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### Profitable Agri business techniques to increase marketing: A Way of Sustainable Income Generation to Small and Medium Farmers

**Shivani Verma and Dr. K Vasanta**

#### Abstract

In India, millions of populations are engaged in the agriculture sector. The sector is not only a livelihood provider but also playing a key role in many agro-related activities. Even though high dependency on this sector, the number of small and medium farmers with small holdings in rural areas is still facing farm-related climatic, technical, irrigational, cultivational, and marketing problems. Therefore, it is always not possible to the farmers to get a good income from their farm activities. To overcome financial problems and to get sustainable income and improve their condition, here, a compilation of ideas or agri-business techniques has been given.

**Keywords:** Agri Business, small & medium farmers, techniques, sustainable income

#### Introduction

Agriculture sector is the mainstay of the Indian economy, contributing about 14 percent of national Gross Domestic Product (GDP) and 42 per cent of total employment and more importantly, about half of India's population is wholly or significantly dependent on agriculture and allied activities for their livelihood. Agriculture plays a vital role not only in generating employment but providing food to increasing population, a contributor to capital formation, supplying raw material to agro-based industries, earning foreign exchange, and so on. India achieved tremendous progress in production, marketing, consumption, and exports in the agriculture sector for since long. Therefore, the Agriculture of the Indian economy plays the most crucial role in the socio-economic sphere of the country. In fact, it is one of the most growing, vast, and demanding sectors in the economy which includes forestry, dairy farming, and fisheries. India with diverse soil and climate comprising several agro-ecological regions provide ample opportunity to grow a variety of horticulture crops. These crops form a significant part of total agricultural production in the country comprising of fruits, vegetables, root and tuber crops, flowers, ornamental plants, medicinal and aromatic plants, spices, condiments, plantation crops. It is an important segment of the agriculture sector, which, in turn, is one of the major components of the national economy along with manufacturing, and services sectors. The government plays a very significant role in boosting agricultural growth through its increased investment in this field and also inducing private investment in agriculture. India's agriculture and allied products occupied a significant place in the total export earnings of the country. These include Rice, wheat, cereals, pulses, tobacco, spices, sugar, fruits & Vegetables, processed vegetables and fruits, cocoa, oils and oilseeds, tea, coffee, rubber, dairy products, cereal preparations, poultry products, processed meat, floriculture products, fish, Ayush and herbal products, jute, tobacco, etc. Agriculture businesses that are growing rapidly. Many agribusinesses can be done in less capital. If an agriculture-related business is done with passion and commitment, one can earn a sustainable income from it. Increasing consumption, technological changes, and adequate awareness of biodiversity values among the public and at the decision-making levels are induced to agribusinesses. In this way, the agriculture sector strengthening the Indian economy by its potential growth. Opportunities in agriculture are not only limited to farming. There are various agro-based businesses that if pursued even on a small-scale, can give much profit. Growth in per capita income resulting in high demand for new products and opened new vistas to small businesses. Change in climate often disturbing farm activities