

## Way towards Doubling of Farmers Income through New Agri Entrepreneurship Ideas

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**‘Agriculture is more than just cow and plows’**

**‘Agriculture is the biggest hope’**

These both slogans are related to farmers’ growth. Farming is the main occupation in our India. Our mindset related to farming is only cultivation of crops and rearing some livestock. Basically farmers life is related only this two enterprises. They don’t know other than this. For sustainable development of farmers they should open their mind to words learn new things and new technical knowledge to setup new business for becoming standard life. If our farmer is not stable or developed then our India will not be developed. 60-70% population depends on agriculture and agriculture allied sectors. Agriculture sector is contributing 16-17% of the Indian GDP. But today they are not live standard life because only they concentrate or produce single enterprise. Now it’s time to invest their time and work to produce more income through different enterprises. Today’s situation is competitive, in this situation our farmer as well as youth should concentrate on developing new innovative business for sustaining their development. There is need to involve adults employed under rural household in low skilled non-crop activities that integrate output to the existing or future markets. Central approach is creating a market place that supports a rural enterprise which partly agricultural and partly non-agricultural. Agricultural graduates and youth work with farmers for doubling their income by adding new innovative ideas in farming and their marketing.

Farmers should adopt the Integrated Farming System and enter into entrepreneurship for doubling their real income. In this system different enterprises are inter-related to each other. It is cost saving farming system because by product of one enterprise is used as raw material with other enterprise for their growth and development. In this system farmer can adopt cropping system (Mixed, Inter-cropping), Livestock rearing, Poultry production, Fish farming, Azolla production, Composting and Biogas production etc. They should concentrate



on adopting multistoried cropping system for e.g. Coconut+ Black pepper+ Cocoa+ Pine apple.

Farmer should use smart techniques for produce maximum output by using minimum inputs viz., hydroponics. It is soil less farming produce nutrient rich quality fodder for livestock. Increasing productivity of crops (using quality inputs, high yielding and hybrid varieties, resistant or tolerant varieties, increasing irrigation facilities etc.), also increasing cropping intensity (minimum area used to produce maximum output). Farmer should cultivate the land with high value seasonal crops viz., vegetables (fruit, leafy, root and tuber etc.), flowers (marigold and all seasonal flowers) with minimum duration. Farmers can adopt diversification in cropping system with high value crops viz., Cash crop- Sugarcane, Potato, Betel vine, Cotton and Lemmon grass etc., spices like Turmeric, Ginger, and Cinnamon also. They mostly concentrate on marketing of this vegetables as raw to the consumer's door and processing like sun drying, treated with salt, chopped leafy vegetables, and packed with active packing material also.

Farmers can create a chain of consumers for long term with the help of any App or media for providing quality and quality produce to consumer. This is also one of the way for doubling the income of farmers.

Mushroom production is highly productive enterprise. Through this business household women and youth can be engaged efficiently. Apart from this enterprise Sericulture, Poultry production and Animal rearing (Goat, Cow and Buffalo etc.) provide supplementary income to the farmer. By this enterprises farmer engage with milk production (it has high medicinal and nutritive value), processing, meat production, leather garments, bag-wallets production and marketing through organized groups. Apiculture (Bee keeping) is collecting of honey. It is one of the source of income for rural households apart from helping in pollination of crops.

Farmers can also focus on producing organic product viz., Organic Jaggery tea, Sugarcane juice and Liquid Jaggery etc. this product also having high value in market because nowadays people are interested in organically oriented products.

'No farmer No food No future' it is basically related to our life and country development. Hence our government has focus on improve the welfare of farmers and raises agricultural funds and policies. They provide different agriculture related small scale business



schemes with appropriate subsidy. For achieving this goal we want to use government schemes like 'Pradhan Mantri Annadatay Sanrakshan Abhiyan', 'e-NAM' (online trading platform), 'Har Medh Har Ped' for agroforestry production, 'Per drop more crop' for efficient utilization of water, 'Kisan Credit Card' and Bee keeping under 'Mission for Integrated Development of Horticulture'.

Let's unitedly work on "Think Globally Act Locally"

