



# INTERNATIONAL RESEARCH JOURNAL OF HUMANITIES AND INTERDISCIPLINARY STUDIES

( Peer-reviewed, Refereed, Indexed & Open Access Journal )

DOI : 03.2021-11278686

ISSN : 2582-8568

IMPACT FACTOR : 5.828 (SJIF 2022)

## REVIVAL STRATEGIES AND BUSINESS POLICIES FOR SUSTAINABILITY AND DEVELOPMENT RELATED WITH AGRICULTURE SECTOR

**Prof. Rohini Devram Wackchaure**

MVP'S CMCS COLLEGE,  
GANGAPUR ROAD, NASHIK ROAD,  
NASHIK (Maharashtra, India)

E-mail: [Wackchaure85@gmail.com](mailto:Wackchaure85@gmail.com)

DOI No. **03.2021-11278686** DOI Link :: <https://doi-ds.org/doi/10.2022-45649766/IRJHISIC2203080>

### **ABSTRACT:**

*Agriculture is a backbone of nation .most of the area is covered by agriculture sector. in old era people did not have any source of income rather than agriculture and related business activity which is farming .From that point of view there is a need to do modernization and development in this field. In India it is started by the women after doing their house chore activities. Agriculture and allied activities are the basic income generating source for rural development but did not develop. In order to develop this sector and add more contribution towards the economy we have to change their traditional way of doing agriculture allied activities .We know that each and every human being is directly as well as indirectly depend upon agriculture for food and cloth as well as different needs. Government also do most of the activities for the development of this sector as per the priority sector lending, the fund is allocated to take initiative to start agriculture and allied activities.*

*This paper is related with sustainability and development in agriculture sector there is need to change the revival strategies related with pricing, finance, organic farming, warehouse management, Irrigation management and so on .Also in this paper pricing strategy and aquaculture business policy is included. Agriculture sector consist of different branches such as horticulture, sericulture, fish farming, management of irrigation etc. To show a growth for long period of time agriculture sector has to maintain sustainability and development in the field of horticulture, sericulture, livestock production and management irrigation fishing by adopting best business policies. It's may play a vital role to increase the income of people and job opportunities by setting their own start up, reduce the migration of rural people , increases foreign trades and government revenue.*

*Conclusions which are related with this topic includes that Sustainable development of an agriculture sector depends upon continuous improvement in different business policies with aims of maximum productivity and minimum loss in agriculture sector. The different business policies like pricing, aquaculture are implemented with the aim as a social and environmental sustainability.*

**KEYWORDS:** *revival strategy, sustainable development, organic farming*

### **1. INTRODUCTION:**

Agriculture sector has a tremendous scope and opportunity to generate the employment and

income. From the point of view of economic development, there is need to revival strategies in agriculture sector. By doing effective planning and implementation the existing strategies are changed and introduce in a new way is the basic idea behind revival strategies. Innovation, integrity, new thinking, technological innovation, use of modern tools and techniques are the key factors that play major role in revival of strategies.

There are different revival strategies these are discussed here.

#### REVIVAL STRATEGIES IN AGRICULTURE SECTOR

- **PRICING POLICY- minimum support price(MSP) :**

Farmer has to face many problems to find out the proper price for their products and services. Every year they take a high productions of agriculture goods such as wheat, barley rice etc but there is no proper pricing strategy for their product and also faces the problems of transportation and warehousing because some agriculture goods are perishable if this facility is not available then they put their goods on street also having more wastage of material. Some dealers and third party purchases their products with minimum price so they does not pay the loan amount taken by them for crop production and they have to face the financial burden.

“The main objectives of the Government’s price policy for agricultural produce aims at ensuring remunerative prices to the growers for their produce with a view to encourage higher investment and production. Towards this end, minimum support prices for major agricultural products are announced each year which are fixed after taking into account, the recommendations of the Commission for Agricultural Costs and Prices (CACP). The CACP while recommending prices takes into account important factors, viz. 1) Cost of production 2) Changes in input prices 3) Input/ Output price parity 4) Trends in market prices 5) Inter-crop price parity 6) Demand and supply situation 7) Effect on industrial cost structure 8) Effect on general price level 9) Effect on cost of living 10) International market price situation 11) Parity between prices paid and prices received by farmers (terms of trades)

But pricing policy is related with only major 22 crops these are Paddy, wheat, jowar, barley, bajra, ragi,maize,arhar,gram,moong,lentil,urad,groundnut,rapeseed,soybean,toria,sesamum,sunflower seed, safflower seed, nigerseed, raw cotton, raw jute, copra, de –husked coconut, sugarcane, Virginia flu cured tobacco.

#### The revival strategies of pricing policy are:

- To decide the MSP to more crops.
- It must include the horticulture crops
- To set the MSP to the crops based upon the region, climatic condition and cropping pattern.

- **WAREHOUSE MANAGEMENT:**

It play vital role to providing storage facility to both perishable as well as non perishable goods. In the rural area there is no proper transportation facility to reach their product in a market at a given time. The cost to construct the warehouse is very high and most of the agriculture production is spoil.

**The Revival strategies in warehouse management are:**

- To construct the warehouses at rural area with support of primary agriculture credit society.
- Construct as per the type of crops.
- Use of modern techniques to keep nutrient value as it is.
- To construct high capacity warehouse for selling it in non- season.

- **FISH FARMING:**

It is the process of growing seeds of fish in a pond with minimum capital. seeds of fish having high demand in market as well as high nutrients are grown in pond or tank like structure by providing meal them .after gaining the sufficient weight these fish are ready to sell in the market. fish farming is the best option for rearing of fish for commercial purpose. In traditional method fisherman catch them from sea and buy it in local market but with the help of government support and scheme anyone can rear the fish and start his business by rearing nutrient species of fish.

**Revival strategy for fish farming;**

- Large market facility to sell them in local as well as international market.
- Strong supply chain management
- Add a value in fish farming by providing natural species of fish.
- Use of modern tools and techniques to do fishing.
- Proper pricing strategy.
- To start Fish farming training center so they can rear and take production on large scale.
- Production of those species having high nutrient value
- Proper storage facility
- Implementation of government scheme such as Pradhan mantra matsya sampada yojana
- Proper feeding system
- Rearing of fish in fresh water as well as use of them such as fish oil.

**IRRIGATION AND WATER MANAGEMENT:**

Irrigation is the artificial application of water to partially meet the crop evapo-transpiration requirement. In traditional way of farming there is no proper use of water as per the plant need. Excessive use of water reduces the nutritional value of crop as well as most of the water evaporated



due to climatic changes and does not reach at the root of the crop. Irrigation management is used in dry land farming and area having scarcity of water. Water management is the techniques in which water requirement of plant is fulfilled as per the need and type of crop. Methods for irrigation and water management.

- Rain water harvesting
- Black Plastic and Organic Mulches
- Laser Leveling
- Drought-Tolerant Crops
- Rotational Grazing
- Agro-forestry
- Floating Gardens
- Sub-surface irrigation

To avoid losses and increase the yield of agriculture produce there is need to adopt revival strategy in agriculture.

**Revival strategy in irrigation and water management are:**

- Best use of available water as per the crop requirement
- By using irrigation method such as drip irrigation and sprinkler irrigation.
- Must installed meter for measurement and provide water facility as per requirement
- By mulches, anti- Transpiration spirants and wind breaks to avoid evapotranspiration.
- To avoid leaching from the root zone.
- By using water management method such as orifices, weirs, parshall flume.
- With the help of irrigation department suggestion increases the efficiency of water as per the crop season.
- By constructing the watershed with the help of government support to avoid scarcity of water and fulfill the crop need.

**SUSTAINABLE BUSINESS POLICY:**

**ORGANIC FARMING INSTEAD OF TRADITIONAL WAY OF FARMING:**

In traditional way of farming people use pesticide and harmful chemical for agriculture purpose it may cause harm to them instead of this use the organic pesticides and fertilizers that also increases the productivity of soil as well as production of crop. Organic farming in India is an agriculture process, uses pest control derived from organic manure and animal or plant waste. This farming started to respond to the environmental suffering caused by chemical pesticides and synthetic fertilizers. It is a new system of agriculture that repairs, maintains, and improves the

ecological balance. Organic farming uses organic inputs, green manures, cow dung etc.

- Soil Management: organic farming uses natural ways to increase the fertility of the soil. it uses bacteria, available in animal waste. The bacteria helps in making the soil more productive and fertile .soil management is first in the organic farming method list.

Weed management: there are two techniques which give a solution to the weed.

Moving or cutting –in this process cut the weed.

- Mulching: in the process, farmers use a plastic film or plant to residue on the soil's surface to block the weed's growth.
- Chemical management in farming: agricultural farms contain useful and harmful organisms that affect farms. To save crops and soil, the growth of organisms needs to be controlled. in this process, natural or fewer chemicals, herbicides, and pesticides used to protect soil and crops. Proper maintenance is required throughout the area to control other organisms.
- As per the recommendations of the Commission for Agricultural Costs and Prices (CACP) minimum support price must be decided depending upon the region, climatic condition.
- The list of the crops must be circulated to the primary agriculture credit society on which Minimum support price is decided.
- List of the crop on which MSP is decided is published before the sowing season of agriculture season crop.
- Must have check list in that cost of production of each crop is included.
- Must be connected with direct benefit transfer system so that farmer easily collect the benefit.
- Because of natural calamities if farmer faces the losses then crop insurance facility must be given on emergency basis.
- By including fruit crop in it with higher MSP as most of the crop take high cost of production.

#### **AQUACULTURE:**

- Decide the types of aquaculture is it marine or freshwater after that provide the training at individual and group level
- Rearing and harvesting of fish species having high dietary as well as nutrient value.
- Construction of pond for growing fish seeds.
- Fisheries Co-Operative Network of Maharashtra must be maintain strong.
- Under the Pradhan mantra matsya sampada yojana take a benefit to mobilize fishing activities.
- Proper implementation of government rules and regulation regarding fishing activities

- Proper pricing strategies depending upon species and nutritional value of species
- To start the e marketing of aquaculture.
- Proper storage facility must be used.
- Fair pricing strategy and transparency in fish farming.
- Strong supply chain and distribution channel.
- Use of government scheme and subsidiaries to do activity in effective manner.

#### **Need and significance of the revival strategy and business policy:**

- Checking the feasibility of the business model
- Long time success of the business activity is achieved.
- To find out the strength and weakness of a business activities.
- Find out the opportunities for the business.
- Proper planning and implementation.
- Effective utilization of resources.
- Productivity must be increases.

#### **2. LITERATURE REVIEW:**

Irrigation is defined as the process of artificial application of water to the soil in order to reach these following objectives: ensure enough moisture for agricultural crop growth, provide crop insurance against short duration drought, reduce hazards of soil piping, soften the tillage pan (a dense compact layer), cool the soil and atmosphere to provide a good atmosphere for plant growth, and wash out or dilute harmful salts in the soil (Mazumder, 1983; Basak, 1999; and Misra, 1981).

The concept of sustainable development was revealed in a conference of 'United Nations Conference on the Human Environment (UNCHE)' held in Stockholm, Sweden, in 1972 (Fezzardi et al., 2013). Fish farming is an economic activity and it is directly dependent on the quality of the environment, all anthropogenic efforts and interest should be shown to preserve the environment for long term activities (Pillay, 1990). Therefore, the sustainability of aquaculture is depending on three dimension concept (Figure 1.5). The idea about the fisheries resource development and use should be closely related to the conservation (FAO, 2005–2012). The International Union for Conservation of Nature (IUCN) constantly updates about their red list status.

#### **3. RESEARCH METHODOLOGY:**

##### **Descriptive research methodology:**

This research paper is simple and defined. it describe the present situation .It based on secondary data .Descriptive research describe the function as well as advantages of research related objective.



### Types of data:

**Primary data:** The primary data are those which are collected afresh and for the first time. it can be obtain either through observation or through direct communication.

#### Methods of collection of primary data:

Through observation and relevant record related with student progress.

Secondary data: the secondary are those which are already in existence.

**Methods of collection of secondary data:** through internet and published articles.

### Limitation of research paper:

- It is based upon secondary data.
- The study was limited to record available from different sources.
- Current related data is not available.

(citation: Research methodology-C.R. Kothari)

### 4. RESULT:

Water requirements of different crops.

CROP	WATER REQUIREMENT(mm)	CROP	WATER REQUIREMENT(mm)
Rice	1200	Tomato	600-800
Wheat	450-650	Potato	500-700
Sorghum	450-650	Pea	350-500
maize	500-800	Onion	350-550400-600
sugarcane	1500-2500	chilies	400-600
Sugar beet	550-750	Cabbage	380-500
groundnut	500-700	Banana	1200-2200
cotton	700-1300	citrus	900-1200
soybean	450-700	grapes	700-1200
tobacco	400-600	mango	1000-1200
beans	300-500	termeric	1200-1400

(Source: <http://www.angrau.ac.in/media/7380/agro201.pdf>)

According to this table the water requirement of crops is in a very small quantity .if we use this measurement then there will be efficient water management and productivity of farm increases. also losses due to excess water is reduces. So that their is need of revival strategy for sustainability.

### Irrigation management scheme by government of Maharashtra.

Programme components of PMKSY (pradhan mantri krishi sinchay yojana ) are as under:

- Accelerated Irrigation Benefit Programme (AIBP) – to focus on faster completion of ongoing Major and Medium Irrigation projects – being implemented by MOWR, RD&GR.
- PMKSY (Har Khet KoPani) – to focus on source augmentation, distribution, ground water development, lift irrigation, diversion of water from water plenty to water scarce areas, supplementing rain water harvesting beyond IWMP & MGNREGA, repair, restoration, renovation of traditional water bodies etc. – being implemented by MoWR, RD&GR.
- PMKSY (Per Drop More Crop) – to focus on micro level storage structures, efficient water conveyance & application, precision irrigation systems, topping up of input cost beyond MGNREGA permissible limits, secondary storage, water lifting devices, extension activities, coordination & management - being implemented by DAC&FW.
- PMKSY (Watershed Development) - to focus on ridge area treatment, drainage line treatment, soil and moisture conservation, water harvesting structure, livelihood support activities and other watershed works being implemented by DoLR.
- By implementing this scheme there must be sustainable development in agriculture sector.

## 5. CONCLUSION:

Revival strategy includes different strategy like pricing strategy, fish farming, organic farming, warehouse management etc. by using above strategy there must be sustainable development in agriculture sector. Sustainable development of an agriculture sector depends upon continuous improvement in different business policies with aim of maximum productivity and minimum loss in agriculture sector. The different business policies like pricing, aquaculture are implemented with the aim as a social and environmental sustainability. the table explain the proper management of water as per the need of crops.

## 6. REFERENCES:

1. [www.agrimoon.com](http://www.agrimoon.com)
2. <http://www.angrau.ac.in/media/7380/agro201.pdf>
3. pmksy\_micro\_irrigation\_guidelines\_revised.pdf
4. Research methodology-C.R. Kothari
5. Dastane, N. G. (1974). Effective rainfall in irrigated agriculture.FAO Roam.
6. Irrigation Water Management:: Principles and Practice by by Majumdar D.K