Vol 4 Issue 11 Aug 2015

ISSN No : 2249-894X

Monthly Multidisciplinary Research Journal

Review Of Research Journal

Welcome to Review Of Research

RNI MAHMUL/2011/38595 **ISSN No.2249-894X**

Review Of Research Journal is a multidisciplinary research journal, published monthly in English, Hindi & Marathi Language. All research papers submitted to the journal will be double - blind peer reviewed referred by members of the editorial Board readers will include investigator in universities, research institutes government and industry with research interest in the general subjects.

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Review Of Research
ISSN 2249-894X

Impact Factor : 3.1402(UIF)
Volume - 4 | Issue - 11 | Aug - 2015

CREATING AWARENESS OF EMERGING ISSUES IN AGRICULTURE TO MANAGEMENT STUDENTS

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ABSTRACT

Indian people (nearly 70%) depend on agriculture and earn their livelihood from agriculture and related sectors. The geographical condition of India is favorable for agriculture, But it has been consistently neglected by all the governments. Indian father of Green Revolution Padma Vibhushan, Dr. M.S Swaminathan is the only person who contributed immensely for the development of high yielding varieties of seeds, and continues to contribute his efforts through M.S. Swaminathan Research Foundation. Following the Green Revolution, White Revolution (Milk production), Blue Revolution (Fish production), Yellow Revolution (Poultry farms), Pink Revolution (Apple production) took place in India.

KEYWORDS :*Mixed economy, Rig-Veda, Khand, Green revolution, Pink revolution*

INTRODUCTION :

After independence, India neither followed capitalism nor communism. It followed Mixed economic policy in which large and high capital need industries were established under the government sector (steel, iron, coal, and power etc) and minor and small scale industries under the private sector. The first Prime Minister, Jawaharlal Nehru's view was that most of the people of India (nearly 70%) depended on agriculture and related sectors and, they were interested to invest their savings in agriculture, land and gold. For this reason, his Government followed mixed economic policy to save the nation from a group of capitalists. His government had given insignificant importance to agriculture than to industry. Further which all the central and state governments have continued giving minor importance to agriculture and allotted smaller amount of funds for irrigation, agro industries and research and development. Indian father of Green Revolution Padma Vibhushan, Dr. M.S Swaminathan, is the only person who contributed significantly in developing high yielding varieties of seeds. He continues to contribute his efforts through M.S. Swaminathan Research Foundation. Following the Green Revolution, White Revolution (Milk production), Blue Revolution (Fish production), Yellow Revolution (Poultry farms), and Pink Revolution (Apple production) took place in India. Over the years, agriculture and related sectors have contributed approximately 13.5%

of Gross Domestic Product (GDP) but this percentage has been steadily declining with the country's broad-based economic growth. However, even today, agriculture is demographically the broadest economic sector and plays a significant role in the overall socio-economic fabric of India.

OBJECTIVES

After studying this student will be able to:

- Portray noteworthy features of Indian agriculture;
- Understand various kinds of farming in India;
- The main crops grown in India along with their utility;
- Find relationship of crops with the kinds of soil and climatic conditions;
- Establish major crop producing areas on the rough draft map of India, and
- Evaluate challenges faced by farmers in Indian agriculture.

History of agriculture in India. (Literature review)

The evidence of agriculture in India dates back to Rigvedha (11000BC). Some scientists argue agriculture in India was widespread in the Indian peninsula from 3000–5000 years ago. According to Rig-Veda, Indians have known unplanned plowing and irrigation. They cultivated fruits, vegetables, rice, cotton, wheat and sugarcane along with grapes, dates, jackfruit, mango, mulberry, black plum etc.,. Indians had also domesticated buffaloes, sheep, goats, pigs and horses thousands of years ago. Before 500 BC, Indians invented the process of producing khand (sugar crystals). The word candy is derived from khand. After independence, up to mid-1960s India depended on imports to meet the domestic need. Severe famine in 1965 and 1966 persuaded India to reform its agricultural policy, and that India could not depend on foreign aid and foreign imports for food security. India implemented significant policy to sustain self reliance in food grains. This led to India's green revolution. Prior to the mid-1960s India relied on imports and food aid to meet domestic requirements

Classification of Agricultural land: The ancient Indians classified the agriculture land into twelve categories:

1.Fertile (Urvara),
2.Infertile (Ushara),
3.Desert (Maru) ,
4.Uncultivated(Aprahata),
5.Grassy(Shadvala),
6.Muddy (Pankikala),
7.Watery (Jalaprayah),
8.Land Adjacent To Water(Kachchaha),
9.Full Of Pebbles And Pieces Of Limestone (Sharkara),
10.Sandy (Sharkaravati),
11.Land Watered From a River (Nadimatruka), And
12. Rain fed. (Devamatruka)

Sub Continent.

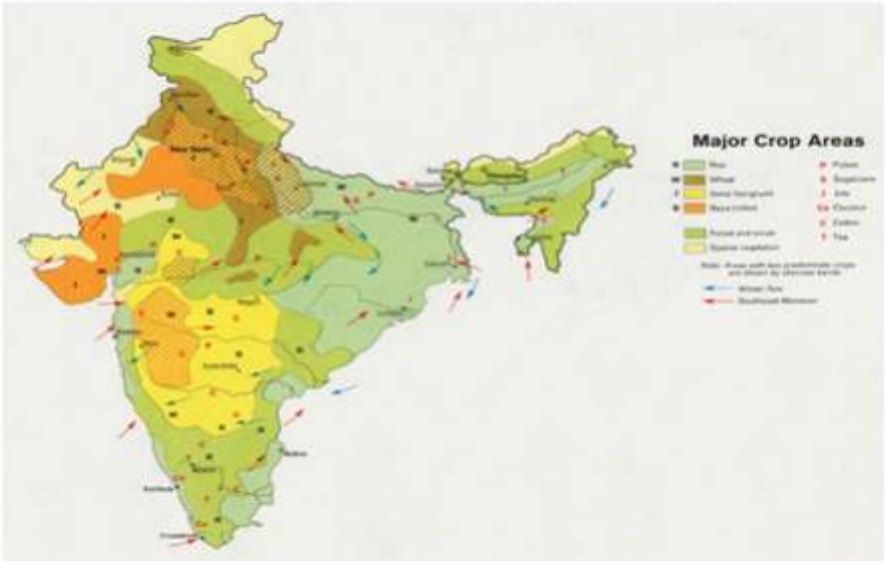
India is titled sub continent because almost all types of climatic conditions exist in India. It helps in growing all kinds of fruits, vegetables, major food crops and cereals. But this type of situation does not exist in other countries. It is a boon to India. Indian's had also domesticated buffaloes, sheep, goats,

pigs, oxen, horses, donkeys, camels etc thousands of years ago.

The list of fruits, vegetables, oil seeds and food grains grown in India.

Wheat, Rice, Jute, Cotton, Silk-Worms, Cashew Nuts, Corn, Sugar Cane, Groundnuts, Coffee, Tea, Rubber, Onions, Garlic, Potatoes, Cabbage, Pumpkins, Cauliflower, Tomatoes, Ginger, Drumsticks, Beans, Soybeans, Lupin Beans, Velvet Beans, Red Lentils, Broad Beans, Pinto Beans, Peanuts, Hyacinth Beans, Adzuki Beans, Black Eyed Beans, Runner Beans Etc, Chana Dal, Moong Dal, Tur Dal, Mangoes, Apple, Banana, Avocado, Gooseberry, Grapes, Custard Apple, Cherries Red, Jackfruit, Guavas, Lime, Fig, Apricot, Java Plum, Cucumber, Cranberry, Chin-Fruit, Natal Plum, Orange, Dates, Papaya, Fine apple, Pear, Pomegranate, Watermelon, Santol, Indian Jujube, Ground Nut Oil, Cotton Seed Oil , Sun Flower Seed Oil, Coconut Oil, Spices Oil, different types of meat and milk etc.

Major crop areas in India.



Major types farming in India.

Survival farming: It means farming for own consumption. In other words, more than 80% of production is consumed by the formers family and a small quantity of product is sold in the market for their personal needs. They have very small piece of land and do not follow modern techniques like usage of tractors and farm inputs like chemical fertilizers, insecticides and pesticides. They cultivate cereals, oilseeds, vegetables etc.

Commercial farming: In this type of farming, farmers cultivate cotton, jute, sugarcane, groundnut, tobacco etc. They follow modern techniques using tractors and farm inputs like chemical fertilizers, insecticides, pesticides, high yielding seeds and irrigation. They sell total production in the market for profit.

Plantation farming: This type of farming was introduced and developed by British government in India. The farmers cultivate single cash crop like Tea, coffee, rubber, spices etc for sale in the domestic market and for export.

Future of Indian Agriculture:

- Majority of Indian Formers follow old methods of farming. i.e Survival farming.
- More than 60% of the population directly or indirectly depend on agriculture.
- After 60 years of Independence, farming heavily depends on Monsoons.
- Limited mechanization. Use of animals for cultivation.
- First priority is for food crops and 70% production is consumed by family members.
- Three cropping seasons, that are Karif (rice), Rabi(wheat), Zaid

Why Indian farmers commit into suicides?

According to National Crime Records Bureau of India reported 13,754 in 2012 (it is equal to 11.2% of all suicides in India), 11,744 in 2013 among that at least 3,146 farmers committed suicide in Maharashtra.

According to the IB, "the main reason of farmers' suicides can be attributed to both natural and manmade factors. While natural factors like uneven rains, hailstorm, drought and floods adversely affect crop yield, the manmade factors, i.e. pricing policies and inadequate marketing facilities result in post-yield losses".

There is no scientific pricing policy in India for agricultural productions. For all other industrial products the producer himself decides the price of the product on the following basis –

COST SHEET

	Rs
Direct Material	xxx
Direct labour	xxx
Direct expenses	xxx
Prime cost	xxxx
Add Factory OH	xxx
Factory cost	xxxx
Add Administrative OH	xxx
Cost of Production	xxxx
Add Selling & Distributive OH	xxx
Total Cost	xxxx
Add Profit (% on cost)	xxx
Selling Price	XXXX

It means in the case of industrial products, the seller decides the price, but it is a pitiable thing as in agricultural products the buyer decides the price.

Problems faced by Indian farmers:

1.High cost of fertilizer, insecticides, pesticides, seeds, labour etc.
2.Price decided by the buyer and no pricing methods.
3.Low yielding.
4.Soil erosion and exhaustion. (loss of nutrients by cultivating same crops).
5.Depletion of ground Water. (it is one of the cause for Latur (Maharastra) earth quake.)
6.Adverse impact of Climatic Changes in the world.
7.Globalization and liberalization.

8.Illiteracy of farmers – exploited by traders, money lenders and bankers.
9.More than 70% of production sold to local trades.
10.The average size of land is 1.50 hectors and in some areas it is 0.5 hectors. So it is not possible to get the benefits of large scale cultivation. It leads for low productivity.
11.Fake fertilizer, insecticides, pesticides, seeds.
12.No adequate storage facilities for agriculture produces. So they sell their produces even when market is not favorable.
13.Lack of cheap and efficient means of transportation. Inadequate connectivity of villages with main roads and highways or with market centers.
14.Lack of capital is the main drawback. According to All India Rural Credit Survey the share of money lenders is more than 65% of the total rural credit. At the same time these money lenders also play the role of traders. They charge high interest rate and purchase the agriculture produce at low price.

SUGGESTIONS:

1.Provide proper agricultural education and training.
2.Increase the government subsidies and share of loan facilities at low rate of interest through banks instead of loan cancelation.
3.Severe punishments to be given to fake suppliers of Seeds, Fertilizer and Pesticides.
4.Increase the budget for agricultural research.
5.Increase of storage facilities at low cost or no cost by the government.
6.The government should initiate to link the villages to main roads.
7.Increase the possibility of proper utilization of the rain water and ground water.

CONCLUSION:

It is important to introduce agriculture as subject to all walks of the students to understand the gravity of the situation in agrarian industry. It is necessary to encourage every major industry and high income group employees to contribute some percentage of their profits or income for the development of agriculture as a social responsibility.

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