

COMMERCIALIZATION OF INDIAN AGRICULTURE***Dr. Anjali Srivastav and Dr. Shalini Kapur**

Christ Church College, Kanpur, India

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In recent years, India's agriculture has undergone dramatic transformations. These changes are the result of the agriculture sector's large-scale commercialization and diversification. They basically encompass the cultivation of new crops and types, a growth in the share of land under income crops, a large-scale spread of livestock and fisheries, and the pursuit of hi-tech agriculture in fields such as aquaculture, biotechnology, horticulture, and processing, among others. The most recent modifications are essentially adaptations by our agriculture to the changing economic environment brought about by the liberalisation process. Over time, the agricultural industry has seen major changes in crop mix, favouring superior cereals and non-traditional oilseeds such as sunflower, soyabean, and others. These shifts are largely the result of deliberate public policy support, such as price incentives and investments in the development of new technology. Outside of the agricultural sector, diversification of agriculture through subsidiary firms in animal husbandry, poultry, fisheries, sericulture, and other areas has been a significant development that has accompanied commercialization. Agriculture's commercialization, growth, and diversification have accelerated since the 1980s, particularly in the 1990s. Agriculture has been commercialised at various eras and in response to various circumstances. Previously, commercialization was associated with the cultivation of cash crops such as cotton, sugarcane, jute, tobacco, and other crops grown solely for the market. Due to the farmers' economic needs, even food grains were produced for the market over time. The Green Revolution, which boosted the marketable surplus, has accelerated this transformation. This transformation has also been aided by a favourable price policy for food grains. With the introduction of new technologies, farm households' cash requirements expanded as a result of greater usage of purchased inputs, necessitating the large-scale production of cash crops. As a result, the percentage of land planted to these crops, particularly wheat, has risen over time.

Keywords: Commercialization, Diversification, Green Revolution, Liberalisation.**INTRODUCTION**

In recent years, India's agriculture has undergone dramatic transformations. These changes are the result of the agriculture sector's large-scale commercialization and diversification. They basically encompass the cultivation of new crops and types, a growth in the share of land under income crops, a large-scale spread of livestock and fisheries, and the pursuit of hi-tech agriculture in fields such as aquaculture, biotechnology, horticulture, and processing, among others. The most recent modifications are essentially adaptations by our agriculture to the changing economic environment brought about by the liberalisation process. Over time, the agricultural industry has seen major changes in crop mix, favouring superior cereals and non-traditional oilseeds such as sunflower, soyabean, and others. These shifts are largely the result of deliberate public policy support, such as price incentives and investments in the development of new technology. Outside of the agricultural sector, diversification of agriculture through subsidiary firms in animal husbandry, poultry, fisheries, sericulture, and other areas has been a significant development that has accompanied commercialization. Agriculture's commercialization, growth, and diversification have accelerated since the 1980s, particularly in the 1990s. Agriculture has been commercialised at various eras and in response to various circumstances. Previously, commercialization was associated with the cultivation of cash crops such as cotton, sugarcane, jute, tobacco, and other crops grown solely for the market.

Due to the farmers' economic needs, even food grains were produced for the market over time. The Green Revolution, which boosted the marketable surplus, has accelerated this transformation. This transformation has also been aided by a favourable price policy for food grains. Thus, product commercialization, which occurs on the output side through higher share of marketed surplus, introduction of new crops/activities, or factor commercialization, which occurs on the input side through increased usage of purchased inputs, can both occur conceptually. In the first example, the surplus can be in the form of extra money above and above self-consumption, or it can be in the form of a cash crop that is given a larger share of the cultivated area due to favourable economics. Farm-firms are encouraged to enter the exchange economy and become more commercialised as a result of predicted increases in production and profits. Commercialization in this situation can be defined as the adoption of modern inputs like as seed, fertilisers, pesticides, irrigation, and mechanical power, the majority of which are acquired on the market. The extent of commercialization can thus be quantified at the farm level as a ratio of market arrivals to total value of agricultural production or as a ratio of market inputs purchased to total value of agricultural production. Some of the ratios that can serve as indications of the degree of commercialization in commercial agriculture are the ratio of market arrivals to production, the share of non-food grain cash crops and food grain cash crops in gross cultivated area, and the value of output. Diversification towards different sub-sectors of agriculture, such as livestock, poultry, fisheries, forestry, advent of high-tech agriculture, and diversification towards secondary sector, i.e. agro-industry are all examples of commercialization on the product side. Historically, food grain

crops dominated Indian agriculture, while commercial crops such as cotton, sugarcane, tobacco, and other cash crops have been grown in India since ancient times. Cereals are the country's basic food, and since independence, the country has pursued self-sufficiency in food production, the majority of small farmers have been unable to cultivate cereals on a commercial scale. As a result, cereals that were cultivated for subsistence occupied the majority of the gross cropped area. Pulses, on the other hand, were not planted just for personal consumption and, as a result, can be called commercial crops from the start. Other crop-groups such as oilseeds, fibre crops, fruits and vegetables, narcotics, beverages, spices and condiments, natural rubber, sugarcane, and so on, which were traditionally considered commercial crops because they were cultivated for the market, and other miscellaneous crops occupied the remaining gross cropped area. The productivity of main grains such as rice and wheat has increased dramatically as a result of the use of modern seed-fertilizer and irrigation technology. After covering their consumption needs, cultivators were able to develop marketable surplus. As a result, food grain crops such as rice and wheat gained commercial status.

Exceptionally, all of the southern states had a significant growth in the share of non-food grain crops. The states, on the other hand, vary in how they increased the share of non-food grain crops. While non-food grain crops replaced food grain crops in the southern states, the share of non-food grain crops increased in other regions, such as the western, northern, and eastern regions, without a shift in area away from food grains. The Green Revolution technology in 1967-68, which resulted in spectacular increases in crop yields, the growing importance of non-food grain crops in terms of rise in share over time would have seriously hampered our food security system. As a result, production and market arrivals both grew. This indicates that these crops have reached commercial status and have been used to replace less profitable crops, with the finest example being large-scale rice and wheat farming in North-Western states. Our food security has improved as a result of this. Despite the detrimental effects of a growing population, we were able to maintain an appropriate food grain buffer stock.

Commercialization, on the other hand, has had certain negative consequences. Numerous research investigations have revealed the negative consequences of increased and indiscriminate chemical use in agriculture. Chemical residues in food, the extinction of natural pest enemies, irreversible damage to groundwater regimes due to water table depletion, and an increase in soil salinity due to chemical use and salt water intrusion as a result of large-scale brackish water aquaculture are just a few of the negative consequences. Depending on the availability of resources, demographic change is a crucial determinant of commercialization, aiding or inhibiting the process. Population expansion, on the other hand, may result in a reduction in the volume of marketable surplus in relative or even absolute terms in locations with weak market links due to perceived food security threats. In the case of Indian agriculture, there is abundant evidence to show that population growth was a driving force behind a small increase in cultivated area but a significant rise in productivity, particularly after the 1970s. Another aspect that influences commercialization is technological change. Although technological change in agriculture can occur without greater commercialization, technological change without increased

commercialization is improbable since increased use of purchased inputs and specialisation are fundamental features of technological breakthroughs in agricultural production. Different forms of complementarities exist between technology and commercialisation. The addition of pulses in the cropping plan was motivated by technical factors such as recharging soil fertility and providing a nutritious meal. With the introduction of new technologies, farm households' cash requirements expanded as a result of greater usage of purchased inputs, necessitating the large-scale production of cash crops. As a result, the percentage of land planted to these crops, particularly wheat, has risen over time. The success of these crops in the fields of progressive farmers, as well as the demonstrations undertaken by research stations/Agricultural Universities, would have promoted the cultivation of these crops to a greater area. The institutions that played a complementary role in the growth of sericulture and its commercialization are important to consider when looking at the elements that contributed to its growth and commercialization. Because commercialization and marketing are inextricably intertwined, the function of institutions in agricultural produce marketing may be the most essential. Agencies/institutions that supported agricultural exports can also be included in this group, as the only variation is in the marketing frontiers. Financial institutions that provide credit for agricultural purposes are another type of entities that have played a vital part in the process of commercialization and diversification of agriculture.

The commercialization process has encountered a number of challenges in the past, and many of these challenges remain relevant now, even as new challenges emerge. The timely and appropriate supply of inputs is critical to the success of commercial projects. For example, developing successful plantations requires a steady supply of high-quality seedlings. Water is a fundamental barrier for land-based business endeavours in broad swaths of our country that are rainfed. There is a severe constraint due to a lack of adequate technology and non-adoption of existing technology. Some of the limits can be alleviated by technological advancements. Tissue culture, for example, can alleviate the problem of a lack of high-quality seedlings in sufficient quantities. Drip/sprinkler irrigation, for example, can help to alleviate the water deficit in rainfed areas to a great extent. Recent improvements in information technology can help to fill in the gaps in knowledge. Main constraints in our country's agricultural marketing system is lack of suitable infrastructure. Roads, cold storage facilities, transportation (including refrigerated) facilities, air freight, pre-cooling, and other infrastructure are all lacking. Inadequate post-harvest facilities, such as processing, grading, and packing, as well as unpredictable electrical supplies, are key roadblocks. Another significant constraint is the time it takes to connect to the power grid. The country's current level of utilisation of agro-based hi-tech potential has been shown to be extremely low. Despite the important role performed by NABARD and credit institutions, the availability of credit is insufficient to meet demand. Lack of understanding of the importance of hi-tech among entrepreneurs, bank employees, and other implementing authorities. Our farmers' socioeconomic profiles are not necessarily conducive to the adoption of new technology. Because green revolution technology is scale-neutral, it can recruit the cooperation of most farmers, regardless of farm size, sooner or later. New commercial agricultural operations, on the other hand, are capital expensive, need in-depth

knowledge, and carry a high level of risk, making them unsuitable for individual farmers, many of whom are illiterate. Commercialization is a complex phenomenon whose direction is determined by technology, policy, and location-specific objective conditions. In a nutshell, it refers to production that is focused on the market. Agriculture's development over the last three decades implies that our industry has taken on commercial aspects on a large scale. The purpose of this article is to investigate the country's agricultural commercialization process.

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