

Transforming India's Agriculture, Supply chain and Marketing Reforms for a Self-Reliant India

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ABSTRACT:

"Transforming India's Agriculture, Supply Chain, and Marketing Reforms for a Self-Reliant India" is an article that explores the necessary changes needed in India's agricultural sector to achieve self-reliance. The article highlights the importance of implementing comprehensive reforms in supply chain management and marketing strategies to enhance the efficiency and competitiveness of Indian agriculture. It emphasizes the need for modernization, technology adoption, and infrastructure development to ensure sustainable growth and increased productivity. By focusing on these key areas, India can strengthen its agricultural sector and reduce dependence on external sources, ultimately leading to a self-reliant and prosperous nation."

INTRODUCTION:

The concept of "Atmanirbhar Bharat," or an independent India, is gaining popularity as a revolutionary vision intended to boost local capabilities and reduce dependence on outside sources. The idea goes beyond merely economic self-sufficiency; it anticipates an integrated change that empowers sectors, industries, and individuals to thrive independently and contribute to the growth of the country. The idea is rooted within the vision of strengthening domestic capabilities and reducing dependence on external sources. This idea aims to revolutionize agriculture by stressing adoption of new technologies, sustainable farming methods, and raising farmers' incomes. In line with the overarching objective of a self-sufficient and affluent country, it projects an enhanced agricultural ecosystem that supports food security, rural employment, and overall economic resilience. This effort aims to create a resilient and self-sufficient supply chain that supports regional industries, encourages domestic manufacturing, and reduces vulnerabilities. India wants to build a supply chain ecosystem that supports its economic development and aspirations for global leadership by putting a strong emphasis on independence, efficiency, and technological innovation. This project seeks to advance and expand the agricultural sector within the framework of marketing reforms, empowering farmers and encouraging competitive pricing. India wants to establish a transparent and effective marketing environment that supports rural economies and promotes economic growth by giving direct entry into markets, eliminating intermediaries, and utilizing technology.

OBJECTIVES:

1. To study the key roles of agriculture, supply chain and marketing reforms
2. To study the contribution of agriculture, supply chain and marketing reforms in Self Reliant India.

RESEARCH METHODOLOGY:

The article uses secondary data collected from various web pages and websites.

LITERATURE REVIEW:

This article explores the importance of agriculture, supply chain and marketing reforms in making a self-reliant India. This article also tells us about the various schemes that are introduced by the government to support the sectors.

Agriculture: Agriculture has been the backbone of India from the ancient time. Most people in India are from agriculture background. India is well known for its rich soil and favourable climate which made India one of the leading producer of spices in the world. In the context of making India a Self-Reliant country agriculture is easier and is more cost effective compared to other sectors of the economy.



Developments in agriculture

Earlier work in the agriculture sector used to be done by humans themselves but later on many machineries were introduced in the agriculture sectors, now a days most of the in the agriculture sector is being done by the machinery. Earlier governments weren't much focusing on the agriculture sector which led to many problems such as no proper power supply, water scarcity, funding etc. later the government realized the importance of agriculture and started focusing on the agriculture sector. The government supplied proper power supply at a price much lesser than the domestic household and commercial prices such that the farmers would not faces any issues. The government has constructed dams which were very useful for the farmers as the water scarcity problem was solved and the farmers would get adequate amount of water required which helped in the proper growth of the yield. The government has also helped the farmers with the necessary financial support that they could provide for the farmers, the financial issues were a major issue in the agriculture sector. Earlier as these problems mentioned was not solved by the government there were a huge number of farmers who used to suicide but as the problems are solved in the current scenario the suicide of farmers has become a once in a blue moon scenario

Schemes benefiting agricultural sector

- Agriculture Infrastructure Fund

A pan India Central Sector Scheme providing debt financing facility for investment in Agri infrastructure

- Credit facility for farmers

Provides information related to institutional credit available for farmers.

- Credit facility for farmers

Scheme to safeguard farmers from financial loss occurring due to non-preventable natural risks.

- Group Accident Insurance scheme for Fishermen

Provides information about Group Accident Insurance scheme for Fishermen provided under Pradhan Mantri Matsya Sampada Yojana

- Interest subvention for dairy sector

Interest subvention on Working Capital Loans for Dairy sector due to lockdown

- KCC for animal husbandry and fisheries

Provides information about Kisan Credit Card for animal husbandry and fisheries farmers.

- Krishi UDAN scheme

The Krishi UDAN 2.0 will be implemented at 53 airports across the country mainly focusing on Northeast and tribal regions and is likely to benefit farmer, freight forwarders and Airlines.

- Mission Amrit Sarovar

Mission Amrit Sarovar is construction/development of at least 75 Amrit Sarovar (ponds) in every district of the country

- National Beekeeping and Honey Mission

Provides information about National Beekeeping and Honey Mission (NBHM)

- National Mission on Edible Oils

Provides information about National Mission on Edible Oils – Oil Palm.

- National Mission on Natural Farming

Provides information about National Mission on Natural Farming

- National Scheme of Welfare of Fishermen

This page provides information about the National Schemes of Welfare of Fishermen.

- PM Kisan Maan Dhan Yojana

Scheme to provide social security to Small and Marginal Farmers in their old age

- Pradhan Mantri Kisan Samman Nidhi Income

support scheme for all farmers.

- Pradhan Mantri Krishi Sinchai Yojana

Scheme to ensure access to protective irrigation to all agricultural farms in the country

- Primary Agricultural Credit Societies (PACS)

Ministry of Cooperation Scheme proposed to strengthen cooperative movement in the country and deepen its reach up to the grassroots.

- Unique package for farmers

Provides information about bouquet of schemes to boost wellbeing of farmers, rejuvenate soil productivity, and ensure food security & environmental sustainability

- Vibrant Villages Programme

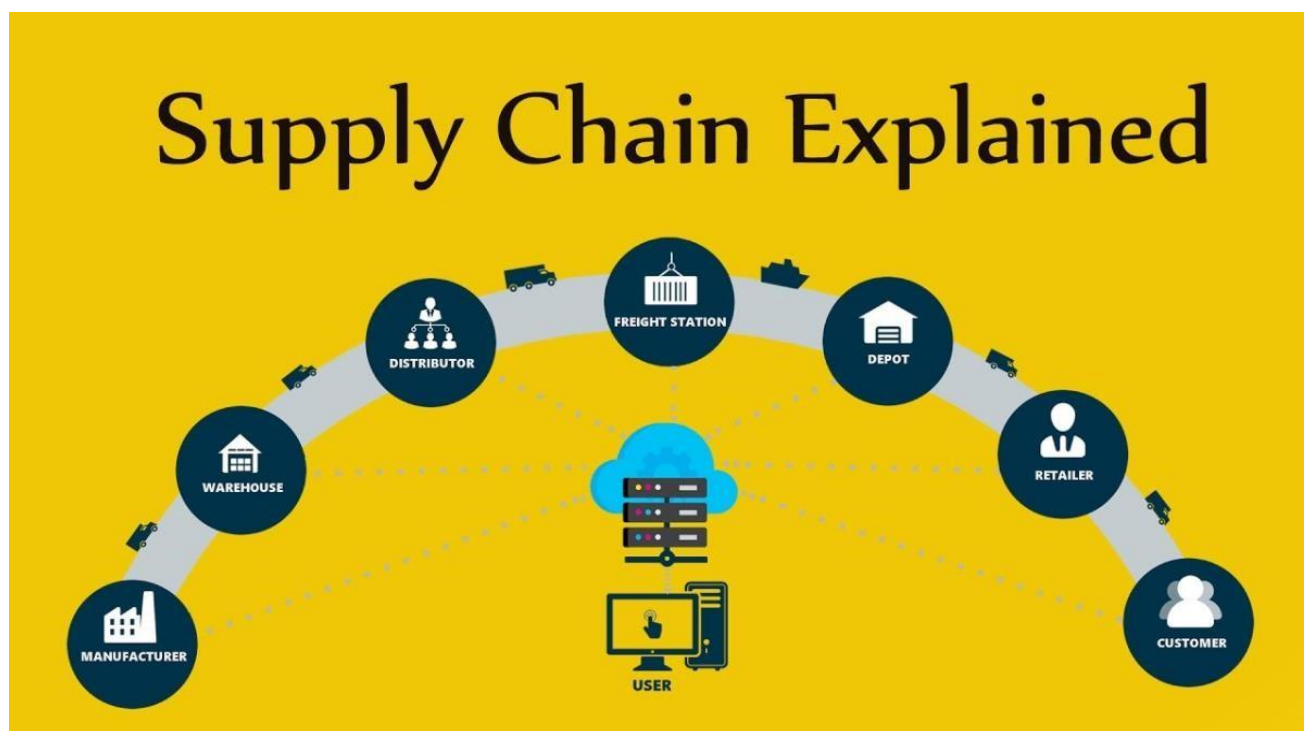
A Centrally Sponsored Scheme towards Comprehensive development of villages of blocks on northern border to be implemented for the Financial Years 2022-23 to 2025-26 with financial allocation of Rs. 4800 Crore.

SUPPLY CHAIN

In India's varied and dynamic geography, the complicated structure of supply chains plays a vital role in boosting economic activities, integrating regions together, and facilitating the movement of goods and services. India's supply chain environment is both complex and multidimensional, with a population of over 1.3 billion people and a constantly growing economy. The supply chain has an impact on a variety of industries, sectors, and geographical areas, from the busy metropolitan centres to the rural heartlands, and it shapes the country's economic future and international engagement.

The Indian supply chain is a versatile network that spans several phases, beginning with the procurement of raw materials and ending with the distribution of goods to customers. In order to meet the demands of a constantly changing market, this chain integrates manufacturing, shipping, distribution, retail, and services. It's a vibrant tapestry where conventional methods coexist with innovative technologies, representing India's fusion of tradition and development.

According to Prime Minister Narendra Modi, the demand-supply cycle in the national economy is a strength that must be utilized to the fullest. He said, "In order to increase demand in the country and to meet this demand, every stake-holder in our supply chain needs to be empowered. We will strengthen our supply chain, our supply system built up with the smell of the soil and the sweat of our labours."



Building a Self-Reliant India: Revolutionizing the Supply Chain

The Indian government's "Atmanirbhar Bharat" or "Self-Reliant India" project seeks to build a strong and resilient economy by increasing domestic manufacturing and lowering imports. At its core, this vision aims to strengthen a number of economic sectors, including manufacturing, agriculture, technology, and services, to increase India's economic diversity and capacity for self-sufficiency.

Manufacturing Reform

The route to a self-reliant supply chain is supported by the industrial sector. The "Make in India" strategy, which supports homegrown manufacturing and local production, is being promoted as part of India's goal to become a major global manufacturing powerhouse. By promoting indigenous businesses, India may lessen its reliance on imports while also creating job opportunities, promoting both economic development and self-sufficiency.

Agriculture's Independence

India's economy is based primarily on agriculture, hence supporting this industry is essential to achieving self-sufficiency. Efforts like the "Krishi Sinchai Yojana" are directed at bettering irrigation and water-use techniques, while technical advancements like organic farming and precision farming encourage productive and efficient agricultural methods. India can take substantial steps toward self-sufficiency by securing food security and lowering its dependency on imports.

Rendering Use of Technology

Supply chains are changing and becoming more flexible and effective thanks to technology. Visibility, traceability, and decision-making can all be improved in supply chain management by integrating digital platforms, data analytics, and the Internet of Things (IoT). This technologically driven strategy may result in more efficient operations, less waste, and better market responsiveness.

5 Ps of Self-Reliant India and supply chain

The supply chain in India is significantly impacted by the Atmanirbhar Bharat initiative's five pillars: People, Product, Promotion, Process, and Performance. These pillars jointly influence the supply chain ecosystem's strategies and direction, enhancing its transformation, effectiveness, and resilience. Here is how each of the five Ps affects the supply chain in India.

People:

In India's supply chain, the "People" pillar, which focuses on empowering the people, is essential. For supply chains in diverse industries to operate effectively, a trained and educated personnel is necessary. By making investments in education and skill development, employers may increase the quality of their staff and increase their ability to adapt to new technology and business practices. A trained staff enhances supply chain innovation, logistics management, and manufacturing procedures.

Product:

The "Product" pillar's focus on encouraging domestic manufacturing has an immediate effect on the supply chain. Encouragement of local manufacturing decreases reliance on imports, resulting in shorter lead times, lower prices, and increased supply chain reliability. By fostering domestic manufacturing capabilities and growing demand for local raw materials, elements, and logistics services, strengthening the "Make in India" effort enriches the entire supply chain ecosystem.

Promotion:

The emphasis on creating a welcoming corporate climate in the "Promotion" pillar has wide-ranging consequences for supply chains. Business establishment and supply chain operations are made simpler by streamlining regulations and lowering administrative barriers. This improves the movement of goods, cuts down on delays, and encourages investment in infrastructure for distribution and logistics, ultimately creating a supply chain network that is more effective.

Process:

Supply chain operations are directly impacted by the "Process" pillar's goal of streamlining procedures and implementing digital technology. Supply chain procedures that are digitalized and automated improve stakeholder visibility, traceability, and communication. The supply chain becomes more agile and responsive as a result of these advancements, which also result in better inventory management, decreased waste, streamlined transportation routes, and faster responding to market demands.

Performance:

Accountability is highlighted inside the supply chain by the "Performance" pillar's assessment and monitoring focus. Finding bottlenecks, inefficiencies, and improvement areas is made easier with regular supply chain performance evaluation. By ensuring that stakeholders are held responsible for their responsibilities in the supply chain, transparent performance monitoring promotes ongoing improvement and optimization.

The supply chain in India is a constantly evolving network that connects many communities, industries, and regions across the whole nation. It plays a crucial role in facilitating the flow of the commodities, services, and information that fuel the advancement of the country's economy. The supply chain becomes increasingly more important as India moves closer to having a self-sufficient economy thanks to programs like "Atmanirbhar Bharat." The supply chain's the ability to respond to the "5 Ps" — People, Product, Promotion, Process, and Performance — demonstrates its flexibility

in the face of shifting circumstances. India's supply chain is prepared for resilience and growth by creating a competent workforce, encouraging domestic manufacturing, building a business-friendly climate, refining operational processes, and constantly tracking performance. In conclusion, the supply chain in India is a patchwork made of innovative, resilient, and collaborative threads. As it adjusts to the requirements of a self-sufficient economy, it prepares the way for a more well-off and independent India, ready to capitalize on opportunities and overcome obstacles in the rapidly changing 21st-century environment.

MARKETING REFORMS

In order for India to achieve its goal of being self-sufficient, marketing reforms are crucial. India wants to strengthen indigenous companies, promote entrepreneurship, and lessen reliance on imports. To do this, it is adopting strategic reforms to the marketing environment. These changes include reducing rules, encouraging innovation, and creating a competitive climate that supports small enterprises in the area. The government aims to increase the manufacturing sector's accessibility and awareness both domestically and internationally through programs like "Make in India." Additionally, as they provide opportunities for small and medium-sized businesses to access new markets, the virtualization of advertising methods and the growth of online shopping platforms are key drivers in the achievement of self-reliance.

Marketing Reforms: Paving the Path to a Self-Reliant India

The pursuit of self-reliance has emerged as a crucial aim for nations looking to guarantee their economic future in an increasingly interdependent and competitive global economy. India has placed its eyes on establishing self-reliance in a number of sectors due to its extensive potential, rich history, and diversified culture. The adoption of thorough marketing changes is one of the fundamental cornerstones behind this vision. These changes not only support domestic sectors but also give local companies the ability to compete globally, bringing India one step closer to its objective of self-sufficiency.

The Need for Independence

Self-reliance, also known as "Atmanirbhar Bharat" in India, involves more than just eliminating reliance on imports. It represents the development of a framework where domestic industries prosper, innovation soars, and internal resources drive economic progress. In this setting, marketing reforms

are essential because they set up the conditions for companies to thrive and make a substantial contribution to the economy of the country.

Regulations should be simplified to make doing business easier.

Effective marketing reforms offer streamlined regulatory procedures that support honesty, fairness, and efficiency while addressing the complexity of business operations. By removing administrative barriers, companies may concentrate on their core strengths and innovation, increasing their ability to compete successfully and supporting the expansion of home industries.

Innovation and entrepreneurship promotion

Reforms in marketing foster an innovative and entrepreneurial culture. Startups and small businesses can succeed when there are fewer obstacles to their entry and growth. This not only creates job possibilities but also encourages the creation of new goods and services that serve both domestic and international markets.

Competitiveness on the International Stage

Due to globalization, Indian firms must now compete on a global scale. By using their competitive advantages, they can access international markets thanks to effective marketing practices. These reforms give Indian businesses the opportunity to establish oneself as powerful competitors in the world market by levelling the playing field and harmonizing with global best practices.

Using digitalization to strengthen regional industries

The way businesses interact with customers has changed as a result of the digital revolution. Local businesses now have more opportunities to reach a wider consumer base because to marketing innovations that support digitization and e-commerce. This helps neighbourhood companies establish a better presence in the market by increasing visibility and accessibility in addition to revenue.

The significance of "Make in India"

The "Make in India" campaign, which is a government flagship program, typifies the spirit of independence. It complies well with marketing reforms by promoting domestic production and manufacturing. These changes improve the basis of independence by fostering a market for goods and services that are produced locally.

Conclusion

Marketing adjustments are in addition to modifications to policies in India's quest for independence; they are the drivers of the country's economic change. These reforms encourage innovation, strengthen domestic industries, and support small enterprises in the community, seamlessly advancing the country's goal of self-sufficiency. India portrays itself as a dynamic global actor, ready to take advantage of its natural potential to create sustainable economic growth. This is accomplished through reducing laws, encouraging entrepreneurship, and embracing digitization. India's dedication to marketing reforms clearly communicates to the rest of the world that it is on the path to achieving its goal of being an independent country.

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