



BAKE IN INDIA: AN INITIATIVE NEEDED FOR AGRICULTURE SECTOR

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Abstract

“Make in India”-The Prime Minister Narendra Modi’s step to transform India into a global manufacturing hub by encouraging domestic and multinational companies for manufacturing in India. This concept is a good initiative by the government for the socio-economic development of the nation but it is incomplete without the development of 70% of the rural population whose livelihood is agriculture. Thus after “make in India” there is a need for another initiative which can be named as “Bake in India” because agriculture remains the dominant and demographically the broadest economic sector in India. It needs the support and special concern from the government for the development and modernization of agriculture. New initiatives should be taken and proper implementation of the existing plans should be done. There is an urgent need for increasing agricultural productivity through technology infusion and market led intervention.

Liberalization and the growth in organized retailing has transformed India into a more attractive place for global players and now it is high time to invite global private players to collaborate with our farmers and should take priority over trying usher in manufacturing revolution. The present study is an attempt to emphasize the need of bake in India campaign and so as to increase technology infusion and to invite global players in the Indian food domain.

Keywords: *Make in India, Bake in India, Agriculture.*

1. INTRODUCTION

Agriculture sector being the primary sector is the most important sector in India and it plays a crucial role in the economic development of our country. It gives its ample contribution in the national income and economic development of the nation. It is a prominent part of the Indian economy and supports about 50 per cent of India’s workforce, and occupies more than one third of the country’s total geographical area. The prosperity of India is dependent upon the agricultural prosperity because it is an essential link in the supply chain of the manufacturing sector, and plays an important role in the rural and overall development of the country. Though agriculture is still the predominant sector of the economy in terms of employment and livelihood, it is losing its dynamism. This is mainly an outcome of India’s progression from an agrarian economy to an industry and service based economy. Further, there has also been low public investment on agriculture (including investment on irrigation), and lower crop diversification practices (area under fruits and vegetables) adopted by farmers. Several other challenges, such as inefficient extension lines, poor availability of credit, lack of technological acceptance, imbalanced use of fertilizers, and inadequate support in rain fed areas continue to persist in the sector.

2. PROBLEMS OF INDIAN AGRICULTURAL SECTOR

There are several challenges involved in Indian agricultural sector. Though it is primary and most important sector then too it is neglected and even after 68 years of independence this sector is not developed and equipped with latest facilities and technologies as compared to other sectors. Agricultural sector is facing a number of problems, be it monetary resource, irrigation and cultivation facilities.

In the rural areas and villages the farmers have a low literacy level due to which they lack information and are unaware about the resources and various government help which has been initiated for the farmers so that they are not befooled by the middle men engaged in agriculture.

Acquiring loan and financial help by the farmers is not easy from cooperatives and rural banks as it involves a long and difficult process which promotes the involvement of sahuikars and money lenders who exploit the farmers and labourers by charging high interest rates and mortgaging of their lands.

After independence till today, though technical updation has been done but still agricultural sector is devoid of technological advancements, because it is confined to urban areas and not reached properly to rural areas and villages, which is no doubt hampering the productivity of this sector. There are various loopholes in the present legislation and for marketing the agricultural produce there is no organized and regulated marketing system due to which farmers have to face so many problems and have to face various hurdles to get fair and just price for their sweat. So much has been done to improve the agriculture sector, but still it is facing a lot of problems.

Some of these can be listed as below:

1. Fiscal and Political instability is threatening Agricultural Policies,
2. Rising domestic demand for food due to rise in population, restricting our exports.
3. Developing people and developing markets.
4. Private market intermediation.
5. Multi languages and dialects.
6. Natural calamities, drought and uneven rainfall in the country.
7. Subsistence farming to commercial farming.
8. Supply driven technology to demand driven.
9. Lack of proper physical communication.
10. Infrastructural weakness.
11. Less media coverage.
12. Lack of professionalism in management.
13. Lack of market and marketing information.
14. Lack of Agricultural education.
15. Inadequacy of institutional markets.
16. Multiplicity of market changes and malpractices.
17. Lack of technical training etc.
18. Minimization of land holdings.

3. BAKE IN INDIA: INITIATIVES FOR IMPROVING AGRICULTURE SECTOR

Against this background the present work is an attempt to study the different aspects of agricultural sector, and emphasis the need of Bake in India campaign for improving efficiency of this sector by implementation of modern technologies specially, in the era of globalization and liberalization. In order to alleviate the condition of Indian Agricultural Sector we need to promote global private sector participation and thus to start Bake in India Campaign that would lead to propagate agricultural R&D, develop technologies for energy saving, and protect the environment, which could help increase yield.. By drawing these global private sector investments great profits can be expected to benefit Indian farmers. The prime initiatives that could be a part of this campaign may be outlined as follows:

1. Capital Infusion

This would provide cash deficient domestic agricultural sectors and farmers to bridge the gap between the capital required and raised.

2. Agricultural credit

Extension of credit to farmers will help in providing necessary financial support to small farmers and agricultural laborers, which in turn will result in improved farm output.

3. Technology Infusion

The technological breakthrough in agricultural sector can lead to a substantial increase in production on the farms and to the larger marketable and marketed surplus. As per studies, nearly one third of the future growth in agriculture is expected to be achieved through innovations in technologies.

4. Management of soil nutrients

Rebalancing soil usage through optimum application of fertilizers in overused and underused regions will help in improving the soil quality and overall agricultural output of the country.

5. Efficient Agricultural Marketing

It has immense importance in economic development of a country. Optimization of resource use and the output management are the basic results of the efficient agricultural marketing system.

6. Improvement in supply chain management

Improvement of supply chain or distribution efficiencies, coupled with capacity building and introduction of modern technology will help arrest wastages that would be significant in mitigating the present situation improper storage facilities and lack of investment in logistics have been creating inefficiencies in food supply chain.

7. Efficient extension systems

Smooth functioning of extension systems by ramping up of skilled workforce to fill in vacant positions will enable dissemination of technologically advanced crops among farmers. As a result, productivity and overall farm output will increase.

8. Rain fed areas

Lower agricultural output can be attributed to lower output in rain fed areas, which are still predominantly dependent on monsoons for a good harvest. Therefore, focus on water management systems, especially watershed development, will have a positive impact on a farm's output in rain fed areas.

9. Technologically advanced crops

Penetration of technologically superior variants of crops will help farmers to improve the quality, productivity, and the overall farm output.

10. Creation of more and better employment opportunities

The entry of global private players into agricultural sector will not only create many opportunities but will also ensure quality in them

4. PROSPECTS OF INDIAN AGRICULTURAL SECTOR

The entry of global private players would offer varieties of opportunities that have the probability of achieving higher growth of the Agricultural sector. Some other potential of Indian economy that are expected to drive growth in the future are:

1. India is emerging as a sourcing destination of processed food because of large agricultural produce.
2. In the world's India is among one of the highest youth population with rising income levels and a growing middle class.
3. By year 2020 more than one third of total population will residing in urban areas with better purchasing power and increasing desire for branded food.
4. Due to large and distinct consumer brackets new categories and brand in agrarian produces the producers needs to develop customized offerings as a response to changed consumption pattern in India which is now driven towards packaged and ready-to-eat foods.
5. As a result of increased customer awareness and favorable economic and cultural changes with a shift in their attitudes, preferences and lifestyles have made them experimenting with different cuisine, tastes and new brands.
6. The demand for processed food and related products has been growing steadily in Middle East and Southeast Asia thus increasing the opportunity for such food exports.
7. The large retailers sourcing from India with abundant raw materials, supply and cost advantages has made India a Global outsourcing hub.

5. CONCLUSION

Indian agriculture and farmers are facing multiple challenges such as fragmented land holdings that makes farms inefficient, poor irrigation, inadequate storage facilities, lack of technology, poor agricultural marketing etc., that have failed farmers. It is evident from above discussion that the entry of global private players into Indian agricultural sector will bring about improvements in farmers income and agricultural growth ensuring adequate flow of capital into rural economy in a manner likely to promote the welfare of all sections of agricultural society.

Collaborations with global agricultural players will help our farmers to raise their standard of living and would enable them to complete them with global markets. Thus along with the Make in India, an assortment of initiatives needs to be taken up for improving the Agriculture sector and agrarian society through Bake in India.

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