

# Collective Farming and Collective Marketing in Agriculture: Boon to Indian Economy

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**ABSTRACT** - Agriculture is a most dominant sector of Indian Economy. It works as a backbone to Indian economy. Around 2/3 of population in india is still dependent on agricultural sector for its livelihood. Still today agriculture forms base for a number of agro-based industries and agro-services, it would be more meaningful to view agriculture not as farming but as a whole circle which includes farming, wholeselling, warehousing (including logistics), processing, and retailing then again production and so on..The progress made by agriculture in the last four decades develops a success track for coming years. Agriculture and allied activities constitute the single largest contribution to the Gross Domestic Product, almost 33 percent of it. Around 62% of the countries population is dependent on agri-sector.

**KEYWORDS:** Agriculture, rural development, farmers , agricultural sector, national income , farmers,

## I. INTRODUCTION

Being once called GOLDEN BIRD was the title achieved through our strong agricultural production. Steps are taken to get back the title we once pleased. Collective Farming and Collective Marketing are the inciatives to these goals. Indian government is playing a vital role for rural development and growth of farmers through advanced changes in working style on Indian farms. Collective farming is joint effort of farmers with government officials/other farmers to give better yeild on same piece of land. Indian government focused to double the agricultural income, in this regards the IFPRI chief said: "This is not possible if we focus just on rice, wheat or maize. It should encourage farmers to grow more vegetables and fruits and diversify into areas like dairy farming for additional income generation, "Growth in agricultural sector has shown immense growth in four decade..Collective farming is way to increase income of farmers and enhance their share in profit. It aims in bring farmer out from the debt circle and live a debt free life. India capture a large market in other countries of world in agricultural sector. Collective farming aims to double up agricultural production and triple the revenue generated from this sector. Indian farmers are adapting to changes at faster rate.

Collective Marketing thrive to work for mutual benefit to solve marketing related problems. a group of farmers and some times officials attached to them work together as a team to overcome market barriers and get the maximum benefit from available resources. good Marketing is very important for success of any bussiness, so same concept applies here, with better marketing strategies farmers can

avail better output and thus helps in improving standard of living of this group.

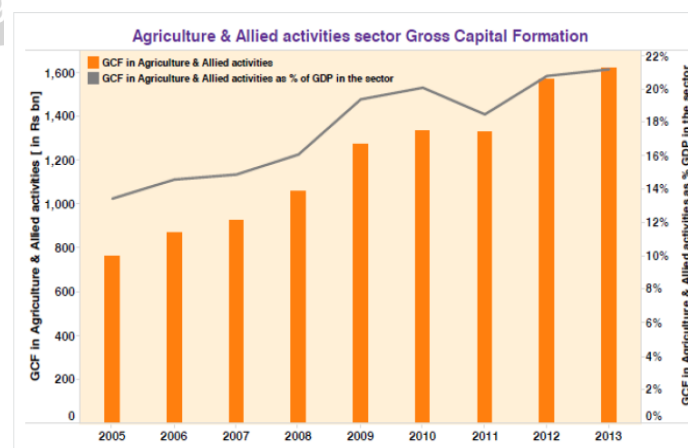
## OBJECTIVE:

1. To study the scope of collective marketing and collective farming in India.
2. To study the growth of collective farming and collective marketing.
3. To study effectiveness of government scheme on this project.

## II. RESEARCH METHODOLOGY

The paper in descriptive in nature and I have analyzed it and I have analyzed it and use of secondary data is taken for the purpose of study.

## TABULAR STUDY:



Source: CSO

Source: idfcmf.com

**Analysis:**

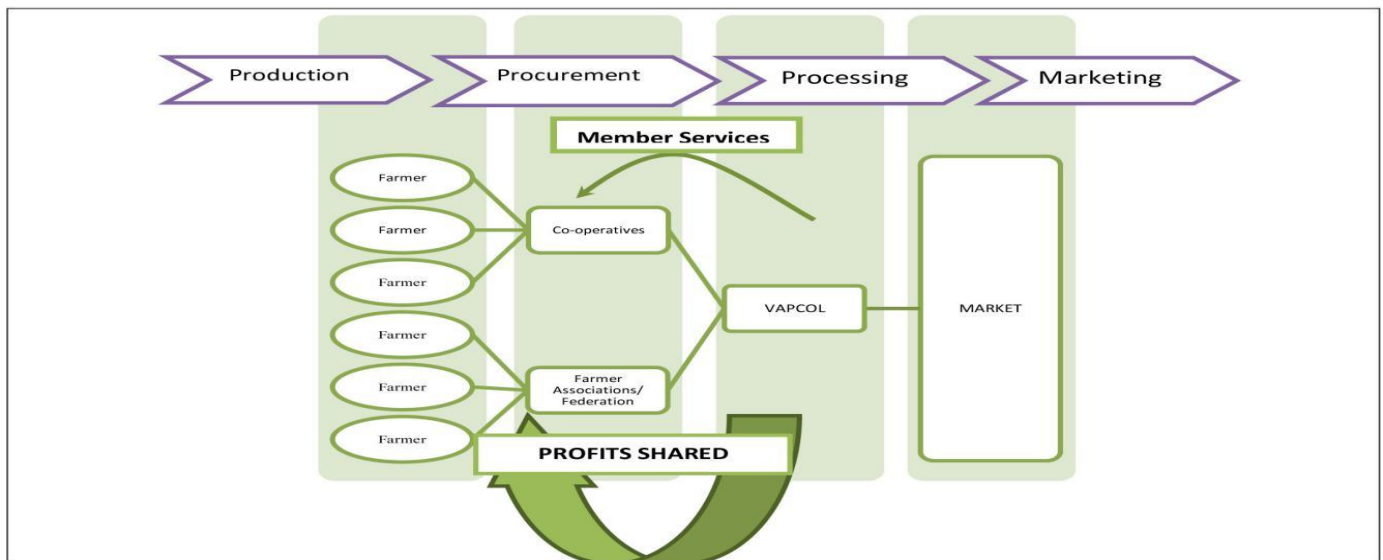
The analytical study of above data clearly shows that agricultural sector showed a remarkable growth from 2005 to 2013. It played an eminent role in Gross Capital Formation of India. Gross Capital being 800 bn Rs in 2005 has increased to 1600 bn Rs in 2013 which clearly shows double the growth in this period.



Source: niti.gov.in

**Analysis:**

This is a flowchart of working style of Andhra Pradesh government in field of agriculture. It is clearly visible how collective farming adoption in this state led in growth of efficiency, value, profits, employment level of farmers.



Source: vrindavan.co.in

**Analysis:**

The above table makes it clear that whatever profit is earned through marketing of the agricultural produce is equally amongst the group of farmers. The middleman concept came to end and enhanced the profit earning capacity of farmers.

**Analysis:**

The above study shows that individual farmers are not able to obtain the benefits of government policies completely however the collective groups get better advantage of these policies and helps in improving the value chain.

**III. FINDINGS**

The study of the topic helped me in finding that working together as a group is more beneficial for farmers, it helps them in getting the government policies more than an individual farmer. Some well established group through light on this concept. The prime objective of this collective farming is not only to ensure food security but also to ensure the safe food through adaptation of organic farming methods.

Source: leisaindia.org

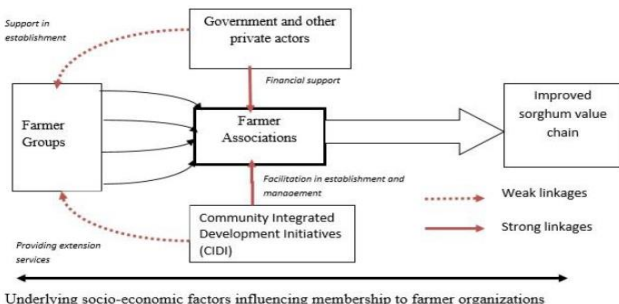


Figure 1: A conceptual framework for the study on farmer involvement in collective action for enhancing the sorghum value chain.

Source: www.scielo.org.za

#### IV. SUGGESTIONS

The study help us to know that consolidated farming farming is better than individual farming. Government is showing keen interest in growth of farmers and increasing agricultural produce of India. Great efforts are made in this sector, many policies are made by government . Utilising free lands and uncultivated lands helps in better produce. Collective marketing makes bargaining power of farmers stronger. It very well justify the old saying that united we stand divided we fall. So working together always make you more powerful. Similar way collective effort of farmers in production and marketing will help in strengthening the position of farmers in society.

#### V. CONCLUSION

From the above study it is clear that government is keen interest in increasing agricultural income in coming years. Dominance of agrisector in India is effecting indian economy at large, so steps need to be taken to improve it. Collective Production and Collective Marketing works as better alternate for growth. many efforts are made in this regards. It is now improving the status of farmers in production and better marketing of their produce.

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