

## SIGNIFICANCE OF AGRO BASED STARTUP IN INDIAN DOMESTIC MARKET

Vijay Kumar Chhabra

Assistant Professor, Department of Commerce, DAV College Abohar

**DECLARATION:** I AS AN AUTHOR OF THIS PAPER / ARTICLE, HEREBY DECLARE THAT THE PAPER SUBMITTED BY ME FOR PUBLICATION IN THE JOURNAL IS COMPLETELY MY OWN GENUINE PAPER. IF ANY ISSUE REGARDING COPYRIGHT/PATENT/ OTHER REAL AUTHOR ARISES, THE PUBLISHER WILL NOT BE LEGALLY RESPONSIBLE. IF ANY OF SUCH MATTERS OCCUR PUBLISHER MAY REMOVE MY CONTENT FROM THE JOURNAL WEBSITE. FOR THE REASON OF CONTENT AMENDMENT/ OR ANY TECHNICAL ISSUE WITH NO VISIBILITY ON WEBSITE/UPDATES, I HAVE RESUBMITTED THIS PAPER FOR THE PUBLICATION. FOR ANY PUBLICATION MATTERS OR ANY INFORMATION INTENTIONALLY HIDDEN BY ME OR OTHERWISE, I SHALL BE LEGALLY RESPONSIBLE. (COMPLETE DECLARATION OF THE AUTHOR AT THE LAST PAGE OF THIS PAPER/ARTICLE)

### ABSTRACT

Farming and industry have generally been considered two separate areas both as far as their qualities and their part in monetary development. Agribusiness has been viewed as the sign of the principal phase of improvement, while the level of industrialization has been taken to be the most important mark of a nation's advancement along the improvement way. Additionally, the appropriate system for development has frequently been imagined as one of a pretty much slow shift from farming to industry, with the onus on agribusiness to back the change in the main stage.

This view, notwithstanding, no longer seems, by all accounts, to be fitting. From one viewpoint, the job of horticulture during the time spent improvement has been reappraised and yet again esteemed according to the perspective of its commitment to industrialization and its significance for agreeable turn of events and political and financial security. Then again, horticulture itself has turned into a type of industry, as innovation, vertical reconciliation, promoting and shopper inclinations have advanced along lines that intently follow the profile of tantamount modern areas, regularly of striking intricacy and extravagance of assortment and extension. This has implied that the organization of assets in horticulture has become progressively receptive to market influences and progressively coordinated in the organization of modern interdependencies.

**KEYWORDS:** Agriculture, Market, Economy, Product

### INTRODUCTION

Rural items are formed by advances of developing intricacy, and they fuse the consequences of significant innovative work endeavors just as progressively complex individual and aggregate inclinations with respect to sustenance, wellbeing and the climate. While one can in any case recognize the period of creation of unrefined components from the handling and change stage, regularly this qualification is obscured by the intricacy of innovation and the degree of vertical mix: the industrialization of horticulture and advancement of agro handling businesses is hence a joint interaction which is producing a totally new kind of modern area.

Agro-industry, i.e. the processing, preservation and preparation of agricultural production for intermediate and final consumption, performs a number of crucial functions that support development and poverty alleviation. Agriculture in connection with industry needs to be recognised by senior-level policy makers and industry leaders as a competitive, value-adding business sector that has a positive development impact and contributes to economic growth. Rather than focusing on agricultural productivity only, policy makers must consider the competitiveness of the entire agro-value chain. A comprehensive approach could include e.g. supporting small agro-producers and SMEs, enabling market access and developing a supportive institutional environment.

An agro-industry is an enterprise that processes raw materials, including ground and tree crops as well as livestock. The degree of processing can vary tremendously, ranging from the cleaning and grading of apples to the milling of rice, to the cooking, mixing, and chemical alteration that create a texturized vegetable food. ... agroindustries can be roughly categorized according to the degree the raw material is transformed. In general, capital investment, technological complexity, and managerial requirements increase in proportion with the degree of transformation.

Today, in any case, it is turning out to be much harder to give an exact outline of what ought to be considered an agro-modern action: the effect of development processes and new advancements proposes an enlarging of the scope of agro-industry inputs that could be thought of, including biotechnological and engineered items, for instance. This suggests that agro-industry today keeps on handling basic agrarian merchandise while likewise changing exceptionally modern sources of info that are regularly the aftereffect of impressive interests in examination, innovation and advancement. Relating to this developing intricacy of data sources is an expanding scope of change processes, described by physical and substance adjustment and pointed toward working on the attractiveness of unrefined components as per the last end use.

There are various methods of ordering agro-based enterprises. Extensively these are delegated food and non-food businesses. The food businesses are substantially more homogeneous and are simpler to characterize than the non-food ventures since their items all have a similar end use. Most conservation procedures, for instance, are essentially

comparative over an entire scope of transient food items, regardless of whether they are organic product, vegetables, milk, meat or fish. Truth be told, the handling of the more transient food items is generally with the end goal of protection.

Non-food enterprises, as opposed to the food ventures, have a wide assortment of end uses. Practically all non-food horticultural items require a serious level of handling. Substantially more extraordinarily than with the food ventures, there is normally a positive arrangement of activities, driving through different moderate items prior to arriving at the end result. Due to the worth added at every one of these progressive phases of handling, the extent of the all out cost addressed by the first unrefined substance lessens consistently. A further component of the non-food businesses is that a considerable lot of them currently progressively use engineered materials and other fake substitutes (particularly strands) in mix with regular unrefined components.

### **IMPORTANCE OF THE STUDY**

Agriculture is an important sector in the Indian economy. Worldwide India ranks second in farm output. Agriculture and allied sectors like forestry and logging accounts for nearly 1/5th of the GDP. The sector employs 60% of the total workforce. Although the share of agriculture in GDP has been declining, it is still an important economic sector and plays a significant role in the economic development of India.

Hypothetical and observational investigations of the underlying changes that go with the improvement cycle have uncovered various consistent examples. The most fundamental is a mainstream decrease in the overall load of the horticultural area opposite non agricultural according to capital pay increments. This overall decay is seen as a fall in the portion of agribusiness in esteem added, work, and exchange and per capital utilization. This goes along with a drop in the

portion of essential horticultural creation in the worth of the eventual outcome, and with an equal expansion in the processioning business esteem added.

These perceptions have exuded the famous remedy that advancement fundamentally includes an exchange of assets out of agribusiness and that this is to a great extent coterminous with modern turn of events. All the more as of late, in any case, the improvement banter has progressively centered around the undeniably more important issue of whether and how the farming area can be anticipated to make an ideal commitment to the general course of financial development. This inquiry can be posed both in regards to the size and working of the horticultural area itself and in regards to its connections with the remainder of the economy. All the more explicitly, it very well may be contended that the advancement of agro-industry, for those nations with a similar benefit in this area, may add to accomplishing the legitimate harmony among agribusiness and industry.

An exact hypothetical reasoning for underscoring the job of agro-industry during the course of advancement is given by Hirschman's linkage theory, which proposes that the best improvement way lies in choosing those exercises where progress will prompt further advancement somewhere else. Hence, a movement that shows a serious level of relationship, as estimated by the extent of result offered to or bought from different enterprises, can give a solid improvement to financial development. While the issue of linkages will be talked about in some detail later, the overall perception can be made here that, in view of its serious level of relationship with forward and in reverse exercises, agro-industry can assume a vital part in speeding up monetary movement.

## **DISCUSSION**

Agro-industry plays a fundamental role in employment creation and income generation. Particularly the food and beverages processing sector remains important at all levels of economic development. This sector is a

leading employer in many developed and developing countries. Taking only into account countries where data is available the ILO calculates global employment in the formal food and beverages sector at 22 million. However, one should bear in mind that in developing countries an estimated average of 60% of workers in food and beverages are employed in the informal economy. In addition to the direct employment effect, vibrant agro-industry is found to generate employment in downstream and upstream sectors such as agriculture, commerce and services.

Agro-industry can play a strategic role in pro-poor growth strategies, particularly in developing countries where 75% of the poor live in rural areas. As possibilities for income generation are restricted in rural areas, rural non-farm earnings from trading, agro-processing, manufacturing, commercial, and service activities constitute a significant part of household income. For developing countries as a whole, non-farm earnings account for 30 to 45% of rural household income. They complement agricultural wages and serve household risk diversification and the evening out of consumption patterns. With low capital requirements and undemanding local marketing channels the rural non-farm economy offers opportunities for poor households particularly women, small-scale farmers and other smallholders, representing an important instrument for rural poverty alleviation. The development of agro-industry can also have an important impact on the local agricultural sector as well as the livelihoods of small holder farmers, provided they can produce on a stable basis, supplying regular quantity and quality.

An extended definition of the agro-processing sector which includes not only agro industries but also distribution and trading activities, would roughly account for more than a third of the GDP in Indonesia, Chile, Brazil and Thailand, and between 20 and 25% in Sub-Saharan countries. The entire food system, including the production of primary goods and commodities, marketing and retailing, would account for more than 50% of developing countries GDP (based on World Bank, FAO and UNIDO databases).

Trends illustrate that there are large value-adding opportunities in agro-industry relative to agriculture. In low and middle income countries (see World Bank classification of developing countries according to income) the food processing sector is typically one of the largest industrial activities in terms of value-adding. Using the UNIDO Industrial Statistics Database 2005, agro-processing value added as a share of GDP amounts to 4.3% for low income countries and 5% for lower middle and upper middle income countries. This, however, neglects artisan production and the informal sector, which are particularly important in low income countries. We can therefore safely assume that the figures heavily underestimate the true extent of agro-industry's contribution to GDP in those countries.

Within manufacturing, the agro-processing sector occupies a significant position in overall turnover and value added in developing countries – though huge heterogeneity may exist among them. On average, productivity levels in food processing are above the manufacturing average, making it one of the more efficient economic sectors in least developed countries (classified according to the Human Development Index).

Strong synergies can exist between agro-industry, agriculture and poverty alleviation. Agro-industry provides capital and services to farmers (e.g. seeds and equipment, training, production and market information), promotes entrepreneurship, raises demand for agricultural products and connects farmers with markets through the handling, processing, marketing and distribution of agricultural products. As a result, productivity and quality of agricultural production, farm returns, and economic stability for rural households; food security and innovation throughout the value chain can be enhanced. Efficient agro-industry can therefore spur agricultural growth, and – accompanied by a strong link with smallholders – reduce rural poverty.

### **SIGNIFICANCE OF THE STUDY**

The development of rural agro-industries can play a major strategic role in stabilizing and regenerating countries and in consolidating rural and regional development. It can do this by providing employment and supporting

wealth creation and economic growth in a decentralized manner in areas that have been affected by internal conflicts, natural catastrophes or out-migration resulting from uneven regional development.

Developing agro-industry in such areas promotes a more balanced, decentralised growth within the country by generating productive employment alternatives. It thus not only reduces migration, especially of young unskilled labour into crowded cities, but it can even reverse migration trends by offering new employment opportunities in those affected areas, thereby alleviating social pressures and demands on public services within the city.

Developing countries have a natural comparative advantage in global markets in many agro-industry sectors. They have shown that they can be competitive in traditional tropical crops, but also in non-traditional exports and in components of the animal protein complex. Non-traditional food exports such as fruits, horticulture and fish products, as well as livestock products, have already become an important part of exports.

However, due to protective trade regimes and distorted tariffs in developed countries, developing countries have been unable to raise their overall market share in world agricultural trade (including agricultural raw materials, fisheries, processed food, beverages and high-value products) since the 1980s.

### **CONCLUSION**

Despite continuing barriers to trade, it is believed that developing countries can identify and explore export market opportunities by developing their agro-industry. The markets for organic, fair trade and origin products, for instance, are high-value outlets for agricultural products and demand from developed and some middle income developing countries has been growing strongly over recent years. With the help of a competitive agro-industry that increases value-added and improves product safety and quality, the efficiency of technical processes and business practices, access to

such potentially lucrative specialty markets would be facilitated. Crucial for successful integration into global agro-markets, however, are also issues such as adherence to standards, quality consistency, volume requirements and timely delivery.

## REFERENCES

1. Sugar Statistics, Cooperative Sugar (2012) : Monthly Publication of National Federation of Cooperative Sugar Factory Ltd., New Delhi, Vol. 44, Oct., No. 2, A
2. . Pawan Kumar and Ms. Amita Rani (2011) : 'Problems and Prospects of Small Scale Agro- Based Industries: An Analysis of Patiala District,' Zenith International Journal of Multidisciplinary Research, Vol. 1, Issue- 4, August 2011/  
[www.zenithresearch.org.in](http://www.zenithresearch.org.in). Pp.140- 141.
3. S. Pruthi (2013) : History of Sugar Industry in India, Reliance Publishing House, New Delhi, pp. 1-29.
4. Kar G.C and Mishra S.N. (2014) : “Agro industries and economic development”, Deep and Deep publications pvt. Ltd.
5. Nayak Purusottam (2013) : “Problems and Prospects of Agro Based Industry: A Case Study”, Journal of Assam University, Vol.1, No.1, 1996, pp 22-28.
6. Badar A. Iqbal. (2011): “Agro-Based Industries: Performance and Prospects”, Printwell Publishers, p.3.
7. Takale, D.P. (2013) : Progress and Problems of Agro-Based Industries in India : A Study of Sugar Industry, “Indian Streams Research Journal, Vol. 3, Issue 1, Feb., p.01.

## Author's Declaration

I as an author of the above research paper/article, hereby, declare that the content of this paper is prepared by me and if any person having copyright issue or patent or anything otherwise related to the content, I shall always be legally responsible for any issue. For the reason of invisibility of my research paper on the website/amendments /updates, I have resubmitted my paper for publication on the same date. If any data or information given by me is not correct I shall always be legally responsible. With my whole responsibility legally and formally I have intimated the publisher (Publisher) that my paper has been checked by my guide (if any) or expert to make it sure that paper is technically right and there is no unaccepted plagiarism and the entire content is genuinely mine. If any issue arise related to Plagiarism / Guide Name / Educational Qualification / Designation/Address of my university/college/institution/ Structure or Formatting/ Resubmission / Submission /Copyright / Patent/ Submission for any higher degree or Job/ Primary Data/ Secondary Data Issues, I will be solely/entirely responsible for any legal issues. I have been informed that the most of the data from the website is invisible or shuffled or vanished from the data base due to some technical fault or hacking and therefore the process of resubmission is there for the scholars/students who finds trouble in getting their paper on the website. At the time of resubmission of my paper I take all the legal and formal responsibilities, If I hide or do not submit the copy of my original documents (Aadhar/Driving License/Any Identity Proof and Address Proof and Photo) in spite of demand from the publisher then my paper may be rejected or removed from the website anytime and may not be consider for verification. I accept the fact that as the content of this paper and the resubmission legal responsibilities and reasons are only mine then the Publisher (Airo International Journal/Airo National Research Journal) is never responsible. I also declare that if publisher finds any complication or error or anything hidden or implemented otherwise, my paper may be removed from the website or the watermark of remark/actuality may be mentioned on my paper. Even if anything is found illegal publisher may also take legal action against me.

**Vijay Kumar Chhabra**