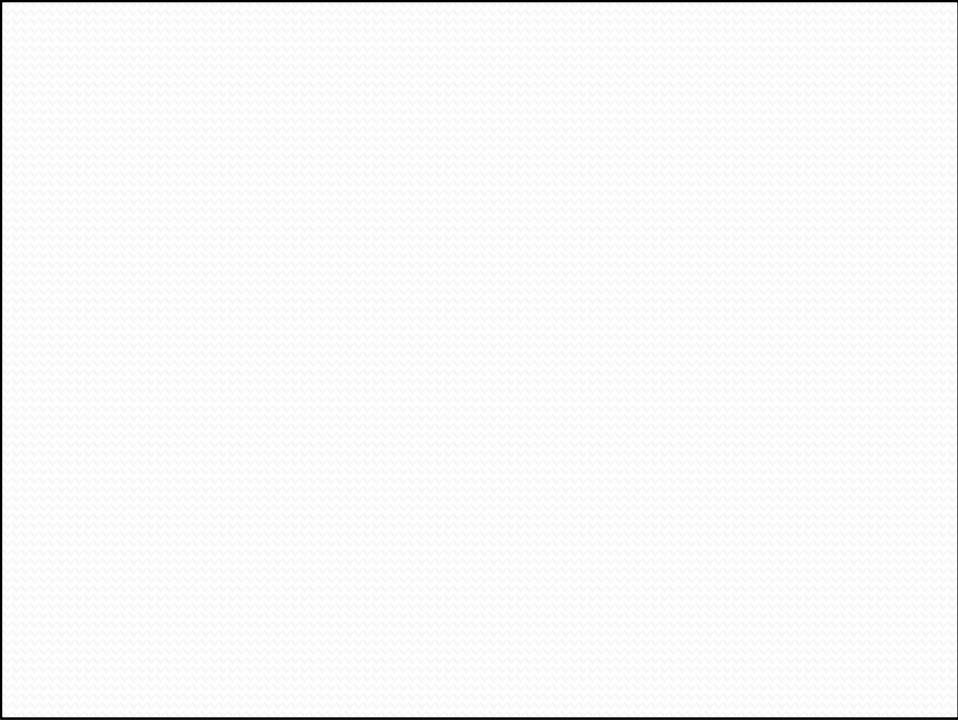
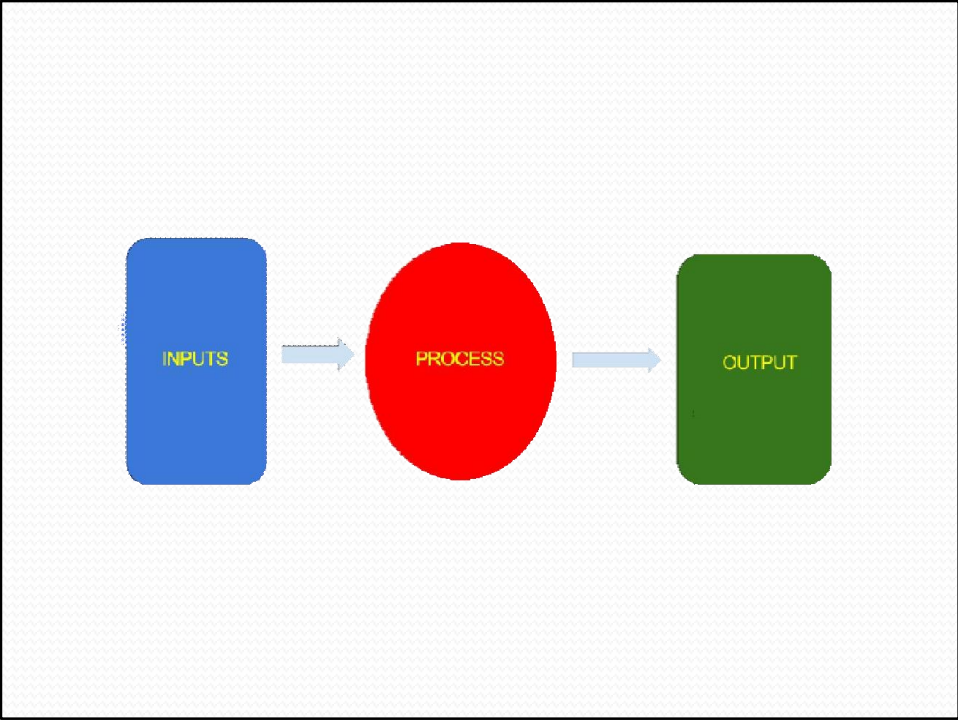


Agricultural Marketing

Agriculture

- *Agriculture, is the cultivation of plants, fungi and other life forms for food, fiber, biofuel and other products used to sustain life.*
- Agriculture or farming can be looked at as a **system**. The important input are *land, labour, capital, inputs (seeds, fertilisers, PPC, machinery), and Entrepreneur.*



Indian Agriculture

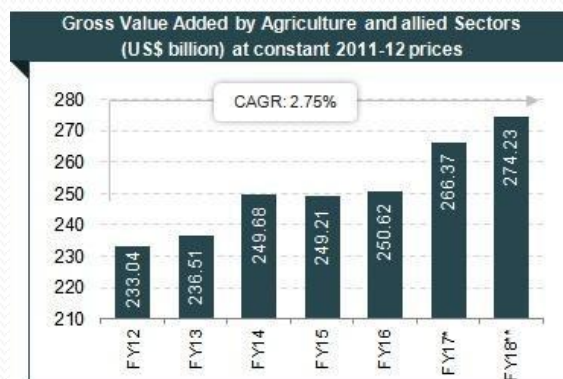
- About 58% people are living in rural areas and are still dependent on Agriculture.
- About 43% of India's geographical area is used for agricultural activity
- Agriculture continues to play a major role in Indian Economy

Name	Sowing Period	Harvest Period	Major Crops
Kharif	June (Start of Monsoon)	Early November (End of Monsoon)	Paddy, Maize, Cotton, Millets, Jute, Sugarcane, Ground nut
Rabi	November (Start of winter)	March (Start of summer)	Wheat, Tobacco, Mustard, Pulses, Linseed
Zaid	March (Start of summer)	June (Start of Monsoon)	Fruits, Vegetables, Water melon

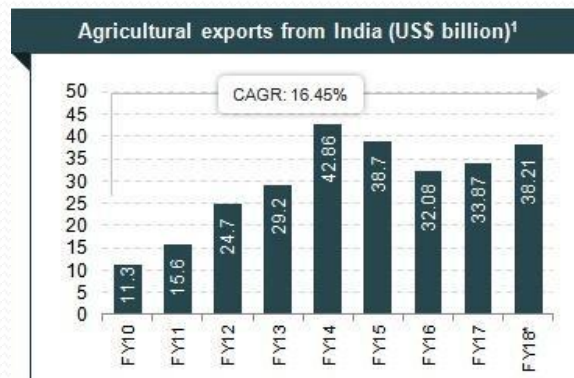
Indian Agriculture

- 2018-19 crop year
 - Foodgrains – 283.37
 - Rice production - 115.63
 - Wheat production - 101.2
 - Milk production - 176.3
 - Meat production - 7.4
 - Oilseeds –31.42
 - Cotton – 27.59 million bales (of 170 kg each)
 - Sugarcane – 400.37 million tonnes (record)
 - Horticulture crops - 314.7

- Gross Value Added by agriculture, forestry and fishing is estimated at Rs 17.67 trillion (US\$ 274.23 billion) in FY18*.

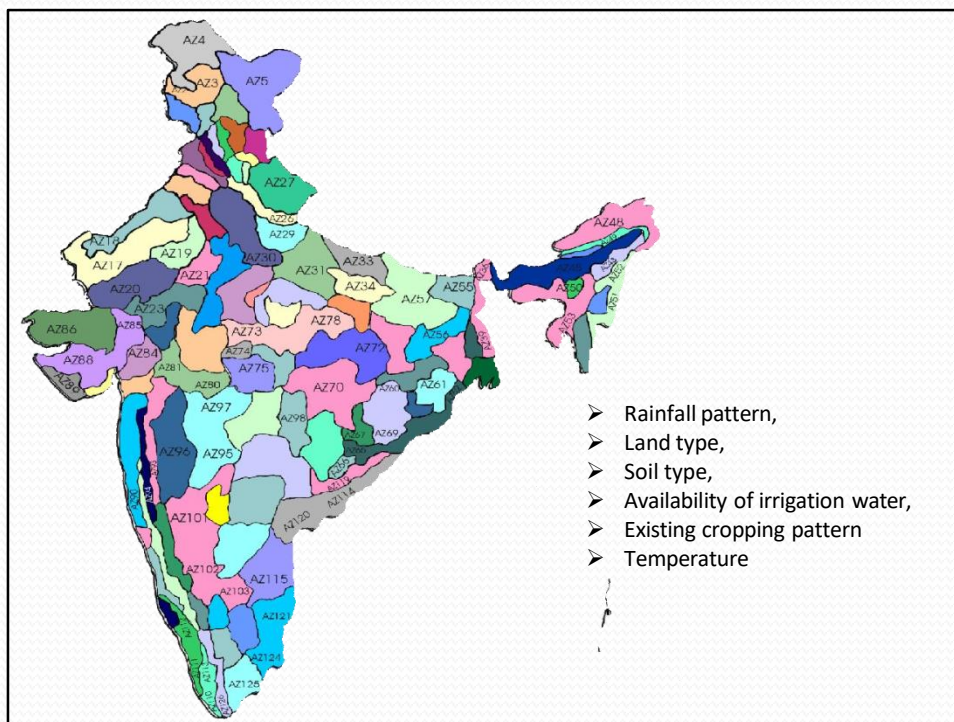


- India is among the 15 leading exporters of agricultural products in the world.
- Total agricultural exports from India grew at a CAGR of 16.45 per cent US\$ 38.21 billion in FY18.
- The contribution of agriculture to total export was 12.26 per cent in FY17.
- Tea exports from India reached a 36 year high of 240.68 million kgs in CY 2017



Agricultural Resources

- Total Geographical Area (TGA) - 329 M.H
- Net Sown Area (NSA) - 143 M.H
- Net Irrigated Area - 56 M.H
- Agro-climatic zones - 127
- Area threatened by land degradation - 50% of TGA
- Drought-prone Area - 190 M.H



Status

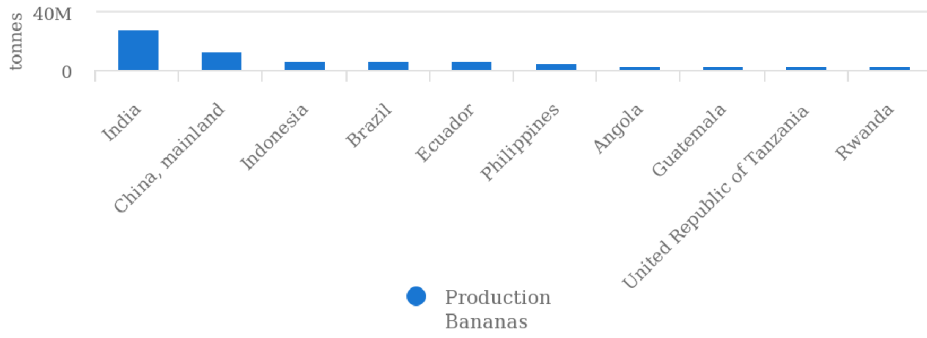
	RDA	2016-17	2017-18	2018-19
Rice		109.7	112.91	115.63
Wheat		98.51	99.7	101.2
Coarse Grains		43.77	46.99	43.33
Pulses		23.13	25.23	23.22
Food Grains		275.11	284.83	283.38
Olseeds		21.27	31.31	31.42
Cotton		32.58	34.89	27.59
Sugarcane		306.06	353.23	400.37
Milk		165.4	176.3	180
Population (mill)		1339.18	1354.05	1368.74
Per capita availability g/day - Cereals	400	188.16	191.72	190.07
Per capita availability g/day - Pulses	80	17.27	18.63	16.96

India's Position in World Agriculture

Rank

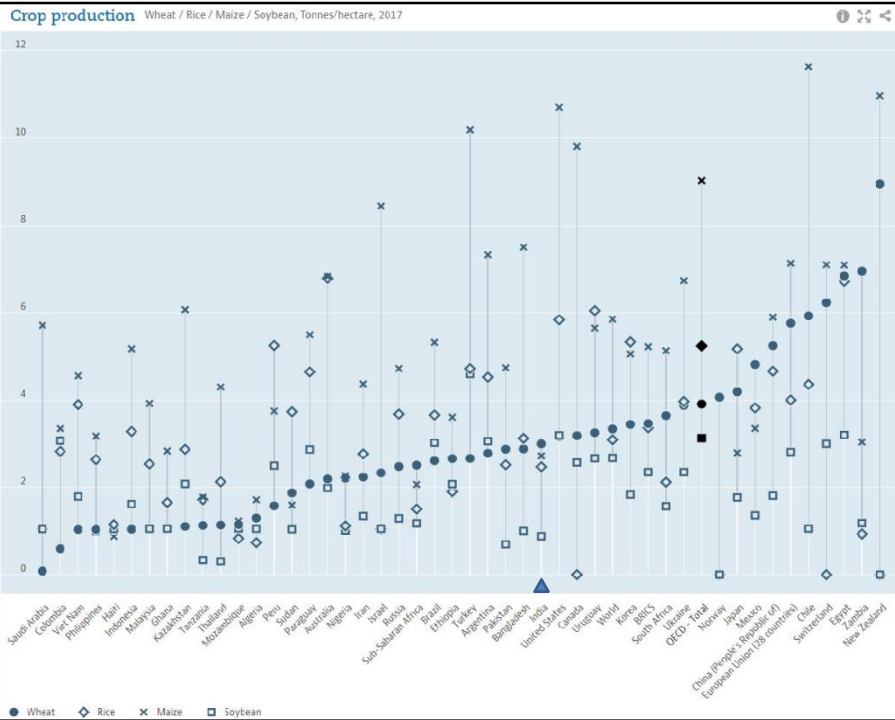
Top 10 Country Production of Bananas

2016



Source: FAOSTAT (Jul 10, 2018)

- Milk First
- Live Stock (cattle, buffaloes) First



<https://bananecr.org/world/crop-production.htm>

Agricultural Development

- Revolutions
 - Green – 1940-70
 - 1st – A public Initiative – National markets
 - 2nd – A Private Initiative – Global Markets
 - White – 1970
 - Blue Revolution – 1970s
 - Yellow – 1990s
 - Second Green Revolution – 2014
 - Focus on higher productivity
 - Development of Indigenous Cattle Breeds and Inland Fisheries

Other Revolutions

Revolution	Related with
Brown Revolution	Leather / Cocoa / Non-Conventional Products.
Golden Revolution	Fruit Production
Grey Revolution	Fertilizer Production
Evergreen Revolution	Overall Agricultural Development
Pink Revolution	Prawn Production
Round Revolution	Potato Production
Red Revolution	Meat/Tomato Production
Silver Revolution	Egg/Poultry Production
Yellow Revolution	Oil seeds Production
Silver Fiber Revolution	Cotton

Changing form of Indian Agri...

Subsistence agriculture



Commercial agriculture

Changing form of Indian Agri...

- **Commercialization of agriculture can take in two forms:**
 - Product commercialization which can occur on the output front
 - Factor commercialization which can occur on the input side

Changing form of Indian Agri...

Produce and sell homogenous commodities



Produce specific attributes and differentiated products

Changing form of Indian Agri...

Emphasis on tradition in agriculture



Emphasis on innovations

Changing form of Indian Agri...

Emphasis on technical skills



Emphasis on managerial skills

Changing form of Indian Agri...

Food security is primary concern for production



Production is diversified as per market demand

Changing form of Indian Agri...

**Marketing is organized in centrally
planned economy**



Marketing is conducted in market economy

Changing form of Indian Agri...

Increased role of government to protect the farmers



**Partnership web between farmers, corporate
business, and government**

niraj@ximb

Changing form of Indian Agri...

Low income – low risk for farmers



High income – high risk for farmers

Journey

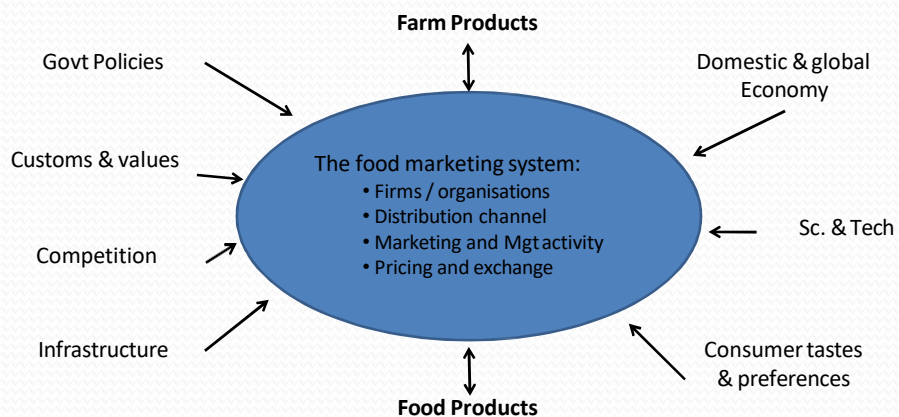
	1950-51	2018-19
Rice	20.58	115.63
Wheat	6.51	101.2
Coarse Grains	15.3	43.33
Pulses	8.41	23.22
Food Grains	50.8	283.38
Olseeds	21.27	31.42
Cotton	32.58	27.59
Sugarcane	306.06	400.37
Milk	165.4	180
Population (mill)	361.09	1368.7
Per capita availability g/day - Cereals	117.39	190.07
Per capita availability g/day - Pulses	23.29	16.96

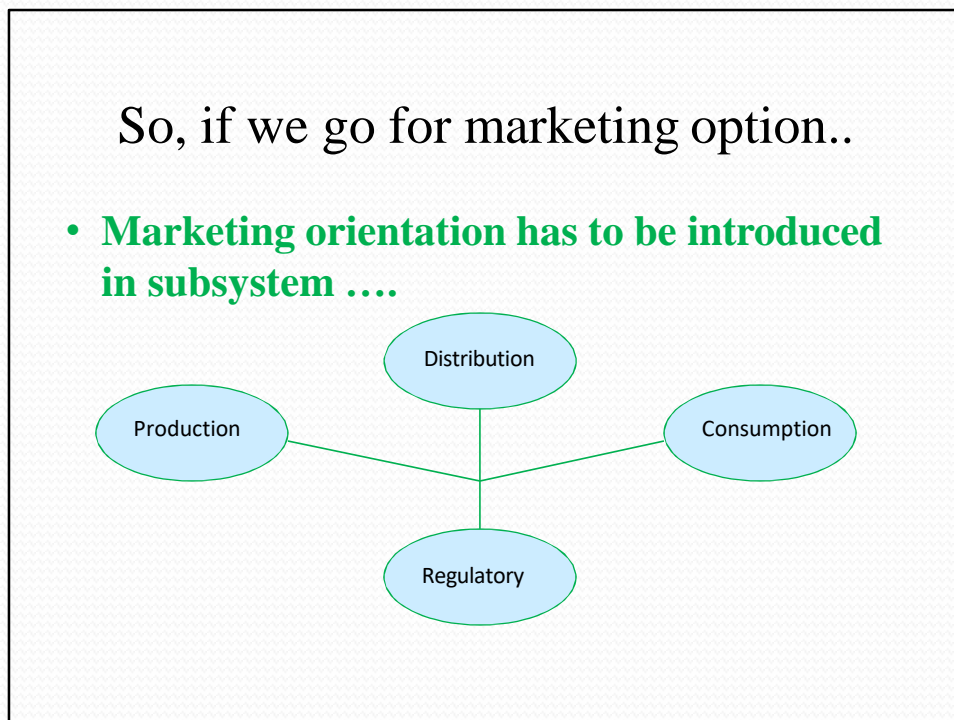
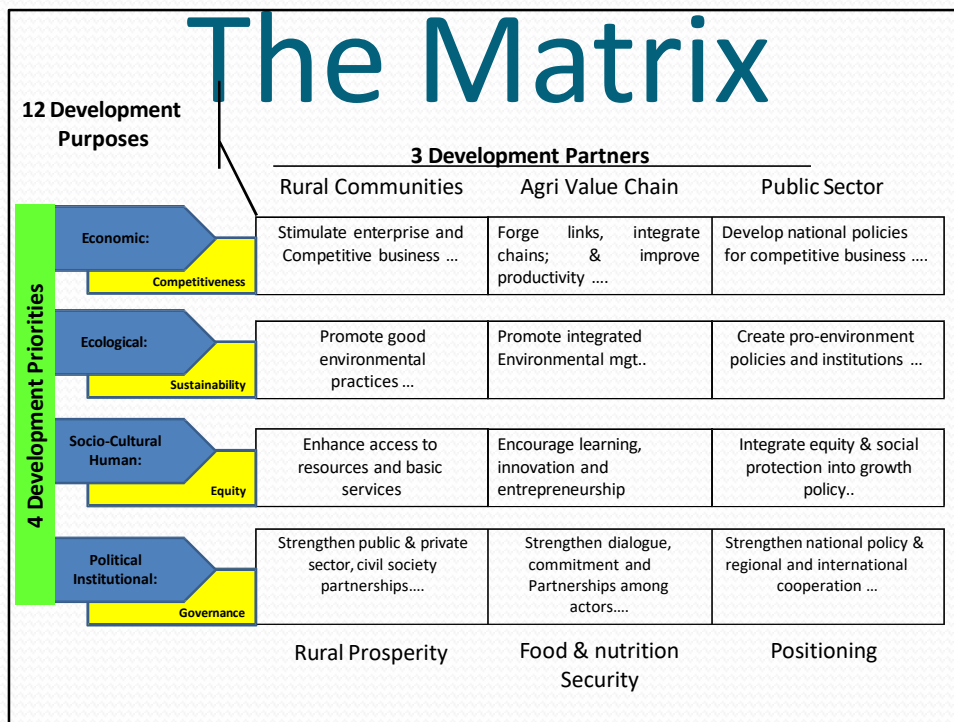
Farmer Classification

#	Group		Classes (in ha.)
I.	Marginal	1	Below 0.5 ha.
		2	0.5 < 1.0 ha.
II.	Small	3	1.0 < 2.0 ha.
III.	Semi-medium	4	2.0 < 3.0 ha.
		5	3.0 < 4.0 ha.
IV.	Medium	6	4.0 < 5.0 ha.
		7	5.0 < 7.5 ha.
		8	7.5 < 10.0 ha.
V.	Large	9	10.0 < 20.0 ha.
		10	20.0 and above.

Agriculture Ce
nsus 2015-16

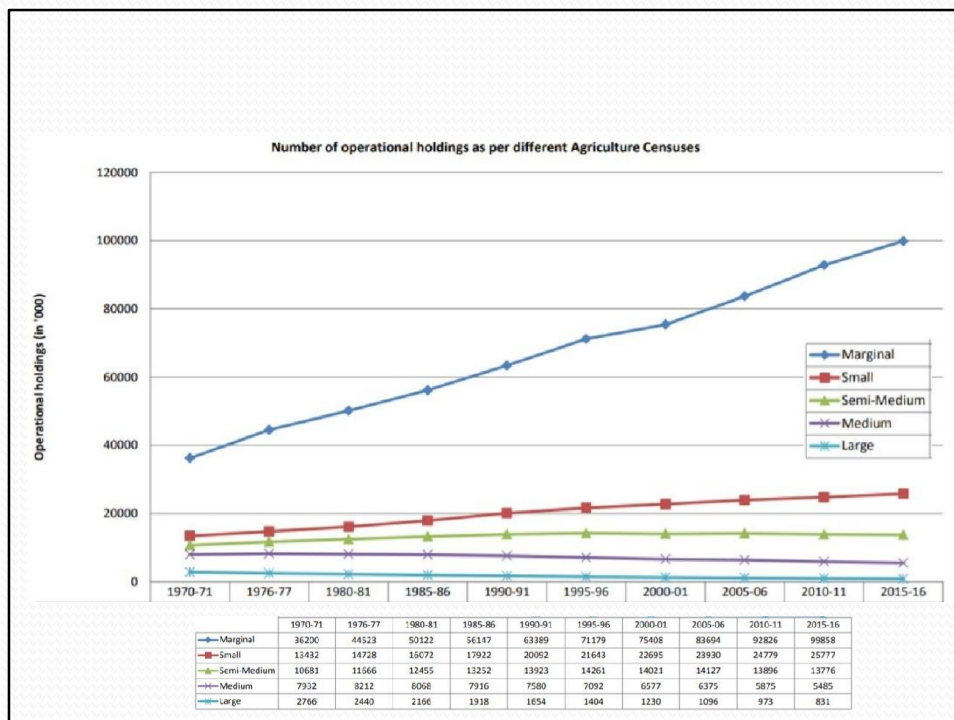
Dynamic System





Challenges

- Small and fragmented land holdings
- Imbalanced use of Fertilizer & Pesticides
- Shortage of good quality Seeds especially for Small and Marginal farmers
- Problem of Irrigation
 - Wastage of Water on the one hand and
 - Scarcity of Water on the Other
- Soil Erosion
- Lack of
 - PHM and Marketing Facilities
 - Storage,
 - Transport and
 - Cold Chain
- Scarcity of Capital



	1970-71	2015-16
Marginal	50.98	68.52
Small	18.92	17.69
Semi-Medium	15.04	9.45
Medium	11.17	3.76
Large	3.90	0.57
Total Population	71011	145727

What's Driving the Farmer

Policy

Credit
 Improving MSP
 New schemes
 Exports
 Food processing

Demand

Population & income
 Increasing exports
 Favorable demographics

Supply

Seeds
 Mechanisation
 Irrigational
 Climate

Key Drivers

- Environment factors
 - water availability, soil degradation, climate change etc.
- Market forces
 - market openness, prices, transparency, integration with downstream sectors
- Global factors

Emerging Trends

- Integrations
 - Forward and
 - Backward
- Increasing role of Pvt Sector
- Farming-as-a-Service (FaaS)
- Big Data for improving farm productivity
- Market linkage models for farmers
- Fintech platforms for farmers
- Supply chains models
- **Climate Change**

AgriTech Startups

1. Oxen Farm Solutions
2. Agribolo
3. Gold Farm
4. Trringo
5. farMart
6. EM3 Agri Services
7. e-Choupal
8. Agro Star
9. Ninjacart
10. Crofarm
11. Cropin
12. Boheco
13. Stellapps
14. Gramophone
15. Ugao
16. Agricx Lab
17. Agrowave
18. Fasal
19. Airwood
20. Intello Labs
21. Farm Link
22. Gobasco
23. Tessol

Road Ahead

- India is expected to achieve the ambitious goal of doubling farm income by 2022
- The GoI targets to increase the average income of a farmer household at current prices from
 - Rs 96,703 in 2015-16.
 - to
 - Rs 2,19,724 by 2022-23