

MARKETING & AGRICULTURE: NEED OF THE HOUR

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Abstract— The present paper highlights the need of the our pertaining to agriculture and marketing related issues for creating effective and efficient business environment globally. Also the paper highlights the critical issues involve in fulfillment of basic human needs and development.

Index Terms— Marketing, Trade Regimes, Agriculture, Innovation, Sustainable Growth.

INTRODUCTION

The cradle of human civilization has invented many ways to effectively meet out the needs of society. The most fundamental needs of human beings has ever remains un-changed; food, clothing and shelter. Agricultural production and supplying of excess production mutually helped the ancient societies, still food supply is one of the key concern for world economies. The oldest business which is still in use and will be existing till end of time is agricultural business. The advent of monetary system ushered the new horizons of trade, commerce & business throughout the world. The transition of human & economic development much flourished post-industrial revolution, production methods were enhanced to capitalize the profit, mostly present day developed Nations reaped the profit from creation of innovative ideas.

World economies has formulated various framework for smooth functioning of trade, commerce and business activities from time to time, challenging issues related to terms of trade & settlement of financial transactions has often resulted in long term un-stability in geo-political mechanics.

Let us spill the beans which are related to existence of humanity and continuous evolution of business ideas and mechanism for smooth existence and flow of business life, it relates to the changing dimensions in the field of agriculture and marketing which are two crucial fundamental pillars for any economy of the world to sustain in a most striving manner in terms of life, business and sustainable growth; often encompassed in terms of developmental aspect.

Some Emerging Issues in Agriculture & Marketing:

The present condition and circumstances clearly depicts the needs of consumers and also world economies at large. Rightly stated by Philip Kotler that good marketing is no accident, but a result of careful planning and execution using state of the art tools and techniques. If becomes both an art and a science as marketers strive to find creative new solutions to often complex challenges amid profound

changes in 21st Century marketing environment. Rightly stated that complex issues related to production and marketing must be dealt with perfection of an art and components of science for efficient satisfaction of players participating in production and marketing.

The following issues listed below are crucial for enabling sustainable agricultural production and creation of marketing channels, they are:-

- Creation of better geo-political environment, enabling sustainable growth through mutual needs fulfillment.
- Greater focus for sustainable development in rural areas throughout world.
- Creation of alternate model for monetary settlement, i.e. loopholes prevailing in current monetary system must be tackled so as to maintain socio-economic growth at faster pace.
- It is the law of the land which is entrusted to bring equality; unfortunately this issue has remained on the passive side, collective wants and needs are ignored drastically particularly of weaker sections and weaker gender of the society.
- Principle of profit maximization has often ignored the very base of sustainable growth, resulting in fracturing the sound principles of growth and sustainability, further more few international regimes has concentrated the power of marketing which has created trust deficit in business dealings.
- The legal framework has favored the developed nations, though globalization is positive factor for developing nation but financial instruments & institutions often aim to reap out profit than to expand positive effects of globalization for masses.
- The International Financial System & Trade regimes has remained passive towards issues related with regard to harmony of globalised economies, often resulting in imbalances in terms of trade and financial un-stability.
- One of the fundamental issues related to life & business activities deals with socio-economic development; issues related not only to

sustenance of livelihoods but also with creation of innovative ideas for fostering economic activities worldwide, creation of wealth and expansion of market activities lacks the socio-economic will, this issue is confused with the political understanding among various nations, resulting in hegemony of developed nations to control and exploit the developing nations.

- Agriculture related issues, more specifically issues related to people or work force engaged in this sector remains most neglected in terms of real development, capital formation, growth & opportunity for greater integration with world financial system.
- Urbanization has attained the success at the cost of poor economic models, conflicts of interests has created hindrances within economy as well as at international level.

As above stated issues are serious hindrances for effective creation of market and enhancing agriculture sector, also other issues like transfer of technology, trade terms, quality of life, natural resources and etc., are some crucial factors to be addressed on priority basis for effective creation market and promotion of agricultural related business.

Some suggestion for making marketing and agricultural productivity more profitable venture for global economies.

- Engaging the private and government players is the key for effectively maintaining the principles of sustainable growth & development pertaining to agricultural sector and its marketing.
- Co-operative societies and their channels of marketing must be included in the promotion of large business houses globally.
- Human development issues must be restructured in order to cope up present needs as well as of future generation.
- Innovation and ideas must create socio-economic harmony so that capital formation attains the equilibrium, as desired for geo-political stability enabling marketing environment.
- Rural sector must be made familiar with the use of modern technology. Rural-urban areas must be promoted as per socio-economic needs for greater stability of nation as well as world economies.
- Trade Regimes must create greater flexibility for emerging markets/economies.
- Agricultural Industry must be promoted as an option for job creation, enabling surplus work force to utilize talent for faster generation of income and market.

- Educating participants pertaining to agricultural sector & marketing is key for enhancing the growth and profit, a unified approach must be implemented globally.
- Often policy implementation is delayed due to complex procedure, quick and easy implementation will ensure fruitful results.
- Infrastructural development particularly in rural areas should be created as per need of modern marketing system.
- Corporate investment must be strengthened to ensure promotion of agricultural industry.
- Non-Banking financial institutions must be brought under greater purview of legal framework, more specifically within geographical areas of countries, often participants in agricultural sector face severe problems in settling down the financial transaction, safeguarding the participants will ensure expansion of market.
- Women empowerment and weaker section related issues are critical for success and development of agricultural sector and creation of effective marketing channels.

CONCLUSION

The need of the people, often becoming consumers or customers or sellers or producers, will be guiding force for business activities, no doubt agriculture and creation of marketing channels is the need of hour, particularly addressing population needs are vital for success of business ventures. Creation of marketing channels pertaining to agriculture will ensure balance growth & development of emerging economies; it will also help in geo-political & socio economic stability.

Hence we would like to conclude by saying that agriculture and formation of sound marketing principles will be key pillars for coming future generations.

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