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OPPORTUNITIES FOR AUGMENTING FARMERS INCOME AND AGRIBUSINESS

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Abstract

Disparity between yield increase and increase of input cost, labor cost and fuel cost is a huge factor affecting Indian agriculture. The input cost for cultivation has increased significantly over the past decades and as a result the net income for the farmer has not increased substantially. There is a need to promote profitable allied practices such as horticulture, fisheries, livestock etc. to help the farmers to realize better net incomes. Also, the realization of better pricing is important to increase the net income of the farmers as most of them sell their agricultural produce locally to intermediaries and end up not realizing appropriate value for their produce. The FPOs (Farmers Producer Organizations) can significantly help alleviate this vulnerability at the grassroots level. An attempt is made in this paper to analyse the opportunities for augmenting farmers income through agribusiness.

Keywords: Career advancement, Married women, Job, Promotion, Family role

INTRODUCTION

India ranks at number 2 in the world when it comes to farm output. According to the Situation Assessment Survey of Agricultural Household 2013, an average Indian farming household earns just Rs 77,124 in a year, translating to Rs 6,427 monthly, barely enough to cover the average monthly expenditure of Rs 6,223.

Paramasivan, C., & Pasupathi, R. (2017). Agriculture is the primary occupation and the major economic factor of India. It provides more number of employment opportunities and business strategies to the society. Mostly, peoples from India are concerning with

agriculture sector directly and indirectly. Not only agricultural industries, agro based industries are also generating agro products and also it creates more employment opportunities to the peoples like farmers, agricultural workers, industrial workers, wholesalers, retailers exporters and others.

India has achieved record food grain production of 297 million tonnes during 2020-21 and 314.67 million tonnes of fruits & vegetables largely due to favourable monsoon after two consecutive years of deficit rainfall. 48% of the population of India dependent on agriculture. Crops including fruits and vegetables account for 59.0 percent of

GDP in 'agriculture, forestry and fishing' sector. Around 41.0 percent of GVA of this sector based on livestock products, forestry and fisheries. Agro-processing (textiles, food, oil, etc.), retail, credit, warehousing, transport, etc. are also GDP contributors that rely on agriculture for their growth. Agriculture has the moral responsibility of meeting food and nutritional security in consonance with the agro ecological backdrop. It has to generate gainful employment resulting in income gains to make the farmers more economically secure. It has to generate raw material that will directly support agro-processing of food and non-food products to support secondary agriculture. It has to support agro-processing industry to produce primary and intermediate goods, which will feed the manufacturing sector. Agricultural practices need to be on a sustainable basis.

Agricultural sector received continuous attention of the policy makers and stakeholders.

—A number of initiative were undertaken to improve the performance of this sector. For the first time in our history, Hon'ble Prime Minister of India exhorted to "Double the Farmers' Income" by 2021-22 and helped in channelizing the efforts in the unified direction. A holistic approach is being followed from top to bottom in an integrated manner and the slogan is catching the momentum and attention of one and all.

DFI goal was also coupled with many new and well-thought out schemes

—Pradhan Mantri Fasal Bima Yojana

—e-National Agricultural Market

—Paramparagat Krishi Vikas Yojana

—Pradhan Mantri Krishi Sichai Yojana.

DFI Mission, requires accurate information on certain indicators which reflect the farmers' income and welfare.

The most appropriate measure of farmers' well-being is the level of farm income. A few attempts made by some scholars to prepare estimates of farm

income in the past based either on a sample of farmers or a particular segment of agriculture. Various methodologies and estimates of farmers' income are available only on point basis. The studies largely referred to the growth in agricultural output (VOP/AgGDP/GSDP), output and input price behaviour along with price spread, rise in wages, rising indebtedness, to indicate the given state of Indian farming. Chand et al (2015) provided series of farm income based on NSSO data.

Important Schemes which would help in role of Augmenting Agricultural Income

1. Soil Health Management

- Setting up of new soil testing laboratories and strengthening the existing labs.
- raining of lab staff/extension officers/farmers/field functionaries on balanced use of fertilizer.
- Promotion and distribution of micro nutrients.
- Issue of Soil Health Cards

2. Pradhan Mantri Krishi Sinchayee Yojana (PMKSY)

- Developing long term solutions for mitigating the affect of drought.
- Increasing area under irrigation.

3. National Food Security Mission (NFSM)

- Under implementation in 638 Districts of 29 States.
- Promotes & extends improved technologies, i.e., Seed, Micro Nutrient, Soil Amendments, Integrated Pest Management, Farm Machinery & Implements, Irrigation Devices, Capacity Building of Farmers.
- Includes cluster demonstrations of rice, wheat, pulses & nutri-cereals, distribution of improved seeds/need based inputs, resource & energy conservation techniques, efficient water application tools, cropping system based training and local initiatives.

3. e-NAM

- Pan India electronic trading portal in selected regulated wholesale markets in States that have undertaken reforms.
- Common tradable parameters developed for 124 commodities.
- 585 markets integrated on e-NAM till date.

4. Pradhan Mantri Fasal Bima Yojana (PMFBY)

- Available to farmers at very low rates of premium.
- Farmers to get full insurance. No capping of sum insured.
- Insurance cover at all stages of crop cycle.
- Focus on covering non-loanee along with loanee farmers.
- Target for area coverage 40% (2017-18) and 50% (2018-19)

6. Rashtriya Krishi Vikas Yojana (RKVY - RAFTAAR)

- Incentivise States to increase public investment in agriculture & allied sectors
- Provide flexibility & autonomy to States in process of planning and executing schemes.
- Focus on pre and post-harvest infrastructure, integrated value chains

7. Mission for Integrated Development of Horticulture (MIDH)

- Launched on 1st April 2014 for holistic growth of horticulture sector.
- Ensures forward and backward linkages through a cluster approach with active participation of stakeholders.
- Includes supply of quality planting material, technology promotion, productivity improvement, human resource development, creation of post-harvest management infrastructure.

Sources of Income Growth

DFI Committee identified Seven Sources of Income Growth:

1. Improvement in crop productivity

2. Improvement in livestock productivity
3. Resource use efficiency or savings in cost of production
4. Increase in cropping intensity
5. Diversification towards high value crops
6. Improvement in real prices received by farmers
7. Shift from farm to non-farm occupations

Non Farm sources of Growth

Improved value addition and processing

- Reducing dependence on agriculture
- Review of current programmes and schemes

–ACABC

–MIS

- Governance related

–Linkages among high powered think tanks

–Prioritization of research areas for investment

–Making the farmers party to the mission

–Centre-state linkages

–Consensus among stakeholders

Small and marginal farmers can generate more revenue from basic farming. There are various ways to earn good money in agriculture.

Opportunities for Augmenting Farmers Income through Agribusiness

Agriculture Business can be divided into three broad categories and they are as follows:

- Productive Resources like feed, seed, fertilizer, equipment, energy, machinery etc.
- Agricultural Commodities like raw and processed commodities of food and fiber.
- Facilitative Services like credit, insurance, marketing, storage, processing, transportation, packing etc.

1. Agricultural Farm

One can start an agricultural farm by investing reasonable money. You can produce items as per the local demand

and sell them locally. For far areas you can even supply the product through distribution channels.

2. Vermicompost Organic Fertilizer Production

It requires very low investment and hence can be considered profitable for the startup agricultural business. You can simply start this business by the proper know-how of the production process. Vermicompost contains water-soluble nutrients and is a very good, nutrient-rich organic fertilizer and soil conditioner. It has different uses such as in farming and small scale sustainable, organic farming. Interestingly, vermicomposting can also be applied for the treatment of sewage sludge.

3. Dried Flower Business

Are you aware that flowers are among the most profitable plants, which are producing one of the highest returns of any speciality crop? Well yes, its true! Flower production is one of the fastest-growing crop trends in today's agriculture. It requires all types of flowers especially unique and hard to grow varieties.

Growing, processing and selling dried flowers could put you on the path of making money with a sustainable business from the very first year. Therefore, it's one of the most profitable agriculture business idea that you can opt.

4. Fertilizer Distribution Business

The fertilizer industry is getting highly organized in India. Any individual can start a fertilizer distribution business as a small, medium and large-scale basis. Though, small distributors generally operate within the district and large distributors within the state, or sometimes in more than one state.

Fertilizer distribution is an ongoing business and shows no signs of fading. One can start this business with moderate capital investment.

5. Organic Farm Green House

The increased demand for organically grown farm products has led

to the growth of this agricultural business. As there are many health risks in the foods grown with chemicals and fertilizers, people are growing organic food.

6. Poultry Farming

Poultry farming is one of the fastest-growing & most profitable agriculture businesses in the current Indian market scenario. Adding to it, poultry business is the best idea for those who want to make a successful agri-business career in India.

It has transformed into a techno-commercial industry from the status of backyard farming for three decades. It is considered to be the fastest growing sector of agriculture and farming business.

7. Mushroom Farming Business

By doing this business you can make good profits in just few weeks. It requires a low start-up capital investment. Even with a little knowledge of mushroom growing and with a farm mushroom farming business can be done.

8. Hydroponic Retail Store

It is a new plantation technology which requires soil free way of plantation for both commercial and home use. Hydroponics stores sell the specialized equipment and supplies that hydroponic gardener's need. Planning plans a crucial role to start a Hydroponic Retail Store.

9. Snail Farming

It is a process of raising land snails specifically for human consumption. It has a high rate of protein, iron, low fat, and almost all the amino acids needed for the human body. Moreover, one should have specific knowledge of modern technology.

10. Sunflower Farming

The land is the primary requirement to start sunflower farming. Growing sunflowers for oilseed requires a small investment. It is also known as Commercial Cash Crop. Sunflower is a highly profitable crop in oilseed

production and takes very short duration 80-115 days to grow. It's also suitable to grow in rainfed conditions and has the ability to perform in diverse agro-climatic & soil conditions.

11. Bee Keeping Business

It demands day to day monitoring with close supervision of the bees. Beekeeping business is done for selling honey and other products like wax. Not to forget, as the demand for honey is growing globally. Opting for this business is a profitable venture which requires a small investment.

12. Fish Farming

Fish farming is raising fish commercially in the tanks & ponds for the purpose of producing food. Commercial fish farming has already established as a profitable business venture all over the world. This business can be done at any time of the year. It requires modern techniques and moderate capital investment. Interestingly, you can easily raise the fishes in tanks until they are ready for selling or marketing and they don't need the wide capture of wild fish. Commercial fish farming also helps to preserve natural ecosystems.

13. Fruits and Vegetables Export

One can start the export of fruits and vegetable business by collecting them from local farmers. It can be done through easy communication means like a telephonic conversation, computer with an internet connection.

14. Florist

It requires a retail space and connection with the flower growers. It is one of the most profitable retail agriculture business ideas that can also be done online by providing customers with doorstep delivery of flowers.

15. Frozen Chicken Production

The demand for this product is growing globally. One can start Frozen Chicken Production business by living in a metro or a suburban city. Food business is one of the best businesses you can ever think of doing. It has a high turnover as

people would always eat no matter what their financial situation is like.

16. Botanical Pesticide Production

Botanical pesticides are naturally occurring chemicals extracted from plants known to have insecticidal properties. It is very essential and mandatory for organic farming. As the demand of this product is high, it is considered as one of the most profitable agriculture business ideas.

17. Broom Production

It is a good and profitable business idea as broom has been used for centuries for cleaning purpose. It is a simple business and can be done with a moderate capital investment. Broom can be divided in two categories. First is broom made with natural materials and second is a plastic broom.

18. Basket Weaving

One requires a thoughtful planning and a high level of creative mind having a flair for design. It can simply be done from a home location with moderate capital investment. You can sell baskets online and in-person, by renting a booth at a trade show or flea market. It increases sales and reaching out to more customers.

19. Flour Milling

Establishing your own brand product is highly profitable in this business. Flour milling business can be divided in two types- small scale flour mill and large scale flour mill. Opting for small scale or large scale should fully take your specific conditions into consideration.

20. Kulhar Tea/Milk Business

You can start this business with only Rs 5000 and earn Rs 50,000 monthly. You can start selling **kulhad tea** in the country's major railway stations, railway depots, airports, bus depots, and malls. The price of Kulhad tea in cities varies from Rs 15 to 20. In Kulhad tea business, you can save around 1000 rupees in 1 day.

Some Other Profitable Agriculture Business Ideas

- Livestock Feed Production

- Fruit Juice Production
- Groundnut Processing
- Cashew-nut Processing
- Quail Egg Farming
- Shrimp Farming
- Fish Hatchery
- Piggery
- Soya Beans Processing
- Spice Processing
- Vegetable Farming
- Chicks Hatchery
- Rajanigandha Farming
- Tea Growing
- Grocery E-Shopping Portal
- Landscape Expert
- Medicinal Herbs Farming
- Cactus Arrangements
- Dairy Farming
- Jatropha Farming
- Potato Powder
- Corn Farming
- Certifies Seed Production
- Soil Testing Lab
- Green House Flower Export
- Horticulture Crop Farming
- Potato Chips Production
- Fodder Farming for Goats and Cows
- Agro-Farming Blogging

Strategy/Mechanism for Augmenting farmers' INCOME

1. By increasing productivity of crops
 - Timely supply of good quality of sufficient seeds prior to season.
 - Timely availability of good quality of inputs
 - Applying short duration high yielding varieties.
 - Increase SRR of hybrid seeds
 - By promoting Farm Mechanization
 - Application of Integrated Nutrient Management
 - Application of Integrated Pest Management
 - By increasing irrigation facilities & enhancing water-use efficiency
 - Adoption of DSR/Zero Tillage/SRI

2. BY INCREASING cropping intensity

- According to land capability, irrigation and other facilities farm plan should be prepared for Kharif, Rabi and Garma for 03 years e.g.
 - i. Paddy - wheat/pulses/Maize
 - ii. Maize – Wheat/Pulses/Maize
 - iii. Maize – Wheat/Pulses/Maize - Mung
 - iv. Vegetable (cauliflower) - potato - onion – mung
 - v. Maize/Vegetable – Potato-Potato-Onion-Mung
 - vi. Paddy (short duration) - vegetable - onion - maize
 - vii. Paddy - vegetable - maize
- Short duration hybrid/HYV seeds to be used.
- Use of rice fallow land Rice-Makhana cropping System

3. CREATE MARKETING FACILITIES FOR GETTING BEST RECOVERY PRICE OF PRODUCE

- Implementation of e-NAM
- Formation of FPO/Farmers' Co-operative Societies
- Create more marketing channels (PS UP)
- Market-oriented variety wise cultivation (by J&K)
- Assured price scheme (by AP)
- Effective procurement strategies to procure on MSP

(Rajasthan)

- Trading policies should be farmer-oriented , not trader
- Price-deficit financing scheme by M.P.

4. Diversification of cropping system with high value crops

- Cash crops- Sugarcane, Betel leaf and Vegetables
- Spices - Turmeric, Ginger, Dhania, Garlic, Ajwain and Saunf
- Mushroom Cultivation
- Rearing of honey bee

5. Promotion of integrated farming system

- Synergise blending of crops/horticulture, dairy, fishery,

and poultry to provide regular income.

6. Protected cultivation of vegetables and flowers with Micro irrigation

7. Value-addition through storage, processing, pack house, referral van , ripening chamber , warehouses , cold chain & marketing , etc.

8. Management of post-harvest losses for horticultural crops

9. BY REDUCING COST OF PRODUCTION

- Subsidy on farm inputs
- Provision of subsidy on HYV/ hybrid variety of seeds in light of market price.
- Subsidy on mechanization in light of market price.
- Use of green manuring e.g. Dhaincha, Moong, Cowpea, Sunhemp etc.
- Application of balance dose of fertilizer on the basis of soil health card.
- Provision of subsidy on diesel.
- Promotion of custom hiring system.
- Use of bio fertilizers e.g. Rhizobium, PSB, Azotobactor, Azolla, Blue green Algae, Mycorrhiza
- Subsidy of transport
- Use of Gobar/Bio gas
- Promotion of zero tillage technology.
- Promotion of DSR
- Use of Organic fertilizers and Manures

10. Formulation of Land Leasing Act

11. Digitization of Land Records

12. Certificate of cultivation for tenant farmers by AP

13. Provision for practicing kitchen gardening for Urban households and poor people.

14. Implementation of Pradhan Mantri Fasal Bima Yojana (PMFBY)

15. Regular region wise weather forecasting.

16. Agro forestry

17. Construction of water harvesting structures

18. Risk Management to cope up with climate change, through Climate Smart Agriculture

Conclusion

The farmers' socio-economic condition is complex where several aspects of value addition are out of the hands of the community. The role of the farmers in the whole system is more on the receiving end as 'passive subjects' rather than 'active stake holders' despite the fact that sorghum and other millets constitute one of their main sources of livelihood. In order to achieve the goal of doubling farmers' income through millets cultivation, there is need for a viable strategy comprising of three major elements: **(i)** scientific crop cultivation in participatory mode and capacity building with support of R&D organizations coupled with inputs supply in single window mode, **(ii)** promotion of value-addition and creating market demands through collective action like, formation of FPOs and SHGs, and **(iii)** policy support for buy back arrangements with MSP, crop insurance, inclusion in MDM and PDS system, infrastructure for farm-gate processing and warehouses.

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