization but it's not as easy because it can be due to various limitation like financial and human resources. Adaptation level of digitalization varies consequential between each country, but evidently multinational companies are much superior in digitalization compare to SMEs. Hence the competitiveness of Multinational Company becomes more ahead compare to SMEs. Within the same report, as talk to members countries owning of Enterprise Resource Planning (ERP) for MNC at 78% compare to only 28% for SMEs. If SMEs without digitalization finally are going to be ignore from the competitive mapping particularly during the COVID 19 pandemic lockdown period. ([www.nst.com.my](http://www.nst.com.my))

With the digitalization, many business models are changed, to avoid the business from been irrelevant and uncompetitive. The change is from internal to external, from obtainment to the finished goods delivered to the buyer. (Venkatesh & Kumari 2015) SMEs privy to this market condition, fast and reach bent on every angle, multinational company are similar to influential person swim within the ocean and SMEs just a little fish within the ocean which can sacrificed during this ocean. To avoid such situation, SMEs must change their culture and policy to start out their journey to affix important

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person within the ocean. Many studies done have proven that organization which manage to rework their business into digitalization manage to record the next sales & profitability because of wider market in addition as able to source for a far better supplier in term of material and logistics management. Even with many successful stories, it's still high number of SMEs reluctant to adopt digitalization. Entrepreneur in SMEs still unsure about the initial investment in digital world will it able to be compensated and productivity. In reality, without the initial investment, they won't be able to commence their digital business opportunity especially people are concern about their health (Khai, K. G., et al 2020).



**Figure 2: Digitalization**

### BUSINESS MODEL CANVAS

The Business Model Canvas developed by Alexander Osterwalder are often an approach that's easily implemented by business organizations to judge and alter or reform the business model of the corporate or SMEs which consequently creates a

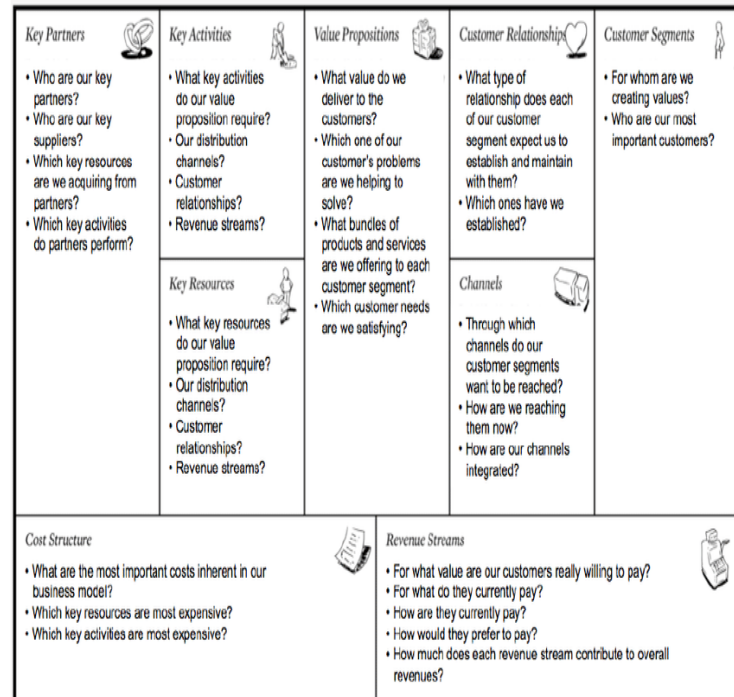
brand new business model that's more appropriate and suitable for the appliance. Re-examining the overall business model is extremely important, but watching each component thoroughly is additionally an efficient way for innovation and renewal. An efficient thanks to do that is to mix SWOT analysis (strengths, weaknesses, opportunities, and threats) with Business Model Canvas. The aim of this study is to explain the business model that has been implemented by SMEs with a Business Model Canvas approach and formulate appropriate and applicable business development policy in long run business development with Business Model Canvas. A Business Model is describing a thought about how a company creates, delivers, and captures the values of a business. The concept of a business model must be simple, relevant, and intuitively easy to know with no intention of simplifying very complex company functions. (Osterwalder & Pigneur, 2010).

The Business Model Canvas is presented within the style of a canvas consisting of 9 interconnected boxes. Osterwalder and Pigneur believe that the most effective business model is described through nine basic building blocks that show how a business aims to earn money. The nine boxes or blocks are often the primary step to see where a company transforms its business model. The nine blocks cover four important region of business, namely: customers, offerings, infrastructure, and financial capabilities. The business model framework is within the sort of a canvas and

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consists of nine blocks containing interrelated elements which illustrate how an organization creates benefits and gets benefits for and from its customers. The nine elements of the Business Model Canvas include customer segments, value propositions, channels, customer relationships, revenue streams, key resources, key activities, key partnerships, and value structures. Customers Segments are the core of a business model which will provide profits for the company. Without customers, no company can last long. A business model can ascertain large or small customer segregate. Value Propositions are a range of products and services that may create value for sure segment customers. Channels are a medium for companies to speak with their customers to convey a price proposition. Customer Relationships describe continuing relationships between companies and consumers. The company must explain the sort of relationship each customer segment wants to create. Revenue Streams are revenues or income that an organization receives from its customers on value propositions given by the company to customers. Key Resources explains the foremost important assets needed to form a business model work well. Every business model requires key resources. Key Activities describe the main things that a company must do to make its business model work. Key partnerships describe the network of suppliers and partners that make business models performed well. Companies create association to maximize their business models, reduce risk, or obtain resources. Cost Structure

describes all costs spent to control the business model. Cost structure describes the foremost important costs that occur when operating in a very particular business model (Osterwalder & Pigneur, 2010).



**Figure 3: Business Model Canvas (BMC)**

### ROLE OF DIGITALIZATION AND BUSINESS MODEL CANVAS IN SMES BUSINESS RESILIENCE.

Business resilience is that the ability a company needs to quickly adapt to disruptions while maintaining continuous business operations and safeguarding people, assets and overall brand equity. Business resilience goes a step beyond disaster recovery by offering post-disaster strategies to avoid costly downtime, hold up vulnerabilities and maintain business operations

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within the face of additional, unexpected breaches. Business resilience begins with an understanding that workflows must be preserved so as for organizations to survive unexpected events. An often-overlooked challenge of business resilience planning is that the human element, whereby individuals in an exceedingly chaotic situation must be prepared and educated on the way to respond accordingly.

Guo et al. (2020) found that digitalization is positively related to SMEs' public crisis response strategies and performance, which indicates that SMEs with a better degree of digitalization are more likely to adopt effective public crisis response strategies and achieve greater presentation during the COVID-19 breakout. It's important to notice that, the role digitalization activities play in firms' crisis responses. The more a firm is digitalized the faster they'll reply to the crisis. Their studies is according to Vial (2019); Warner and Maximilian (2018); Yoo (2010), which suggests these firms are more likely to reply to crises quickly and effectively. The concept of digital transformation and therefore the cultural shifts that needs. The implementation and management of digital services can necessitate organizational restructuring, especially as new roles are created, and knowledge systems (CHANG, D.Y. 2003). This are given greater input into strategic decisions. Explore new business models that put customer experience at the middle of digital strategy. People are often willing to spend more for an extraordinary customer experience, making it a key discriminator

in the digital economy. Business models that align with this hyper specialize in customer satisfaction will eventually center on digital services, since digital is increasingly the experience that folks prefer. Digital business is changing the way organizations use and consider technology, moving technology from a supporting player to a number one player in innovation, revenue and market growth.

Business model transformation with the support of digital technologies is distributed by using two methods: recombination and invention. Reconnection is taking forward by combining new business models with the prevailing one in one or more business model dimensions. Meanwhile, invention is dispensed by developing a very new business model. This is often done by first defining the worth proposition and so followed by designing other value dimensions (Remane, G.,et al.,2017). Standard methods of strategic planning cannot acquaint with the disruptive changes that result from digital technologies. This can be because standard planning doesn't include the disruptive caused by the non-linear nature of technological expansion (Warner, K. S., & Wager, M.,2019). The vitality, unpredictable, and complexity of the business environment, including the disruptive change caused by the COVID-19 pandemic, can all be major se off that particle the transformation toward digital business models. Digital technologies can modify the key value that's provide to customers that make new business

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models more relevant to the appearance of business environment (Gupta, G., & Bose, I. 2019). The characteristics of the digital business models differ from the characteristics of the standard model in this many of the activities may be replicated at almost negligible costs (Sebastian, I., et al 2017).. Another fundamental difference is that the digital business model is customer-centric, because the target market and also the dimensions of valuable offered by the business models must be defined from the customers' perspective (Remane, G., et al., 2017). Transforming a business model into digital will be classified as successful if the newly-formed business model changes basically (Remane, G., et al., 2017), particularly within the following three elements: value creation, value delivery, and value capture (Osterwalder, A., Pigneur, Y. 2010). Business or organizational resilience is that the organization's ability to anticipate, prepare, respond, and adapt to gradual changes and sudden disturbances to survive and prosper. Managing organizational resilience requires the implementation of habits and best practices to supply business improvement by building competencies and talents all told aspects of the organization. This permits entrepreneurs to require risks and make the foremost of accessible opportunities (Metallo, 2012). Three main components of business resilience are product excellence, people behavior, and process reliability. Some important steps to realize business resilience are as follows: 1) Diagnosing risks and interdependencies among SMEs, a business must

first define business expansion and determine earning drivers; 2) Adapting company strategies and opening models, a business must using cost and benefit analysis that links cross-functional risk alleviation planning with company strategy; 3) Surviving increases risk and complication, which involves developing an organizational structure that oversees and integrates risk monitoring and intelligence. Business resilience now must consider digital transformation. Digital transformation exists when new digital ability appear and digital tools are adopted. This can be a metamorphosis that needs rearrangement of the previous business model to form room for brand spanning new practices that are more practical and efficient (Casalino, 2012).

The right digitalization strategy is required to attain business goals, to develop SME products or services to be more competitive. Competitive advantage is related to cultural variation, multitude, and social motivation. Within the process of digital transformation, it's required the proper testing of digital infrastructure. The steps that require to be taken in digital transformation in SMEs are as follows: 1) Creating the proper mindset and shared understanding; 2) Determining the proper leadership; 3) Inaugurate a superior digital business center; 4) Constructing a digital strategy; 5) Finding, expanding, and gaining knowledge; 6) Building new digital capacities (Casalino, 2019). With the correct technology for system resilience, a business can do its digital transformation and make digital resilience. Digital resilience may be a



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balance between taking advantage of opportunities and managing digital risks faced, and a balance between human resources, processes, and technology needed. Collaboration is that the key to the success of digital resilience, collaboration is required between team leadership and risk, security, and technology teams furthermore collaboration with other key business stakeholders such as; communication with the community, law, marketing, etc.(Fitriasari, F. 2020).

### **Conclusion**

Covid-19 pandemic affected many businesses including SMEs. The business resilience of SMEs has to analyze both internal and external components. SMEs must ascertain their business model and digitalization of the exiting activities and redesigning the business models, this will be put in to SMEs are the BMC (business model canvas) which has include nine elements. Through the digitalization and BMC (business model canvas) should be acquire by the SMEs for future business resilience and facing competition. Both digitalization and business model canvas improves the present product, creating ingenuity and revolution. Business resilience of SMEs needs a correct selection of digital modification and application BMC (business model canvas) for product superiority, people practices and process accuracy. It needs skilled and trained people to figure and its incur more cost therefore the SMEs has got to invest money and resilience their business for long period.

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# A STUDY ON DIGITAL MARKETING TRANSFORMATION AND STRATEGY TO ESCALATE THE BUSINESS

**Dr. Sumitha.K**

Associate Professor and HOD (Management)

East Point College of Higher Education,  
Bengaluru.

Phone : 9742968154

E-mail i.d sumipraba05@gmail.com

## Abstract

As technology development progresses, the use of digital marketing, social media marketing, and search engine marketing is also increasing. Digital marketing is used by marketers to promote their products and services in the market. Digital marketing plays an important role in increasing sales of products and services. Many companies are experimenting with digital transformation, but recent success story research shows that increasing the competitiveness of successful companies depends not only on the technology used, but above all on the leader's strategy. Is based. However, there is still a large gap between executive intent and successful digital transformation initiative implementation, and as a result, embedded strategic considerations need to be demonstrated. The purpose of this study is to explore the impact of digital marketing as it is an important tool for both marketers and consumers. The survey is based on a structured questionnaire of primary data with a sample size of 100 respondents.

**Keywords:** Digital Marketing, Digital transformation, customer preferences, Strategies

## 1.0 INTRODUCTION

From a scientific point of view, the digital transformation itself is a rather fragmented field, as there are different research fields such as society, industry, economy and individual digital transformation. Recent work on digital transformation in organizations has mainly focused on examining the challenges, drivers and failures of

previous initiatives. The key role of ad hoc strategies is currently recognized in the literature, but it is still in its infancy and more work is needed to fully understand how transformation can be achieved. A Look at Digital Transformation The phenomenon of digital transformation has been extensively studied in various fields to provide an overview of this field. This section presents various perspectives on digital transformation that were presented

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in the literature prior to the publication of this field report. A search in scientific publications with the keyword "digital transformation" yields thousands of articles that illuminate the phenomenon from different perspectives. They are presented from different perspectives, but sometimes they overlap. Here is a brief explanation. From the perspective of the digital age, DT highlights the pervasive nature and fundamental changes in our world caused by the spread of digital technologies (Anderson & Lanzolla, 2010). It can be argued that we have reached the fourth industrial revolution, which builds on the previous three but leverages new digital technologies. "Power" makes the development and dissemination of innovations faster than ever (Schwab 2016). A new global world economy is emerging, characterized by dynamism, personalization and intense competition, with the key to success being the integration of knowledge, technology and innovation into products and services (Atkinson 2005). In addition, a new concept called the circular economy or sharing economy transforms a linear model of "recycling and reusing" resources into one in which material, energy, labor and new information flows interact and contribute to reclamation and regeneration. , increased productivity. economic system (Schwab, 2016). The

industrial perspective shows how the disruptive nature of digital technologies is changing the way industries work and how the traditional boundaries between industries are disappearing. Manufacturing has grown in popularity in recent years with the advent of Industry 4.0, smart factories, and advanced manufacturing concepts.

This concept should enable industry to research the digitization of production networks up to cyber-physical systems. Service-oriented in traditional industries. New technologies have also shown shifts in network dynamics, shifting digitally engaged customers to the core and periphery of organizations. Here, consumers and communities work together to create value in the digital ecosystem (Gray et al., 2013). Competition in value networks is another area of research for scholars interested in studying the impact of IT on nested and non-overlapping networks (Evangelos Katsamakos, 2014). The need for change is also a clear business reality, emerging across all sectors and affecting organizations of all shapes and sizes (Basole 2016). Not surprisingly, "90% of business leaders in the US and UK expect IT and digital technologies to make a strategic contribution to their overall business over the next decade" (Hess et al. 2016).

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DT also appears in the "extended personality" where technological change has had a major impact on the way people express themselves and communicate. The literature has conceptualized five major shifts related to the digital age (Belk 2013). dematerialization of property in the form of photos and videos; We turn our bodies into images and videos, share digital gadgets and more. Build your self-esteem with digital tools like social media and blogging. Distributed memory in which human memory is converted to disk using mechanisms. These discrete layers of digital transformation enable exponential growth of digital data, resulting in vast flows of information that bypass purpose-built barriers. Hence, researchers have proposed a way to solve the problem of human excessive transparency in modern society (Austin & Upton, 2016). We have outlined the various perspectives discussed in the literature and will continue to focus on the company's perspective on the realities of emerging markets, as outlined in the introduction.

## REVIEW OF LITERATURE

- Chandrasekhar and Vetirajan said: "In the world of digitization, digital marketing is a global trend. The trend

of digital marketing is growing day by day, with the concept of internet marketing becoming a major digital marketing platform with electronic devices like digital billboards, mobile phones, tablets and smartphones, game consoles and many other devices that help in digital marketing. is. Marketing.."

- According to Mariam H. Ismail et al. "Many companies are experimenting with digital transformation, but a recent study of success stories shows that the competitive advantage of a successful company does not only depend on the technology it implements, but is mainly based on : strategies used by its leaders. However, there is still a large gap between executive intent and the delivery of successful digital transformation initiatives, leading to the need to articulate key strategic considerations.

## OBJECTIVES

- \* To examine the impact of digital marketing on consumer behavior.
- \* To learn about digital marketing innovations and strategies to grow your business.

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## RESEARCH METHODS

Study the impact of digital marketing on various parameters. Structured questionnaire for collecting primary data. Basic data was collected from 100 respondents. Respondents are selected from Bangalore. Primary data in a structured format was collected through face-to-face interviews with respondents, a direct survey method. The sample size for this study is 100 people who purchase goods or services through digital channels. The data were analyzed and the hypotheses tested using statistical tools such as the chi-square test.

## RESULTS AND INTERPRETATION.

After collecting data from respondents with the help of structured questionnaire, following are the results interpreted.

- **Responses from Digital Customers**

Several questions were asked to the respondents on their Age, Monthly Income, Occupation, etc. for understanding their profile and responses. The table 1 below is the interpreted on the basis of the responses.

	Category	No. of Respondents.	Percentage of Respondents.
Gender	Male	69	69%
	Female	31	31%
	<b>Total</b>	<b>100</b>	<b>100%</b>
Age	Below 20 years	15	15%
	21-30 years	28	28%
	31-45 years	35	35%
	Above 45 years	22	22%
	<b>Total</b>	<b>100</b>	<b>100%</b>
Profession	Student	21	21%
	House-wife	29	29%
	Business	10	10%
	Employees	32	32%
	Any other	8	8%
<b>Total</b>	<b>100</b>	<b>100%</b>	
Monthly Income	Below 20000	28	28%
	20000-30000	35	35%
	30000-50000	10	10%
	Above 50000	27	27%
	<b>Total</b>	<b>100</b>	<b>100%</b>
Regularity of Online Purchase	Once in a year	5	5%
	>1 <5	42	42%
	>5 <10	21	21%
	Above 10 Ann-ually.	32	32%
	<b>Total</b>	<b>100</b>	<b>100%</b>

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	Category	No. of Respondents.	Percentage of Respondents.
Motives for Digital Shopping	Wide variety of products	35	35%
	Various methods of payments	22	22%
	Easy Return Policy	17	17%
	Lower Prices	21	21%
	Others	5	5%
	<b>Total</b>	<b>1</b>	<b>100%</b>
	Digital Channels	Social Media	52
Websites		22	22%
Emails		5	5%
Advertising		21	21%
<b>Total</b>		<b>100</b>	<b>100%</b>
Customer Satisfaction through Digital Channel	Strongly Agree	32	32
	Agree	24	24
	Disagree	19	19
	Strongly Disagree	20	20
	Disagree	5	5
	<b>Total</b>	<b>100</b>	<b>100%</b>

### Chi Square Test: Relationship between monthly income and product preference to buy through Digital Channel.

To Study the Relationship between Digital channels income and product preference to buy through Digital Channel, the clubbed table is as follow

**Table 2 :** Relationship between digital

channel and product preference

	Con-venience Goods	Shop-ping Goods	Specialty Goods	Total
Social Media	5	29	2	<b>38</b>
Websites	5	18	2	<b>24</b>
Emails	2	3	4	<b>10</b>
Advertising	3	22	5	<b>28</b>
<b>Total</b>	<b>15</b>	<b>72</b>	<b>13</b>	<b>100</b>

The data can be easily interpreted from the above table 2. Hypothesis testing is done to be more précised.

H01: There is no significant relationship between Digital channel and product preference. According to the calculation, calculated chi-square statistic is 12.27. The p-value is .018. The result is significant at  $p < .05$ , with 0.05 level of Significance. Hence the null hypothesis is rejected and there is a significant relationship between digital channel and products.

### ➤ Chi Square Test: Relationship between Customer Satisfaction and product buy through Digital Marketing

To study the relationship between Customer Satisfaction and product buy through Digital Marketing, the clubbed table is as follow.

**Table 3:** Relationship between Customer



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Satisfaction and product buy through Digital Marketing.

	<b>Strongly Agree</b>	<b>Agree</b>	<b>Neutral</b>	<b>Disagree</b>	<b>Strongly Disagree</b>	<b>Total</b>
Social Media	10	11	0	0	0	<b>21</b>
Websites	20	31	1	0	0	<b>51</b>
Emails	3	3	2	0	0	<b>8</b>
Advertising	5	12	3	1	1	<b>20</b>
<b>Total</b>	<b>38</b>	<b>55</b>	<b>5</b>	<b>1</b>	<b>1</b>	<b>100</b>

The data can be easily interpreted from the above table 3. Hypothesis testing is done to be more précised.

H02: There is no significant relationship between Customer Satisfaction and product buy through Digital Marketing. According to the calculation, calculated chi-square statistic is 38.459. The p-value is .0004. The result is significant at  $p < .05$ , with 0.05 level of Significance.

According to above analysis, Null hypothesis is rejected. In other words, there is significant relation between customer satisfaction and buying the products through Digital channel.

## CONCLUSION

In our study, we found a connection between channels and digital products. Digital channels play an important role in acquiring various assets for the benefit of

the company. They also found significant differences in customer satisfaction when shopping online. Most customers are satisfied with the products they buy through digital channels. Businesses can do much more with digital marketing when they understand and deliver what consumers need. Digital technologies and business practices are expected to fundamentally change the competitive landscape and society. At the heart of changing the way we work is how digital technologies are transforming marketing practices, which in turn are changing the nature of markets around the world. The wave of digital disruption, driven by new technologies, changing consumer demands and new forms of B2B competition, explains the macroeconomic impact of digital marketing innovations across multiple sectors. The drivers of digital transformation in marketing, the importance for customers of understanding the value chain in relation to marketing practices, and the impact of changing business practices on the economy as a whole. A new model developed to assess consumer demand (Teixeira, 2019) is described as innovation in marketing practices that can be used to generate new ideas for innovation and marketing. These innovations in market research and marketing strategies are discussed in

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terms of their implications for industrial and macroeconomic policy.

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# CHALLENGES FACED BY DAIRY FARMERS OF BENGALURU RURAL AND THE FEASIBLE SOLUTIONS

## **Dr. Amruta. N**

Associate Professor  
Seshadripuram Institute of Management Studies  
Phone : 9916096348  
e-mail id amrutamurthy14@gmail.com

## **Dr. Ranjini. M.L**

Jain (deemed-to-be-University), Bangalore, India  
Phone : 9936096248  
e-mail id ranjusundeeep@gmail.com

## **Prof. Chaithra N**

Research Scholar, VTU  
Phone : 9816096848  
e-mail id chaithraraju@gmail.com

### **Abstract**

Precision dairy farming is considered as two important pillars in our economy such as industry and agriculture sectors. India is a country where they have adopted unique level of milk production, processing and storage in a significant manner. Dairy farmers keep 50% of production for consumption at home and the remaining 50% is being used for commercial purpose. India is a country where weather is favorable for precision dairy farming activities when compared to other countries such as USA, Canada and so on. Despite of having support from government precision dairy farmers face lot of challenges in their activities. The study focuses on challenges faced by farmers and feasible solutions for the same.

**Keywords:** Dairy business, Milk production, Precision Dairy Farmers.

## **1.0 INTRODUCTION**

India is one of the 7<sup>th</sup> largest country in the world in the form of area and 2<sup>nd</sup> position in the term of population, all these factors have led to urbanization by giving more importance to employment generation and modernization. Increase in population is giving more opportunities for a sudden

rise in agriculture sector to feed the growing population. The milk production is having great impact on population day by day by giving tremendous growth for commercialization of milk and its products for all age groups. India is considered one of the largest milk producer in the world by contributing 220 million tons of production (NDDB 2020-21). The precision dairy farming has given

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more importance for rural population in terms of job security by giving employment opportunities and as well as revenue generation for rural population. It is important to study the future opportunities and challenges faced by precision dairy farmers in our economy. The present study focuses on challenges in precision dairy farming.

### **Definition of Precision Dairy Farming**

- Management researchers and authors have defined precision dairy farming in different forms. According to Eastwood et.al, (2004) precision dairy farming is used to measure physiological, behavioural and production indicators of individual animals to improve management strategies and farm performance. Precision Dairy Farming emphasis on information technology which helps the producer to gather information for decision making. Precision Dairy Farming refers to the use of technologies that makes farmers less dependent on human labour, supports them in their day to day management and helps them to improve their farm profitability (Bewlay 2010), Kamphuis et.al 2015).

### **Review of Literature**

1. **Shivani Singh (2021):** The author focuses on assessing the systems and the emerging forms of dairy production including processing and marketing. Study was conducted in Uttar Pradesh considering urban and peri urban areas. The study was based on primary data which was collected from 120 respondents using structured interview schedule and group discussion method. The study reveals the list of opportunities and challenges like demand of milk during festival season electricity of dairy farmers which leads to lack of skills availability of credit is limited are the major challenges in selected areas.
2. **Katelyn. E Mills (2020):** The researcher emphasizes on external human resources in addition to carrying their animals. The major objective of this paper was to review the literature in 5 different areas like professional accreditation and development extension activities adviser role, standard procedures and training of labourers. The relationship between farmers and their advisers and labourers and the role of procedure on dairy farming.
3. **Prakash Kumar Rathod (2020):** The author focuses on identifying various precision dairy farming tools utilized in

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different countries and adoption of those tools in India also aims on opportunities for improvements in dairy farms and addresses the issues in upgrading the technology. The farmer groups with guidance from different public and private sectors can adopt it on a limited scale, as a technology shows increase in yields and economic returns on fields with significant viability and for minimizing environment degradation.

4. **B. Rajesh Jha (2005):** The author focuses on the impact of import advancement relies upon the world price of milk items. Milk price are generally low in the other nations and imports at such a low cost has expanded purchasers advantages. The study examines a few methods for securing the long run interest of India's dairy farming.

## RESEARCH METHODOLOGY

Porter's Five Force Model is consistent to examine the challenges faced by dairy farmers on a routine activity. It is a method of analysing the operating activities in the environment which is surrounded by competition in the industry. The study focuses on conceptual which is based on secondary source of data.

## OBJECTIVES

- \* To understand the importance of dairy farming.
- \* To identify the challenges faced by dairy farming
- \* To study the various government schemes available for dairy farmers.

## SCOPE

The study focuses on the Bengaluru Rural City by catering the needs of metropolitan cities.

## ANALYSIS AND DISCUSSION

### Importance of Dairy Farming :

- Dairy farming activity is having its own scope in the economy by providing nutritional value to the food for consumption, reducing poverty level in rural areas by focusing on employment opportunities, providing security for millions of rural population, and as well as enhancing economic growth in the country. Dairy farming has gained its importance across the global and upto one billion people live on dairy farming for their livelihood. Dairy farming not only provides employment activities, it also

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caters the needs by its by-products such as gobar gas, manure for farming activities etc. In dairy farming milk is considered as a wholesome food among all the animal kingdom, as well as it caters the need right from a child to a oldage people by including in the human diet which increases the digestibility of other varieties of food.

- Dairy farmers investing in purchase of cattles is quite reasonable and low when compared to any farming activity. Dairy products is rapidly increasing its demand. Cow dung is utilized in the form of gobar gas as well as in the form of farming activities which in turn increases the soil fertility. Nowadays most of religious places are having gohashalas to cater the demand of population and providing job opportunities. Dairy industry main objective is to provide quality milk products from healthy animals by catering the need of population, by focusing on sustainable development in animal welfare and environmental perspective. Dairy farming is providing opportunities for rural population in terms of entrepreneurship by unifying in opening of dairy co-operatives. Dairy farming industry is also considered as

one of the high capital intensive agriculture in our country. Dairy cows produce manure which in turn contributes to climate change by producing green house gas. The important aspect is dairy cows can consume 100 pounds of food per day and can drink 50 gallons of water each day. Dairy products are rich in protein which provides energy for human diet.

- In our country Uttar Pradesh is highest milk producing state by contributing 18% of the total milk production. Karnataka ranks 11<sup>th</sup> position in producing milk products. India is the world's largest milk producer with 22% of global production when compared to other countries.

### 2. Challenges faced by dairy farmers

Dairy products are being consumed 100% by its own milk production in our country. India is a country which is agricultural based economy, having unique production and processing of dairy products by catering the needs of the population. Some of the challenges faced by dairy farmers are:

- a. **Shortage of fodder:** Some of the unproductive cattles consume more of feed, but secretion of milk is quite low.

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Grazing land is being reduced every year due to development of infrastructure which in turn results in shortage supply of fodder for cattle. Year on year the rate of fodder is increasing where farmers find it difficult to purchase which leads to low productivity of milk.

**b. Breeding:** Cross breeding is one of the major issue. The cattle breeding time depends on the effective detection of heat symptoms during oestrus cycle by the cattle owners. Sometimes, hormonal imbalance leads to abortion which is a great loss for farmers. Fertility sometimes will be a challenge due to lack of minerals and vitamins.

**c. Education and training:** Dairy farming requires training programmes to farmers who are involved in dairy farming activities on daily basis. At times reaching remote rural areas is quite a challenge in providing training. Farmers needs to be educated related to insurance schemes which are available for cattles. Government have initiated schemes for dairy farming.

**d. Health:** Health care centres are located in district headquarters, where farmers find difficult with transportation and consultation of veterinary doctors in case of emergencies.

### 3. Government Schemes:

**a. Pashu Bhagya:** 'Pashu Bhagya' was implemented in the year 2015, it was sanctioned in the budget. The plan includes sponsorship of 33% for SC/ST farmers and 25% for other small and minor farmers to set up farm sheds with maximum loan of Rs. 1.20 lakh from commercial banks (subsidy to SC/ST has been reconsidered from 33% to 50% vide Pashu Bhagya Administrative Approval Government, dated 4<sup>th</sup> August 2015). Farmers have been provided with harvest loans for crops and as well as co-operative banks will give short-term loans upto to Rs. 50,000 at 0% interest to pay for fodder and other maintenance needs. Milk Producers' Co-operative Societies members are eligible for a subsidy to cover the cost of upto five cattle insurance.

**b. Livestock Insurance Scheme:** Central Government as devised a plan to provide relief to farmers when animals die, insurance companies provide compensation to farmers based on the value of the animals for which the premium would be paid by the dairy farmers. Premium rates are based on the value of the animals is 3.25 percent for one year, 5.85 percent for a long period, and 8.29 percent for a longer period of time. Half of premium amount will be

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subsidised by central government.

c. **Fodder development scheme:** To encourage precision dairy farmers to produce long-lasting feed for cattles government has given subsidy for seed mini-kits and root-slips. National Livestock Mission have been supporting farmers in proving fodder.

d. **Infertility Camps:** Camps are being organised in provincial locations, where veterinary doctors visit the camps to provide exceptional therapy to infertile cattles.

### Porter's Five Force Model for Indian Dairy Farmers

a. **Competition:** Several countries in the world such as Israel, Denmark and New Zealand have initiated low-cost milk production. Precision Dairy Farming is a occupation in India, where majority of farmers have taken up as main occupation as it provided security of job and employment creation. In this sector, there is huge competition prevailing among farmers. Some of the religious organization have initiated dairy farms such as Gavu Shala by supporting the population in employment opportunity as well as their livelihood, this has boosted the competition in the economy.

**Conclusion:** Precision Dairy Farmers have faced huge competition from various states, as India is a country which withstands agricultural economy.

**Opportunity:** Precision Dairy Farmers can adopt modern technologies by reducing the cost.

b. **Potential of new entrants:** India is a country where opportunities are more for business activities, which is giving more importance to metropolitan cities where demand for milk products are increasing which has given scope for urbanization in the country. Milk federation as given opportunity for building own dairy cattle farms.

**Conclusion:** New entrants has given a chance for taking precision dairy farming as a occupation for youngsters.

**Opportunity:** Milk federation producers can form their own cooperatives and work with milk handling groups.

c. **Power of suppliers:** Precision Dairy Farmers can readily obtain veterinary services from milk cooperatives and can cultivate their own fooders for cattles, rather than depending on suppliers.



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**Conclusion:** Precision dairy farmers have a lot of negotiating power with the suppliers of fodders for animals.

**Opportunity:** Dairy Farmers have opportunity to rely on other providers to enhance milk production.

d. **Power of customers:** Milk products have less span of time as it is perishable goods storage of milk products cannot be for more number of days, in such a case, milk federation co-operatives fix the price for the milk products. Maintenance cost on animal husbandry business is quite high, due to increase in fodder rates. The storage cost of milk products is quite high (chillers), for dairy farmers it is expensive, in such a case milk products needs to be sold as soon as possible.

**Conclusion:** Consumers have less bargaining power with dairy products.

**Opportunity:** Consumers can purchase milk from nearby government co-operatives booths to reduce the cost. The rates are been fixed by semi-government authorities.

e. **Threat of Substitute:** Milk products are being replaced by other private players

in the market such as soya milk, coconut milk and milk powders. Manufacturers depend on soya milk, coconut milk and milk powders to prepare curds, paneer and other products.

**Conclusion:** New research has given more scope for milk replacements.

**Opportunity:** Organic dairy farming and modernization of dairy farms has helped to mitigate the risk of replacement of milk products.

### Proposed Dairy Farming Techniques

1. Adopting new technologies such as machines to collect the milk in dairy farming in order to improve milk production.
2. Training for farmers and service providers frequently when modern technology is adopted.
3. Health Care Centres needs to be modernized by providing service to farmers.
4. Frequent visit of doctors to treat the Cattles.
5. Awareness needs to be given to farmers about government schemes and insurance facility.
6. Co-operative societies needs to be

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given more importance by giving training.

7. Self help groups and more community organizations helps in conducting surveys and training programmes.

8. Mobile vans needs to be provided in case of emergency for veterinary doctors and as well as for transportation of cattles to hospitals.

### **CONCLUSION**

Industrialization and urbanization has led to increase in infrastructures in the economy. The demand for quality milk products in cities is increasing day by day to cater the needs of the urban population. Urban cities are more dependent on rural areas for daily needs. In urban areas opportunities are more especially during festivals and events where consumption of milk products is quite high. Lack of training programs for precision dairy farmers has led to prohibiting adoption of modified skills, up gradation of technology. Central government and state government need to give training programs and as well as improved dairy farming activities for precision dairy farmers in our economy.

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# ORGANIC FARMING IN INDIA- TOOL FOR ENVIRONMENTAL SUSTAINABILITY

Dr. D. Joel Jebadurai  
Assistant Professor,  
Department of MBA  
St. Joseph's College of Engineering,  
Chennai - 119  
Phone : 9943172016  
e-mail i.d.joeljebadurai64@gmail.com

Dr. A. Rajeswari  
Assistant Professor,  
Department of Business Administration  
JP College of Arts and Science  
Tenkasi  
Phone : 9723262005  
e-mail i.d.rajeswari@gmail.com

Dr. G. Hudson Arul Vethamanikam  
Assistant Professor,  
Department of Business Administration  
Ayya Nadar Janaki Ammal College  
Sivakasi  
Phone : 9873152012  
e-mail i.d.ghudsonarul@gmail.com

Dr. D. Murgan  
Assistant Professor,  
Department of Business Studies  
Hindustan College of Arts and Sciences  
Chennai  
Phone : 9843175018  
e-mail i.d.murgan.d@gmail.com

## Abstract

Farmers are attracted to technology-oriented agriculture to enhance their productivity but it has created a lot of damages to human beings and the environment. In order to enhance the productivity farmers are forced to do organic farming. Organic farming is getting the utmost importance in recent days because of its benefits. The important fact is that the current scenario taught us many instance to show the impact of modern farming in the health, wellness, environment and the overall eco-system. Consequently the significance of organic farming gained more importance at the recent times. This article aims to present the diverse aspects of organic farming in India.

**Keywords:** Organic Farming, Agriculture, Productivity, Government schemes, Food.

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## 1.0 INTRODUCTION

Agriculture is a country's foundation and primary source of food. Agriculture plays a crucial role in a world where the population has increased fast in the previous 50 years. Agriculture made significant progress in terms of efficiency and effectiveness after the green revolution when agriculture became increasingly commercialized and chemicals were introduced. Agricultural production has doubled in the previous 40 years despite just a 12% increase in arable area. But the sustainability of the environment becomes a question mark. The fundamental difficulty in the sustainable development of our environment in the current day is growing pollution levels in every area of existence. People's increasing demands and extravagant lifestyles wreak havoc on the environment. Pollution has an impact on our agriculture system as well. To enhance crop productivity, modern agricultural techniques such as the use of synthetic fertilizers, pesticides, and other chemicals contribute to pollution. These methods ultimately disrupt the soil's nutrient balance, lowering soil fertility. Organic farming gives a natural manner of crop cultivation by employing

environmentally safe, animal and plant-based local organic resources that are highly concentrated in nutrients essential for crop plants to address the current problem. It improves soil health by increasing microbial activity.

Organic farming is an effective and promising agricultural technique for environmental sustainability since it gives yield consistency, greater soil health, no environmental problems, organic food, and less use of synthetic fertilizers. There are a variety of agricultural ways that work to alleviate environmental issues, but organic farming is without a doubt the most scientifically proven environmentally friendly strategy to maintain the ecological balance of our agriculture and ecological systems.

**Table.1**  
**Differences between conventional farming and organic farming**

Sl. No	Organic farming	Conventional farming
1	Organic measures, compost, Vermi compost	Synthetic non-organic insecticide
2	Green manures	Weedicides
3	Cover crops & mulches	Genetically Modified Organisms (GMO) seeds
4	Nutrient fixing & solubilizing	Plant growth hormones

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	microbes	
5	Natural minerals	Synthetic dyes and colors
6	Beneficial organism	Sewage irrigation
7	Biological pest control agents, traps, and cow-based preparations	Artificial ripening chemicals
8	Companion crops and trap crops	Plant antibiotics
9	Mechanical weeding	Soil fumigants

Mamta Kanwar & Dr. Mahendra Kumar Dhakad (2022) traced the implications of organic farming for the sustainable development. In this study they have explained about the principles and characteristics of organic farming. The researcher also depicts the most significant methods of preparing organic manure which helps to enhance the organic farming productivity.

### **OBJECTIVES OF THE STUDY**

- To understand the need of organic farming in India.
- To analyse the benefits and challenges in the introduction of organic farming.
- To study about the supporting schemes given by the government to promote organic farming.

### **LITERATURE REVIEW**

V Basil Hans & Raghavendra Rao (2018) have studied about the organic farming for the sustainable development. The aim of this study is to present a diversity of perspectives on the nature and relevance of organic farming, as well as to describe the pattern of expansion of the organic food system. With the lesson from Kerala they have explained the benefits and challenges of organic farming at this present scenario.

### **NEED FOR ORGANIC FARMING IN INDIA**

The followings are the need for organic farming in India. They are.

#### **1. Increase the usage of fertilizer**

Chemical pesticides were first used when the neurotoxic effects of DDT and HCH were discovered during World War II. During the second part of the twentieth century, many chlorinated hydrocarbon insecticides such as aldrin, dieldrin, toxaphene, chlordane, endosulfan, and others were introduced to the market. Organophosphate and carbonate chemicals were used in agriculture at the same time. In the 1970s, a new class of insecticides called permethrin, cypermethrin, fenvalerate, and others emerged that were effective at low levels. Pesticide usage has aided in raising agricultural productivity, but it has also

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resulted in the development of insect resistance, environmental pollution, and the reappearance of numerous pests. Increased fertilizer application also means more pesticides are used to manage pests and illnesses. Farmers are being compelled to apply more pesticides as a result of the trend of increased fertilizer use. For example, increased fertilizer usage encourages the development of weeds, whereas weedicide use kills many surrounding species, reducing biodiversity. Meanwhile, weeds acquire resistance to herbicides, necessitating the development of increasingly more potent herbicides.

**Table.2 : The volume of chemical fertilizer consumed across India between Financial Year (FY) 2012 to 2020 (in million metric tons)**

FY	Nitrogen	Phosphate	Potash
2012	17.3	7.91	2.58
2013	16.82	6.65	2.06
2014	16.75	5.63	2.1
2015	16.95	6.1	2.53
2016	17.37	6.98	2.4
2017	16.74	6.71	2.51
2018	16.96	6.85	2.78
2019	17.63	6.97	2.78
2020	19.1	7.66	2.61

<https://www.statista.com/>

## 2. Sanity and waterlogging

Water is one of the most crucial inputs for

healthy crop growth and excellent harvests. The greater usage of irrigation water has come from the modernization of Indian agriculture. Over the last five decades, the area irrigated has increased dramatically. Because the new types cannot resist water constraints, heavy irrigation is required to get high yields. This causes salinity and waterlogging, rendering the ground unusable for farming. Another issue is the overexploitation of subsurface water. When the water table drops, it will need more energy to lift water for irrigation.

## 3. Depletion of energy resources

Chemical fertilizers, insecticides, herbicides, and other agricultural chemicals are made from non-renewable commodities such as fossil fuels. As the worldwide demand for oil and natural gas rises, the price of agricultural inputs will rise as well. The agricultural sector's growing market for chemicals and energy will have an impact on our sources of energy.

## 4. Expansion of cultivated area

The Modern Agriculture system consumes a lot of areas to cultivate the crops and harvest them. Deforestation also happened to cultivate the crops. So, there is a need arise to do organic farming.

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### 5. Reduction in genetic diversity

Crop genetic variety is critical because a loss of genetic diversity leads to the spread of pests on a global scale. Farmers depended on genetic ways to boost crop yield in the past, in addition to crop rotation strategies for maintaining soil fertility. The farming community developed trial and error procedures by relying solely on the nation's supplies of fertility and immunology. Crop hybrids are created by crossing similar strains. These crosses came from the same habitat, and there was no violence employed to remove them from nature to maintain the ecological balance.

### 6. Low productivity

In places where fertilizer is used extensively and organic matter is not replenished, agricultural output is drastically lowered in terms of soil nutrients.

## BENEFITS OF ORGANIC FARMING

1. **Economical:** In organic farming, no expensive fertilizers, pesticides, or HYV seeds are required for the plantation of crops. Therefore, there is no extra expense.

2. **Good return on Investment:** With the usage of cheaper and local inputs, a farmer can make a good return on investment.

3. **High demand:** There is a huge demand for organic products in India and across the globe, which generates more income through export.

4. **Nutritional:** As compared to chemical and fertilizer-utilized products, organic products are more nutritional, tasty, and good for health.

5. **Environment-friendly:** The farming of organic products is free of chemicals and fertilizers, so it does not harm the environment.

## CHALLENGES OF ORGANIC FARMING

### 1. Shortage of business

Many specialists and knowledgeable farmers are unsure if organic materials can provide all of the nutrients in the appropriate proportions. Even if this difficulty is solved, they believe that the existing organic matter will not suffice to satisfy the requirements.

### 2. The disparity of Supply and Demand

Fruits and vegetables, unlike non-perishable cereals, cannot be cultivated



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everywhere and delivered to any area. It should be produced locally, and there should be willing businesses, aggregators, and farmers in the region where the demand is coming from. However, much of the demand comes from cities with no countryside where organic fruits and vegetables may be grown. The answers to this imbalance include smart transportation and specialized supply routes.

### **3. Time**

Indeed, organic farming necessitates more engagement between a farmer and his crop for purposes such as crop observation, timely intervention, and weed control. Because it requires more effort than chemical/mechanical agriculture, a single farmer can naturally produce more crops utilizing industrial methods than he or she could be using only organic ones.

### **4. High Maximum Retail Price (MRP)**

It is nearly self-evident that the outcomes of organic farming would be retained at a high price due to the considerable care necessary to go along with it. The majority of the space is allocated to the selling of

these organic fruits and vegetables once they have been sold to the market. Because of this, the majority of consumers approve of organic products. The things on the market are half the cost of non-organic items. As a result, we may conclude that organic products are costly, and not every buyer is ready to pay the price.

### **5. Lack of infrastructure**

Most big organic farms nevertheless follow an industrialized agricultural model, which includes industrialized food delivery from field to plate. Unfortunately, this entails the adoption of the same ecologically destructive methods as industrial farms but veiled under the guise of being organic.

### **Schemes of Government to promote organic farming in India**

- 1. Paramparagat Krishi Vikas Yojana (PKVY):** The scheme promotes cluster-based organic farming with PGS certification. Cluster formation, training, certification, and marketing are supported under the scheme. The assistance of Rs.50,000 per ha /3 years is provided out of which 62%

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- i.e., Rs. 31,000 is given as an incentive to a farmer towards organic inputs.
- Mission Organic Value Chain Development for North Eastern Region (MOVCDNER):** The scheme promotes 3<sup>rd</sup> party certified organic farming of niche crops of the northeast region through Farmers Producer organizations (FPOs) with a focus on exports. Farmers are assisted Rs 25000/ha/3 years for organic inputs including organic manure and biofertilizers etc. Support for the formation of FPOs, capacity building, post-harvest infrastructure up to Rs 2 crores is also provided in the scheme.
  - Capital investment Subsidy Scheme (CISS) under Soil Health Management Scheme:** 100% assistance is provided to State Government / Government agencies for setting up of mechanized fruit/vegetable market waste/ Agro waste compost production unit up to a maximum limit of Rs.190.00 Lakh /unit (3000 Total Per Annum TPA capacity). Similarly, for individuals/private agencies assistance up to 33% of cost limit to Rs 63 lakh/unit as capital investment is provided.
  - National Mission on Oilseeds and Oil Palm (NMOOP):** Financial assistance @ 50% subsidy to the tune of Rs. 300/- per ha is being provided for different components including bio-fertilizers, supply of Rhizobium culture/Phosphate Solubilising Bacteria (PSB)/Zinc Solubilising Bacteria (ZSB)/ Azatobacter/ Mycorrhiza and Vermi Compost.
  - National Food Security Mission (NFSM):** Financial assistance is provided for the promotion of Bio-Fertilizer (Rhizobium/PSB) @50% of the cost limited to Rs.300 per ha.

Cultivable land area under organic farming has more than doubled from 11.83 lakh ha in 2014 to 29.17 lakh ha in 2020 due to the focused efforts of the Government. Over the years, the organic promotion activities led to the development of State-specific organic brands, increased domestic supply, and exports of organic produce from NER. Taking a cue from the success of the organic initiatives, a target of 20 lakh ha additional area coverage by 2024 is envisaged in the vision document. Awareness programs, availability of adequate post-harvest infrastructure, marketing facilities, premium price for

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the organic produce, etc., would certainly motivate farmers towards organic farming thereby increasing organic coverage in the country.

## CONCLUSION

Organic farming is extremely helpful to society's inhabitants. Present paper emphasized the need and benefits of organic farming for the existing scenario in the field of agriculture in India. Many supporting schemes are given by the government to enhance the organic farming but still some more government interventions are needed for the proper implications of organic farming in India. Hence concluded, that to improve the adoption of organic farming the challenges should be overcome from the grassroots.

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# A STUDY ON THE CUSTOMER PERCEPTION ON DIGITAL MARKETING STRATEGIES OF BYJU'S

## **Mrs. Kusuma A**

Assistant Professor  
Acharya Institute of Graduate Studies  
Phone No. : 7353747248  
E-mail i.d: kusuma@acharya.ac.in

## **Ms Vaishnavi**

Research Student  
Acharya Institute of Graduate Studies  
Phone No. : 7353747248  
E-mail i.d: kusuma@acharya.ac.in

## **Mr. Prince Tiwari**

Research Student  
Acharya Institute of Graduate Studies  
Phone No. : 7353747248  
E-mail i.d: kusuma@acharya.ac.in

### **Abstract**

Covid -19 pandemic has affected the life of my people across the globe. Every business were affected, however, their performance has varied widely, and either it had an opportunity to grow or fall down. To overcome this drawback, many businesses started using digital platforms to market their products or services, not losing the customers or the profits. This was a blessing to the already existent online businesses like bigbasket, online educational companies, amazon, etc. They did not have to deal with the complication of moving their offline business to online. The study focuses on the strategies implemented by the E- learning company – BYJU'S. The purpose of this paper is to analyse the impact of Covid-19 pandemic on digital marketing transformation. The research methodology is descriptive which has focused on the strategies and plans that are implemented to increase the scope of marketing. The outcomes of the research show that companies are rethinking the role of digital technology in their overall business strategy and how to conduct business at the quickening pace that is now needed to operate. The pandemic has dramatically increased the speed at which digital marketing is fundamentally changing business

**Keywords :** Digital Marketing, Strategies, Covid Pandemic, E-learning, Transformation, Resilience.

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## 1.0 INTRODUCTION

The action or business of promotion and selling products or services which includes market research and advertising, comprising of all the marketing mix is defined as marketing. Marketing aids the business in unceasing way, in which few of them are brand awareness, generating traffic, earning profit, building trust in the brand and tracking metrics.

COVID 19 turned to focus the business on sustainable and inclusive growth. The limited financial resources are at most risk. To elude this, digital marketing paved a vital role and saved the lives of many business sectors.

Digital marketing at times called as online marketing emphasizes on the utilization of digital communication channels to promote the brand by connecting with suitable customers. It comprises of email, social media, and web-based advertising, but also text and multimedia messages as a marketing channel.

Digital marketing has been broadly classified into eight categories which is diagrammatically represented below :



**Fig. 1 :** Categories of Digital Marketing

Source : <https://www.snhu.edu/about-us/newsroom/business/types-of-digital-marketing>

Marketing strategists have used digital marketing with a predetermined planned of actions to reach specific business goals. This implies that performing consistent actions at the right time, increases online channels to increase revenue and improve relationship of the stakeholders.

Digital marketing has benefited many business stakeholders in countless ways; however few to mention are cost effective, provide instantly measurable results, deliver an excellent return on investment, enhanced the operational network, highly targetable, offer personalization capabilities and reach globally.

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Every digital marketer has to well understand their audiences. The audiences can be a product or service or an existing website, email marketing platform and social accounts, survey and feedback forms. Digital market has to set their goals either to market the business or grow audience's and has to evaluate their past efforts and identify their constraints through budget, people and channels and map it which is the right one.

The best platforms to be used in digital marketing are video marketing, email marketing, content marketing, social media marketing, SEO and PPC.

Digital marketing is tool for business growth than other traditional marketing methods. Digital marketing has let the company to appeal the people and expand to reach the company. Besides communicating with customers, digital marketers and track their activities. Companies are able to establish themselves as well as leading the stakeholders to trust them and thus increase their sales.

### REVIEW OF LITERATURE

**Rajaiah and Srinivasulu (2019)** concluded that digital marketing is one of the most cost-effectiveways to advertise a

product, when compared to other marketing platforms. People are being influenced by digital marketing and advertising to purchase and sell online, and e-commerce is growing. In the following years, the future of digital marketing in India as well as the scope of digital marketing will brighten.

**Choudhury (2019)**, surveyed 1178 undergraduate engineering students in Delhi to understand student's perceptions of various criteria of teaching methods used, skills acquired by the students, and involvement of students. This does provide a brief overview of the current situation of engineering education in India and how the current teaching methods can be improved. **Upadhayay and Vrat (2017)**, have analyzed the growth of India's technical education from the system's dynamic perspective followed by a comparison with the Gartner Hype cycle. The concept of the Boomerang effect has been introduced in this paper to compare it with the current movement of Indian technical education along with concerns over the quality of technical education currently in India. **Gambhir et al. (2016)** echo the same concerns and have developed a methodology to build a quality model for the integration of various factors in a technical institute.

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## OBJECTIVES OF THE STUDY

- To know the digital marketing strategies of Bijus during COVID pandemic
- To analyse on the awareness of Bijus learning
- To analyse on the perception of Bijus e-learning product / services and marketing strategies during COVID pandemic

## RESEARCH DESIGN

The researcher has used descriptive research and described on the respondents response on the variables such as awareness, products, ads, campaigns, student interaction services, e-learning mode.

The study was analysed using convenient sampling method for the sample size of 100 stakeholders, especially who were the users of bijus products and their services.

The data was collected using a structured questionnaire method and presented using multiple tabular method and presented graphically using pie chart and analysed using the simple percentage method.

## ANALYSIS

“The pandemic has taught us the need for education to go digital. Also, the economics of the segment are favourable once there is scale, and the need to educate and skill oneself is not restricted to students alone but also young professionals,” said Pahwa. “The cumulating of circumstances has led to strong tailwinds for the segment itself. With digital learning taking centre stage in schools and corporates alike, the uptake of users and subscribers is expected to be exponential,” Pahwa said

Ankur Pahwa, partner and national leader, e-commerce and consumer internet at consultancy. EY India, said, "Overall, edtech is a sunshine sector and players in the space are bearing the fruit of higher valuations." He said that this was backed by increased user base, paid subscriptions, increased daily active users (DAU) and monthly active users (MAU) innovative technologies.

Byju's have used the balanced blend of marketing i.e, the company opted traditional marketing strategy as well as Digital Marketing Strategy, which have helped their business to stabilize and outshine the crowd.

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Byju's initially used TV ads and commercials but positioned in uprightly in the match between India and Pakista in 2017, which made their business generation a huge massive hit. The choice of brand ambassador Mr. Shah Rukh Khan as undoubtedly grabbed the attention of many customers.

Bijus concentrated their marketing strategy through TVC's as well as through online ads for promoting their educational brand.

To beat the heat of COVID pandemic, Bijus offered the complete app content for free and offered live classes which were are free and used the highly esteemed teachers to teach the online courses. The contents were on Disney stories, interactive videos, and fun educational games too. They engaged the learners through TVC's series, captured the education sector market and engaged their audience in 2020. They marketed with the strategy of stating "the best way to learn at home; understand the concepts easily from Byju's; learn from movie like videos from Byju's; Visualise and learn with Byju's. Byju's made best use of all these TVCs and posted the videos through online platforms as well as social medial platforms, where most Generation Z, the Bloom Berger's' spend their most time.

"Byju's Classes to the parents" paved to open their market throughout the country and focused on the personalized learning concept and help other students too.

The other Byjus digital marketing strategies used were Google Adson with branded keywords, Google Display, Shopping Ads, Facebooks Ads, Online Counselling sessions for the learner and their parents at free of cost using social media platform, especially Facebook envisaged Byjus to capture the mass market.

**Chart1:** Showing whether people are aware of the eLearning company like BYJU's,

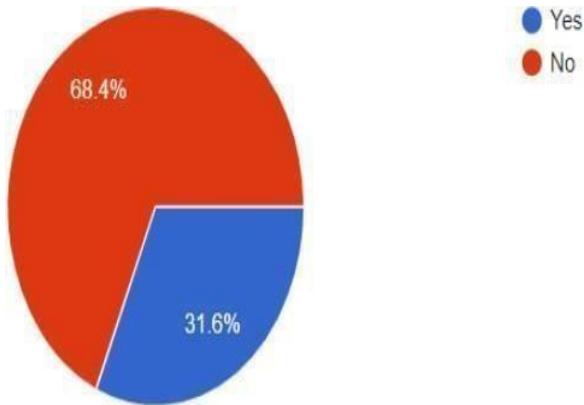


The chart above signifies, 100% of the people are aware of the eLearning company BYJU's, which is evident to witness that the Byju's company marketing strategy i.e., the blend of traditional and digital has made every stakeholder to be aware the company Byjus.



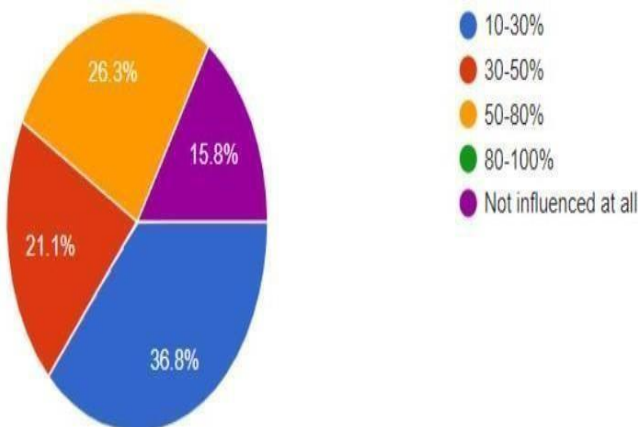
## A STUDY ON THE CUSTOMER PERCEPTION ON DIGITAL MARKETING STRATEGIES OF BYJU'S

**Chart 2 :** Showing whether they have taken up any course amid pandemic in this company

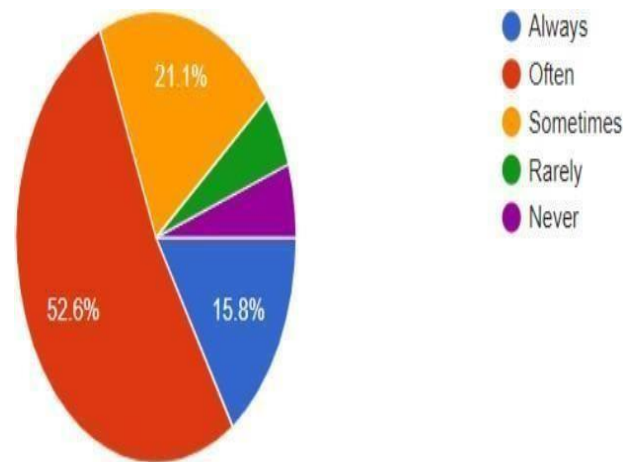


The analysis very clearly predicts that customers were aware of the product but majority of them were not the users of any course of the Byjus's company. The marketers effectively made an effort in creating the awareness of the company as well as their products and services, but failed to reach the customers the maximum (31.6%) have taken up the course, due to the COVID pandemic only.

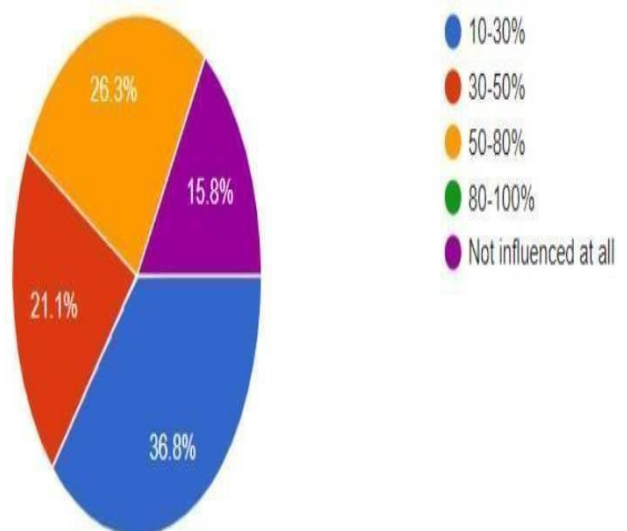
**Chart 3:** Showing how often they come across the ads shown by these companies.



Byju's has shown the ads very often, where respondent were 52.6%, often come across the ads shown by these companies, 21.1% sometimes come across the ads, 15.8% people always see the ads, 5.3% rarely see the ads, whereas rest 5.3% never come across those ads.



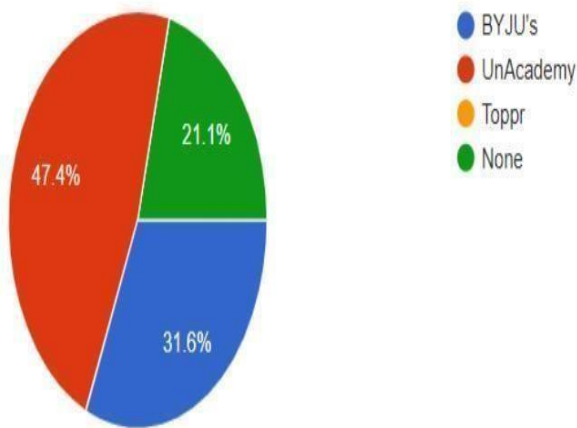
**Chart 4:** Showing to what degree respondents are influenced by the marketing of these companies.



## A STUDY ON THE CUSTOMER PERCEPTION ON DIGITAL MARKETING STRATEGIES OF BYJU'S

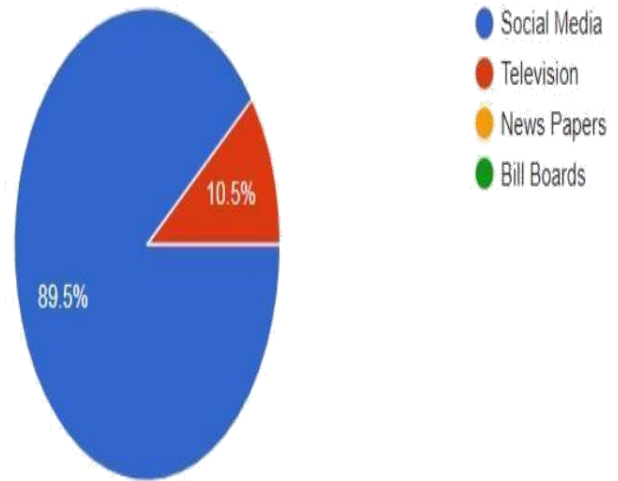
The chart above shows that 36.8% respondents are influenced by 10-30%, 21.1% respondents are influenced by 30-50%, 26.3% respondents are influenced by 50-80%, whereas, 15.8% respondents are not influenced at all by the marketing strategies of Byju's company.

**Chart 5:** Showing which brand has used the best marketing strategy.



The analysis very clearly reveals 47.4% respondents have expressed Unacademy has the best marketing strategy. 31.6% respondents preferred BYJU's has the best marketing strategy. On the other-hand, 21.1% people think none of the brand has followed the best marketing strategy. This clearly implies Byjus has to be more competitive enough to brand better when compared with their competitors.

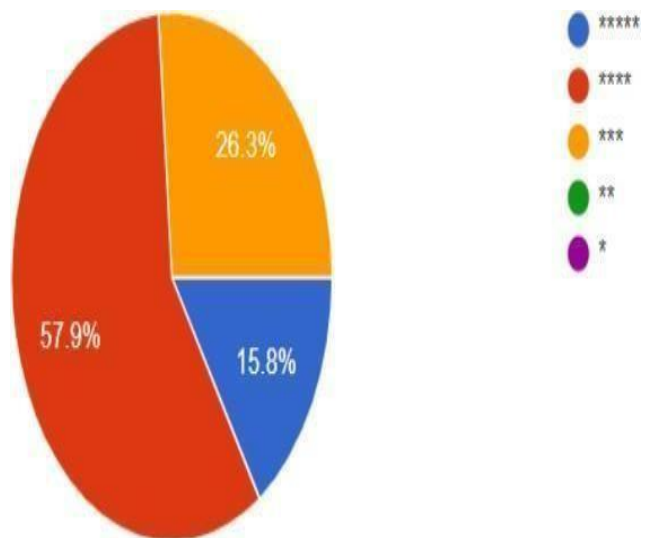
**Chart 6:** Showing Byju's company ads were soon most in



89.5% of the respondents have seen the ads of Bju's company ads on social media, especially in Facebook and remaining 10.5% were noticed on Television.

**Chart 7 :** Showing to what extent respondents think, Byju's company are reliable/ beneficial from a student's perspective.

It can be inferred that 57.9% believe that



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Byjus companies products and services are reliable, 26.3% respondents were neutral, and 15.8% believe that these companies are not highly reliable and beneficial.

Most of the respondents are satisfied with marketing strategy of Bjus company and every 1 out of 5 individual would prefer the course provided by the company.

It is also been observed that Byju's company gives more attention on social media marketing and the word of mouth has reached in such a way that the public are impressed with the value served along with their products and services offered.

Byju's used all the marketing strategies available in the market. However, inbound marketing strategy, promotional strategy and digital marketing strategy were extensively used. This made the company to grow their business by building meaningful relationship with their prospective customers as well as with their existing customers too.

Byju's app promotes itself with sponsorships and collaborations and came up with a learning application and offered the Gen Z a great learning experience.

### Conclusion

BYJU'S company has well defined marketing strategies which helps the company to earn a better name in the industry, as it helps the customers to find out the gap in the existing value served and value they expect from the companies. Bjus company's marketing strategy is unique in its own way. During the COVID 19 pandemic, it was evident that the digital marketing strategy has enable the every level of the employees to involve in the growth and development of the company. There was a lot of digital transformation among the employees, customers and every stakeholders of the company. We have to await to watch how well the strategy has got the best output of it.

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