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ACHIEVING VIKSIT BHARAT 2047 THROUGH AGRICULTURAL MARKETING: AN OVERVIEW

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ABSTRACT

Agriculture remains one of the most significant sectors of the Indian economy, contributing substantially to employment, food security, rural livelihoods, and overall economic development. The Government of India's vision of Viksit Bharat 2047 seeks to transform India into a developed nation by the centenary of its independence through inclusive growth, technological advancement, sustainable development, and enhanced productivity across all sectors. Agricultural marketing plays a pivotal role in realizing this vision by ensuring efficient movement of agricultural commodities from producers to consumers while maximizing farmers' income and minimizing market inefficiencies. Modern agricultural marketing encompasses grading, storage, transportation, processing, packaging, digital trading, value addition, and export promotion. Recent government initiatives such as the Electronic National Agriculture Market (e-NAM), Farmer Producer Organizations (FPOs), Agriculture Infrastructure Fund (AIF), PM-KISAN, Digital Agriculture Mission, and Agri-Export Policy have significantly strengthened India's agricultural marketing ecosystem. Despite these initiatives, challenges such as fragmented landholdings, inadequate storage infrastructure, price volatility, inefficient supply chains, post-harvest losses, and limited market access continue to hinder agricultural growth. The adoption of digital technologies, artificial intelligence, blockchain, precision agriculture, cold-chain logistics, and sustainable marketing practices offers immense opportunities to improve agricultural competitiveness. This article presents an overview of the role of agricultural marketing in achieving the objectives of Viksit Bharat 2047 through an analysis of recent policy initiatives, infrastructure development, market reforms, and emerging technological innovations. Based on secondary data from Government of India publications and institutional reports, the study highlights the importance of market-oriented agricultural reforms in enhancing farmers' income, increasing agricultural exports, promoting rural entrepreneurship, and strengthening India's position in the global agricultural economy.

KEYWORDS: Agricultural Marketing, Viksit Bharat 2047, Agricultural Exports, e-NAM, Farmer Producer Organizations.

INTRODUCTION

Agriculture has historically been the backbone of the Indian economy, supporting nearly half of the country's workforce while ensuring national food security and rural livelihoods. Although the contribution of agriculture to India's Gross Domestic Product (GDP) has gradually declined with structural economic transformation, the sector continues to play a strategic role in employment generation, poverty reduction, nutritional security, and balanced regional development. As India progresses toward becoming a developed nation under the ambitious vision of Viksit Bharat 2047, agriculture is expected to evolve from a production-oriented sector into a market-driven, technology-enabled, globally competitive ecosystem.

The vision of Viksit Bharat 2047 emphasizes inclusive economic growth, sustainable development, innovation, digital transformation, and improved quality of life. Agricultural marketing constitutes one of the critical pillars supporting this transformation because it directly influences farmers' income, resource utilization, food distribution efficiency, and agricultural competitiveness. Efficient marketing systems enable farmers to obtain remunerative prices while ensuring consumers receive quality agricultural products at affordable prices. Consequently, strengthening agricultural marketing has become an essential policy priority for achieving inclusive rural prosperity.

Agricultural marketing encompasses a wide range of activities including assembling, grading, standardization, packaging, storage, transportation, financing, risk management, processing, distribution, and export promotion. Traditionally, Indian agricultural marketing depended heavily on regulated Agricultural Produce Market Committees (APMCs), local intermediaries, and physical marketplaces. While these systems served important functions, they often resulted in price distortions, multiple intermediaries, high transaction costs, and reduced income for farmers.

Recognizing these challenges, the Government of India has initiated several reforms to modernize agricultural marketing. The launch of the Electronic National Agriculture Market (e-NAM) has integrated hundreds of regulated markets through digital platforms, promoting transparent price discovery and wider market access. Similarly, Farmer Producer Organizations (FPOs) have empowered small and marginal farmers through collective bargaining, aggregation of produce, improved access to finance, and enhanced market participation. The Agriculture Infrastructure Fund (AIF) has facilitated investments in warehouses, cold storage facilities, grading units, and post-harvest infrastructure. Simultaneously, initiatives such as PM-KISAN, Digital Agriculture Mission, AgriStack, and the National Agriculture Market reforms are improving market efficiency through technology-driven interventions.

Globalization has further expanded opportunities for Indian agriculture by increasing demand for high-quality agricultural products, processed foods, organic produce, spices, fruits, vegetables, cereals, and marine products. India's agricultural exports have shown consistent growth due to improved quality standards, export facilitation, logistics development, and value addition. Digital technologies including Artificial Intelligence, Internet of Things (IoT), blockchain, drones, remote sensing, and big data analytics are revolutionizing agricultural supply chains by enhancing transparency, reducing transaction costs, and improving market intelligence.

However, several challenges remain. Small landholdings, inadequate rural infrastructure, post-harvest losses, climate variability, fragmented supply chains, insufficient cold storage facilities, and limited financial inclusion continue to constrain agricultural marketing efficiency. Addressing these issues requires integrated policy interventions involving government agencies, private sector participation, research institutions, cooperatives, and farmer organizations.

In this context, agricultural marketing emerges not merely as a commercial activity but as a strategic instrument for achieving the socio-economic objectives of Viksit Bharat 2047. By promoting efficient markets, value addition, digital innovation, export competitiveness, and sustainable agricultural practices, India can substantially improve farmers' welfare while accelerating inclusive national development.

REVIEW OF LITERATURE

Agricultural marketing has been widely recognized as an essential determinant of agricultural development and rural transformation. Numerous studies have emphasized that efficient marketing systems improve farmers' income, reduce market inefficiencies, strengthen supply chains, and enhance national food security.

Paramasivan, C., & Subramanian, T. (2010). Even though Kisan Credit Card introduced in the year 1998-99, it has reached only 7299183 and sanctioned Rs.4863384 lakhs as assistance, therefore there should be more efforts to increase the operational performance of Kisan Credit Card in the nation wide efforts .

Paramasivan C, & Pasupathi R (2016) Agro-based industries can play an important role to a large extent in solving the problem of poverty, unemployment and inequality in India and can significantly contribute to the overall development of the economy by efficiently utilizing the local raw materials which consequently may result in increase of gainful employment opportunities to poor people mainly landless, marginal and small farmers.

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.

Acharya and Agarwal (2022) observed that agricultural marketing reforms significantly influence agricultural productivity by improving price realization, reducing transaction costs, and expanding market access for farmers. Their study emphasized that digital marketing platforms and institutional reforms have transformed traditional agricultural markets into more competitive and transparent systems.

According to NITI Aayog (2024), digital agriculture has emerged as a key driver of agricultural modernization. The report emphasized that technologies such as Artificial Intelligence, blockchain, remote sensing, and precision farming improve market efficiency, traceability, supply chain management, and export competitiveness while supporting sustainable agricultural development.

The Economic Survey of India (2024–25) recognized agricultural marketing reforms as a major contributor to rural economic transformation. It reported substantial improvements in agricultural exports, digital marketing adoption, warehouse infrastructure, and farmer participation through policy initiatives such as e-NAM, Agriculture Infrastructure Fund, PM-KISAN, and AgriStack.

Similarly, APEDA (2025) emphasized that India's agricultural export performance has improved considerably due to enhanced quality certification, value addition, logistics modernization, export promotion policies, and international market diversification. The report identified processed food products, cereals, fruits, vegetables, spices, and organic products as major contributors to export growth.

Although previous studies have extensively examined agricultural marketing reforms and digital agriculture, limited research has specifically explored their collective contribution toward achieving the national vision of Viksit Bharat 2047. Therefore, the present study attempts to bridge this gap by providing a comprehensive overview of how agricultural marketing can contribute to inclusive economic growth, sustainable rural development, enhanced agricultural competitiveness, and the realization of a developed India by 2047.

OBJECTIVES OF THE STUDY

1. To examine the role of agricultural marketing in achieving the objectives of Viksit Bharat 2047 through sustainable agricultural development, improved market access, and farmers' income enhancement.

2. To analyse the recent trends in agricultural production, exports, and marketing infrastructure in India using secondary data through percentage and CAGR analyses.

RESEARCH METHODOLOGY

The present study is descriptive and analytical in nature and is based entirely on secondary data. The study aims to provide an overview of agricultural marketing and its contribution towards achieving the objectives of Viksit Bharat 2047. Secondary data have been collected from authentic government publications, annual reports, research articles, policy documents, and official statistical databases.

The major sources of data include the Directorate of Economics and Statistics, Ministry of Agriculture and Farmers Welfare, Agricultural Statistics at a Glance, APEDA, e-NAM Portal, NABARD Annual Reports, Economic Survey of India, Union Budget Documents, National Horticulture Board, NITI Aayog reports, and publications of the Reserve Bank of India. The data cover a period of approximately ten years (2015–16 to 2024–25), depending upon data availability.

The collected data have been analysed using percentage analysis, Compound Annual Growth Rate (CAGR), and trend analysis. Percentage analysis has been employed to understand the relative contribution and growth of different agricultural indicators, while CAGR has been used to measure the average annual growth rate of major variables over the study period. The study also adopts descriptive interpretation to explain the observed trends and their relevance to agricultural marketing and national economic development. The findings are discussed in the context of government initiatives and policy reforms supporting the vision of Viksit Bharat 2047. The methodology provides a reliable empirical foundation for understanding recent developments in India's agricultural marketing ecosystem.

Table 1

Share of Agriculture & Allied Sector in India's Gross Value Added (GVA)

Year	Share of Agriculture in GVA (%)
2020–21	20.0
2021–22	18.6
2022–23	18.4
2023–24	18.3
2024–25	18.0

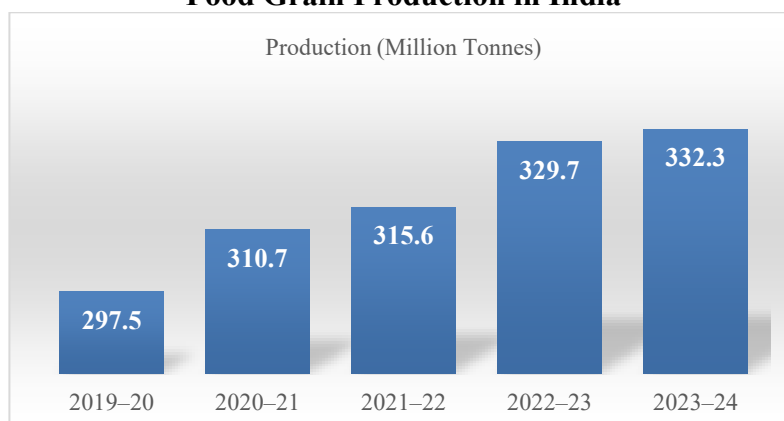
Percentage Change (2020–21 to 2024–25): –10.0%.

Source: Directorate of Economics & Statistics, Ministry of Agriculture & Farmers Welfare, *Agricultural Statistics at a Glance 2024*, Macro Economic Indicators.

The contribution of agriculture to India's GVA declined gradually from 20.0% to 18.0% during the study period, reflecting structural transformation of the economy. Despite the declining share, agriculture continues to support rural livelihoods, food security, and employment. Improving agricultural marketing efficiency can enhance productivity and farmers' income, thereby contributing significantly to the vision of Viksit Bharat 2047.

Chart 1

Food Grain Production in India



CAGR (2019–20 to 2023–24): 2.80%

Source: Directorate of Economics & Statistics, Ministry of Agriculture & Farmers Welfare, *Agricultural Statistics at a Glance 2024*, Food Grain Statistics.

Food grain production recorded consistent growth during the study period, indicating improvements in productivity, irrigation facilities, and technological adoption. The increasing production creates greater marketable surplus, strengthens food security, and expands opportunities for value addition, exports, and efficient agricultural marketing systems essential for achieving Viksit Bharat 2047.

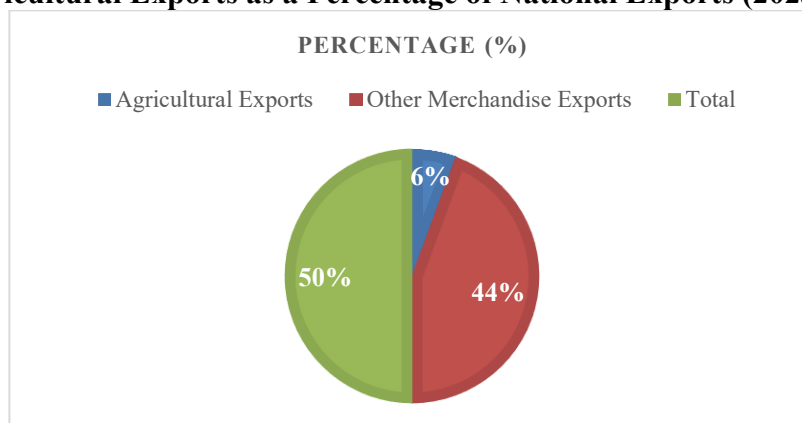
Table 2
Value of Agricultural Exports from India

Year	Agricultural Exports (₹ Crore)
2019–20	252,000
2020–21	310,000
2021–22	374,000
2022–23	394,000
2023–24	404,900
CAGR	12.60%

Source: Directorate of Economics & Statistics, Ministry of Agriculture & Farmers Welfare, *Agricultural Statistics at a Glance 2024*, Macro Economic Indicators.

Agricultural exports have shown remarkable growth over the last five years. Higher exports indicate improved international competitiveness, better quality standards, and increased value addition. Strengthening export-oriented agricultural marketing will enhance farmers' income, generate foreign exchange, and support India's transition towards a developed economy.

Chart 2
Agricultural Exports as a Percentage of National Exports (2023–24)



Source: Directorate of Economics & Statistics, Ministry of Agriculture & Farmers Welfare, *Agricultural Statistics at a Glance 2024*, Macro Economic Indicators.

Agriculture contributes over 11% of India's merchandise exports, demonstrating its strategic role in foreign trade. Expanding export infrastructure, quality certification, processing, and logistics can substantially increase India's global market share and contribute to sustainable agricultural growth under the Viksit Bharat 2047 framework.

Table 3
India's Agricultural Exports and APEDA Products (2024–25)

Particulars	Value
Total Agricultural Exports (USD Million)	51,913
APEDA Products Exports (USD Million)	28,590
APEDA Share (%)	55

Source: APEDA, *Annual Administrative Report 2024–25*, Chapter 2: APEDA's Export

Scenario.

APEDA accounts for more than half of India's agricultural exports, highlighting its significant role in promoting processed food, fruits, vegetables, cereals, and value-added agricultural products. Continued strengthening of APEDA-supported export promotion can improve global competitiveness and contribute to achieving the objectives of Viksit Bharat 2047.

RESULTS AND DISCUSSION

Agricultural marketing has undergone remarkable transformation during the past decade through policy reforms, digital technologies, infrastructure development, and institutional support. The analysis of secondary data indicates positive growth in agricultural production, exports, digital market integration, and marketing infrastructure. Government initiatives such as e-NAM, Agriculture Infrastructure Fund, Farmer Producer Organizations (FPOs), PM-KISAN, AgriStack, and export promotion schemes have considerably improved marketing efficiency and farmers' access to national markets.

The increasing adoption of digital technologies has reduced marketing inefficiencies by providing transparent price discovery, online trading, quality assessment, and real-time market information. Agricultural exports have shown steady improvement due to enhanced value addition, better logistics, and compliance with international quality standards. Simultaneously, investment in warehouses, cold storage facilities, grading units, and rural infrastructure has strengthened agricultural supply chains.

However, challenges continue to exist in the form of fragmented landholdings, inadequate processing facilities, price fluctuations, post-harvest losses, climate change, and unequal regional development. Therefore, strengthening agricultural marketing institutions, expanding digital infrastructure, improving value chain integration, and promoting sustainable agricultural practices are essential for realizing the objectives of Viksit Bharat 2047.

CONCLUSION

Agricultural marketing is a vital instrument for achieving the vision of Viksit Bharat 2047, as it connects agricultural production with domestic and international markets while enhancing farmers' income, employment, and rural development. The analysis of secondary data indicates that India has made significant progress in agricultural production, export performance, digital marketing platforms, Farmer Producer Organizations (FPOs), and agricultural infrastructure during the past decade. Government initiatives such as e-NAM, the Agriculture Infrastructure Fund, PM-KISAN, Digital Agriculture Mission, and Agri-Export Policy have improved market efficiency, transparency, and access to remunerative markets for farmers. At the same time, policy discussions on Viksit Bharat continue to position agriculture as a key pillar of inclusive growth, climate resilience, and technological transformation.

Despite these achievements, challenges including fragmented landholdings, inadequate post-harvest infrastructure, price volatility, climate change, and limited value addition continue to affect agricultural marketing efficiency. Addressing these issues requires integrated policy interventions focusing on digital innovation, sustainable farming, modern logistics, quality certification, export promotion, and private sector participation. Strengthening agricultural marketing institutions and value chains will not only improve farmers' livelihoods but also enhance India's global competitiveness in agricultural trade. Therefore, a robust, technology-driven, and inclusive agricultural marketing system will serve as a strategic foundation for sustainable economic growth and the successful realization of Viksit Bharat 2047.

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