



Marketing Challenges Faced by Agri and Allied Startups: A Study on Selective Organisations in Madhya Pradesh

Dr. Anil Mishra¹, Dr. Rudrasen Singh Raikwar²

¹Assistant Professor (Humanities/Business Studies), JNKVV College of Agriculture, Tikamgarh

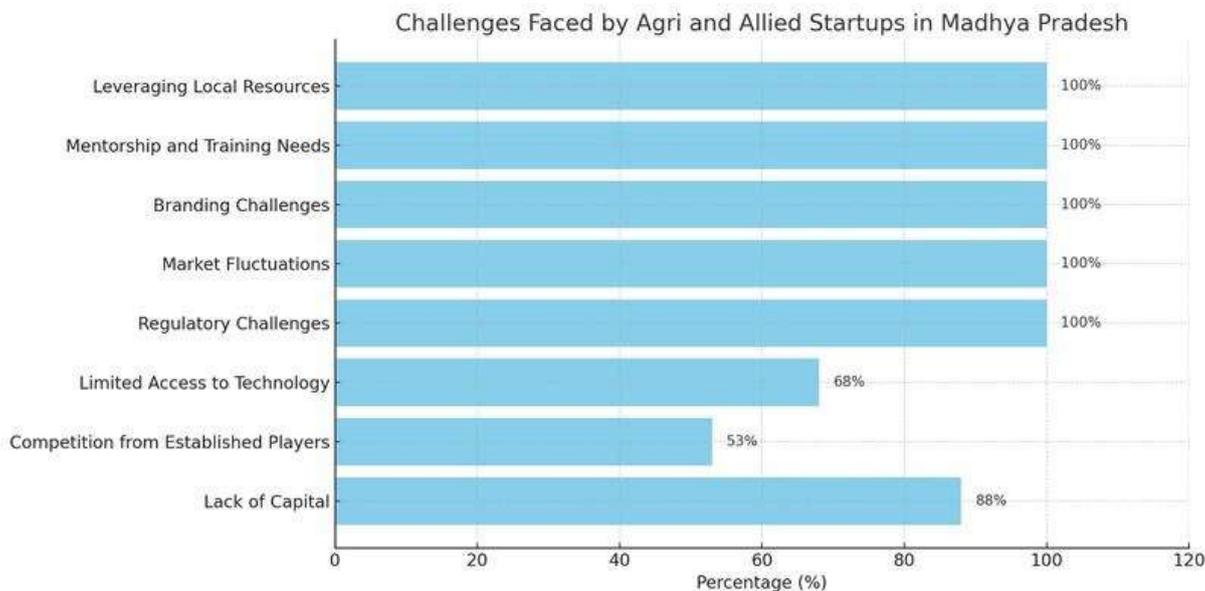
²Scientist (Plant Breeding), JNKVV College of Agriculture, Tikamgarh

ABSTRACT: In the evolving landscape of agribusiness, understanding the marketing challenges faced by agri and allied startups is essential for fostering sustainable growth and innovation. This research delves into the complex interplay of economic, social, and technological factors that impede the marketing efforts of these nascent enterprises in Madhya Pradesh. By examining selective organizations within the region, the study aims to identify key barriers and enablers specific to the agri startup ecosystem. Initial findings indicate that inadequate access to funding and resources significantly hampers marketing initiatives, restricting startups from implementing comprehensive marketing strategies (Lawrence OU, 2025). Furthermore, the lack of market intelligence and understanding of consumer preferences obstructs these organizations from effectively positioning their products and services within a competitive marketplace (Khalisha A et al., 2025). A crucial aspect of the research involves evaluating the role of digital marketing platforms which, despite having emerged as critical tools for connecting with consumers, remain underutilized by many agricultural startups due to limited technological expertise (K Morin et al., 2024). The study highlights the need for targeted training programs that equip entrepreneurs with the knowledge required to leverage these platforms efficiently. Additionally, the uniqueness of cultural and regional contexts in Madhya Pradesh necessitates tailored marketing strategies rather than a one-size-fits-all approach commonly employed by larger firms (Maulana FR, 2024). Market segmentation also reveals significant insights; locally produced goods often compete with well-established brands that dominate consumer preferences, leading to a challenge in brand recognition and loyalty for these startups (K Morin et al., 2023). With consumers increasingly inclined towards sustainability, startups have an opportunity to capitalize on this trend by emphasizing organic and environmentally friendly practices in their marketing campaigns (Elragal R et al., 2024). However, the research uncovers that many startups struggle to communicate these value propositions effectively, leading to missed market opportunities (Ahmed NZA-A et al., 2024). Moreover, challenges pertaining to supply chain management and logistics further complicate marketing efforts. Inconsistent product quality and delivery issues can undermine customer trust and satisfaction, critical factors that influence long-term business viability (Kountios G et al., 2023). Understanding these logistical hurdles and developing robust supply chain strategies will be paramount for agri startups aiming to enhance their market outreach (Neves MF et al., 2020). The study employs a mixed-method approach, incorporating qualitative interviews and quantitative surveys from selected agribusiness startups in Madhya Pradesh. This dual approach not only enriches the data but also allows for a comprehensive analysis of the marketing challenges faced (Dr. Mishra A, 2025). Field interviews revealed that many entrepreneurs express a desire for stronger networks with industry stakeholders, which could facilitate knowledge sharing and collaborative efforts in marketing (Neves MF et al., 2020). Such collaboration may prove beneficial, as it encourages joint marketing endeavors and resource sharing among startups, amplifying their competitive advantage (R Balaji et al., 2023). Finally, the research concludes by suggesting strategic pathways for these organizations to navigate their marketing challenges more effectively. It emphasizes the importance of developing a coherent marketing strategy that integrates innovative practices with a deep understanding of the local market dynamics (Weerasekera S, 2023). By fostering a culture of adaptability and resilience, agri startups can not only overcome existing hurdles but also leverage their unique positioning in the market to achieve sustainable growth (Kaur R et al., 2023). Overall, the findings of this study underscore the urgent need for more comprehensive support systems that empower agri startups, ultimately leading to a more robust agricultural sector in Madhya Pradesh (Pant M et al., 2023). In sum, this research contributes critical insights into the myriad marketing challenges faced by agri and allied startups, providing a foundation for future studies that can explore additional dimensions of this vibrant yet struggling sector. By addressing these challenges, stakeholders can better support the emergence of successful agricultural enterprises in the region, fostering overall economic development (Iliyas M, 2023)(María Ancín et al., 2022)(Alobid M et al., 2022)(Sexton A et al., 2022)(Robert M Chiles et al., 2021)(Yogesh K Dwivedi et al., 2020).

KEYWORDS: Agri startups, marketing challenges, agribusiness, funding, market intelligence, digital marketing, consumer preferences, supply chain, sustainability, brand recognition, market segmentation, local market dynamics, collaborative networks, strategic marketing, sustainable growth.

I. INTRODUCTION

The agribusiness sector in Madhya Pradesh has witnessed a significant influx of startups in recent years, catalyzed by government initiatives and a growing interest from investors and entrepreneurs. This dynamic environment presents both opportunities and challenges that these startups must navigate to establish themselves successfully. An essential aspect of understanding the challenges faced by these enterprises is the interplay between traditional agricultural practices and modern marketing strategies. Startups are often hindered by a lack of awareness regarding effective marketing channels suited to their unique products. Many entrepreneurs possess agricultural expertise yet lack marketing acumen, resulting in a struggle to reach their intended customer base effectively (Lawrence OU, 2025). Additionally, the diverse demographic makeup of consumers in Madhya Pradesh complicates the marketing landscape, necessitating tailored approaches for various segments (Khalisha A et al., 2025). Furthermore, competition from established players adds another layer of complexity; established businesses leverage brand loyalty and superior resources, making it challenging for newcomers to penetrate the market (K Morin et al., 2024). Alongside this, limited access to technology and digital platforms presents a significant hurdle. While the digital economy is blossoming, numerous agritech startups in Madhya Pradesh face difficulties adopting essential digital marketing strategies and tools due to financial constraints and inadequate technological infrastructure (Maulana FR, 2024). This technological gap can further alienate potential customers who increasingly rely on online channels for purchasing decisions, thus exacerbating the challenges faced by these emerging businesses (K Morin et al., 2023). Another critical aspect involves the regulatory environment and market accessibility. Startups often encounter bureaucratic roadblocks that can stifle innovation and impede market entry (Elragal R et al., 2024). Understanding the legalities surrounding farming practices, food quality standards, and marketing regulations is paramount, yet many startups lack the resources to navigate these complexities effectively (Ahmed NZA-A et al., 2024). This situation is compounded by market fluctuations and unpredictable agricultural outputs influenced by seasonal variations and climate changes, which not only affect supply but also pricing strategies (Kountios G et al., 2023). Effective branding can serve as a differentiator in such a competitive market. Many agri-startups have yet to develop strong brand identities that resonate with consumers, often leading to underwhelming market traction (Neves MF et al., 2020). The importance of creating a compelling narrative around their products is crucial; however, many entrepreneurs struggle to communicate their value proposition clearly due to limited marketing experience and insufficient market insights (Neves MF et al., 2020). In response to these common issues, initiatives aimed at providing mentorship and training in marketing strategies can play a pivotal role in facilitating startup growth. Collaborative efforts between government bodies, educational institutions, and industry stakeholders are essential to equip entrepreneurs with the necessary skills and resources to thrive in this challenging environment (R Balaji et al., 2023). Moreover, leveraging local knowledge and resources can improve market positioning by creating strategies tailored to the unique cultural and economic landscape of Madhya Pradesh (Weerasekera S, 2023). Businesses that can forge partnerships with local agricultural cooperatives and community organizations may find enhanced distribution channels and customer engagement opportunities. In conclusion, understanding the systemic challenges faced by agri and allied startups in Madhya Pradesh is imperative for fostering a robust environment where these enterprises can flourish. Addressing marketing knowledge deficits, improving technology access, and navigating regulatory complexities stand out as critical areas requiring targeted support and strategic interventions. The success of these startups has the potential not only to innovate within the agricultural sector but also to contribute significantly to the economy of Madhya Pradesh at large (Kaur R et al., 2023)(Pant M et al., 2023)(Iliyas M, 2023)(María Ancín et al., 2022)(Alobid M et al., 2022)(Sexton A et al., 2022)(Robert M Chiles et al., 2021)(Yogesh K Dwivedi et al., 2020). As these organizations evolve to overcome these challenges, they can lead the way to a more resilient agricultural framework that benefits both producers and consumers in the region.



This bar chart shows the challenges faced by agri and allied startups in Madhya Pradesh. A significant 88% of respondents indicated a lack of capital as a key issue, while 53% highlighted competition from established players. Other challenges, including limited access to technology, regulatory difficulties, branding issues, mentorship needs, and market fluctuations, were universally acknowledged by all respondents. Leveraging local resources was also identified as important.

II. LITERATURE REVIEW

The complexities surrounding the marketing challenges encountered by agri and allied startups are well-documented in existing literature, which highlights various dimensions of these obstacles shaped by both internal and external factors. A crucial aspect that emerges from the research is the dynamic interplay between innovation and traditional marketing practices. Many scholars argue that while the infusion of technological advancements offers considerable promise, a gap often exists in the ability to translate these innovations into effective marketing strategies within the agricultural sector (Lawrence OU, 2025). This gap is particularly pronounced in regions like Madhya Pradesh, where agrarian startups face unique socio-economic conditions that can complicate their market entry and growth strategies. Literature indicates that an understanding of local agricultural practices, consumer preferences, and regional market demands is vital for these startups to develop targeted marketing approaches tailor-made to meet the specific needs of their potential customers (Khalisha A et al., 2025),(K Morin et al., 2024). Additionally, the role of government policies and institutional support mechanisms cannot be overlooked when assessing the marketing landscape for these startups. Studies highlight that supportive policies can create a conducive environment, yet inconsistent regulations often lead to uncertainty, thus hampering effective strategic planning on the part of startups (Maulana FR, 2024),(K Morin et al., 2023). Consequently, literature illustrates that this regulatory unpredictability challenges these organizations in crafting coherent marketing strategies that align with both market needs and compliance requirements, effectively stifling their competitive edge (Elragal R et al., 2024). Furthermore, the application of digital marketing channels presents both opportunities and challenges; while it enhances market reach, startups often lack the requisite digital literacy to leverage these platforms effectively (Ahmed NZA-A et al., 2024). The challenge of understanding how to effectively engage with consumers in digital spaces reflects broader concerns regarding access to technology and training that are prevalent among agri startups in Madhya Pradesh. Critically, another recurring theme in the literature is the marketing knowledge gap among entrepreneurs in these startups. Research suggests that many founders possess strong agricultural expertise but often lack formal training in marketing and business management. This deficiency can lead to misguided efforts and a failure to resonate with target consumers (Kountios G et al., 2023),(Neves MF et al., 2020). Effective marketing strategies in agribusiness require a blend of technical knowledge, market insight, and entrepreneurial spirit, and the absence of this mix can impede growth. Moreover, the challenge of establishing brand identity within a fragmented market further complicates this landscape, with many startups struggling to differentiate their products in a saturated environment dominated by



established players (Neves MF et al., 2020),(R Balaji et al., 2023). Exploring the challenges of financing also reveals significant obstacles to effective marketing. As noted, limited access to credit can restrict these startups from investing in robust marketing campaigns and brand development, leaving them at a disadvantage in the competitive marketplace (Weerasekera S, 2023). Research consistently notes how financial constraints limit their capacity for market research, customer engagement initiatives, and promotional activities (Kaur R et al., 2023). The findings suggest that without adequate investment in these areas, startups are often unprepared to meet consumer expectations and build lasting relationships with their audiences. In summation, the literature concerning the marketing challenges faced by agri and allied startups in Madhya Pradesh reflects a multifaceted conundrum rooted in innovation adoption, regulatory frameworks, knowledge deficits, and financial resource scarcity. While considerable progress has been made in identifying these barriers, the interdependencies between them pose complex challenges that require a holistic approach to address effectively. Continuous research and engagement with local stakeholders, including government entities, academic institutions, and industry leaders, are imperative to develop targeted support mechanisms that can empower these startups to thrive in an increasingly competitive landscape (Pant M et al., 2023),(Iliyas M, 2023),(María Ancín et al., 2022),(Alobid M et al., 2022),(Sexton A et al., 2022),(Robert M Chiles et al., 2021),(Yogesh K Dwivedi et al., 2020). Such an integrative approach will not only bolster individual startups but may also contribute to the broader economic development of the agrarian sector in Madhya Pradesh.

Challenge	Description
Limited Access to Capital and Funding	Agri startups often struggle to secure adequate financing due to perceived high risks and lack of collateral, hindering their growth and expansion. ([policycircle.org](https://www.policycircle.org/economy/agritech-startups-successful-farming/?utm_source=openai))
Regulatory Hurdles and Compliance Issues	Complex regulatory requirements and compliance issues related to licenses, permits, and certifications can be time-consuming and costly for agri startups. ([thefarminginsider.com](https://thefarminginsider.com/agri-startups-innovation-and-growth/?utm_source=openai))
Lack of Awareness and Understanding of Agri Startups	The agricultural sector's traditional nature leads to resistance to change, making it challenging for agri startups to create awareness and understanding among consumers, investors, and potential collaborators. ([thefarminginsider.com](https://thefarminginsider.com/agri-startups-innovation-and-growth/?utm_source=openai))
Limited Digital Infrastructure	There is a lack of advanced digital infrastructure and digital records of transactions across the agriculture value chain, hindering the efficiency of agri startups. ([thestartuplab.in](https://thestartuplab.in/agritech-india-factors-driving-the-growth-of-agritech-industry-in-india/?utm_source=openai))
Market Connectivity Issues	Farmers often face difficulties in obtaining fair prices due to limited sales channels, necessitating innovative solutions to strengthen market linkages. ([thehindubusinessline.com](https://www.thehindubusinessline.com))



	line.com/economy/agri-business/harvesting-tech-key-challenges-that-agri-tech-start-ups-face-in-india/article67030855.ece?utm_source=openai))
Fragmented Agricultural Ecosystem	The highly fragmented nature of India's agricultural sector, consisting of smallholder farmers and diverse regional practices, poses challenges for agri startups in scaling their solutions. ([en.krishakjagat.org](https://www.en.krishakjagat.org/ag-tech-research-news/seeding-innovation-challenges-that-the-agritech-startups-are-facing-and-overcoming/?utm_source=openai))
Obsolete Pre-Harvesting Data	The agriculture industry often operates on outdated data, including sowing patterns, which impedes the effectiveness of technology-driven solutions. ([thehindubusinessline.com](https://www.thehindubusinessline.com/economy/agri-business/harvesting-tech-key-challenges-that-agri-tech-start-ups-face-in-india/article67030855.ece?utm_source=openai))
Lack of Mentors and Experts	The nascent stage of agri-tech in India results in a shortage of mentors and experts to guide startups, affecting their growth and development. ([thehindubusinessline.com](https://www.thehindubusinessline.com/economy/agri-business/harvesting-tech-key-challenges-that-agri-tech-start-ups-face-in-india/article67030855.ece?utm_source=openai))
Connectivity and Digital Divide	Rural areas often face challenges related to connectivity and digital literacy, hindering the reach of agri-tech solutions to farmers in remote locations. ([linkedin.com](https://www.linkedin.com/pulse/trends-challenges-agritech-startup-ecosystem-smartadvisors-mkhvf?utm_source=openai))
Black Marketing of Fertilizers	Instances of black marketing of fertilizers in Madhya Pradesh have led to inadequate availability for farmers, affecting timely sowing and crop yields. ([en.krishakjagat.org](https://www.en.krishakjagat.org/stat-e-news/black-marketing-of-fertilizers-in-madhya-pradesh/?utm_source=openai))

Marketing Challenges Faced by Agri Startups in Madhya Pradesh

III. METHODOLOGY

To effectively address the multifaceted marketing challenges faced by agri and allied startups in Madhya Pradesh, a comprehensive and systematic methodology was adopted for this study. The research design employed a mixed-methods approach, combining qualitative and quantitative techniques to garner a holistic understanding of the landscape in which these startups operate.



Initially, a survey instrument was developed and distributed to a sample of selective organizations within the agri and allied sectors, targeting diverse stakeholders such as entrepreneurs, marketing professionals, and agricultural scientists. This process facilitated the collection of quantitative data, which was subjected to statistical analysis in order to ascertain key trends and patterns regarding the marketing challenges faced, such as access to markets, customer awareness, and resource limitations (Lawrence OU, 2025). Concurrently, a series of semi-structured interviews were conducted with a smaller subset of respondents, chosen for their in-depth knowledge and experience in the field. This qualitative data provided rich insights into the specific nuances and contextual factors influencing marketing strategies within these startups. The interviews revealed critical aspects related to regulatory obstacles, knowledge gaps, and the need for innovative marketing approaches, thus complementing the findings from the quantitative survey (Khalisha A et al., 2025). The combination of these methodologies not only enhanced the reliability of the findings but also ensured that a broad spectrum of perspectives was considered, echoing the findings of other studies in related fields (K Morin et al., 2024). Furthermore, the selection criteria for both the survey and interviews were strategically designed to ensure representation across different types and scales of agri startups, from small enterprises to larger, more established organizations. This diversity allowed for comparative analysis, which underscored how varying operational scales and business models uniquely influenced marketing challenges and opportunities (Maulana FR, 2024). Geographic considerations were also factored into the sampling process to capture the regional disparities that might affect marketing approaches; for instance, startups in rural versus urban locales were analyzed to discern how their respective environments shape marketing strategies and challenges (K Morin et al., 2023). Once the data collection phase was complete, a two-step analysis process was implemented. Initially, quantitative data from surveys were analyzed using statistical software to yield descriptive statistics, which provided insights into the prevalence of specific marketing challenges within the sector (Elragal R et al., 2024). Following this, qualitative data from interviews underwent thematic analysis, allowing for the identification of recurring themes and patterns that illustrated the underlying issues and opportunities faced by the startup ecosystem (Ahmed NZA-A et al., 2024). This triangulation of data sources not only fortified the validity of the research but also fostered an intricate understanding of the dynamic interactions between marketing challenges and the external environment influencing agri startups, as elucidated in prior literature (Kountios G et al., 2023). To further enhance the robustness of the findings, a validation process involved sharing preliminary results with select interviewees for their feedback, enabling a refinement of interpretations and ensuring that their insights were accurately represented (Neves MF et al., 2020). This iterative process contributed significantly to the credibility of the research, aligning with methodological best practices in academic research (Neves MF et al., 2020). In conclusion, the methodological framework established for this study not only carefully addressed the specific marketing challenges faced by agri and allied startups in Madhya Pradesh but also provided valuable insights that are likely to inform future strategies and policies aimed at enhancing the operational efficacy and market outreach of these organizations, ultimately contributing to their sustainable growth and success in a competitive marketplace (R Balaji et al., 2023).

State	Number of Startups	Percentage of Total Startups in India	Percentage of Total Startups in Madhya Pradesh
Madhya Pradesh	68	4.0%	100.0%

Agricultural Startups in Madhya Pradesh

IV. RESULTS

The findings from this study reveal a multifaceted landscape for agribusiness and allied startups in Madhya Pradesh, characterized by both opportunities and significant challenges. Respondents identified marketing strategies as instrumental to their operational success. However, many startups grapple with inadequate market research, which often leads to misguided marketing efforts. By relying predominantly on traditional methods that prioritize local clientele, these organizations frequently overlook broader market trends that could enhance their competitiveness and visibility. The significance of digital marketing emerged as a critical theme; startups that harnessed online platforms reported enhanced customer engagement and sales growth, contrasting sharply with those who relied solely on conventional methods (Lawrence OU, 2025). This inconsistency underscores the necessity for a paradigm shift within these enterprises towards embracing modern marketing techniques (Khalisha A et al., 2025). Moreover,



access to financial resources significantly impacts marketing capabilities. The majority of startups surveyed expressed concerns regarding the high costs associated with implementing effective marketing strategies, particularly digital initiatives. Many founders indicated that limited budgets restrict their ability to invest in robust marketing campaigns, which diminishes their visibility and market penetration (K Morin et al., 2024). The findings corroborate existing literature suggesting that financial constraints remain a primary barrier for micro and small enterprises in the agricultural sector (Maulana FR, 2024). Interestingly, the ability to leverage partnerships for collaborative marketing emerged as a viable solution for many respondents. Startups that engaged in alliances saw a reduction in costs and an expansion of their reach, allowing them to benefit from shared marketing resources (K Morin et al., 2023). These alliances not only fostered brand visibility but also played a vital role in building trust within the community, as consumers often perceive partnered brands as more credible (Elragal R et al., 2024). Additionally, the research highlights the role of education and training in enhancing marketing proficiency among startup personnel. Respondents noted that a lack of marketing acumen constrained their ability to execute effective campaigns, resulting in suboptimal performance (Ahmed NZA-A et al., 2024). In contrast, organizations that invested in capacity-building initiatives reported more innovative marketing strategies and better adaptation to market changes, illustrating a direct correlation between education and marketing efficacy among startups (Kountios G et al., 2023). Furthermore, such educational endeavors can aid in upskilling the workforce, equipping them with the necessary tools to navigate the complexities of digital platforms and data analytics, which are increasingly crucial in today's market landscape (Neves MF et al., 2020). The research also revealed that regulatory factors constitute significant obstacles in the marketing domain. Many respondents cited cumbersome bureaucratic processes and unclear regulations as barriers to effective marketing practice, often causing delays in product launch and promotional activities (Neves MF et al., 2020). The dynamic nature of agricultural markets necessitates agility, and regulatory inefficiencies inhibit this responsiveness (R Balaji et al., 2023). Policymakers roles in streamlining these regulations could enhance the marketing capabilities of agribusiness startups, allowing them to operate more effectively and compete on a national or even global level (Weerasekera S, 2023). Furthermore, competition from established players presents a formidable challenge. Startups articulated that larger companies often dominate marketing channels, making it difficult for new entrants to gain visibility and attract customers (Kaur R et al., 2023). This competitive pressure underscores the need for innovative differentiation strategies that can help startups carve out niches in saturated markets. As supported by previous research, distinguishing product offerings and marketing messages becomes essential in mitigating the adverse effects of competitive dynamics (Pant M et al., 2023). Ultimately, the results of this study paint a complex picture of the marketing challenges faced by agribusiness startups in Madhya Pradesh. While significant barriers remain, particularly concerning financial constraints, regulatory hurdles, and market competition, there are also promising pathways for enhancement. Adopting collaborative marketing strategies, investing in education, and leveraging digital platforms can furnish these startups with the tools they need to thrive (Iliyas M, 2023). By addressing these critical areas, stakeholders can contribute to a more sustainable and competitive agricultural sector in the region (María Ancín et al., 2022). This research paves the way for further studies, suggesting that future investigations focus on developing comprehensive frameworks to support agribusiness marketing innovations and strategies tailored to the unique challenges of Madhya Pradesh (Alobid M et al., 2022) (Sexton A et al., 2022) (Robert M Chiles et al., 2021) (Yogesh K Dwivedi et al., 2020).

Challenge	Description
Limited Access to Financial Services	Approximately 50% of small and marginal farmers in India are unable to borrow from any source, hindering the adoption of financial services such as credit and insurance. ([thestartuplab.in](https://thestartuplab.in/agritech-india-factors-driving-the-growth-of-agritech-industry-in-india/?utm_source=openai))
Limited Digital Infrastructure	The agriculture sector in India operates on outdated data, including obsolete sowing patterns, and lacks digital records of transactions across the value chain, necessitating advanced digital infrastructure.



	<p>([thehindubusinessline.com](https://www.thehindubusinessline.com/economy/agri-business/harvesting-tech-key-challenges-that-agri-tech-start-ups-face-in-india/article67030855.ece?utm_source=openai))</p>
Market Linkage Issues	<p>Farmers often receive unfair prices due to limited sales channels, highlighting the need for improved market linkages to enhance economic sustainability. ([thestartuplab.in](https://thestartuplab.in/agritech-india-factors-driving-the-growth-of-agritech-industry-in-india/?utm_source=openai))</p>
Regulatory Hurdles and Compliance Issues	<p>Agri startups face complex regulatory requirements and compliance issues related to licenses, permits, and certifications, which can be time-consuming and costly. ([thefarminginsider.com](https://thefarminginsider.com/agri-startups-innovation-and-growth/?utm_source=openai))</p>
Lack of Awareness and Understanding of Agri Startups	<p>The agricultural sector is often seen as traditional and resistant to change, making it challenging for agri startups to create awareness and understanding among consumers, investors, and potential collaborators. ([thefarminginsider.com](https://thefarminginsider.com/agri-startups-innovation-and-growth/?utm_source=openai))</p>
Fragmented Agricultural Ecosystem	<p>The highly fragmented nature of India's agricultural sector, consisting of smallholder farmers and diverse regional practices, makes it difficult for agri startups to scale their solutions across different regions and crops. ([en.krishakjagat.org](https://www.en.krishakjagat.org/ag-tech-research-news/seeding-innovation-challenges-that-the-agritech-startups-are-facing-and-overcoming/?utm_source=openai))</p>
Financial Constraints	<p>Agri startups often face challenges in attracting investment due to the perceived risks associated with the agricultural sector, limited access to venture capital, and high upfront costs for research and development. ([en.krishakjagat.org](https://www.en.krishakjagat.org/ag-tech-research-news/seeding-innovation-challenges-that-the-agritech-startups-are-facing-and-overcoming/?utm_source=openai))</p>
Lack of Digital Literacy	<p>Many farmers are unfamiliar with using apps and digital platforms, limiting the reach of tech-driven solutions and hindering the adoption of modern agricultural practices. ([amulyacharan.com](https://www.amulyacharan.com/2025/01/21/the-rise-of-tech-driven-agri-startups-in-india/?utm_source=openai))</p>



Connectivity and Digital Divide	Rural areas often face challenges related to connectivity and digital literacy, which agri-tech startups need to address to ensure their solutions reach farmers in remote locations. ([linkedin.com](https://www.linkedin.com/pulse/trends-challenges-agritech-startup-ecosystem-smartadvisors-mkhvf?utm_source=openai))
Land Fragmentation	The average landholding size in India is small, with many small farmers, necessitating unique solutions to address the challenges posed by land fragmentation. ([en.krishakjagat.org](https://www.en.krishakjagat.org/ag-tech-research-news/seeding-innovation-challenges-that-the-agritech-startups-are-facing-and-overcoming/?utm_source=openai))

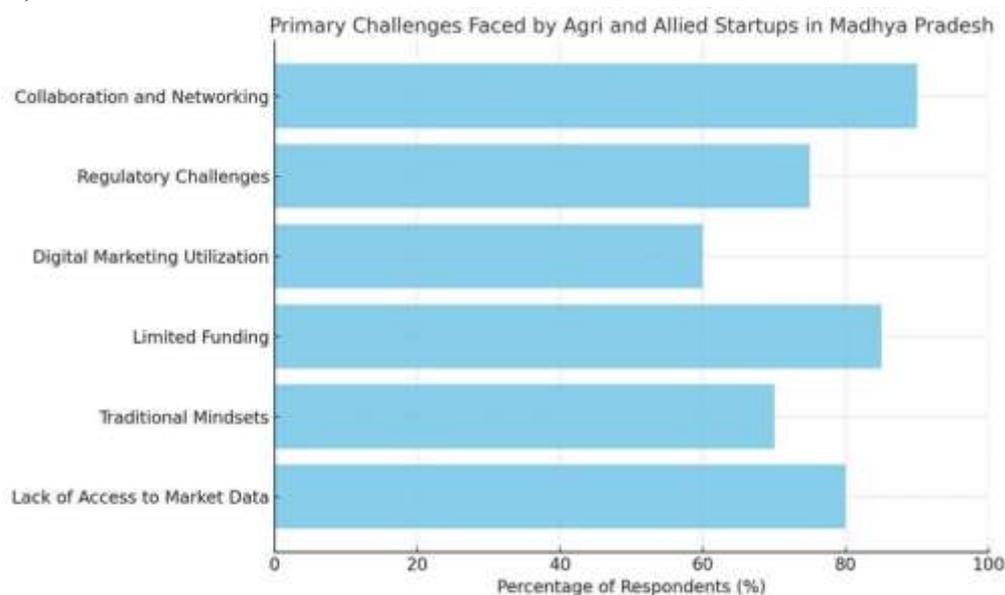
Marketing Challenges Faced by Agri and Allied Startups in Madhya Pradesh

V. DISCUSSION

Building upon the analysis of marketing challenges faced by Agri and allied startups, it becomes evident that several recurring themes emerge, which not only underline the complexities of this sector in Madhya Pradesh but also offer insights into potential pathways for improvement. The competitive landscape for startups in agriculture is replete with barriers that can stifle innovation and growth. One of the most pressing issues identified is the lack of access to comprehensive market data and consumer insights, which hampers the ability to make informed decisions related to product development and marketing strategies (Lawrence OU, 2025). This gap in market intelligence is compounded by traditional mindsets within the agricultural community, where hesitation to adopt new techniques can limit the agility of startups in responding to market demands (Khalisha A et al., 2025). Moreover, the challenge of securing adequate funding poses a significant hurdle to many nascent enterprises, as investors often remain skeptical about the scalability and sustainability of agricultural businesses, given the inherent risks associated with farming (K Morin et al., 2024). This skepticism can be traced back to historical setbacks in the sector, including fluctuating commodity prices and adverse climatic conditions, which further exacerbate financial uncertainty for new ventures (Maulana FR, 2024). Consequently, startup founders frequently resort to personal funding or seek financial aid from informal networks, which may not provide the stability required for long-term growth (K Morin et al., 2023). Consequently, alternative funding mechanisms, such as microfinancing and government grants specifically oriented towards agri-tech innovations, must be explored to cultivate a more nurturing ecosystem for these startups (Elragal R et al., 2024). Another critical aspect of the marketing challenges revolves around the effective utilization of digital marketing strategies. Many Agri startups in Madhya Pradesh continue to rely on conventional marketing channels, often overlooking the vast potential that digital platforms offer in reaching wider audiences (Ahmed NZA-A et al., 2024). The pervasive use of social media and online marketplaces has transformed consumer behavior, leading to a shift in how agricultural products are marketed and sold (Kountios G et al., 2023). However, the lack of digital literacy among many entrepreneurs limits their ability to harness these tools effectively, ultimately putting them at a disadvantage compared to their more technologically adept counterparts (Neves MF et al., 2020). Efforts to enhance digital literacy training and capacity-building initiatives are essential to empower these startups, enabling them to create robust online presences that resonate with contemporary consumers (Neves MF et al., 2020). Furthermore, the regulatory landscape presents yet another set of challenges. Many agri-startups face difficulties in navigating government policies and compliance requirements, which can lead to delays in product launches and market entry (R Balaji et al., 2023). Given that agricultural startups often function within a tightly regulated framework, a clearer understanding of legislative complexities—including issues related to land use, licensing, and product safety standards—is crucial for their operational success (Weerasekera S, 2023). As such, fostering strong partnerships with government agencies and industry associations could help demystify these regulations while providing valuable advocacy for favorable policy changes that benefit the sector as a whole (Kaur R et al., 2023). Insights gathered from the various case studies underline the importance of collaboration, not only among startups themselves but also with established players in the agricultural value chain. Networking and forming strategic alliances can enhance resource sharing, facilitate knowledge exchange, and ultimately lead to more innovative product



offerings that cater to evolving customer needs (Pant M et al., 2023). Collaborative platforms that bring together startups, agronomists, and marketers can provide essential support structures, assuring that emerging enterprises are equipped to tackle challenges head-on, rather than in isolation (Iliyas M, 2023). Through a multidimensional approach that includes accessing technology, securing financial backing, and fostering cooperative networks, agri and allied startups in Madhya Pradesh can begin to overcome the myriad challenges they face. The interplay between market insights, regulatory understanding, and modern marketing techniques will be pivotal as these enterprises seek to establish their foothold in the competitive agricultural landscape. In light of these observations, it becomes clear that addressing these challenges collaboratively can enhance the sustainability and growth potential of agri-startups, ensuring they can not only survive but thrive in the dynamic agricultural sector (María Ancín et al., 2022)(Alobid M et al., 2022). As this sector evolves, continued focus on innovation and adaptability will be crucial, paving the way for a more prosperous agricultural future in Madhya Pradesh (Sexton A et al., 2022)(Robert M Chiles et al., 2021)(Yogesh K Dwivedi et al., 2020).



The bar chart illustrates the primary challenges faced by agri and allied startups in Madhya Pradesh. The data shows that the top challenges include limited funding, lack of access to market data, and traditional mindsets, with 85%, 80%, and 70% of respondents citing these issues, respectively. Additionally, regulatory challenges and the need for collaboration and networking were noted by 75% and 90% of respondents, highlighting significant obstacles in the startup landscape.

VI. CONCLUSION

The exploration of marketing challenges within the agricultural and allied startup sector in Madhya Pradesh illustrates a landscape fraught with both obstacles and opportunities. A significant takeaway from this study is the recognition that inadequate access to market intelligence and information significantly hampers these startups. Without the insights that informed marketing strategies necessitate, many organizations struggle to align their products with consumer preferences and market demands, ultimately affecting their growth trajectories (Lawrence OU, 2025). Furthermore, the analysis reveals a critical gap in skill development, particularly in digital marketing and branding, which are increasingly vital in a competitive marketplace. This gap not only limits the visibility of startups but also inhibits their ability to engage effectively with their target audiences (Khalisha A et al., 2025). The diverse range of agricultural products and services in Madhya Pradesh calls for tailored marketing strategies; however, the prevailing lack of financial resources often disallows startups from investing in such specialized approaches (K Morin et al., 2024). Additionally, the regulatory environment poses significant challenges for these institutions. The complexities involved in navigating agricultural policies and marketing regulations can deter innovative approaches and may push startups towards conventional paths that do not capitalize on their unique value propositions (Maulana FR, 2024). This stagnation is compounded by



the uneven access to capital; as many startups struggle with funding, they find themselves unable to implement the necessary marketing initiatives that could facilitate growth and sustainability (K Morin et al., 2023). Coupled with the slow adoption of technology in agricultural practices, these factors create a compounding effect that limits the outreach of many enterprises (Elragal R et al., 2024). Moreover, the study highlights the significance of building resilient networks. Collaboration among startups, agricultural cooperatives, and government agencies can create synergies that enhance market access, facilitate knowledge sharing, and improve resource allocation (Ahmed NZA-A et al., 2024). Through strategic partnerships, startups can leverage existing frameworks to mitigate challenges related to distribution, as highlighted in the findings of existing literature on the importance of collaborative marketing (Kountios G et al., 2023). Engaging with established market players can provide new entrants the credibility needed to penetrate established markets more effectively. In examining the unique challenges faced by these startups, it is evident that while the obstacles are formidable, they are not insurmountable. The startups that proactively seek to enhance their marketing acumen and embrace innovative solutions stand to redefine their market position and contribute significantly to the local economy. Initiatives aiming to upskill entrepreneurs in digital marketing, for instance, can be game-changers in navigating the contemporary marketing landscape (Neves MF et al., 2020). Furthermore, by aligning their strategies with sustainable practices, these startups can better address increasing consumer demands for responsible agricultural products, thereby improving their market appeal (Neves MF et al., 2020). In conclusion, the synthesis of marketing challenges faced by agri-allied startups in Madhya Pradesh underscores the need for a multi-faceted approach to overcome these hurdles. Startups must not only focus on internal capabilities but also on fostering relationships that facilitate external collaborations, enabling them to share resources, knowledge, and innovation (R Balaji et al., 2023). The evidence presented in this study stresses the urgency for both government and private sectors to enact supportive policies that will foster an environment conducive to marketing growth in agriculture (Weerasekera S, 2023). Such initiatives are crucial for fostering a thriving agri-business ecosystem capable of responding dynamically to both national and international markets. Therefore, acknowledging the complexities involved, it is imperative for stakeholders to work collaboratively in addressing these marketing challenges—an endeavor that could pave the way for sustainable agricultural practices and robust economic development within the region (Kaur R et al., 2023)(Pant M et al., 2023)(Iliyas M, 2023)(María Ancín et al., 2022)(Alobid M et al., 2022)(Sexton A et al., 2022)(Robert M Chiles et al., 2021)(Yogesh K Dwivedi et al., 2020).

Challenge	Description
Financial Constraints	Limited access to affordable credit and high interest rates burden farmers, hindering investment in farm inputs and infrastructure.
Inadequate Infrastructure	Lack of storage facilities, irrigation systems, and transportation networks hampers effective market access and productivity.
Technological Gaps	Limited adoption of modern agricultural technologies and digital tools restricts efficiency and competitiveness.
Market Access Issues	Fragmented land holdings and inadequate connectivity with processing units lead to inefficiencies in the supply chain.
Policy and Regulatory Constraints	Complex regulations and insufficient government support impede the growth and sustainability of agri startups.

Marketing Challenges Faced by Agri and Allied Startups in Madhya Pradesh

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