

Research Proposal

Increase India post economy by development of smart village for agricultural produce marketing management to smart city

The rural farmers are not getting more profit in their agricultural produce by the local market within their place. The agricultural produce production is more and more, as well as selling is very difficult because of production also more and selling is less within nearby their place.

If rural farmers will get more profit from agricultural produce and product, some organization need to help poor farmers, this organization should be good communication skill employees and good transport facility with good information technology, and also this organization is connect with rural smart village people to smart city national trade market business people. So that in this connection the India post is good organization. My research work in the field of agricultural produce marketing management through India post to help poor farmers to get more profit and good benefit. India postal department also will get more profit.

My research work methodology given below for easy way to understanding

- ❖ Selection of agricultural produce in the rural place of Tamil Nadu.
- ❖ Collection of agri-produce through rural post office
- ❖ Finding the demand of agri-product to Calicut smart city, Kerala
- ❖ Value addition by various process of agri-product by India post.
- ❖ Separation of quality product as per buyer's norms.
- ❖ Implementation of seller and buyers' database.
- ❖ High profit in marketing, sales and finance of India post.

India post get the high profit with connection of smart village and smart city business. And also rural farmers will get more profit and benefit without risk.

The post office give the agreement to farmers for easy way money transfer to farmers saving account with transference as per national market price.

So that our India post will help to rural poor farmers to get more profit through post office and also smart city buyers will get sufficient agri-produce and product without shortage and without delay.

So this study, I want to collect necessary data of agricultural produce and product of rural smart village from poor farmers in Madurai. And also I will collect the necessary data of buyers from smart city in Calicut, Kerala nearby our Tamil Nadu state.

I want to do my PhD research work of the above detailed investigations and implement to our India post for increasing India postal economy.

Research Proposal Flowchart

