

Role of Commercialization of Agriculture in Rural Development

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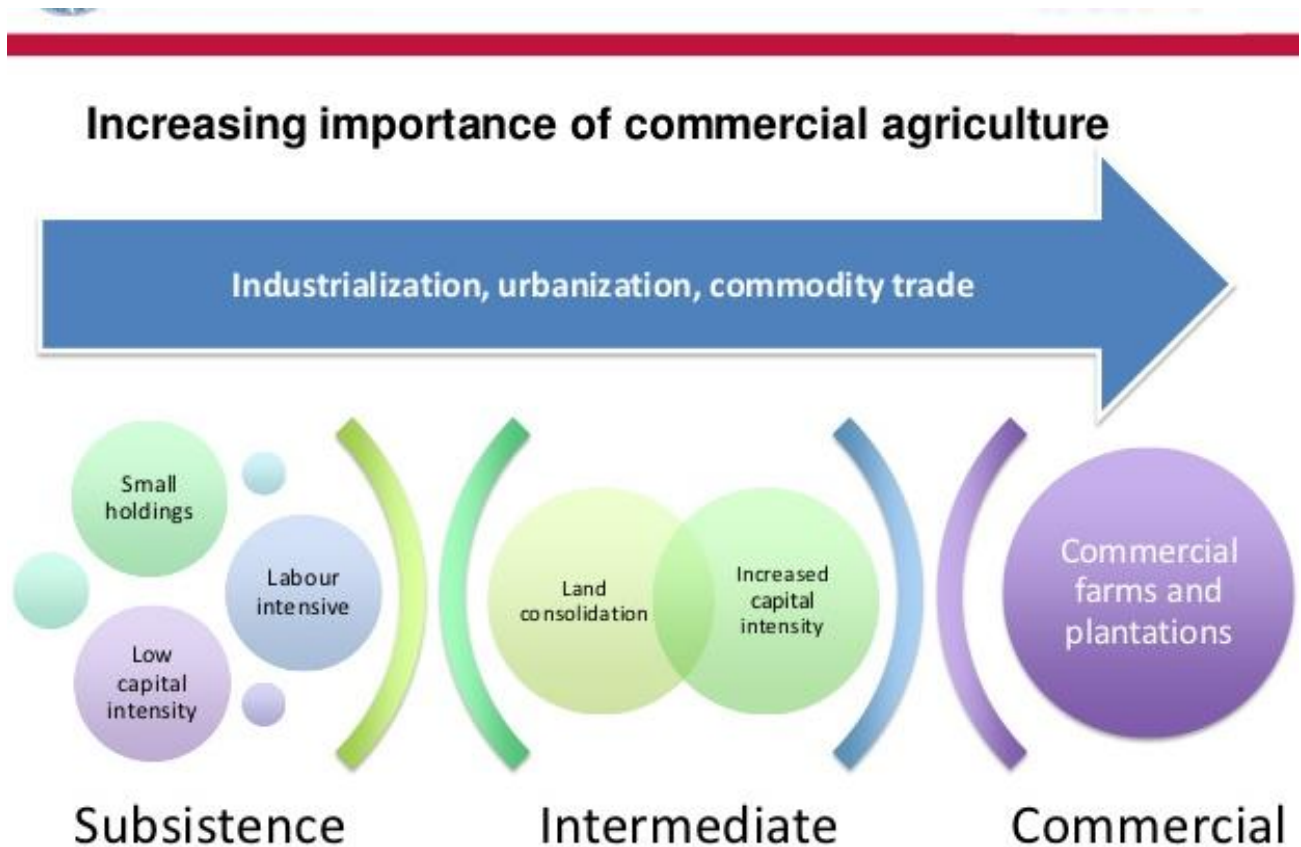
Abstract: India is a developing nation and as we all know it is developing very fast, our economy is getting better day by day. We are the top most country among the developing nations and our country becomes the no.1 country in which all the other nations wants to invest. Our technology is upgrading frequently. India wants to become the superpower by 2020. Agriculture is demographically one of the biggest sectors which play a vital role in the socio-economic foundation of India. For overall development of the nation, rural development plays a very vital role. India develops only when the rural areas of India develops because India's agriculture contributes about 13.7% of the G.D.P in 2013 and near about 50% of the workforce is involved in agriculture and for betterment of the agriculture there is a need to innovate agriculture through various technologies & innovative techniques.

Keywords: Development, Technology, Innovation, Workforce, G.D.P.

Introduction

Commercialization of agriculture means production of agricultural crops for the sale and not for the consumption of the family. For the development of the nation there is a need to develop and to commercialize agriculture. Commercialization becomes the necessity for Indian agriculture and it can help to remove poverty from the rural areas. It helps to improve the income of the farmers and as income of the farmers' increases, poverty reduces and their standard of life is also going to improve. There were three major types of agricultural commercialization in India. The first form of commercialization was associated with plantation agriculture, especially tea plantation of the northern districts of Bengal. The second type of commercialization came to be known as 'subsistence commercialization' or the 'jute phase'. Under this jute version of commercialization, peasants in search of minimum subsistence level of living turned to intensive cash crops, mainly jute in the late 19th and early 20th centuries.

For commercialization better transport and storage facilities should be developed so that it becomes easy to transport and store goods in a better way. Government has done lots of thing to improve commercialization. Our present government on April 14 launched the scheme for commercialization of centers of excellence for fruits and vegetables.



The Effects of Commercialisation of Agriculture

- The growth of commercialization will impoverish India as the funds earned through this, will get accumulated in companies treasury
- The commercialisation of agriculture will add an element of stability to India's rural economy..
- Commercialization will check the growth of labour market, land market, input market and credit market
- One of the advantages of commercialisation is that it significantly increases food production, allowing local consumers to buy the same quantity of food for a lower price.

Problem in commercialization

Level of investment required for development of marketing and storage infrastructure is very huge. Government is not able to implement the schemes to raise investment in marketing infrastructure. This scheme includes construction of rural godowns, market research and information network.

High cost of agricultural inputs, poverty, high interest rates, corruption, illiteracy, political interferences, unfavourable government regulatory environment, information gap, among others are some of the challenges in commercialization of agriculture.

Conclusion

We have come to know that the government has done many things to commercialize the agriculture but still there is a lot of things to be done to fully commercialize and improve the living standard of the farmers. To increase farm family incomes the results suggest a strategy of diversification out of agricultural production and into higher valued nonagricultural production, coupled with a strategy of

niche marketing and specialization. As an enabling factor, access to markets play a key role in transforming a diversified income source from a merely risk reduction strategy into a commercialization strategy. In conclusion, commercialization in farmers' livelihood activities is a key to improve their income earn. There is a need to develop our transportation and storage facilities and we also have to improve our infrastructure like : Roads and Bridges etc to get best results

