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AGRI-BUSINESS IN INDIA: CHALLENGES AND OPPORTUNITIES

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Abstract

Rural development is a key factor in the development of any country where more than half of the population lives in rural areas. As is well-known, India is primarily an agricultural nation, with the agricultural sector supporting the livelihoods of 69% of the country's population. Despite its prominence, it is plagued by numerous issues. Farmers are committing suicide because conditions are so bad. In spite of their efforts, farmers are still unable to reap the rewards of their labor. They still don't know how to market? In what ways may farmers get a fair price for their goods? When it comes to distributing their products, they have no idea where to start or what to do if they run into problems. Their knowledge of current technology is outdated. Farmers' well-being and rural development can only be improved if they understand the impact that better marketing of agricultural products has on their income. The topic of this article is India's Agri-Business Opportunities and Challenges. It provides an overview of the various approaches to Agri-Business that can be used in India. Agri-business in India has more than 50 opportunities, but it also has many constraints and difficulties. Finally, some significant findings and policy recommendations are offered in this paper's conclusion.

KEYWORDS: An agribusiness is a business that deals with the production and sale of agricultural goods.

INTRODUCTION

Economic growth relies heavily on agricultural trade. Recently, a number of global corporations have begun selling agricultural products in India via retail outlets. Farmers employ new technology and more inputs, which raises the cost of both inputs and output. Products must be available at fair prices for consumers, as well. Effective marketing techniques may play an important part in achieving the above contradictory aim. Farmers, merchants, consumers, scientists, sociologists, and administrators will all benefit from the right development of agricultural

marketing tactics that reduce the cost of distribution.

The wheels of economic activity are marketing infrastructure and strategy. For the fulfillment of marketing activities and the growth of the market, market infrastructure and an effective strategy are essential. Marketing costs are reduced through infrastructure facilities, which is essential to farmers' and customers' success.

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Agriculture is a major source of cash for many businesses. This kind of company is often huge and may include farming, processing, manufacturing, packaging, and distribution. The commercial sector that includes agriculture and commercial activities associated with agriculture. Producing, processing, and distributing agricultural products are all part of the Agri-Business process. Agricultural goods may be exported from nations with arable land, making it a significant part of the economy. Raising agricultural goods is approached holistically in Agri-Business. Farmers employ complex harvesting methods, such as the use of to guide harvesting operations, to grow animals and harvest fruits and vegetables. Manufacturers are working on self-driving machines that are more efficient. The optimum approach to clean and package cattle for transportation is determined by processing factories. In order to keep costs low, each segment of the business focuses on running as effectively as possible despite the fact that it is unlikely to have any direct contact with the end user.

The Agri-Business sector is heavily influenced by the market. The items that are cultivated and raised are affected by changes in customer preferences. For example, a change in consumer preferences may lead demand and prices for beef to decline, while a rise in demand for produce may affect the mix of fruits and vegetables that farmers produce. In the absence of fast domestic demand changes, companies may try exporting their products, but if that fails they may not be in business for long.

IMPORTANCE OF AGRICULTURE BUSINESSES

The term "Agri-Commercial" refers to all of the business operations that take place between the farm and the consumer. An agricultural supply chain includes input supply, the production and transformation of agricultural products, as well as the distribution of agricultural goods. Agri-business encompasses all of the operations associated with the production of food and fiber that take place in the agricultural, food,

and natural resource industries. Agricultural firms may provide goods to farmers for production; give services to other agricultural businesses; or be involved in marketing, transportation, processing and distribution of agricultural products.

An agri-service is a service that is beneficial to the end user or consumer. We can't measure what we've done. Marketing is the practice of delivering the goods and services that people want at the right time and in the right place. Farming is an important part of the economy since it supplies people with food, clothes, and a place to live. It also employs millions of people in fields like as science, engineering, and education, as well as in industries such as advertising and the promotion of public policy. Agricultural business involves both the governmental and private sectors. Providing products and services to and on behalf of government is the responsibility of the public sector, which consists of economic and administrative activities. The term "private sector" refers to the portion of the economy that is not regulated by the government. Agri-businesses transform raw materials into finished goods. It is a resource that is used in the manufacturing process. It is the product of the manufacturing process that yields an output. The term "Agri-Commercial" refers to all of the business operations that take place between the farm and the consumer. There is an emphasis on the supply of agricultural inputs, as well as production and transformation of agricultural products.

delivering to the end user. As one of the world's leading job and revenue providers, agribusiness is an important sector. As a result, the raw materials used in Agri-Business tend to be perishable and of variable quality. Consumer safety, product quality, and environmental preservation are all strictly regulated in this industry. Farms, merchants, and other supply chain participants are working together more closely and more strategically to produce and distribute food in a more efficient manner.

TYPES OF AGRICULTURE BUSINESSES

Plants and animals are the basis of Agri-Business, which is a kind of agriculture focused on making a profit via the commercial production of agricultural goods (Plants and animals). In order to contact their customers, agribusinesses that specialize in agriproducts often utilize Agri-Business services like agricultural marketing or agriculture advertising. Agricultural exporters sell their products to agricultural importers, who use the agricultural imports either for their own consumption or for the manufacturing of other goods. Agricultural importers might be either domestic or worldwide. Agriculture goods may be advertised online or offline by agricultural product sellers who use different agricultural product marketing methods (such as agricultural marketing, which is one of the agricultural business services). Classify24.com, which includes agricultural ads, agricultural b2b marketplace, and agricultural company directory, may be used to promote agricultural items online.

Just as in the agricultural goods sector, the agricultural equipment business or the agricultural machinery company focuses on the production, distribution, and sale of agricultural equipment and agriculture machinery. Agricultural mechanization is dependent on farm equipment or farm machinery for a large number of commercial farmers. There are two options for the sale of agricultural equipment in this case: purchasers in countries outside of the United States. In other words, agricultural equipment exporters sell agricultural equipment to importers of agricultural equipment who purchase agricultural equipment. There are two ways to buy agricultural equipment: online or via a brick and mortar store.

Agri-Services Companies: Agri-services companies make a profit by providing agricultural services. In terms of agricultural education, agricultural research, agricultural marketing, agricultural logistical support, agricultural financing, agricultural insurance, agricultural jobs, veterinary or pet services, etc., agricultural products and agricultural equipment businesses will struggle if agricultural services are not available. Either

online or offline, these agricultural services are provided.

This sort of agricultural company deals with the production and sale of chemicals used in agriculture for financial gain, often known as the "agrochemicals" or "agrichemicals" industry. Fertilizers, herbicides, insecticides, etc. are all examples of these chemicals being utilized to improve agricultural product productivity.

Agro-allied firms are those that either produce agricultural goods or offer agricultural services, or those that sell agricultural products, equipment, chemicals, or services. The goods and services are referred to as agro-allied products and agro-allied services, respectively. Companies in the agro-allied sector are included in the agro-allied sector.

India's Agricultural Business Opportunities.

As a nation, There is a wide range of business opportunities in Indian agriculture. Assorted fruit and vegetable goods such as pulp, concentrates, flavors, extracts, and frozen versions. A wide variety of edible and medicinal plants may be found all over the world. They're all covered in great depth here. **Organic Fertilizer Production Using Vermicompost:-** Low-cost vermicompost organic fertilizer generation is becoming an important component of many agrobusiness models throughout the nation. Entrepreneurs that have a working knowledge of the manufacturing process may start this firm. Currently, dried flower business in specialized flowers is a very lucrative endeavor. There is a high demand for all kinds of flowers, but particularly for rare and difficult-to-grow species. Flower cultivation is one of agriculture's fastest growing trends today. The popularity of dried cut flowers has steadily grown over the last decade.

As a result, the distribution of fertilizer is heavily regulated by the Indian government. With a little amount of money, you may establish a prosperous farm company.

Greenhouse on an Organic Farm Because demand for organically produced farm goods has gradually increased, an organic farm greenhouse company offers a great deal of potential for growth and success. Small,

family-run farms have always operated greenhouses for organic farming. Organic farming, on the other hand, is becoming more popular as demand for organic food grows.

Poultry farming in India has evolved from home farming to a technologically commercial business in the last three decades. Chicken farming is the fastest-growing industry in agriculture and farming. In the egg sector, the yearly growth rate is 8-10 percent, and in the broiler industry, it is 12-15 percent.

In only a few weeks, you may make a sizable profit from a mushroom growing company thanks to a modest beginning capital investment. Mushroom farming is a great business opportunity for someone who has a basic understanding of the science and technology involved, as well as a place to house their farm.

Starting a hydroponic retail shop is an excellent way for someone who enjoys gardening to make money from their pastime. As a soil-free planting method for commercial and residential use, hydroponics has grown in popularity in recent decades.

Growing Snails as Pets: Discipline and understanding of contemporary technologies are required for a snail farming business opportunity to be successful.. Land snails are raised expressly for human consumption in a practice known as "snail farming." It is rich in protein and iron, low in fat, and contains almost all of the essential amino acids for human health.

Farming of Sunflowers:- The first thing you need to do when beginning a sunflower growing company is acquire land. As a commercial crop in India, sunflowers are often referred to as sunflower oil. It is possible to make money growing sunflower for oilseed if the proper procedures are followed. Sunflower farming may be started by a company owner who is interested in agriculture and who owns property.

- Guar Gum Production: Locally known as guaran, galactomannan, or guar gum. Guar beans' endosperm is processed into a powder. In order to produce guar gum, the guar seeds are dehusked, processed and screened. Off-white, free-flowing powder is the most common form of production. Similar to locust

bean gum, cornstarch, and tapioca flour as a natural food thickening.

Maintaining a Beehive Beekeeping is a lucrative business option that needs constant attention and monitoring of the bees. Honey's worldwide demand is on the rise as people become more aware of its health benefits. Beekeeping for the purpose of selling honey and other by-products such as wax is a lucrative business that requires little initial capital.

Agriculture of aquatic organisms: At any season of the year, a commercial fish farming firm is a profitable venture that generates cash flow. An entrepreneur may establish this firm with a little outlay of cash if they use cutting-edge methods and have their own physical location.

Export of Fresh Fruits and Vegetables: Local farmers' markets may be used to source fresh fruits and vegetables for export. Anyone with a phone and computer and an internet connection may start this company from home.

Manufacturing of micronutrients

In the agricultural industry, micronutrients have enormous promise. A large amount of cash may be invested in the start-up of this manufacturing company if it has a solid distribution plan.

This is one of the most lucrative agricultural businesses. One may start this company if they have a store location and a relationship with the flower farmers. An entrepreneur may potentially make a sizable online sale by delivering goods to clients at their homes.

Production of Animal Feed:- Small-scale manufacturing is what we do here. If you have faith in the distribution network, you may establish a company to profit from the manufacture of animal feed.

Production of Frozen Chicken: Frozen chicken is now a popular food item. The worldwide demand for this commodity is on the rise. A metro or suburbia-based entrepreneur may launch this firm with the right preparations.

Production of Botanical Pesticides: One of the most successful agricultural business ideas is the use of botanical pesticides. If you want to grow organically, you need to have this product on hand at all times.

Production of brooms and baskets:- Baskets and brooms are two of the most prevalent agricultural goods in rural areas. It is possible for an entrepreneur to establish this company by obtaining these items from rural artisans and then embellishing them before selling them as functional or decorative items in brick-and-mortar stores or online. Basket weaving demands careful preparation and a creative mind with a knack for design in order to succeed. An entrepreneur may start a bespoke basket-weaving company from the comfort of their own home using a broad variety of raw materials. The amount of brooms produced

The technological procedure is straightforward, and the project may be launched with reasonable capital expenditure and good preparation. Cleaning up dust and grime in and around homes and workplaces has been done for ages with the use of brooms.

Wheat Milling:- Wheat milling is a multi-faceted industry. This is a company that can be started by an entrepreneur with the right planning. This company makes a lot of money when you start your own brand.

There is a vast market for the manufacturing of fruit juices, jams, and jellies. In terms of importance, manufacturing is simple and may be started on a smaller scale.

For those who have faith in the source of the raw material, groundnut processing may be started with little capital expenditure. The worldwide market for processed groundnuts is quite promising.

Processing cashew nuts:- There is a lot of room for growth in the processed cashew industry. A small-scale entrepreneur may start this business on a semi-automatic basis.

Quail Egg Farming: Commercial quail farming is the practice of growing quail for their eggs and meat in order to maximize profits. Quail farming is an essential source of food for families across the world, as well as a means of making a livelihood.

Farming Shrimp There is a shrimp farming company in the freshwater environment that produces shrimp or prawns for human consumption. This is an aquaculture industry.

The worldwide demand for this commodity is on the rise.

a place where fish are hatched: A fish hatchery is a facility where fish and shellfish are artificially bred, hatched, and raised through their early life stages. A primary function of hatcheries is to provide the aquaculture sector with fish larvae and juveniles.

A piggery may be started by a company owner with enough acreage to do so. For meat production, piggery is the most promising livestock species, while pigs are the most efficient feed converters after the broiler pigs. Small investments in structures and equipment are required for the main facility, pig raising.

One of the most profitable agriculture business ideas to get off the ground is commercial soya bean processing. This includes making milk from the beans as well as making soy flour and sauces, as well as making soy oil and natto. An entrepreneur can start this business on a small scale with the right marketing strategy.

The spice processing business has lately seen an increase in demand due to an increase in worldwide demand. Spices that have been treated well are in high demand. There aren't many steps involved in processing and packaging. The margin is also highly satisfactory in spice processing industry.

There are many successful agricultural business ideas, but one of the most lucrative is vegetable growing. If an entrepreneur has enough acreage, he or she may begin producing high-quality vegetables using high-quality seed and fertilizer.

Selling commercially produced chicks to egg and poultry farmers is the primary goal of a chick hatchery business. Starting a company with a tiny amount of money and no prior experience is a very successful venture.

The worldwide demand for tea is on the rise, which means that the tea-growing industry has a lot of room for growth. Tea may be cultivated anywhere from sea level to 1.3 miles above sea level, although it prefers acidic soil and considerable annual rainfall of 40 inches or more.

Online Grocery Store:- E-shopping for groceries is one of the hottest new trends in business. To be successful, this technology-based company possibility needs meticulous forethought and a well-honed web marketing approach.

Agriculture of Medicinal Herbs One of the most successful agricultural business ideas is the commercial cultivation of medicinal plants. An entrepreneur may start a medical herbs farm with little financial investment if he or she has adequate land and understanding of the market for herbs.

In terms of plant décor, cacti are a perennial favorite. Many plants can coexist peacefully in the same container, making it ideal for tabletop gardens. Starting a company making and selling cactus arrangements may be both financially beneficial and personally fulfilling. It's possible to get started from your own house, and the initial outlay isn't very high.

Dairy Production:- In agriculture, commercial dairy farming is one of the most lucrative business opportunities. As well as producing milk, it also generated some manure. Profitable dairy farming has enormous potential for increasing milk production.

farming goats:- In India, goats are a common meat-producing animal. This is one of the most sought-after meats in the country. Goat raising for commercial output in an intensive or semi-intensive system has gained steam in recent years because to its promising economic possibilities.

The commercial cultivation of jatropha for the production of biodiesel is one of the hottest trends in agriculture today. Small-scale farmers and growers may use current technologies to make biodiesel from jatropha.

Potato Powder: Potato powder may be used in any recipe that calls for mashed potatoes, whether it's in processed or snack food form. As a thickening or basis, potato powder is used in the creation of ready-to-eat vegetable gravies and soups. The technique of processing is likewise not very difficult. A small-scale, semi-automatic potato powder processing company may be started.

In the field of corn production: When it comes to crops, corn (Maize) is one of the most flexible and adaptable new ones. In the world

of cereals, maize is referred to as the "Queen of Cereals" because of its high genetic yield potential.

One of the most profitable agricultural business ideas is commercial corn farming, which makes use of cutting-edge technology and high-quality seed.

Seed Production with a Certificate:- Certification of seed is a quality assurance procedure that involves governmental supervision and inspection of seed intended for commercialization. There are many different types of seed certification systems, but at its most basic level the system verifies that a bag, package, or box of seeds contains exactly what is stated on the label. You don't need any land to start this firm; instead, you may use contract farming to get things going.

Test Facility for Soil Analysis: In order to keep track of nutrient levels and make precise fertilizer recommendations for various crops and cropping sequences while also ensuring that no harm is done to the environment, soil testing is a sound agronomic practice. One of the best agricultural business ideas is to open a soil testing laboratory that has been certified by the government.

Fruits, flowers, and plants are grown in greenhouses or nurseries by horticulturists. Crops and methods must be carefully chosen in this business.

Goat and cow fodder farming:- Domesticated animals, such as chickens, horses, pigs, cattle, and goats, are fed with fodder, which is any agricultural food utilized for this purpose. When we talk about "animal feed," we're not talking about what animals find on their own. Alfalfa, barley, oats, clover, grass, and wheat are common fodder plant varieties.

In the same way as other consulting services, the demand for agricultural consulting is expected to grow over time. Consultancy services for farmers and organizations can be offered by those with relevant experience and expertise.

The keeping of rabbits in towns and cities is not prohibited by law. It is possible to alleviate poverty and hunger by creating jobs, food, and money in one's own backyard. They don't have to fight for food since they have access to kitchen scraps, grasses, and

designed or compounded feed. Keeping rabbits does not need a large financial outlay. Most rabbits may be housed in the backyard or in an abandoned shed since they need so little room.

Traditional cattle cannot thrive in the humid forest because of insufficient grazing and a tough climate. Grass cutter farming may be an option. To improve the lives of peasant farmers, grass cutters could be raised as backyard mini livestock, providing an alternative source of animal protein and creating employment opportunities for urban residents.

Production of Coconut Juice: - Coconut taste may be found in a variety of forms, ranging from fresh bits of meat to milk, cream, and powder. Wholesale sales to retail stores and supermarkets can be lucrative, but products should be well-branded with the name and contact information of the company selling them.

Local Drinks or Dry Gin Production: Many villagers have moved to the city and still enjoy taking local drinks. If well packaged and accessible, you can start making money by selling to some beer parlors, while Ogororo can be supplied to some companies that use this product as a raw material for their products..Agricultural Brokerage and Consulting:- One may start a company in agricultural brokerage by joining sellers of agricultural products with buyers and collect commission for it. One might also become a consultant and give professional advise or arrange trainings and seminars.

DIFFICULTIES IN THE AGRI-BUSINESS

75 percent of India's poor reside in rural areas, where agriculture is the primary means of subsistence. India's workforce is employed in the industry, which produces less than one-fifth of the country's gross domestic product (GDP). As a result, farmers' incomes are significantly lower than the national average on a per-capita basis. Because to depleting natural resources, broken value chains, shattered landholdings, insufficient infrastructure, a lack of information, and various middlemen, people are living in poverty.

Agricultural productivity and investment levels are low for most farmers, resulting in a vicious cycle. Even while technology solutions may be discovered to solve the issues of poor production, the important problem resides in making the farmer competent of using them. In order to empower farmers, the transfer of technology, including know-how and information as well as customisation and capacity development, is essential. Innovative models of engagement are essential to ensure sustainable agricultural practices and avenues for livelihood creation in light of the complexity of geographical spread, diversity of crops, and the large number of farmers involved in agriculture. Some of the agricultural industry's inherent conflicts must be addressed through such innovation. The following are some of the issues that need to be addressed:

Food versus fuel/fibre/fodder: competing uses of land

Today's versus tomorrow's income: Developing the ability to take on more risk in order to reap long-term rewards

Farmer and consumer: Producing what the consumer wants vs. eating what the farmer produces

- Market vs. government: Well-intentioned government interventions that may distort the market.

The private sector can play an important and complementary role in ensuring an increase in agricultural productivity in the modern context. Large agribusinesses have made significant investments.Coordination of input availability, ease of crop and capital investment financing, and resource augmentation are all things businesses can do.

This will make it possible to provide tailored extension services for increasing productivity through technology, regenerating and enriching soil fertility, and improving the use of scarce water resources. Policy changes in the agricultural sector must take into account the aforementioned competing requirements, which have an effect on the whole value chain, from the farmer all the way to the customer. In addition, a legislative framework that encourages rural infrastructure

development is needed so that waste may be minimized and farmers can earn more money. Global Agri-Business trends are rapidly evolving, and classic agricultural approaches seem to be outmoded today. Instead of focusing solely on increasing output, this industry is now more concerned with providing value to customers and diversifying its product line. Consumers are increasingly aware of product features such as low nutritive content, pleasant flavor, handy packaging, easy availability, and "Green" items before making a purchase choice. Agribusiness rules have likewise risen to their greatest possible levels. Fundamental to consumer welfare theory are environmental and food safety measures, as well as laws addressing the exploitation of children. Product innovation, market segmentation, targeting particular clients, product positioning and product uniqueness are just a few of the ways that agribusiness enterprises are looking to maximize profit. The current need is for agricultural business sustainability to secure the well-being of consumers and producers.

Wheat flour, sugar, lentils, rice, and milk are just a few of the items on the policymakers' to-do list in light of the recent food crisis in the nation. The price differences between national and international markets are the primary proponents of Agri-Business globalization, whereas market distortions such as scarcity, hoarding, and black marketing function as inhibitors.

At the local level, the reactive motivators are those such as these. The greater the disparity between national and international market prices, the greater the market distortions will be. The global market is extremely dynamic, with constant enhancements to quality and reductions in the cost of goods. The food safety and quality control infrastructure in the area is not up to snuff. Agricultural input costs, such as fertilizers, high-yield seed, gasoline, agricultural financing, plant protection measures and farm equipment, are also constantly rising, which has a negative impact on the sector's productivity.

Because of the rising costs of manufacturing, exporters were unable to compete in the global market. These price increases have shattered the buying power of people at the national level. Agri-Business sector is characterized by several functional and institutional inefficiencies. Marketers' efforts to move agricultural products from producer to consumer have been deemed ineffective. The wholesale market's operation is not satisfactory for a number of reasons, such as the absence of storage facilities, unhygienic display sites, exploitative behavior and illegal deductions by market intermediaries, a lack of accurate and transparent market information, nonprime setting mechanisms, a lack of market research and development efforts, a lack of production and price forecasts, etc. Marketing concepts like future markets and crop insurance do not exist in isolation. The absence of professional management is a key contributor to these functional and institutional inefficiencies. It's more difficult to get good results from the agricultural sector without management graduates. By bringing agricultural research closer to the needs of farmers and the food industry, productivity can be significantly increased. Research institutions, universities, and businesses should work together as part of an integrated strategy. The current situation necessitates global adherence to new and evolving trends. It is possible to attain this goal by using a more

Taking a more active role. Agri-business has great promise for the future of our nation, and we must not just seek to contribute value but also generate it. A more coordinated strategy is needed to eliminate the sector's weaknesses and inefficiencies. The Agri-Business sector has a number of critical policy challenges, including improving product quality, reducing production costs, enhancing marketing efforts, and adhering to ever-increasing international standards. Changing attitudes and preferences can be achieved by adopting a well-integrated policy approach that includes all stakeholders.

CONCLUSION

- It could be observed clearly from the preceding discussion that Agri-Business is highly crucial to support the livelihood of millions of farmers in India. It might be noticed that India offers a big potential for Agri-Business and also a significant number of prospects for undertaking Agri-Business. However some of the limits and hurdles are recognized towards conducting Agri-Business. In order to overcome such limits and problems are encountered towards conducting Agri-Business, the following solutions might be explored. Give priority in the investment in agro business placing greater attention on area growth in cultivation, crop production and processing.
 - Bring new technology and inputs from overseas partners for mass production.
 - Larger scale investment for the agro processing company
 - Market exploration and connectivity development
 - Buy back guarantee and contract farming for the mass production.
 - Quality and quantity production at the broader extent
 - Establishment and management of Commercial farms
 - Advise government for the adjustment of policies and measures to establish favourable environment for FDI
 - Larger scale and aggregation cultivation of the crops Increase productivity and value addition through commercialization and irrigation investments.
- Improve the functioning of components of production and marketing. Reach out to the disadvantaged and enhance investment in basic infrastructure
- Insure the availability of fertilizers, seeds and agricultural equipment for everyone

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