

# Agricultural Marketing

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# What is AGRICULTURE ?



# What Is Agriculture?



Agriculture, also called farming or husbandry, is the cultivation of animals, plants, fungi, and other life forms for food, fiber, biofuel and other products used to sustain human life

# What is Farming

- Using the land and other resources to grow crops and raise animals
- Types
  - Suburban farming
    - Using small areas of land in residential and business areas to produce crops and animals



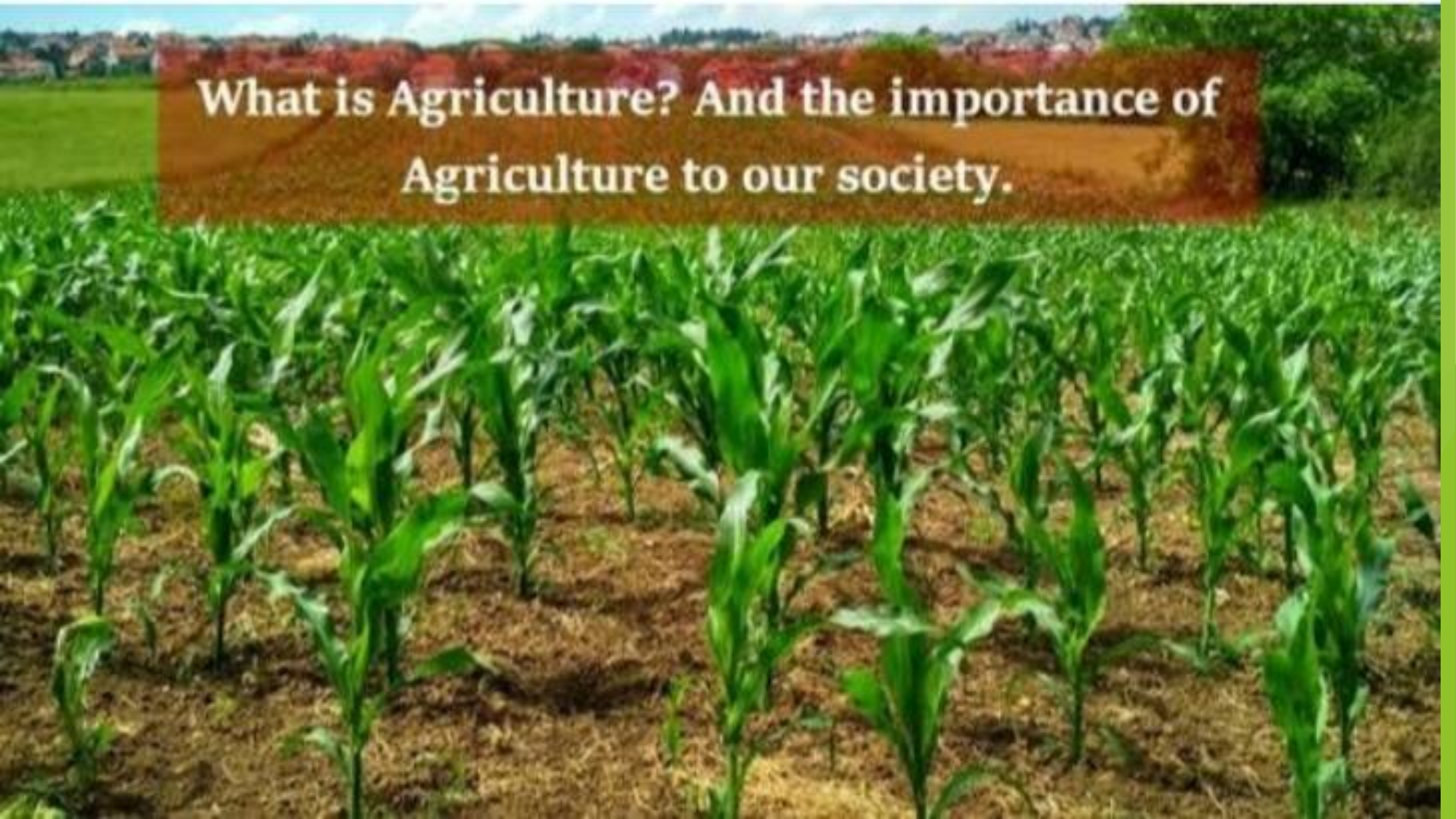
# Introduction

- ❖ Agriculture is the backbone of the Indian economy.
- ❖ Around 58% population of India depends on Agriculture.
- ❖ India ranks second worldwide in farm output.
- ❖ India is the leading producer of Jute, pulses.
- ❖ Second largest producer of wheat, paddy , fruits, vegetables.

# History

- ❖ Indian agriculture began 9000 BC as a result of early cultivation of plant.
- ❖ Double monsoon leads two harvest in a year.
- ❖ In 1960s green revolution took place.

**What is Agriculture? And the importance of  
Agriculture to our society.**



# Importance of Agriculture

- All humans depend on agriculture for food
- Urban-industrial societies depend on the base of food surplus generated by farmers and herders
- Without agriculture there could be no cities, universities, factories, or offices
- Today agriculture remains the most important economic activity in the world
- Agriculture employs 45 percent of the working population (only 2% in US)
- In some parts of Asia and Africa, over 80 percent of the labor force is engaged in agriculture

# Types of Agriculture

- **Nomadic Herding**
- **Shifting Cultivation**
- **Intensive Subsistence Farming**
- **Commercial Plantations**
- **Mediterranean Agriculture**



# OBJECTIVES

- To satisfy human food and fibre needs.
- make the most efficient use of non-renewable resources and on-farm resources and integrate where appropriate.
- sustain the economic viability of farm operations.
- enhances the quality of life for farmers and society as a whole.

# Farming System

## Traditional System

- Shifting Cultivation & related bush fallow system
- Nomadic herding

## Semi-commercial System

### Cropping System

- Rice based
- Root crop based
- Grain legume based

### Mixed System

- Agrisilvicultural systems
- Silvopastoral systems
- Agrosilvopastoral systems

## Commercial System

### Perennial Crops

- Plantations
- Agroforestry

### Livestock

- Ranching

# Top 11 types of agriculture Practice

1. Pastoral Farming
2. Arable Farming
3. Shifting Agriculture
4. Mixed Farming
5. Nomadic Agriculture
6. Sedentary Agriculture
7. Subsistence Farming
8. Commercial Agriculture
9. Intensive Farming
10. Extensive Farming
11. Crop Rotation

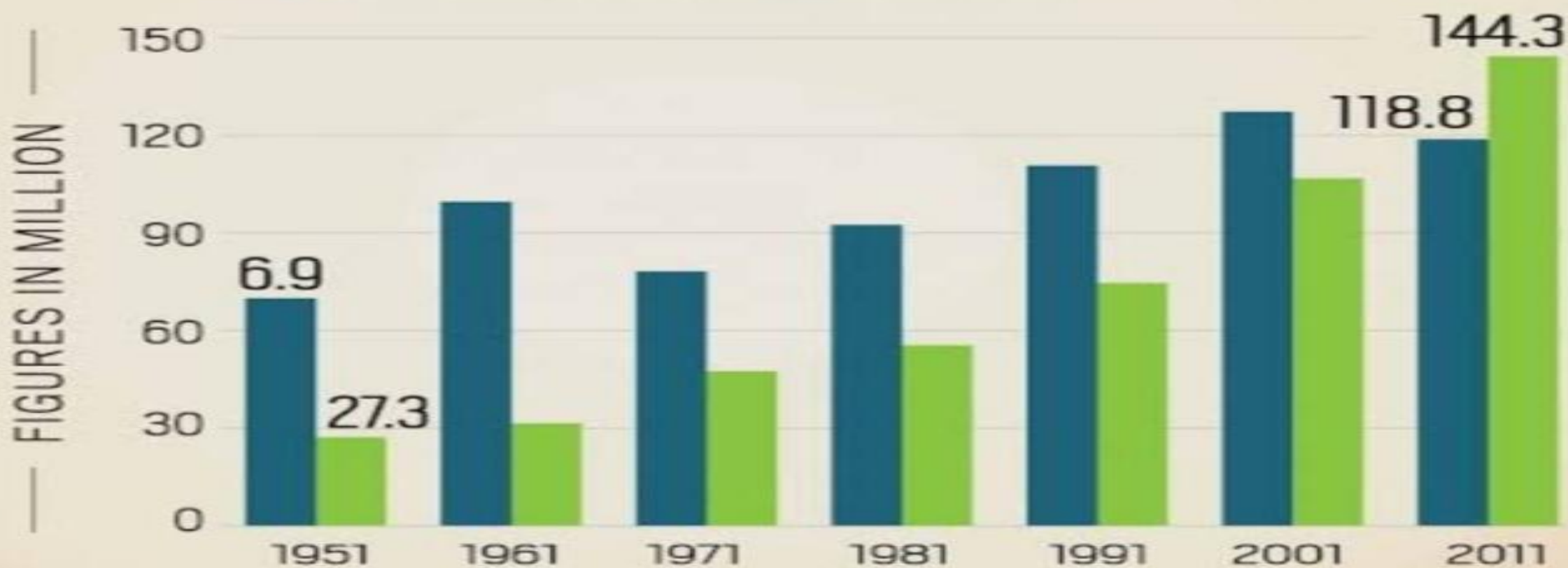
# What is the importance of the agriculture industry to society at the local, state, national, and international levels?

- *B. Production efficiency* is optimum output from an input.
- The most common method of measuring efficiency is to determine the number of people supplied with the farm products.



# INDIA HAS MORE FARM LABOURERS THAN FARMERS

■ Cultivators ■ Agricultural labour



Source: Ashok Dalwai Committee Report, Vol 1, 2017



# Prosses of agriculture

These activities include loosening the soil, seeding, special watering, moving plants when they grow bigger, and harvesting, among others. ... The main steps for **agricultural** practices include preparation of soil, sowing, adding manure and fertilizers, irrigation, harvesting and storage.

## Past in the Agriculture

In the **past**, farmers would have to do field work by hand or with horse-drawn equipment. This work would take a long time to complete, which meant that farms were smaller because farmers could only work so much land.

# Prasent in the agriculture

## STATUS OF AGRICULTURE IN INDIA

It contributes 22 percent to the country's gross domestic product (GDP). Out of a total 329 million ha, the net cropped area is 142.5 million ha. More than 70 percent of Indians live in rural areas, and **agriculture** is the major livelihood for the majority of the rural population.



agribusiness

# What is Agribusiness?

- An industry engaged in:



- the producing operations of a farm
- the manufacture and distribution of farm equipment and supplies
- the processing, storage, and distribution of farm commodities

# Importance of Agribusiness

- Single most important contributor to world's economy.
- It represents approximately  $\frac{1}{4}$  of total world production.
- Provides employment for nearly  $\frac{1}{2}$  the population of the planet.
- Play an important role in the economic development of most countries.
- Maturing of production sector gives rise to other sectors.
- Released workers.

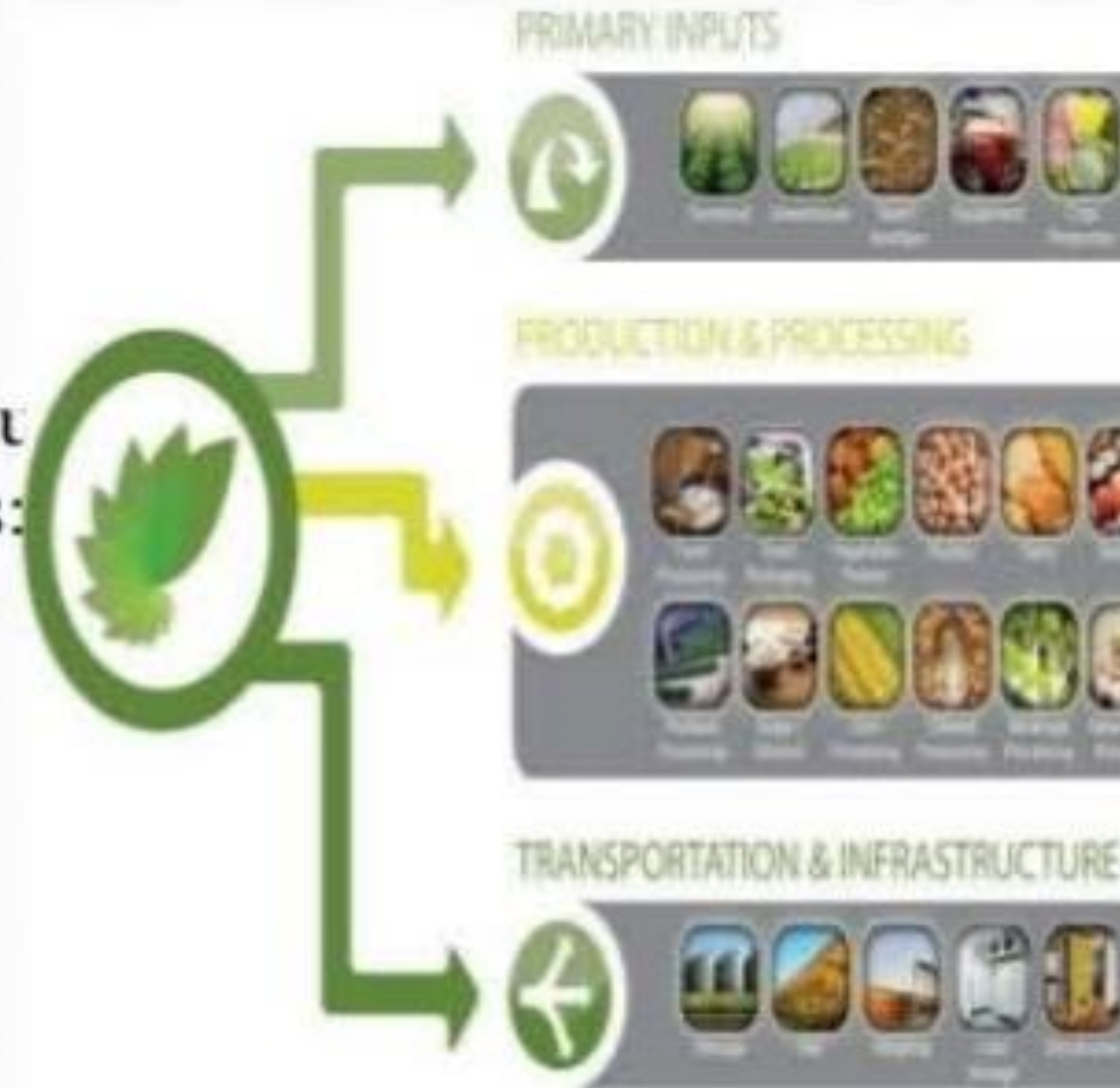


## **Scope for Agribusiness in India**

- **India is endowed with varied ago-climate**  
(Facilitates production of temperate, sub-tropical and tropical agricultural commodities)
- **Growing demand for agricultural inputs**  
(Feed and fodder, inorganic fertilizers, bio-fertilizers)
- **Biotechnology applications**  
(Production of seed, bio-control agents, industrial harnessing of microbes for bakery products)

# Objectives of Agribusiness

- Develop a competitive and sustainable private sector led agribusiness sector
- Increase productivity / reduce yield gaps
- Commercialization of Agriculture
- Advance high potential sectors: horticulture, livestock and fisheries
- Use of modern technologies
- Reducing cost of production
- Value addition
- Export agriculture



# What is agribusiness and how does it affect our society?

- *Agribusiness* includes all the activities of the agricultural food and natural resource industry involved in the production of food and fiber.
  - Individual agribusinesses may sell items to farmers for production; provide services to other agricultural businesses; or be engaged in the marketing, transportation, processing, and distribution of agricultural products.



# Important features of agribusiness

- Agribusiness is a multifaceted point of view, complex vertical structure, largely depend and partly independent.
- Successful decision making at firm level is the basis for development in future.
- Viability of the an industry is traceable to the viability of the firms.
- Agribusiness is market oriented

# Profitable Agri Businesses in India



krishi jagran

The demand for milk as well as milk products always remains high. Hence we can say that the dairy **business** is the **most profitable agri business in India.**

# Agribusiness ideas

- Grocery shopping portal. ...
- Tree farm. ...
- Organic fertilizer production. ...
- Business of fertilizer distribution. ...
- Dry flower business. ...
- Mushroom farming. ...
- Poultry farming. ...
- Hydroponic retail store.

# Agriculture, value added (current US\$)

## - Country Ranking

Rank	Country	Year
1	China	2018
2	India	2018
3	United States	2017
4	Indonesia	2018

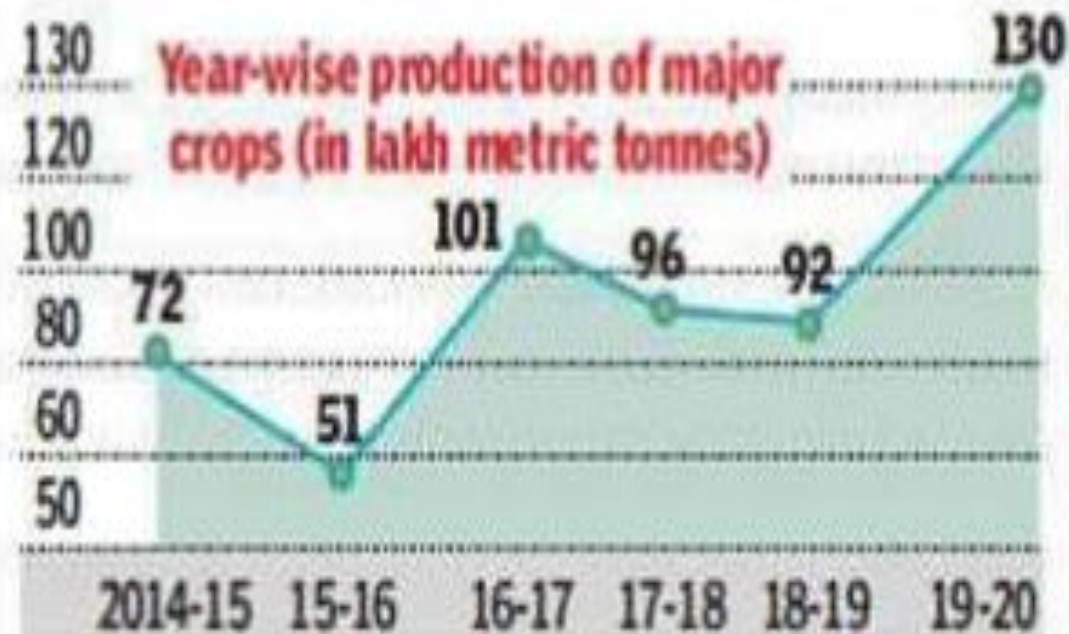


## GDP Share of Agriculture in 2005 (%)

## Major Products by Rank in 2008

Asia	100	Rice, Pork, Milk, Wheat, Vegetables, Eggs, Chicken, Beef
China	15.2	Rice, Pork, Vegetables, Wheat, Eggs, Chicken, Beef, Cotton
India	16.2	Rice, Milk, Wheat, Sugar, Vegetables, Cotton, Potatoes
Indonesia	16.0	Rice, Palm Oil, Chicken, Coconuts, Rubber, Maize, Cassava
Japan	1.5	Rice, Eggs, Milk, Chicken, Pork, Beef, Vegetables
Laos	44.4	Rice, Vegetable, Tobacco, Maize, Beef, Pork, Coffee
Malaysia	8.7	Palm Oil, Chicken, Palm Kernels, Rubber, Rice, Eggs, Po
Myanmar	57.2	Rice, Chicken, Beans, Vegetables, Sesame Seed, Pork


# BOUNTIFUL TELANGANA



Second estimates for important crops in 2019-20 (in lakh metric tonnes)

Paddy	66		Maize	9.94
Food grains	51		Groundnut	2.5
Cotton (in bales)	48		Red gram	2



 Cotton and paddy are high-risk crops when it comes to environment as ground water use is very high. Each kilo of rice takes around 5,000 litres while an acre needs around 60L litres

— G Ramanajaneeyulu | AGRICULTURAL SCIENTIST

# New schemes for farmers

- Pradhan Mantri Krishi Sinchai Yojana.
- National **Scheme** of Welfare of Fishermen
- KCC for animal husbandry and fisheries.
- Pradhan Mantri Kisan Samman Nidhi.
- PM Kisan Maan Dhan Yojana.
- Interest subvention for dairy sector.
- Credit facility for **farmers**.
- Crop insurance **schemes**.

During Harvest, Farmers give up  
meals at their table so we can  
have meals at **ours.**



**THANK A FARMER.** [FASTLINE.COM](http://FASTLINE.COM)

THANK  
YOU!

