

# A Quantitative ABCD Analysis of Agricultural Stakeholders

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### ABSTRACT

**Purpose:** *In order to best serve farmers and their organisations going forward, this research will examine the stakeholders' roles in the Modern Agriculture programme's usage of agricultural machinery. This study investigates how various parties engaged in the creation of contemporary agricultural programmes participate, exert influence, have interests, and form relationships. In order to make modern agricultural programmes more successful, it is intended that this research will provide insight into how to manage their execution better.*

**Design:** *The study employs a methodical approach to reviewing the existing research that involves exploring keywords, analysing factors, and using the basic ABCD framework. Through empirical data analysis of the agricultural stakeholders, the ABCD study sets forth the pertinent score weights that are attributed to each of the significant constituents under each parameter. The overall assessment of each element is then determined by examining its overall rating through a focus group.*

**Findings:** *The study discovered that all agricultural stakeholders can use the ABCD analysis technique. The quantitative study of the ABCD framework showed that benefits to agriculture stakeholders received a high weighting, and then followed benefits through focus group engagement.*

**Originality:** *The ABCD analytical paradigm is extensively used in this article to study the various agricultural stakeholders. Despite the fact that many ABCD analyses pertaining to different areas have been published, this work opens up an avenue for novel studies in the domain of agricultural stakeholders by determining the essential constituents of each issue.*

**Type of Paper:** *Empirical Analysis*

**Keywords:** ABCD Listing, ABCD Analysis, Agriculture stakeholders, Factor Analysis, Quantitative Analysis, ABCD Analysis Framework, Elementary Analysis

### 1. INTRODUCTION :

In India, the farmers and the consumers are the two main parties involved in agricultural marketing. Consumers might include exporters, processors, retailers, and end users. The other parties in the chain, including intermediaries, assist the flow of commodities and perform other supportive tasks (Vadivelu & Kiran. (2013). [1]). Farmers in the current supply chain are mostly affected by problems such as small individual excesses of produce available for sale, an inadequate comprehension of market demands, and primarily a dearth of infrastructure that can be used post-harvest, along with financial difficulties (Selvaraj & Ibrahim. (2012). [2]). The farmers suffer greatly as a result of the poor realisation that results in the end. A cartel-like arrangement with the agricultural produce marketing committees is also made possible by the markets' fragmentation, which also lessens competition (Adekunle & Fatunbi. (2012). [3]). As a result, farmers typically receive low prices, and their high needs

drive some to take extreme actions like suicide. Farmers may combine small lots to create larger lots, and their combined negotiating power may enable them to obtain higher market prices (Fosli., et al. (2021). [4]). The viewpoints of farmers presented here were obtained from focus groups and interviews with farmers. The most significant aspects of farmers' problems and interests were grouped under the following themes based on these interviews, focus groups, and data acquired while building the database: (Goldsmith., et al. (2022). [5]) Understanding the problem and the prerequisite for accomplishment; elementary reasons for working together; adaptability and sustainability; practical outcomes; accessibility to insights, finances, documentation, and other individuals; a broader spectrum of legislative considerations and campaigns (Hanyani-Mlambo, B. T. (2000). [6]). A well-known technique for examining a business proposal, the ABCD (Advantages, Benefits, Constraints, and Disadvantages) analysis charter is now being employed by numerous scholars. Additionally, the study emphasises how to grasp the ABCD analytic framework, which is used to examine agricultural stakeholders (Aithal, P. S. (2016). [7]). The ABCD analysis methodology looks at a notion's or idea's viability in a particular setting. This analysis framework is a recent addition to the business analysis framework. The notion, structure, approach, and source are all surveyed within the ABCD framework in order to pinpoint the crucial components of the constitution (Aithal, P.S. (2017). [8]). A proper score or weight can be assigned to each essential critical component in the quantitative study utilising the ABCD method. In empirical research, scores that may be further accepted or rejected are evaluated to determine the final score for the constructs (Agarwal., et al. (2009). [9]). Research helps to highlight the main concerns while adopting the ABCD paradigm connected to administration, operation, and organisation (Bhuvana, R., & Aithal, P. S. (2022). [10]). The ABCD outline's constructions, advantages, benefits, constraints, and disadvantages must be used to uncover the concerns through focus groups after the determinant issues have been identified. On the other hand, the constituent critical factors can be used to discuss the Agricultural stakeholders (Kumari, P., & Aithal, P. S. (2020). [11]).

## **2. ANALYSIS OF THE LITERATURE TO UNDERSTAND THE CURRENT STATUS :**

Reviewing the existing literature is an important phase of the study's approach. A survey of pertinent research is carried out to better comprehend what has been discovered regarding a particular instance, topic, or issue and to pinpoint discrepancies in knowledge (Sony, M., & Aithal, P. S. (2020). [12]). Additionally, it is vital to assist the examiner in comprehending the extent to which the outcome of the investigation fits into the realm of existing knowledge as per (Sony, M., & Aithal, P. S. (2020). [13]). In addition to employing other analyses in conjunction with ABCD analysis to determine a concept's or strategy's effectiveness, the ABCD analysis framework includes human and system characteristics (Madhura, K., & Niyaz Panakaje, D. (2022). [14]). In order to make it quantifiable, the ABCD analysis has gone further. Exploratory research can be carried out in the current state of the ABCD analytical framework to observe the research strategy, the topic choice, and the information gathering technique (Shi, W., & Wang, M. (2009). [15]).

## **3. THE STUDY'S OBJECTIVES :**

Listed below are the intended objectives of this study:

- (1) To discuss the viability of using the ABCD analytical paradigm to investigate agricultural stakeholder groups.
- (2) To enumerate the advantages, benefits, constraints, and disadvantages of stakeholders in agriculture.
- (3) To determine the critical issues for agricultural stakeholder groups.
- (4) To ascertain the ABCD analysis's influencing factors beneath the essential qualities.
- (5) To utilise the basic analysis procedure to analyse the critical constituent pieces of the ABCD paradigm.
- (6) To assess the critical constituent element associated with every ABCD construct.

## **4. ABCD LISTING FOR QUALITATIVE AND QUANTITATIVE ANALYSIS OF AGRICULTURAL STAKEHOLDERS :**

A standardised process is used to determine the behaviour, factors, and framework. This is ascertained using an accurate technique, as is the effectiveness of novel changes (Aithal, P. S., & Aithal, S. (2017). [16]). One may employ the structure in order to illustrate the most important advantages, disadvantages,

and constraints associated with every identified issue after conducting a qualitative study (Kapoor, N., et. al. (2016). [17]). Following an attempt at a qualitative analysis of the innovative modifications, one may use the framework as a basis to summarise the key benefits, advantages, limitations, and drawbacks of each known determining factor factor (Sharma, M., & Choubey, A. (2022). [18]).

**4.1 Assessments of the ABCD listing in various scientific journals:**

Following the selection of a few decisive topics to explore, qualitative methodology is able to be employed to produce a summary describing each topic's major advantages, restrictions, and negative effects (Reshma, P. S., et al. (2015). [19]). Additionally, this gives you a fundamental understanding of ABCD analysis, including ABCD listing, and is able to be applied as an ABCD analysis criterion (Noronha, S. D., & Aithal, P. S. (2016). [20]). The list of benefits, disadvantages, constraints, and advantages from the researchers' standpoint is all that certain research studies rely on the below mentioned table (Prasad, K. K., et al. (2016). [21]).

**Table 1:** Evaluation of scholarly works on ABCD Listing of Multiple Domains

S. No.	Area of the paper	Issues	Outcome	References
1.	Models of stages for the characteristics of higher-learning institutions	Augmentation of graduates in higher learning	The phase models created for three postgraduate programmes in the Master of Business Administration, Computer Applications, and Social Work, as well as three undergraduate programmes in Bachelors of Business Management, Computer Applications, and Commerce, are laid out, and their effects on improving the qualities of graduates are addressed in this paper.	Aithal & Suresh Kumar (2015). [22]
2.	A hand gesture detection method for a blind ATM input mechanism	Method to ease the use of an ATM machine for the blind	This essay focuses on a cutting-edge technique for making ATMs easier for the blind to use. It explains a technique that enables British Sign Language to be used to input together the login and PIN for the ATM device. The recognition of hand gestures has been developed using a low-cost setup and a quick algorithm.	Rupanagudi., et al. (2015). [23]
3.	Analysing business frameworks and conceptions with the ABCD approach	Analysis of business models	In this article, they introduce the ABCD Technique, a brand-new method for evaluating business models and determining their ability to generate predicted earnings while also delivering value to all of the stakeholders.	Aithal., et al. (2015). [24]
4.	Internet-based office management using a household workplace	Online work backups in Future Education System	The critique addresses the idea of online work backups in the widely used higher learning framework, the goals of the work-from-home model, its impact in emerging economies like India, its perks for learners, staff members, and vendors of services, assists for all stakeholders and society as a whole, restrictions for both workers and employers, and drawbacks for stakeholders associated with such a system.	Reshma., et al. (2015). [25]

5.	Online Learning for Higher Education	Impact of online teaching	The contribution of virtual education to social and scientific growth, as well as its role as the next-generation of education, has been covered in this study. Discussions are held regarding the various online education approaches and their significance.	Aithal & Aithal (2016). [26]
6.	The optical limiter realisation situations and optimal limiter attributes	Usage of Nonlinear Organic Materials	The properties of the perfect optical limiter have been analysed, and we have evaluated recent research on the optimum optical limiter's realisation using nonlinear organic materials.	Aithal, et al. (2016). [27]
7.	Approaches and techniques for green education in the higher educational system	Strategies used for green learning	By taking into account technological advancements and student readiness, researchers have examined and explored how the education sector may become a leader in green education from the perspective of opportunities and obstacles. The discussion also covers the sustainability of the education sector through the adoption of technology, as well as opportunities and challenges associated with going green.	Aithal & Rao (2016). [28]
8.	India's adoption of 4G technological advances: possibilities and barriers	4G technology's difficulties and prospects	This study examines the pros, cons, advantages, and limitations of 4G technologies in relation to the Indian market. Voice-over-LTE, Legislative hurdles, ecosystem-related obstacles, earning from money invested, and hardware compliance are a few of the several problems discussed.	Prasad., et al. (2016). [29]
9.	The scenarios for the recognition of the ideal software concept	Viability of software creation	The article discusses the qualities of hypothetical software known as perfect software and the potential for adopting Universal Automation, sometimes known as such software, for any sort of system computerization and interacting. The study also discusses the viability of creating such software utilising current and emerging technology, as well as the effects such software creation might have on the IT sector.	Aithal & Pai (2016). [30]
10.	National Institutional Ranking System	Performance rating of higher education	Using a newly developed analytical framework termed the ABCD approach, researchers have examined the "National Institutional Ranking System" for upper education institutes in this study as a revolutionary act rating system built around four constructs that figure out the essential constituent parts.	Aithal, et al. (2016). [31]



11.	Comparative of theory X, theory Y, theory Z, and Theory A	Analysis of dealing persons and enactment	Researchers have attempted to compare the four theories of motivation for humans in the following paper. It additionally addresses how theory A might be implemented in an organisation. The impact of theory on contemporary organisational performance is also taken into consideration in this paper.	Aithal & Kumar (2016). [32]
12.	Opportunities & Challenges for Green Technology	Green technology in agriculture	The chances and difficulties for green technology in agriculture, filtered water, renewable energy, buildings, vehicles, and space exploration are also covered in the paper. It also discusses green technology in education, food processing, and health and medicine in the twenty-first century.	Aithal & Aithal (2016). [33]
13.	Factors & elemental analysis using framework	six thinking hats technique	The determining variables define the general framework, whereas vital variables are the elements that indicate their advantages, benefits, limits, and drawbacks. Using the CCE approach and the ABCD analytical framework, we have presented the factor and elemental analyses of the six thinking hat techniques.	Aithal, et al. (2016). [34]
14.	Student centric learning through planned hard work	Learning strategies by students	The significance of pre-university education in determining a student's profession was covered in this paper, along with the tactics students should use as the curriculum transitions. Opportunities, difficulties, and an examination plan for secondary education, among other things.	Aithal & Aithal (2016). [35]
15.	A successful approach to creating business instances	Commercial investigation of developing business cases	A solid company case ought to outline the issue at hand, uncover all feasible alternatives, and provide sufficient evidence and ambiguities to allow decision-makers to evaluate which method towards resolution is most suitable for the firm. The students take the lead in their own and each other's learning through cases, which is a hands-on method.	Aithal, P. S (2017). [36]
16.	Possibility of Realising Ideal Computing Systems	The Cloud Computing Model	The paper puts forward a model for cloud computing services to be utilised as an element of the determining processor part allowed by the information and communication technology notion, as well as how they could assist the computing processor as a component of the one to accomplish the ideal system for the computing approach, simulated elements of the	Aithal & Pai (2017). [37]

			system with wireless applications and hardware are supplied.	
17.	Training for E-Campus Interviews Using a New Box Model	Strategy for innovative e-campus interview	An innovative e-campus interview training strategy called The Box Context for E-Campus Interview Preparation is put forth in this study. It is demonstrated through conceptual analysis that the instructor can create a thorough online interview course for a strong accessible e-interview preparatory teaching programme for the pupils by incorporating numerous box innards of the charter.	Shenoy & Aithal (2017). [38]
18.	Establishment Breakdown	The Commencement Phase for Erudite Study	Using a recently created company analysis framework, researchers have addressed in this paper how to write company-focused case studies. As a first stage in academic research, they also advise starting researchers to use the company analysis type of case study methodology.	Aithal, P. S. (2017). [39]
19.	Collaborative Social Engagement (CSE) Model	Productivity of institution or researcher	According to this approach, the total number of research articles during that time is used to compute the yearly research efficiency, which can be found out by understanding the institution's or person's research indices. The productivity of educational institutions' investigations can be increased by applying "Theory A," which is a theory of organisational performance.	Pradeep & Aithal (2022). [40]
20.	Berger Paints India Ltd.'s electronic campus hiring procedure	Enlistment process	The most popular and sought-after method of selecting graduates from the campus nowadays is through online campus recruitment. In order to comprehend the flow of the recruitment process and what it implies for learners, participants, the operational or e-recruitment province, and the complete business, and thus endeavoured to do so through research analysis.	Shenoy, et al. (2018). [41]
21.	Users perspectives on Online Pharmacy Model	Online pharmacy	The ABCD analysis framework is used to examine the online pharmacy model based on information gathered and a focused group study. Studies employing ABCD components and ABCD listing methodology are done on the many difficulties and elements that relate to online pharmacies.	Aithal, A. & Shabaraya (2018). [42]
22.	Analysis of the 2019 Indian National Education Policy	Challenges in implementation of policy.	Through content analysis, this research evaluates the significant literature from the preceding few years on Indian higher edification policies and their effects, noticeable features, and	Aithal & Aithal (2019). [43]

	Proposal's Higher Education Section		prominence on the current draught of the National Education Policy 2019. The draught's many policies are given prominence in the paper, with a effort on the developed tutoring portion, and they are contrasted with earlier policies.	
23.	AB theory for organizational leadership.	Attitude behaviour	Based on the behaviour of leaders in organisations, researchers have established a theory of winning leaders' activities in this study. According to others, a leader's actions are influenced by his or her attitude, which can be either beneficial or detrimental depending on the four variables described as feelings, emotions, beliefs, and surroundings. The different factors that influence the surroundings of leaders and their key distinctive traits are recognised.	Aithal & Aithal (2019). [44]
24.	Application of Framework on Private University System in India	Analysis of university operational issues	With the help of the analytical framework known as the ABCD approach, researchers have examined the present study. A university's operation has been identified as one of these six decisive variables. These include issues with governance, leadership, innovation, and best practises, as well as organisational elements, learner evolution, faculty advance, communal and former stakeholder problems, and issues with concerns.	Muduli, et al. (2019). [45]
25.	Inventiveness in B.Tech. Leveraging STEAM, ESEP, and IPR elements develop a B.Tech. Programme.	Scope of B.Tech to students	In this article, we provide six advancements to enhance the scope, broadness, and vigour of the B.Tech. Programme by recommending a student-integrated holistic development system in engineering based on the STEAM- Employability Model with an emphasis on learning through experimentation.	Aithal & Aithal (2019). [46]
26.	Bringing India's unorganised lifestyle retailers under control	Cohesive Agenda on lifestyle	Long-term access to this benefit will be lost to them if they make an effort to embrace certain alterations and deviations to their current vending model and shop appearance. Unorganised lifestyle merchants in Tier-2 and Tier-3 cities are struggling as organised lifestyle shopping in India slowly expands into these towns.	Ganesh & Aithal (2020). [47]
27.	Social Engagement: A means to Brand Building.	Exploring the existing social engagement	The goal of this article is to investigate and assess the existing state, type, and context of CSR, or social meeting, in India. Additionally, the reading looks	Shailashri & Kariappa (2020). [48]



			into ranking the finest corporations with regard to CSR contributions that are listed on the Bombay Stock Exchange and the National Stock Exchange. The ultimate piece of this essay's examination analyses the idea of CSR in detail using the ABCD Model, a qualitative model.	
28.	Sustaining the Battery's Performance Reserves and Extending its Longevity for the Planetary System	Challenges and Opportunities of battery for solar system	The many kinds of batteries and the elements that determine a battery's life expectancy are discussed in this essay. By putting forth a charging model, the research also offers the procedures to be followed in order to increase lifespan. The new model is subjected to an ABCD analysis in this article, which takes into account a number of battery-related difficulties as well as the effects on society and the economy.	Acharya & Aithal (2020). [49]
29.	An analysis of the Indian banking system's progressive digital shift	Digital banking system	An overview of an industry's goals, functions, inputs of resources, and outputs of goods and services is provided by an analysis of the industry. Researchers have examined a number of electronic payment methods used by the banking sector in this study, including NEFT, RTGS, IMPS, and UPI for card payments. In terms of its existing situation and potential future growth, this broadside studies and infers the banking sector's digital payment system.	Vidya & Shailashri (2021). [50]
30.	Indian Shares and Artificial Intelligence Research Agenda for Risk Factors	Determinants of risks by investors	According to the study, risk is a highly individualised notion that is viewed by investors in many ways. The research break and selected goal for additional evaluation were distinct and evaluated using the useful ABCD and SWOT managerial contexts.	Rangi & Aithal (2021). [51]
31.	Developing a Study Programme on Green Corporate Responsibility Via Renewable Banking Services	Green bank practices	In order to achieve the twofold goals of social accountability and enhancing brand worth to recollect current customers and draw in novel ones, this review-based study paper detects the contemporary situation, the exploration, and the research outlines related to tactics for using CSR resources on green finance practises.	Prabhu & Aithal (2021). [52]
32.	Education for Sustainable Corporate Practices Information released by	CSR of higher education	The ABCD analysis approach is used in this paper to thoroughly examine the corporate sustainability revelation learning provided by HEIs. Despite the fact that several ABCD analyses of higher education institutions have been	Nayak & Kayarkatte (2022). [53]

	universities and colleges		published, this article broadens the way for novel study in the field of education for sustainability by identifying its essential components and highlighting its significance in the contemporary educational system.	
33.	Quantitative ABCD Analysis of Online Food Distribution Service area.	Accessible food delivery amenities	The main goal of the study is to comprehend how the ABCD agenda was developed for evaluating online food delivery facilities, as well as to recognize and assess the determining factors and key traits distressing the features from the perspective of stakeholders.	Frederick & Bhat (2022). [54]
34.	The Collaborative Social Engagement (CSE) Model is a standard procedure at Srinivas University in India	CSE Model	By examining an surviving university ideal as finest practise in the university structure, a novel higher education system of training for learners throughout holistic growth will be showcased at the university level. The research identifies, evaluates, and interprets two effective creative models in the educational arena that provide quality training and service to students.	Pradeep & Aithal (2022). [55]
35.	Green financing is indispensable from a Nepalese standpoint	Green financing	Green financing is extremely important for safeguarding the future. This critical examination emphasizes primarily green borrowing, a novel and unique financial idea that has emerged as one of the key approaches for achieving financial wellness as well as comprehensive growth that is sustainable.	Mishra & Aithal (2022). [56]
36.	How to integrate HEI's management and oversight with its purpose, goals, and values	Goals in sophisticated teaching associations	To explore the connection of the mission, goals, and vision in higher education institutions with governance and management for the well-being of the institution as a uncut, via excellent instruction primarily for the growth of learners.	Nethravathi., et al. (2022). [57]
37.	Framework for the Holistically Comprehensive Growth of Students and Delivery of Services	Evaluation of models in higher education	By examining a current university model as a pre-eminent practise in the university co-ordination to demonstrate a unique higher educational training system at the level of universities for students' all-round holistic growth. In order to make it more student-centred, the study includes the verification, evaluation, and deconstruction of two unique successful models in higher education.	Aithal & Maiya. (2022). [58]

#### 4.2 Quantitative ABCD Analysis:

Subsequently determining on a few issues to scrutinise, a quantitative study can be applied to establish a table of essential advantages, limitations, and adverse effects for each vital factor (Sharma, M., & Choubey, A. (2020). [59]). As per ABCD analysis standards, this is also going to provide you with an elementary grasp of ABCD analysis which is also known as ABCD catalogue.

**Table 2:** Review of Quantitative ABCD analysis by several researchers

S. No.	The section/topic of the manuscript where quantified ABCD is employed	Contribution	Reference
1.	IEDRA Model of Placement Determination.	The challenge awaiting job-seeking graduates these days on campuses is becoming more complicated due to the sudden shifts in business and the labour market. A more thorough study, the IEDRA Model of Student Campus Placement Realisation, was conducted to explore the utility, inventiveness, and general bids of the IEDRA Model of Campus Appointment Fortitude among the involved interested party.	Shenoy & Aithal (2017). [60]
2.	The Influence of Organic Food Items on Consumer Intent to Buy	The article commences with an overview of prior study analysis using the ABCD framework before moving on to the implementation of significant matters, key features, cause assessment, and basic examination centred on the necessary component elements of organic food items and their influence on the intention to buy them.	Mendon & Aithal (2022). [61]
3.	CSR by Higher Educational Institutions	This article employs the ABCD analysis approach to thoroughly investigate HEIs' corporate sustainability disclosure education. This study broadens the way for novel enquiry in the field of education for corporate sustainability disclosures by determining the essential components and highlighting the significance of this field in the contemporary educational system.	Nayak & Kayarkatte (2022). [53]
4.	Online Food Delivery Services	The study provides views on the ABCD exploration methodology for online food distribution provisions' determinant difficulties, key features, significant impacting aspects, and critical constituent component parts.	Frederick & Bhat (2022). [54]
5.	Stress Coping Mechanisms	In directive to discover the essential fundamental elements and aspects impacting hassle management mechanisms, the key objective of this study was to evaluate the leads, aids, restraints, and shortcomings of stress crumbling mechanisms through the ABCD analytical paradigm.	Kumari & Aithal (2022). [62]
6.	Online Shopping	The study's main objective is to analyse the ABCD Analysis Framework for Online	Frederick., et al. (2022). [63]

		Shopping and ascertain the basic variables that stimulus this action. The study helps readers comprehend the numerous aspects that influence purchasing online.	
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## 5. ADVANTAGES, BENEFITS, CONSTRAINTS AND DISADVANTAGES OF AGRICULTURAL STAKEHOLDERS :

The following are lists of the agricultural stakeholders with perks, positive effects, limitations, and drawbacks.

### ADVANTAGES:

- 1) Addressing the demands and expectations of various stakeholders of agriculture like banks, farmers, government, consumers and market.
- 2) Acquiring trusted and accurate information regarding agricultural activity to all the agricultural stakeholders.
- 3) Gathering transparent and beneficial information for understanding research and development initiatives.
- 4) Establishing and maintaining trust in long-term partnerships with a corporation.
- 5) Farming and upholding moral standards will be a greater advantage to the stakeholders of agriculture.

### BENEFITS:

- 1) Informing the government about different viewpoints of farmers, consumers, bankers and markets.
- 2) It helps in creating strategic partnerships with important implementers.
- 3) It promotes an impression of decision-ownership among the stakeholders of agricultural activity.
- 4) There is an increase in the ability to influence any policymaking related to agriculture.
- 5) A better selection of policies and programmes by the stakeholders in agriculture.

### CONSTRAINTS:

- 1) The decision-making procedure takes a long time by all the stakeholders in order to implement any new policies.
- 2) It will be a greater ineffectiveness if advice is disregarded by any other stakeholders.
- 3) There is a chance of diminished ability to challenge undesirable judgements by them.
- 4) The possibility of approving an action that was significantly impacted by competing groups of interests.
- 5) The risk of making poor choices those are tough to amend strategically by any stakeholders.

### DISADVANTAGES:

- 1) Difficulty in choosing the right groups to ensure accurate representation to all agricultural stakeholders.
- 2) The participation of stakeholders in activity that is dependable and regular.
- 3) The preservation of confidentiality is a difficult task to be performed by the stakeholders against other.
- 4) To coordinate with and to assist the stakeholders is not an easily undertaken.

## 6. ABCD FRAMEWORK FOR AGRICULTURAL STAKEHOLDERS :

### 6.1 Evaluation on ABCD Framework:

Aithal P.S. et al. (2015) recently created the ABCD analysing context to evaluate any corporate model, policy, conception, or structure and determine how well it serves its stakeholders while generating predicted revenues and sustained profit. When ABCD analysis is used, an organized condition containing an organised list of a company's gains, aids, confines, and downsides is produced. The elements of the "Employed from Household" e-business model were examined by Aithal, P. S., et al. (2016). [64], utilizing the "ABCD Analysis Technique". By using a qualitative information assortment device called the focus group method, an illustration of different variables and their critical components

that affect managerial purposes, proprietors’ and operatives’ points of view, consumers’ and pupils’ points of view, ecological and social points of viewpoint, and system necessities is established based on several features that define the working from home-based scheme (Aithal, P. S., et al. (2016). [65]). According to Aithal, P. S. (2016). [66], the “Higher Education Stage Model” concept has also been subjected to analysis using the ABCD model and the notion are identified and determined in order to evaluate its qualities. This study framework has been used as the foundation for numerous research articles since it takes into consideration additional tactical ways and means of inquiry such as “SWOC, Competitive Profile Matrix (CPM) analysis, EFE and IFE matrices, BCG matrix, Porter’s Five Forces Model, and PESTLE analysis” (Salins, M., & Aithal, P. S. (2022). [67]). The “ABCD Analysis Framework” is used in this study’s analysis of Agricultural stakeholders, which takes into account factors including the Credit Institution/ Bank, Farmers, Government, Consumers and Market. Additionally, focus groups are used to establish the essential characteristics and constituent critical elements (Aithal, A., & Aithal, P. S. (2017). [68]). Researchers also carried out a study of India’s New National Institutional Ranking Framework (NIRF) Structure using ABCD Exploration, where the recently released classification process was evaluated under four ideas: advantages, benefits, constraints, and disadvantages (Raj, K., & Aithal, P. S. (2018). [69]). This was done by examining the foremost concerns and ascertaining the crucial component factors in order to take into account every critical concern in the primary areas (Shenoy, P., & Aithal, P. S. (2016). [70]).

**Table 3:** Table frameworks with their area of study, deciding factors, and references

S. No.	Area	Determinant Issues	References
1.	Ideal System Models	Research organization, researcher, funding agency, industry	Aithal, P. S. (2016). [71]
2.	CSR disclosures by higher educational institutions	Organizational, administrative, faculty member, students, employer, society and other stakeholders issues	Nayak & Kayarkatte (2022). [53]
3.	Buying intentions and ecological food items	Consumers, concerns with the business, society as a whole landowners, and agricultural cooperatives	Mendon & Aithal (2022). [61]
4.	Stress coping mechanisms	Erratic schedules at work, workplace difficulties, social estrangement, and depletion problems.	Kumari & Aithal (2022). [62]
5.	Attractiveness and feasibility of business in BoP Market	Stakeholders, business, operational, customer, technological, environmental and social issues.	Raj & Aithal (2022). [72]
6.	Online shopping	Issues with vendors, distribution networks, customers, technological devices, and concentrated financial institutions.	Frederick & Salins (2022) [73]
7.	Online food delivery services	Supplier, food delivery partner, customer. Food delivery technology issues.	Frederick & Bhat (2022). [54]



8.	Green marketing for sustainable development	Organizational, environmental, economic and social issues.	Frederick., et al. (2022). [74]
9.	Performs duties in ecological banking and their effects on sustainable banking products	Consumers, company, board of director, society, government and other stakeholders issues.	Prabhu & Aithal (2023). [75]
10.	CSR with green banking practices	Customers, organizational, board of director, society, government and CSR issues.	Prabhu (2023). [76]

**7. STRUCTURAL ASPECTS OF THE ABCD ANALYSIS FRAMEWORK :**

Advantages, Benefits, Constraints and Disadvantages (ABCD) of any concept or a strategy can be analysed through the identification of contributing factor issues and vital principles and by quantifying the Critical Constituent Essentials as shown in Figure 1.

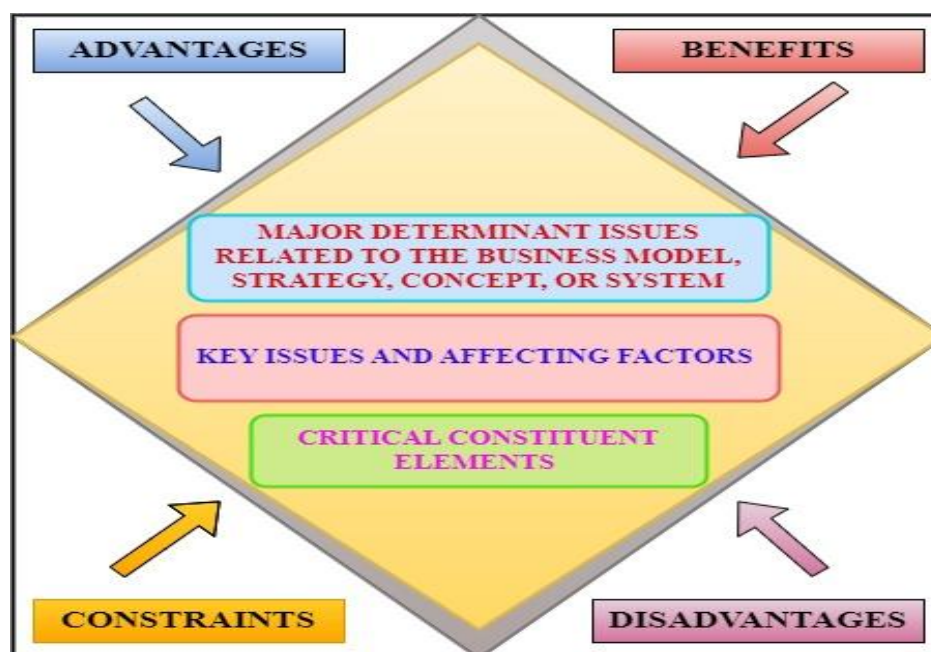


Fig. 1: Elements distressing the Agricultural stakeholder’s as per ABCD Analysis Framework

**8. STRATEGIC TRAITS UPSETTING AGRICULTURAL STAKEHOLDERS :**

Some of each alternative problem’s significant factors are determined prior to addressing and evaluating the issues. The key qualities, which serve as factors, establish the factors that influence every structure. To streamline the analysis, the primary determining issues are taken into account.

**Table 4:** A gradient of determining factor issues and their significant characteristics

S. No.	DETERMINANT ISSUES	KEY ATTRIBUTES
1.	Credit Institution/ Bank Issue	Awareness, Infrastructure, Coordination, Human resource, Debt management
2.	Farmers Issue	Education and Training, Capital investment, Adoption of new technology, Subsidies, Economic status
3.	Government Issue	Policy, Regulations, Political interference, Fund, Accountability
4.	Consumers Issue	Quality product, Price margin, Attitude, Information, Accessibility

5.	Market Issue	Marketing skill, Market information, Storage facility, Transportation cost, Competition
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### 9. FACTOR ANALYSIS OF AGRICULTURAL STAKEHOLDERS USING ABCD FRAMEWORK :

Factor analysis using the ABCD framework is used by agricultural stakeholders to examine a wide range of topics and challenges.

**Table 5:** Analysis of the elements that affect agricultural stakeholders

Determinant Issues	Key Attributes	Advantages	Benefits	Constraints	Disadvantages
Credit Institution/ Bank Issue	Awareness	Attract customers	Power to influence Decision making	Setting boundaries	Lack of knowledge
	Infrastructure	Physical mobility of people and products	Peace and tranquillity	Lack of scalability	Huge investment
	Coordination	Proper direction	Smooth function	Conflict	Lack of role clarification
	Human resource	Risk mitigation	Boost employee engagement	Costly setup	Improper development program
	Debt management	Finance control	Healthy cash flow	Arrears	High inflation
Farmers Issue	Education and Training	Enhances farming skills	Better use of resources	Deprived of benefits	Reduced profitability
	Investment	Good returns	Stability	Time horizon	Negative result
	Adoption of new technology	Efficient use of resources	Saves time	Skill challenge	Increased dependency
	Subsidies	Inflation control	Increase in income	Shortage of supply	More procedures
	Socio-economic status	High degree of financial security	Higher social hierarchy	High interest rate	Low literacy
Government Issue	Policy	Aid in coordination	Confidence	Change in nature of business	Lack of clarity
	Regulations	Protection of rights	Uniformity	Time consuming	Costly
	Political interference	Better direction	Influence the bureau	Poor relation	Corruption
	Fund	Protection against insolvency	Consistency	Lack of access	Non-sufficient fund
	Accountability	Remedial measures	Transparency	Poor execution of rules and laws	Inadequate knowledge of rights and obligations
	Quality product	Builds trust	Loyalty	Poor quality	Ambiguity about product

Consumers Issue	Price margin	Attract buyers	Perceived value	Reduce purchasing power	High price
	Attitude	Improved consumer response	Increase in interest	Demotivation	Negative repercussion
	Information	Needs analysis	Improve experience	Information overload	Lack of education
	Accessibility	Easy to navigate	Creates more independence	Reduced critical thinking	Lack of protection of privacy
Market Issue	Marketing skill	Analyse complex market data	Diversify product offerings	Lack of strategy	Lack of training
	Market information	Customer needs & preference	Identifies potential threats	Reduce market margin	Ignorant
	Storage facility	Protection from damage	Convenient to use	Product damage	Lack of great staff
	Transportation	Reach wider ranges	Economic utility of place and time	High fuel charges	Long channels
	Competition	Better quality of products and services	Implement value-creating strategy	Effect on sales	More risk

**10. FUNDAMENTAL ANALYSIS BY APPLYING THE CRITICAL CONSTITUENT ELEMENT (CCE) :**

The key fundamental components of each factor are auxiliary investigated using the essential analysis tactic. To appropriately identify and record the ‘CCE’, additional tables that provide vital information for ABCD analysis need to be furnished.

**Table 6:** The advantages of agricultural stakeholders are shown in the table below, along with its key components, as determined by focus groups.

S. No.	Determinant Issues	Key Attributes	Advantageous Factors Affecting Determinant Issues	Critical Constituent Element
1.	Credit Institution/ Bank Issue	Awareness	Attract customers	Increase in sale
		Infrastructure	Physical mobility of people and products	Improve productivity
		Coordination	Proper direction	Unity
		Human resource	Risk mitigation	Enhancing organization effectiveness
		Debt management	Finance control	Increase in credit score
		Education and Training	Enhances farming skills	Increase in productive skills
		Investment	Good returns	Capital growth

2.	Farmers Issue	Adoption of new technology	Efficient use of resources	Higher yields
		Subsidies	Inflation control	Moderation of supply and demand
		Socio-economic status	High degree of financial security	Empowerment
3.	Government Issue	Policy	Aid in coordination	Decision-making
		Regulations	Protection of rights	Safety improvements
		Political interference	better direction	managerial control
		Fund	Protection against insolvency	Better cash flow
		Accountability	Remedial measures	Improve in public confidence
4.	Consumers Issue	Quality product	Builds trust	Satisfaction
		Price margin	Attract buyers	Continued business
		Attitude	Improved consumer response	Increases accountability
		Information	Needs analysis	Better understanding on affordability
		Accessibility	Easy to navigate	Better social integration
5.	Market Issue	Marketing skill	Analyse complex market data	Increase demand
		Market information	Customer needs & preference	Plan and implement services
		Storage facility	Protection from damage	Cost effective
		Transportation	Reach wider ranges	Better social and economic interaction
		Competition	Better quality of products and services	Grow and improve business

Through factor-based and elementary-based analysis, several issues are identified. The beneficial factors influencing the agricultural stakeholders and their critical constituent elements, along with their key attributes are been identified.

**Table 7:** The benefits of agricultural stakeholders are shown in the table mentioned below, along with its key components, as determined by focus groups.

S. No.	Determinant Issues	Key Attributes	Beneficial Factors Affecting Determinant Issues	Critical Constituent Element
1.	Credit Institution/ Bank Issue	Awareness	Power to influence Decision making	Strong relationship
		Infrastructure	Peace and tranquillity	Diligent worker
		Coordination	Smooth function	Increase in efficiency
		Human resource	Boost employee engagement	Employee retention

		Debt management	Healthy cash flow	Macroeconomic stability
2.	Farmers Issue	Education and Training	Better use of resources	Improved economic outcomes
		Investment	Stability	Better output
		Adoption of new technology	Saves time	More efficacious
		Subsidies	Increase in income	Economic growth
		Socio-economic status	Higher social hierarchy	Healthy lifestyle
3.	Government Issue	Policy	Confidence	Reach Target
		Regulations	Uniformity	Equality and justice
		Political interference	Influence the bureau	Better performance
		Fund	Consistency	Infrastructure development
		Accountability	Transparency	Gain trust
4.	Consumers Issue	Quality product	Loyalty	Belief
		Price margin	Perceived value	Buying behaviour
		Attitude	Increase in interest	Good relation / consistent communication
		Information	Improve experience	Achieve the needs and desires
		Accessibility	Creates more independence	Improve confidence
5.	Market Issue	Marketing skill	Diversify product offerings	Attract new customers
		Market information	Identifies potential threats	Minimise investment risk
		Storage facility	Convenient to use	Continuous flow of goods
		Transportation	Economic utility of place and time	Stability in price of products
		Competition	Implement value-creating strategy	Better quantity of products

The basic study has shown a number of concerns among agricultural stakeholders. The various variables influencing the agricultural stakeholders are given together with significant characteristics and important constituent elements of each variable.

**Table 8:** The constraints of agricultural stakeholders are shown below with key components, as determined by focus groups.

S. No.	Determinant Issues	Key Attributes	Constraints Factors Affecting Determinant Issues	Critical Constituent Element
1.	Credit Institution/ Bank Issue	Awareness	Setting boundaries	Regional disparities
		Infrastructure	Lack of scalability	Hinder business growth
		Coordination	Conflict	Goal difference



		Human resource	Costly setup	Lack of adaptability
		Debt management	Arrears	Bankruptcy
2.	Farmers Issue	Education and raining	Deprived of benefits	Lower socio economic situations
		Investment	Time horizon	Liquidity risk
		Adoption of new technology	Skill challenge	Complexity in usage
		Subsidies	Shortage of supply	Difficulty in measuring success
		Economic status	High interest rate	Risk of non-payment
3.	Government Issue	Policy	Change in nature of business	Ineffectiveness
		Regulations	Time consuming	Complexity
		Political interference	Poor relation	Conflicts
		Fund	Lack of access	Unable to meet expectations
		Accountability	Poor execution of rules and laws	Inefficiencies
4.	Consumers Issue	Quality product	Poor quality	No recommendations
		Price margin	Reduce purchasing power	Inflation
		Attitude	Demotivation	Low consumption
		Information	Information overload	Confusion
		Accessibility	Reduced critical thinking	Misinformation
5.	Market Issue	Marketing skill	Lack of strategy	Usage of wrong channels
		Market information	Reduce market margin	Market failure
		Storage facility	Product damage	Lack of insurance
		Transportation cost	High fuel charges	Huge capacity
		Competition	Effect on sales	Loss

There are a number of difficulties that are discovered using factor-based and elementary-based analysis. The unfavourable variables affecting agricultural stakeholders that influence determinant issues, as well as their essential constituent parts and distinguishing characteristics have been identified.

**Table 9:** The disadvantages of agricultural stakeholders are shown below with key components, as determined by focus groups.

S. No.	Determinant Issues	Key Attributes	Disadvantageous Factors Affecting Determinant Issues	Critical Constituent Element
1.		Awareness	Lack of knowledge	Lack of participation
		Infrastructure	Huge investment	ESG risk (Environment,

	Credit Institution/ Bank Issue			Social & Governance)
		Coordination	Lack of role clarification	Organizational changes
		Human resource	Improper development program	Unpredictability
		Debt management	High inflation	Slower economic growth
2.	Farmers Issue	Education and Training	Reduced profitability	Suboptimal production
		Investment	Negative results	Insolvent
		Adoption of new technology	Increased dependency	Increased risk
		Subsidies	More procedures	Lack of participation
		Economic status	Low literacy	Less incentives
3.	Government Issue	Policy	Lack of clarity	Lack of cooperation
		Regulations	Costly	Decreases productivity
		Political interference	Corruption	Legal encumbrances
		Fund	Non-sufficient fund	Impact on credit score
		Accountability	Inadequate knowledge of rights and obligations	No stability
4.	Consumers Issue	Quality product	Ambiguity about product	Low usage
		Price margin	High price	Less demand
		Attitude	Negative repercussion	Low contentment
		Information	Lack of education	Rigidity
		Accessibility	Lack of protection of privacy	Lack of trust
5.	Market Issue	Marketing skill	Lack of training	Less engagement
		Market information	Ignorant	Lack of awareness
		Storage facility	Lack of great staff	Lack of security
		Transportation	Long channels	High maintenance
		Competition	More risk	Low profit

### 11. QUANTITATIVE CRITICAL CONSTITUENT ELEMENTS FOR AGRICULTURAL STAKEHOLDERS USING THE ABCD ANALYSIS FRAMEWORK :

In the ABCD analysis paradigm, the proper rating values for each CCE over each component are then established. After assessing the conceptions, thoughts, framework, and approach, the total average is reviewed using empirical data analysis (Prabhu, N., & Aithal, P. S. (2022). [77]. At this point, it is up to the reader to decide whether they agree or disagree with the results obtained. The criteria listed below are essential components for stakeholders in agriculture, according to an ABCD study. Based on feedback from a focus group, values for each of the primary qualities were assigned in the quantitative ABCD analysis, and several significant component parts were closely analysed.

The weighted rankings are: 5 for strongly agreeing, 4 for agreeing, 3 for being neutral, 2 for disagreeing, and 1 for severely disagreeing. The advantages, benefits, constraints, and disadvantages of agricultural stakeholders are displayed in the tables subsequently, along with critical constituent elements determined through focus groups over time. Analyse the variables affecting the key traits of significant issues using the Critical Constituent Elements mentioned below.

**Table 10:** The advantageous factors of agricultural stakeholders and their CCE with the total mean score.

S. No.	Determinant Issues	Key Attributes	Advantageous Factors Affecting Determinant Issues	Critical Constituent Element	Key Attributes (Total Score)	Determinant Issues (Total Score)	Total Mean Score
1.	Credit Institution/ Bank Issue	Awareness	Attract customers	Increase in sale	150	710	339.8
		Infrastructure	Physical mobility of people and products	Improve productivity	130		
		Coordination	Proper direction	Unity	145		
		Human resource	Risk mitigation	Enhancing organization effectiveness	145		
		Debt management	Finance control	Increase in credit score	140		
2.	Farmers Issue	Education and Training	Enhances farming skills	Increase in productive skills	145	728	
		Investment	Good returns	Capital growth	140		
		Adoption of new technology	Efficient use of resources	Higher yields	145		
		Subsidies	Inflation control	Moderation of supply and demand	150		
		Socio-economic status	High degree of financial security	Empowerment	148		
3.	Government Issue	Policy	Aid in coordination	Decision-making	147	727	
		Regulations	Protection of rights	Safety improvements	145		
		Political interference	Better direction	Managerial control	140		
		Fund	Protection against insolvency	Better cash flow	150		
		Accountability	Remedial measures	Improve in public confidence	145		
		Quality product	Builds trust	Satisfaction	149	717	
		Price margin	Attract buyers	Continued business	143		

4.	Consumers Issue	Attitude	Improved consumer response	Increases accountability	140		
		Information	Needs analysis	Better understanding on affordability	145		
		Accessibility	Easy to navigate	Better social integration	140		
5.	Market Issue	Marketing skill	Analyse complex market data	Increase demand	147	722	
		Market information	Customer needs & preference	Plan and implement services	145		
		Storage facility	Protection from damage	Cost effective	142		
		Transportation	Reach wider ranges	Better social and economic interaction	140		
		Competition	Better quality of products and services	Grow and improve business	148		

**Table 11:** The beneficial factors of agriculture stakeholders and their CCE with the total mean score.

S. No.	Determinant Issues	Key Attributes	Beneficial Factors Affecting Determinant Issues	Critical Constituent Element	Key Attributes (Total Score)	Determinant Issues (Total Score)	Total Mean Score
1.	Credit Institution/ Bank Issue	Awareness	Power to influence Decision making	Strong relationship	140	680	332.2
		Infrastructure	Peace and tranquillity	Diligent worker	125		
		Coordination	Smooth function	Increase in efficiency	139		
		Human resource	Boost employee engagement	Employee retention	142		
		Debt management	Healthy cash flow	Macroeconomic stability	134		
2.	Farmers Issue	Education and Training	Better use of resources	Improved economic outcomes	140	701	
		Investment	Stability	Better output	135		
		Adoption of new technology	Saves time	More efficacious	138		
		Subsidies	Increase in income	Economic growth	146		

		Socio-economic status	Higher social hierarchy	Healthy lifestyle	142		
3.	Government Issue	Policy	Confidence	Reach Target	140	699	
		Regulations	Uniformity	Equality and justice	139		
		Political interference	Influence the bureau	Better performance	136		
		Fund	Consistency	Infrastructure development	142		
		Accountability	Transparency	Gain trust	142		
4.	Consumers Issue	Quality product	Loyalty	Belief	144	689	
		Price margin	Perceived value	Buying behaviour	138		
		Attitude	Increase in interest	Good relation / consistent communication	132		
		Information	Improve experience	Achieve the needs and desires	140		
		Accessibility	Creates more independence	Improve confidence	135		
5.	Market Issue	Marketing skill	Diversify product offerings	Attract new customers	141	693	
		Market information	Identifies potential threats	Minimise investment risk	140		
		Storage facility	Convenient to use	Continuous flow of goods	137		
		Transportation	Economic utility of place and time	Stability in price of products	133		
		Competition	Implement value-creating strategy	Better quantity of products	142		

**Table 12:** The constraints factors of agriculture stakeholders and their CCE with the total mean score.

S. No.	Determinant Issues	Key Attributes	Constraints Factors Affecting Determinant Issues	Critical Constituent Element	Key Attributes (Total Score)	Determinant Issues (Total Score)	Total Mean Score
1.		Awareness	Setting boundaries	Regional disparities	136	653	280.63
		Infrastructure	Lack of scalability	Hinder business growth	119		



	Credit Institution/ Bank Issue	Coordination	Conflict	Goal difference	131	
		Human resource	Costly setup	Lack of adaptability	138	
		Debt management	Arrears	Bankruptcy	129	
2.	Farmers Issue	Education and raining	Deprived of benefits	Lower socio economic situations	134	668
		Investment	Time horizon	Liquidity risk	129	
		Adoption of new technology	Skill challenge	Complexity in usage	130	
		Subsidies	Shortage of supply	Difficulty in measuring success	140	
		Economic status	High interest rate	Risk of non-payment	135	
3.	Government Issue	Policy	Change in nature of business	Ineffectiveness	132	663
		Regulations	Time consuming	Complexity	133	
		Political interference	Poor relation	Conflicts	130	
		Fund	Lack of access	Unable to meet expectations	138	
		Accountability	Poor execution of rules and laws	Inefficiencies	130	
4.	Consumers Issue	Quality product	Poor quality	No recommendations	139	669
		Price margin	Reduce purchasing power	Devaluation	135	
		Attitude	Demotivation	Low consumption	128	
		Information	Information overload	Confusion	137	
		Accessibility	Reduced critical thinking	Misinformation	130	
5.	Market Issue	Marketing skill	Lack of strategy	Usage of wrong channels	135	668
		Market information	Reduce market margin	Market failure	134	
		Storage facility	Product damage	Lack of insurance	132	

		Transportation cost	High fuel charges	Huge capacity	130		
		Competition	Effect on sales	Loss	137		

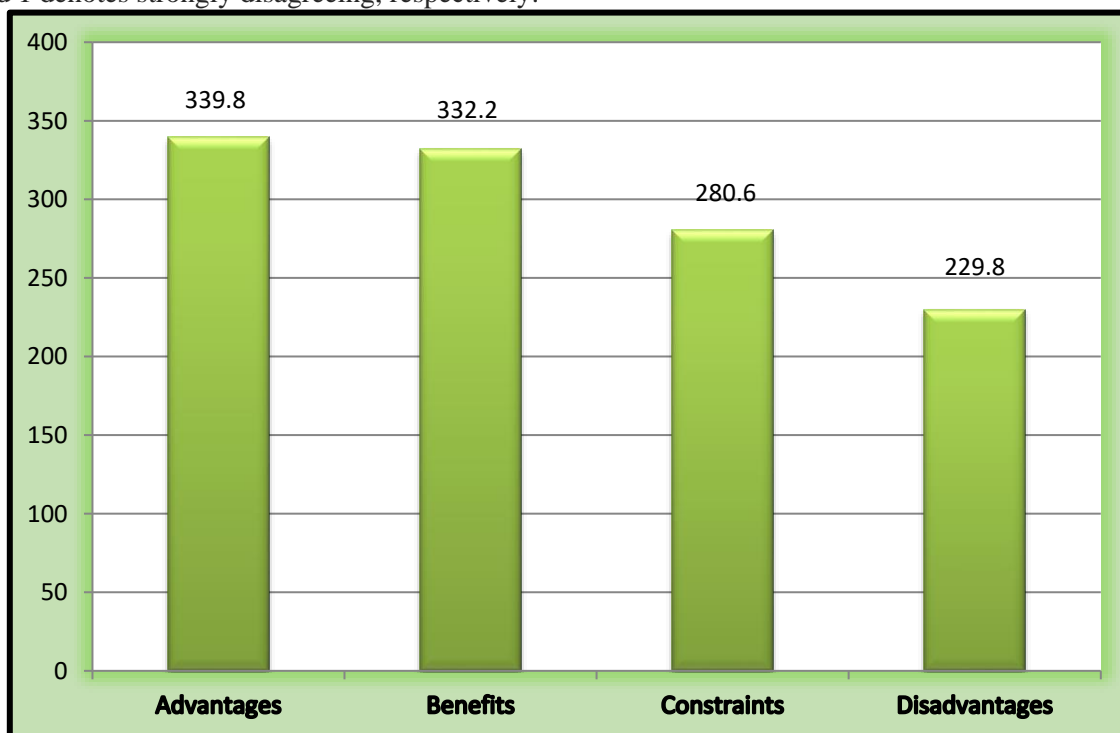
**Table 13:** The disadvantageous factors of agriculture stakeholders their CCE with the total mean score.

S. No.	Determinant Issues	Key Attributes	Disadvantageous Factors Affecting Determinant Issues	Critical Constituent Element	Key Attributes (Total Score)	Determinant Issues (Total Score)	Total Mean Score
1.	Credit Institution/ Bank Issue	Awareness	Lack of knowledge	Lack of participation	130	627	229.86
		Infrastructure	Huge investment	ESG risk (Environment, Social & Governance)	115		
		Coordination	Lack of role clarification	Organizational changes	128		
		Human resource	Improper development program	Unpredictability	131		
		Debt management	High inflation	Slower economic growth	123		
2.	Farmers Issue	Education and Training	Reduced profitability	Suboptimal production	128	634	
		Investment	Negative results	Insolvent	121		
		Adoption of new technology	Increased dependency	Increased risk	122		
		Subsidies	More procedures	Lack of participation	133		
		Economic status	Low literacy	Less incentives	130		
3.	Government Issue	Policy	Lack of clarity	Lack of cooperation	127	635	
		Regulations	Costly	Decreases productivity	129		
		Political interference	Corruption	Legal encumbrance	125		
		Fund	Non-sufficient fund	Impact on credit score	130		
		Accountability	Inadequate knowledge of rights and obligations	No stability	124		
		Quality product	Ambiguity about product	Low usage	131	639	

4.	Consumers Issue	Price margin	High price	Less demand	128	632
		Attitude	Negative repercussion	Low contentment	120	
		Information	Lack of education	Rigidity	131	
		Accessibility	Lack of protection of privacy	Lack of trust	129	
5.	Market Issue	Marketing skill	Lack of training	Less engagement	130	
		Market information	Lack of knowledge	Lack of awareness	127	
		Storage facility	Lack of great staff	Lack of security	124	
		Transportation	Long channels	High maintenance	121	
		Competition	More risk	Low profit	130	

**12. THE AFFECT OF FACTORS ON AGRICULTURAL STAKEHOLDERS IS GRAPHICALLY REPRESENTED IN ACCORDANCE WITH THE ABCD ANALYSIS FRAMEWORK :**

The target group provides quantitative values in order to rank the significant component parts of wholly the data-driven gauges beneath their respective concerns and strategic features. Indicators for these rankings are: 5 signify strongly disagreeing, 4 indicate agreeing, 3 represents disagreeing, 2 is neutral, and 1 denotes strongly disagreeing, respectively.



**Fig.2:** An illustration of the agricultural stakeholders’ weighted average score

According to focus group interviews, as demonstrated in Figure 2, advantages were given a higher score of 339.8 with a strongly agreeing response, followed by benefits with a mean score of 332.2 as agreeing, constraints with a neutral weighting of a mean value of 280.6, and disadvantages with a score of 229.8 as disagreeing.

### **13. FINDINGS :**

For the purpose of determining the essential components, the idea is also assessed within the ABCD framework. While using ABCD for a quantitative evaluation, each component is able to be assigned a suitable value or quantity. Four notions were determined by the study to be advantages, benefits, constraints, and disadvantages. From the vantage points of stakeholders, the study identified 100 primary critical constituent standards under the structures that strongly agree with the agricultural stakeholders. At last, the weightage ranking of the study's 100 basic essentials reveals that advantages received a higher score of 339.8 with strongly agreeing responses, then benefits with an average rating of 332.2 as agreeing and a neutral weighting of 280.6 for constraints, and disadvantages with a score of 229.8 as disagreeing responses.

### **14. CONCLUSION :**

In order to comprehend the root causes and effects influencing any notions, businesses, strategies, or other factors, several scholars have chosen to use the strategic method known as ABCD analysis. An extensive framework known as the "ABCD analysis framework" aids in the examination of "company models, technique, idealism, or structure" from the various perspectives of stakeholders. When determining the factors influencing each construct, its vital characteristics are key components of the fundamental issues that are employed. There are also advantages, benefits, constraints, and disadvantages to contemplate. This research has considered important constituent aspects of agriculture stakeholders in addition to evaluating numerous variables that influence them. The valued score is employed in the CCE's quantitative assessment. By balancing the empirical analysis's outcomes and determining whether they are accepted or rejected, the constructs' overall rating is determined.

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