

A Study on Strength and Weakness of Agricultural Marketing Provisions in the Indian Environment

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Abstract: India is the country whose most revenue generated from agricultural sector and now days Country is leading in Information and Technology sector in world, but despite increasingly harmonized efforts, most smallholder farmers still do not earn a breathing income and do not have the means to apply modern agricultural practices. In many Indian regions, smallholder farming has demoralizing effects on the environment, driving deforestation of tropical forests, encroaching in protected landscapes, or contributing to water stress and pollution. In the years ahead, climate change will affect many of the geographies where smallholder farmers grow their crops, making resilience an imperative topic. This paper concentrates and analyses the strength, weakness and opportunities of Indian agricultural marketing environment. In Indian circumstances largest cultivable land available in hand of big farm holders with record food grains production. Indian farming has weakness in sector of production with less value addition for crops and lack of modern food processing techniques and large amount of post harvest losses. This paper studies world level opportunity for existing agricultural sector and how the opportunities can be further strengthened and extended to the farming sector. This paper again studied on the government approach for Indian farmers to face losses and threats for the Indian farming community the agriculture sector.

Keywords: Agricultural, Indian farmers, marketing, agribusiness, horticultural business, Industrial sector etc

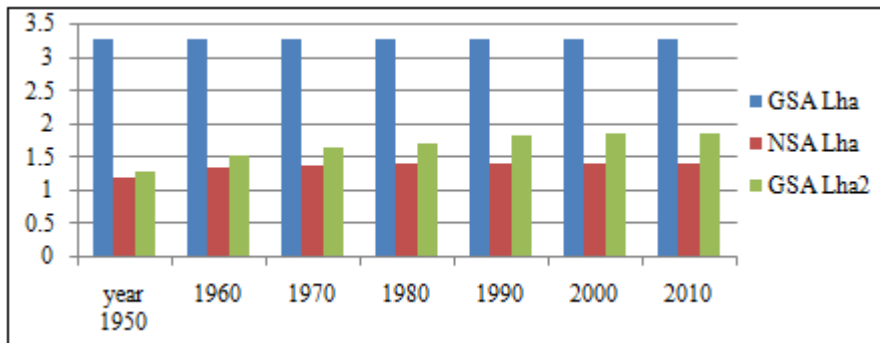
1. Introduction

Indian economy is majorly depending on the agricultural outcome due to this major revenue generated by the government of India expenses on the agricultural development. Indian census since previous twenty years inclined vastly but agricultural development not inclined in same direction. Indian economist, researchers, scientist, agro scientists, software engineers, doctors as like professions are ahead in the world but India is highly lag-behind. This paper focuses with rational study on agricultural production and its marketing strategies their loops and falls and recommendation to cover these loops and falls.

History of Indian Agricultural marketing sector:

- 1) Over 2500 years ago, Indian farmers had discovered and begun farming many spices and sugarcane.
- 2) As per vedic shastra and bhumivargaha soil in India is distributed in 12 types as urvara (fertile), ushara (barren), maru (desert), aprahata (fallow), shadvala (grassy), pankikala (muddy), jalaprayah (watery), kachchaha (contiguous to water), sharkara (full of pebbles and pieces of limestone), sharkaravati (sandy), nadimatruka (watered from a river), and devamatruka (rainfed).
- 3) Different type of soil and its distribution is the strength of Indian farming sector due to this different type of cultivation available in Agricultural sector.
- 4) As per etymologist marketing is term first appeared in dictionary in 16th century.

- 5) Agricultural marketing from India to another country started since 17th century and now a day's lot of the opportunities in front of Indian farmers.
- 6) Due to uneven rain fed around India and irregularity of drizzle feed impacts economy of Indian farming sector inclined or declined hastily.
- 7) Marketing practices divided into different roots and agricultural marketing sector in world.
- 8) Indian agricultural production sector have lot of the weaknesses due to this agro element and product marketing.
- 9) Agricultural sector majorly depending on the rain fed but Indian and state governments promoted farmers for water storage and its limited use.
- 10) Indian Government promoted to the farmers for horticultural sector and provides subsidy to each farmer and group of farmers also.
- 11) Modified seeds and drip irrigation also improves production capacity of farming sector since 1950.
- 12) Indian spices and pulses and fruits, milk and milk products are very popular in world have large amount of demand.
- 13) With the help of this paper we are discussing on the variety of Indian farming sector and their provisions support of Indian and state Government.
- 14) Indian and state Government provides lot of schemes for Indian farming sector since 1950 this paper discusses all the loops and falls and newly declared schemes.
- 15) Land and its utilization in India:



Column chart: Area for agricultural sector (INDIA)

Courtesy: GOVT of INDIA DEPT OF AGRICULTURAL. Year 2008 x-axis years since 1950-2010. Y-axis shows area in Lakh Hectares. GSA: Gross area of India, NSA: Net SOWN area, GSA: Gross SOWN Area.

Interpretation:

Above figure shows that total area of country and against that area sown area increases gradually since 1950, Government of India promote to the farmers for improving sown area. Now a days Sown area reached to half of total area so agricultural production increases proportionally. Sown area reached to the half of total area but water feeding increases vastly due to this some area of India facing water storage problem in some area such as Marathwada and Vidarbha.

2. Literature Review

- Indian Agricultural Marketing- A Review:** 2011 Asian Economic and Social Society. ISSN(P): 2304-1455/ ISSN(E): 2224-4433 Shakeel-UI-Rehman, (M. Selvarj, Tamil Nadu, India) M. Syed, Indian Agricultural Marketing- Efficient backward and forward integration with agriculture has led to globally competitive production system in terms of cost and quality. Cooperatives seem to be well positioned to coordinate product differentiation at the farm level and to integrate forward into value added processing activities. Indian agriculture can be balanced and made efficient through proper and better management practices. The present study brings out past and present scenario of agricultural marketing prevailing in India, its challenges and future recommendations.
- Strength and weaknesses of Indian agriculture sector in the era of globalization: ICTMS3: Aditi sawant :** In this paper an attempt has been made to evaluate the performance of agriculture in the pre and post globalization period as well the impact of restrictive FDI policies on the overall growth of the agriculture sector.

Research methodology

Problem of statement "Due to better strength of agricultural marketing provisions in the Indian environment Government of India earn better revenue since year 2000."

Significance of study

- 1) What are the strengths of Indian agricultural sector?
- 2) How it will be recovered with various ideas.

- 3) How new technologies interfacing with farmers are they adopted or not?
- 4) Supporting agencies in farming sector and its impact on the outcomes.

By collecting data from different reports generated by agencies authorized and non authorized taken for studies.

Data for Interpretation

- 1) Secondary data taken into the consideration for above study
- 2) Government reports for agricultural sector are studied for above title
- 3) Study is based on production from agro sector and its conversion to finished goods and its export reports studied here.
- 4) Some previous papers whose figures are concentrated on marketing provisions for agro sector.
- 5) Secondary data for opportunity for India for Export of Agricultural, Horticultural and finished goods from farming sector.

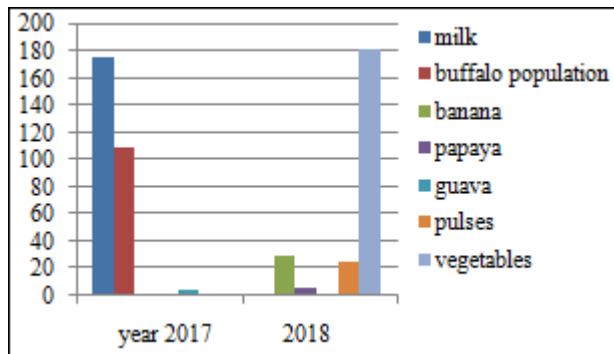
Objectives

Looking to the above facts, the present study is undertaken in view of the following objectives:

- 1) To examine the marketing system for agro-system of India and State Governments
- 2) To estimate the marketing provisions of Indian agro sector and their loops and falls.
- 3) To study on agricultural marketing ideas of Government of India since 1950
- 4) To suggest some policy interventions to improve the agro-marketing

Clarification

As per above title and objectives we are concentrated on agricultural elements their productivity and processing systems in India. Government of India promote to the farmers for utilization advanced seeds in all type of crops. Before some years ago in year 1970-80 farmers are not ready to take modern seed system and away from horticultural system. Indian agro system has great strength they improve their outcome since 1970 in gradual manner. Since 2012 India is ahead in horticulture, Milk and Milk production, in the world keeping lag to lot of the countries. An Indian agricultural marketing value is increased due to quality production and generates better revenue for the country. India's agrarian culture and varied regional climate have significantly contributed to the global food basket.



Column chart 2: Indian Strength of production in various agro and supporting fields

Courtesy: IBEF India: Quantities shown in chart is for agro products in million tonnes year considered FY 2017-2018.

Interpretations

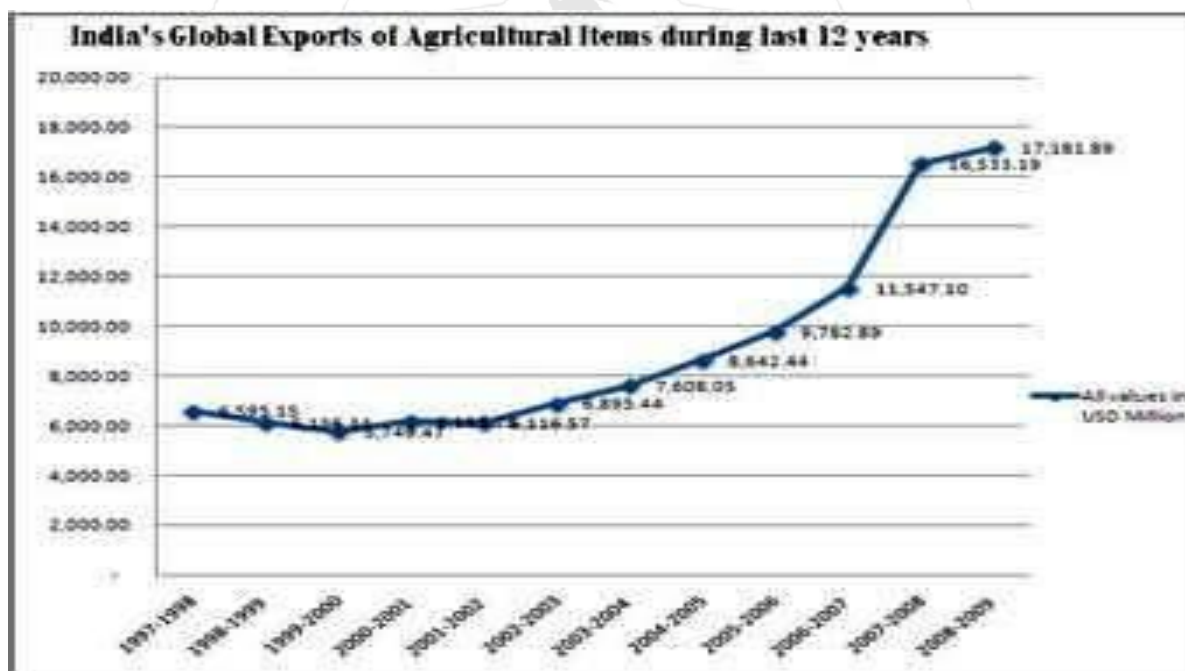
Some crops such as basmati rice and spices also generate US\$ 8.02 billion. Banana, papaya, mango & Guava have production more than 60.00 million tonnes. India is much ahead in Vegetable production and milk and milk production with pulses in 180 million tonnes.

Strength of Indian market and Government support:

Ministry of Commerce & Industry is planning to introduce an “Agriculture Export Policy” which will aim at doubling the agricultural exports from the country and integrating Indian farmers and agricultural products to the global value chain. The Agricultural and Processed Food Products Export Development Authority (APEDA) plays a significant role in tapping India’s agricultural strengths and works towards expanding the export potential of Indian agricultural and food products.

Agricultural marketing provisions:

- 1) Marketing provisions by Government of India try to export production from agro sector, Mango, Basmati rice, pulses, milk and their products, Guava, pomegranate, jute, Cashew, orange products, sweet lemons, Onion are the major products.
- 2) Indian market have lot of the drawbacks which badly affects on the farmers due to this Governments have to take some actions on the marketing strategies.
- 3) In Export India improves their production and Quality in farming sector due to this gradual increase in Export also by the NAFED and NABARD lot of the facilities provided to the all type of farmer in India. Strength of Indian farmer increases proportionally and their production and revenue increases.



Courtesy: India’s Global Export import report Government of India 2008-2009

3. Interpretations and Explanations

- 1) Global system shows in above figure above graph is begin with year 1997 and till 2009 studied graph inclined
- 2) As per graph export in agricultural sector increases in-between 2007 to 2009 it’s saturated and this is strength of Indian agricultural sector.
- 3) It started with 4592 US \$ million dollars and till 2009 it reaches to 17200 million US\$ dollars so within ten to twelve years it vastly increases due to government policies and support also different type of subsidies.

- 4) Indian agricultural sector entered in to the service sector as well as promoted for the export.
- 5) Revenue generated by the agro sector reaches vastly to the top due to horticultural and sugar cane sector.

4. Suggestions and Recommendations

- 1) Subsidies must be providing to the farming sector which earns better revenue for Indian Government.

- 2) Rain fed and Water storage is the major hitch of farming sector to recuperate with proper management proper research is suggested for this sector.
- 3) Water resource development is mandatorily required for Indian sector because lots of the rivers are going to be dead due to urbanization and population.
- 4) Required deep research on River and its cleanliness water storage for population and crops around the expanded suburban areas to cultivate good quality vegetables.
- 5) Horticultural subsidies support to the farmers and export subsidy support to marketing system motivate to the system to work effectively.
- 6) Government may support for better quality plant in horticultural sector to the farmers also continue their support for poly house farming sector to get good and Export quality products.

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