

Farmer's

three fold path for success

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INDIA'S Agricultural share in economy and population engaged has always been moving in contrary directions. We are in the country where agricultural GDP share was once more than 50% in 1950s and now about 17% despite being not a greater shift of population from agriculture, still we have our half a population engaged in agricultural based activities.

Looking at the history, Indians started practicing proper farming from past Harappan era. Since then surely agricultural advancement was the major factor which made India to be known as “Sone Ki Chiriya”, i.e. economically prosperous nation. But the British invasion led to degradation of Indian agriculture. Post-independence India had to face severe food scarcity, in order to cope up with the situation green revolution took place, which is known for the biggest driver of change in farming. Many other revolutions were carried out to lift up the Indian farmers. India has acquired top positions in production of different agricultural products in world ranking but this looks to have gone in vain when we see the current situation of farmers.

India's agriculture again needs a revolution, but this time not just to increase the productivity of a particular crop, but to bring renunciation in farmer's life by revolutionizing every aspect involved in the business from market review and crop management to mechanization and marketing.

In this 21st century wherein every

field interdisciplinary approach has become important, then how can agriculture remain away from it? A farmer's work now cannot be limited only to grow crops, rather he has to play a role of a botanist, engineer, manager and a salesman too. That is what an agriculturist now a days should be.

Looking agriculture as business, there are three main categories or the three fold paths in which the modern farmer will have to perform, Biology, Technology and Marketing and Management.

Biology

The very first and old is ‘Biology’, this was the only field what farming was meant in the earlier period. Here soil treatment, seed selection, crop protection and all other crop management activities are involved.

Technology

Secondly the very important field to increase the productivity, reduce the labour work and to save the time is ‘Technology’. Developed countries have achieved their high productivity yield which is four to five times higher than India by adopting the modern technology. Moving towards the industrial revolution 4.0, agricultural fields in India needs to be mechanized and automated to cope up with this production capability. It is not necessary to use large machines, rather modern farmer should have basic knowledge and understanding of the engineering to use the trending technology in farm.



Without using machines one cannot think of competing in farm productivity.

Management and Marketing

Third and the most important in order to sustain in the market is ‘Management and Marketing’. Earlier there was barter system so the production was limited to fulfill the needs of a village. Now in this 21st century's Capitalism, this attitude would not work. Managing farm activities as of corporate company's, is the most important skill a farmer needs to have to utilize the resources at its best. Marketing is something where the businesses invest their maximum potential. Farmer too needs to understand the marketing strategies like market review, marketing and potential identification of crops.

In order to achieve the pipe dream of doubling farmer's income by 2022, skilling up farmers in above three fold paths is much important to transmogrify the current situation.

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