

ISSUES AND CHALLENGES IN AGRI BUSINESS**Prince Kumar**

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ABSTRACT

Contemporary issues with the agricultural business are discussed with the help of secondary and tertiary data picked from the previous researches. This study is a conceptual discussion. The investment in agricultural business in India is a risk for small investors. The suicidal cases among Indian farmers are quite normal. In the contrary, in some states farmers use quite large amounts of chemicals, harming the health of land and in an indirect manner, the health of the people associated with agricultural production. These associates may be the farmer himself, labour, and consumer of the farming products. There is an issue of Indian climate which is very crucial in this nation. As there is no proper irrigation method other than the rains. Financing of farming is another issue and challenge for the farmer and for all stakeholders. Indian farmers are less techno-savvy as compared to developed countries. There are many problems for the Indian government which are created because of international pressure. Indian farmers can't compete with international farmers. Government is facing pressure from the outside world to stop various helps and subsidies. Whereas, most of the Indian farmers need government help to pursue their profession. This paper discusses such issues and also discusses some other alarming/concerning issues.

INTRODUCTION

India is having a multi and diversified economy and India basically being an agrarian society, agriculture is one of the prime employment providers to the Indian people. It is one of the biggest employment generators as well as a contributor to the economy of the country. At large, the Agricultural Business (Agri-Business) is further bifurcated into various categories viz. Farming, Animal Husbandry and Fisheries etc. Our being a developing country has exploited almost all the resources available in order to attain the desired outcome. A lot of R&D is done in the agriculture field to develop the already existing quantum aspects of the agri business. The balance of trade can be received basically by paying due regards to the agri business as the agri business will provide a lot of higher ups to the economy. If the

balance in the agri industry is brought up to the desired manner a lot of profitability will increase at all the index levels of the business.

PARADIGM DISCUSSION

The cited scenarios a lot of other issues of the agri business exist which need to be paid heed to. The main amongst them to be penned down are lack of markets, rate fluctuations, dependency on weather conditions, lack of implementations of modern technologies etc.

- (a) Lack of agro based products market:** India being a developing country faces a lot of challenges in means of availability of the markets where the products may be sold and bought.
- (b) Rate Fluctuations:** This is another prime issue of the agri business. The rates of agriculture products and its by-products is facing a lot of fluctuations and it is very hard to predict the ups and downs basically due to variation in demand and supply of these products.
- (c) Dependency on the weather conditions:** The agriculture in India is facing a lot of dependency on the weather conditions. India being spread to a vast area and having a variety of terrains faces many challenges of these aspects.
- (d) Lack of implementations of modern technologies:** There is a lack of implementations of modern technologies which is quite possible to be implemented but cannot be implemented due to lack of knowledge/resources.

CHALLENGES IN AGRICULTURE BUSINESS

- (a)** The challenges faced by the farmers are very vast as ultimately, they are the only ones to bare the losses if any made during the course of agri business as a whole at large. The farmers mainly in possession of small land pieces are not having other sources of supplementary income which makes them wholly dependent on the agriculture and if anyhow they get trapped in the never-ending chain of losses than they will fall into the clutches of the money lenders which makes the situations even harder for the farmers to get rid of these problems.
 - (b)** Challenges faced by lenders are also very hard and sometimes get worsen if there is failure of crop or market fluctuates in an unprecedented way. The lenders to the farmers also have got some limited sources to cater the demands of the farmers. If they also fall as a prey to the stoppage of the cycle of the payment and receipt. It becomes very hard for them also to survive.
 - (c)** Agri business though acting as a helping hand for the general public also sometimes brings a lot of hurdles in the day to day life of common public. Sometime the rate fluctuations make them hard to press on and even make them hard to make both the ends meet. This goes on hand in hand with other scarcities of agro based products too.
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(d) These limitations at a large also affect the national interests and bring a lot of undue legacy on the part of national development. A factor commonly known as the minimum support price which is a bench mark for the setting up of rates for the agro based commodities results in a lot of financial losses to the government borne normally to patch up the differences between the demand and the supply of these commodities. A lot of valuable natural wealth is wasted in filling up these gaps.

CARDINAL SHIFT IN AGRICULTURE

The aspects of maximising the profit growth are one of the prime things that can be done in order to give a momentum and a high push up for the agri business. The main steps that could be taken in order to make these things happen is the application of science and technology in all the aspects as much as possible. This will further enhance the growth of the outcome of the implementation provided that the scale is high. The profit can also be maximised by the processing of the agri products. The processing will multiply the profit to many folds and will also reduce the normal losses catered due to the losses borne because of the wastages of agro products.

The government also has got a wide scope of development and challenges in the part to play for the outcome of the result-oriented policies for the betterment of agri businesses and the society as a whole. The decisions and policies of the government have got a lot of impacts on the outcome of the agri business. In a nutshell it will not be wrong to say that it is the government which decides the fate of the various people engaged in the business of the agriculture. Let it be a small farmer, a trader, an end user. The policies and its implications effect all the people of the society by and large. So, the government should also pay heed to the hour of the demands and raise as well as object sometimes to the market scenarios and cater the demands for the betterment. The government will be a bone for the society if the policies are framed for the betterment of the society. The obligations if taken in a positive manner will bring very cheerful results.

DISCUSSION AND LIMITATION

The dimensions of growth in agri business are very much and can be very well exploited for the betterment and upliftment of the common standard of living. As agri being a prime business. The growth will also bring a definite upscale in the satisfaction level of the general public also.

Thence, in a nut shell it is to say that India being an agro based economy should work a lot on R&D of improvement of science and technology and implementations in the business will add another feather in the cap. This will not only facilitate the people directly or indirectly involved in the business but also the general public which will also undoubtedly enjoy the fruits of these efforts. This study is a discussion based on the general scenario of the agricultural framework. There are numeral issues associated with

the concept. In many Indian philosophies agricultural is considered as spiritual task and moral responsibility. It should not be considered under the business.

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