

E-FARM

THE NEXT GREEN RUPEE REVOLUTION FOR FARMING

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Abstract

Agriculture is the backbone of Indian economy as the economic development of this country is very much relied upon the agricultural activities. Agriculture provides not only food for the nation's population but also provides opportunities for employment generation, saving, contribution to industrial goods market and earning foreign exchange. Marketing of agricultural products means a series of activities involved in the movement of agricultural produces from the point of production to the point of consumption. Agriculture production system in India is characterized by small scale production and seasonality of production and demand and many more. This paper is an attempt to identify various problems faced by the Indian agricultural sector with solutions done by the government till today and still to do.

This study covers the problems of farming industry and Agriculture industry in India. Our agriculture economy is not improving to global standards. By the help of this research we can solve the global problems of agriculture as well as GDP. Farmer are facing the major crises like Suicides and heavy debt by the help of this we can solve this problem also.

In spite of all this, the Indian government is taking efforts but still they are not able to improve the standard of living of the farming community, but my innovative idea will improve the agriculture economy.

This research rather idea (business model) gives a ray of hope to the entire farming community and the Government of India by implementing Good marketing techniques. This research will not only solve the farming problems but also increase the Indian business environment of the Indian economy and we can set another green revolution to Agricultural business.

This Research is to generate a Marketing Network between the Government bodies, Farming communities and associated Stakeholders precisely Indian consumer to generate the business among these entities.

Indian agriculture a Brief

Agriculture is the backbone of Indian economy as the economic development of this country is very much relied upon the agricultural activities and allied sectors (including agriculture, livestock ,forestry, horticulture and fishery) contribute 16 per cent in GDP and employs over 58 per cent of the workforce in the country. Agriculture also contributes in export which is 10 per cent of the total country's export.

Agriculture business major problems:

Small and fragmented land-holdings. Seeds.
Manures, Fertilizers and Biocides. Irrigation.
Lack of mechanization. Soil erosion.
Agriculture marketing.

Indian government budgetary provisions (2017-2018):

Government 10 lakh crore credit to farmers with 60 days interest waiver. NABARD fund will be increased to 40,000 crore.

Irrigation fund set up for NABARD with Rs 5,000 crore initial corpus. Irrigation corpus Increased from 20,000 crore to 40,000 crore.

Dairy processing infrastructure fund will be initially created with 2000 crore Soil card issued.

Law of contract farming and shared with states.

Other steps:

Regulated Market Grading and Standardizations, Storage and Warehouses, Improvement of transportation facilities, Provision of finance, Loan waving, MSP (minimum support pricing), balancing supply and demand.

Foundation of APMC:

APMC (Agricultural Produce Marketing Committee)

This is the government intervention between the farming and trading. This committee works to improve the productivity and valuations of the yield of the farmers. Earlier this works on increase the productivity nowadays this committed works to increase the revenue to farmers and decrease the middlemen.

Agricultural Produce Market Committee Act

APMC Act prohibits farmers from selling their produce in any mandi (grain/commodity market) other than their designated one.

This makes farmers vulnerable to middlemen and vested interests.

They are exposed to global prices but are not provided with access to cost-efficient technologies and information systems.

Still problem persist:

Though agriculture now accounts for less than 15% of gross domestic product (GDP), it is still the main source of livelihood for nearly half our population. Agriculture is still the core of our food security. With over 1.3 billion mouths to feed, imports will not solve our problem if there is a severe drought and food shortage. Migration to the urban areas by leaving there agriculture land as they are not getting the revenue versus the rising input cost, and huge debt.

However, the rising frequency of farmers' agitations in Tamil Nadu, Maharashtra, Madhya Pradesh and elsewhere and the high incidence of farmer's suicides are symptoms of a deep malaise in the sector.

Negligence

Lack of warehousing and storage facilities (cold storage or otherwise). Lack of transportation facilities.

Lack of economical Agricultural Credit facilities.

Lack of Uniformity in Grading and Standardization.

Poor Handling, Packing, Packaging, and Processing Facilities. Lack of market information.

Presence of large number of middlemen.. Lack of Farmers Organization.
 Inadequate Research on Marketing.
 Climate change, Environmental changes. Unstable government
 Water Irrigation.

Hope:

Karnataka has united all mandis in the state on an electronic platform and this has reportedly improved farmers' selling prices by 38% This should be replicated nationally.

e-NAM.COM

As a part of National Agriculture Market (NAM), Prime Minister Narendra Modi launched the national e-agriculture market on Thursday. These e-mandis (markets) will integrate the various vegetable markets across the country, bringing them all to one platform and registered farmers will now be able to sell their produce online in any of the markets where they can get the best price.

Limitations

Launched on a pilot basis, NAM will initially aim at integrating 21 mandis in eight states Gujarat (3), , Telangana (5), Rajasthan (1), Madhya Pradesh (1), Uttar Pradesh (5), Haryana (2), Jharkhand (2) and Himachal Pradesh (2).

Second major move after APMC.

Still major dependency on middlemen.

Only 25 commodities are added for online.

Not all states are ready to drive rather agreed to APMC board. Other than taxes by AMPC, barriers hampering interstate transfer of agricultural commodities and taxes levied by states like Punjab, Haryana and Andhra Pradesh on agricultural commodities trade have to be removed.

Most States have not amended APMC Acts; existing mandis lack infrastructure.

The delay in setting up grading and assaying at mandis has also hampered the progress of E nam. 45.4 lakh farmers and 417 mandis across the country registered with it This number is disappointing, given that there are more than 13 crore farmers in India.

This create only link between the farmer and the trader of the respective area as middlemen persist.

A Solution By e way.

My aim is to connect Indian farming structure of India to entire world by connecting by E-way.

We need to overhaul our thinking and approach towards addressing farmers challenges which are complicated and structural in nature.

Waiving farm loans is a lazy option for governments and a costly option for the banking system.

E-FARM

E-FARM (Farming Business Solution provider)

It is an e-commerce farming solution , which will integrate the Farmers with end consumer of entire world . Which works B2C, B2B and customer to customer sales services via its web portal. Which helps farming network , Government bodies and corporate bodies to work together to strengthen the economy of India

Every Entity of the Corporate world, Media, Government ,NGO, Banking etc are connected via simple Technology INTERNET.

But what about the Farmer. We are in race of becoming super power and yes we will but at cost of very weak foundation by sparing the interest of our energy growers. To connect this farming community and to Ancash them Government should avoid the loan waving and make less intervention.

Details of the solutions:

With respect to above mention problems Indian government are trying to solve the farming problems but the implementations part always left behind as the results are not so optimistic. Cores of money are invested in agriculture but the revenue or the GDP of the agriculture is low. Government intervention should be less in terms of trading and marketing is concern. Government should look forward to develop infrastructure rather than loan waving.

Some are the listed solutions (which should at regional levels)

Improved Market intelligence.

Creating Co-operative marketing societies. Developing Commodity Boards.

Establishment of regulated market.

Improvement and extension of transportation facilities.

More easy norms for credit facilities. Minimum support pricing.

My hypothesis:

A product called : **LanDtech.**

This devic connect entire farming community to each and every entity of the globe. This gadget is a solution provider to each mammal of earth .

LanDtech will have following features only related to farming and Agriculture.

Connectivity: Internet is the boon human life this device works on high speed internet . This device will connect to any device which is connected to internet.

Inbuilt Translator software : This device can translate each and every official language of any country.

E-banking solutions :Anytime anywhere credit debit facilities by connecting to banking servers.

Application of video/picture upload and download :A farmer can upload his farming related video of his farming techniques in which he increase his farming productivity or by downloading he learn the farming techniques of other geographical region.

Easy connectives of all international and national agricultural websites. This will help an individual farmer to know how the other regional educational farming websites

Easy chat options. Farming communities can chat .

Direct Access to Agriculture News and Agricultural Advertisement.

But how it will be success?

Without Indian government support it is not possible. This should be implemented by working on PPP (public private partnership) model . Each industry should link with this to get the business not only for the farming community but also for themselves. Government (PPP model) should Invite the bid for manufacturing of device with software at economical cost and sale to the farmers at subsidized cost along with this they should start the

support centers at regional level for selling, learning and exchanging at bear minimum charges to farmers and business communities under there supervision . It helps in job creation.

This will create the business and add the feather in hat of Indian economy.

Advantages

For Government

Government will be in direct link with the end farming to end consumer. All the government updates will be easily by assessed. With the help of different private players government will upload various agricultural information of farming technique and ways to increase the productivity .Government will access the cultivators, his practice of farming versus the returns. This platform helps to get the database for projecting the next budget provisions .This will help the government to study at the regional level by directly linking with Indian farming account. This will create the informative table of discussions between the policy Formation to implementation by getting feedback. It is also the income source for the Government which being utilized to develop agriculture infrastructure. This platform helps government to understand and address the problem at local level. Indian government will able to save cores of rupees in unfruitful farming policies and able to take the corrective measure directly.

For farmers

For the cultivators this is the god gift as he directly linked to the business world. Farmer can access the Farming techniques and factors affecting the productivity and do the corrective measures. Farmers can learn the correct farming techniques by demo video which has been uploaded and the factors affecting such as compatibility or health of its soil with his corp by sending the Soil to labsat government laboratories , so that farmers will come to the results accordingly he can take the different options of corp cultivation by assessing the demand of respective corp. By the use of available option of different fertilizers and pesticides companies he compare price with the offers the product is giving, and able to compare the requirement of that fertilizers or pesticides with the information given in respective links available on device.

Market

The farmers will open to the broad market starting from the end consumer to the hypermarkets if the market is of organic farming the farmers can go with that option to fulfill the demand of varying customer demand and he can ask good prices accordingly. Farmers will able to quote the price with his product and can able to bargain. By getting the available prices of the same products at various states he can directly sell without any mediators.

Logistics Support

At the time of order delivery, farmers will search for various logistics and transport companies he will find on the fingertips he can contact directly and book the shipment.

Banking and finance

By doing so banking and finance industry will take interest and they will offer different financial assistance ,by comparing them farmers can easily find the economical and feasible route .

Contract labour or Contract farming.

This is the unique platform for finding the labour on daily basis or monthly basis.

Farmers can rent his farmland or rent his farming tools or machinery.

For Private Players

This is B2B informative source for the private players which are directly or indirectly linked to the agriculture industry ,Banking industry, Service industry, Fertilizers and Pesticides companies Logistics companies, Agriculture machinery companies, telecom companies etc. they will advertise by linking this device code by paying government which help them to reach there right customer.

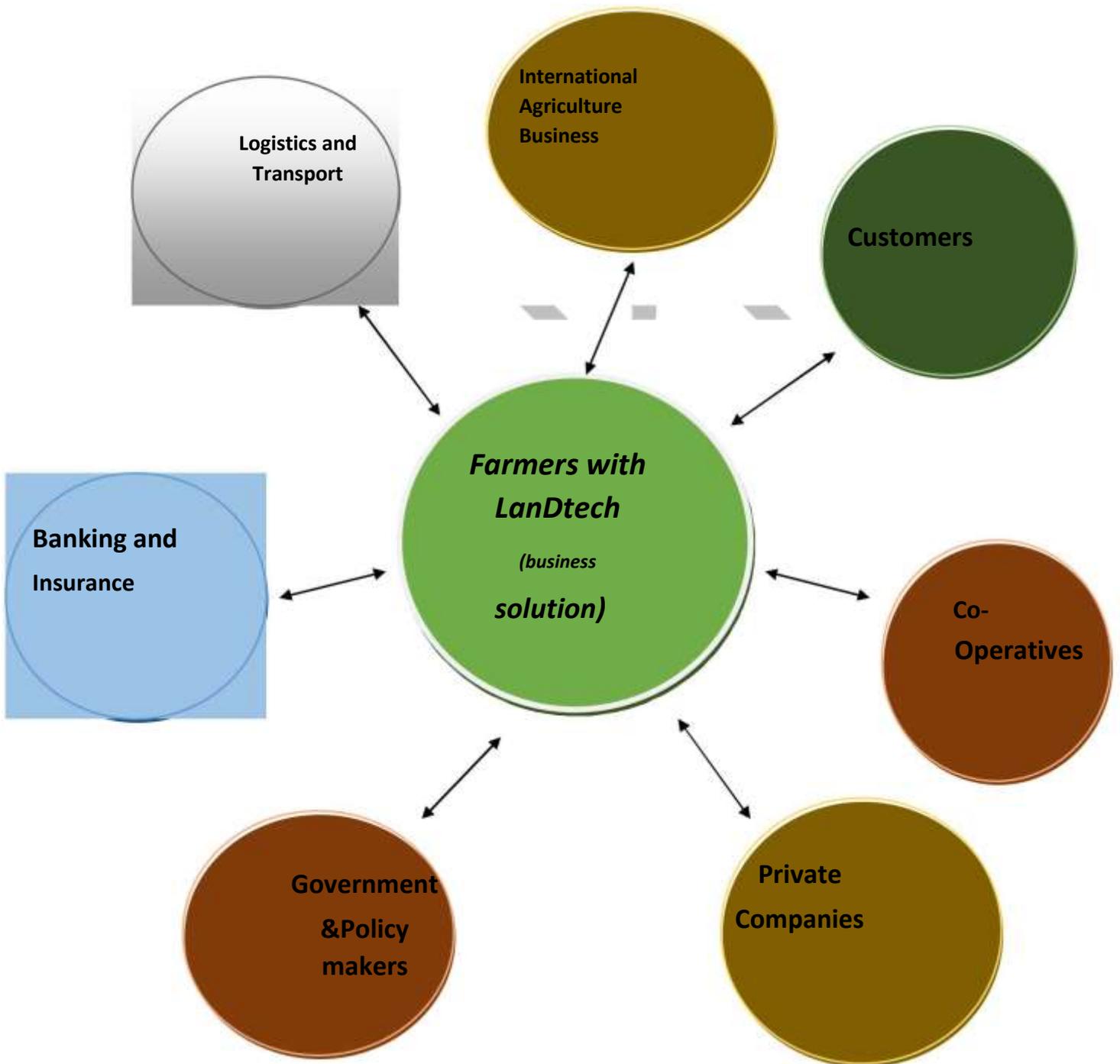
Jobs

This e-farm will help to get the agriculture industry in organized way and people will find the opportunities in formal or informal jobs, various entrepreneurs will also found the opportunity.

E-farm Conclusion

This will helps small farms into larger, voluntary, cooperatives include greater capacity investment in irrigation and farm machinery, more efficient farming practices, greater bargaining power and better terms in the purchase or leasing of land, access to credit, purchase of inputs and the sale of produce.

The agrarian crisis is on a social nightmare. It's time to Get up. There are many lessons of successful cooperative farming in India and abroad .This will help to our small farmer to improve his living standards and create an example of another green revolution by E-Farm.



My sugestions

More investment in Market Research and Surveys Provide marketing information: Establishment of regulated market

Storage and warehousing facilities

Improvement and extension of transportation facilities:

More easy norms for credit facilities

Agricultural price policy

But polices being implemented but results remain same rather its all deteriorating

