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Transforming Agricultural Marketing for VIKSIT Bharat 2047 with Special Reference to Salem District

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Abstract

Agriculture marketing reforms are integral to Viksit Bharat mission give the fact that we are still an agrarian economy. However, the recent government efforts to reform the sector have not borne fruit largely due to a host of constricting challenges. The existing marketing structure reduces the sector's competitiveness, allowing intermediaries to control prices and profits. The increased interference from the intermediaries has reduced the farmer's incentive to innovate, causing the agriculture sector to stagnate. This article discusses the problems of APMC and its inherent flaws and suggests potential solutions to improve agricultural marketing towards achieving the goal of Viksit Bharat. By providing more autonomy to farmers and integrating artificial intelligence, the scope of agricultural marketing can be enhanced, increasing incentives, innovation, and productivity.

Keywords: Viksit Bharat, Agricultural Marketing,

I. INTRODUCTION

The unprecedented waves created by the COVID-19 pandemic have had a catastrophic effect worldwide (Cariappa et al., 2021). There had not been No life was affected by the pandemic. Even one and a half years after the start of the pandemic, the world has not restored its previous status quo. India has been one of the countries with the worst hit by the pandemic. The GDP growth rate of India shrank by 24.2% in Q1 of FY 2020-21 and the annual growth rate was -7.3 in the FY 2020-21. Despite shrinking by 24%, the agriculture sector of India recorded a positive growth of 3.5% due to the concessions given for rabi harvest, which was proven by comparing the GVA of the same quarter of the previous financial year. The GVA of agriculture in Q1 of FY 2019-20 at current prices was 5.6% compared to 3.5% in Q1 of FY 2020-21(Cariappa et al., 2021; Upendra et al., 2023). The holistic development of the agriculture sector is one of the primary goals of Viksit Bharat, India's resolute goal

Since the 1991 reforms, the Indian economy has focused on the expansion of the service and industrial sectors. The agricultural sector is always on the third wheel (Kumar, 2012). Although there have been continuous policy efforts on the part of the government, the growth rate of the agriculture sector has been limited to below 5% for the past 30 years. This is concerning because 45.6% of the total employment is in the agricultural sector, and the employment elasticity of agriculture is very low, indicating that the agricultural sector in India is crowded and labour productivity in the agricultural sector is meager (Behera & Tiwari, 2014). There are several reasons for the stagnation of agriculture in India. Some were the use of redundant technology and a lack of market access. Agriculture is still a family business and tradition in India, and farmers usually express distrust towards modern technology and privatization (Upendra et al., 2020). This distrust is one of the main causes of farmers' resistance to the imminent and inevitable privatization of the sector.

With the development of agricultural marketing in mind, the government of India proposed a new policy for agriculture reforms, which was a continuation of India's LPG reforms in 1990 and the national agriculture policy in 2000.The new policy empowers farmers by providing them with wider access to the market rather than selling their produce to a selected group of intermediaries licensed by the state(Bikshapathi, 2020).The proposed policy had a mixed response among the farmers; the farmers from Punjab and Haryana vehemently opposed the new policy, whereas farmers from the rest of the country were not vocal about their opinions. The central government eventually enacted new farm laws. To ensure a Viksit Bharat by 2047, a comprehensive reform of the existing marketing structure is necessary. This article discusses the limitations of the existing marketing regimes in India and suggests the potential steps towards.

India's agriculture sector has shown robust growth in recent years. Given the large proportion of the population supported by the sector and its crucial role in food security, sustained agricultural growth is imperative for strengthening economic resilience, promoting rural prosperity, and ensuring food security. Government initiatives such as the Pradhan Mantri Krishi Sinchai Yojana (PMKSY), Rashtriya Krishi Vikas Yojana (RKVY), Agriculture Infrastructure Fund (AIF), and Kisan Credit Cards (KCC), have helped enhance agricultural productivity, encourage crop diversification and increase farm incomes. Additionally, the buoyant growth of allied sectors has positively contributed to agricultural performance.

The Current Marketing System in India & its Flaws

The Agriculture Produce Market Committee was introduced in 2003 to protect farmers from adverse market price fluctuations. The APMC envisions a highly regulated market free of market fluctuations. Farmers are assured of the minimum price that they will receive, irrespective of the market price (Singh, 2022). The APMC empowers state governments to decide where and when trade takes place and the commodities that have to be traded. The APMC's objectives are mainly to promote an efficient market system, promote agriculture marketing and business, and establish an effective infrastructure for market agriculture production (Argade et al., 2021; Singh, 2022).

Although the APMC envisions an efficient market, its structure barely allows it to be an efficient one. The structure of the APMC is opaque and highly regulated. Farmers who want to sell their produce outside the mandi will not be able to sell their products in the APMC mandi (Argade et al., 2021; Bhanot et al., 2021).The monopoly of the APMC reduces farmers' bargaining capacity. They are forced to sell their produce at a minimum price that the APMC prescribes. The APMC sets its price based on the minimum support price set by the government. Thus, farmers' incomes are limited to the MSP level, and intermediaries thrive. The farmers are also supposed to pay a prescribed percentage as a fee to the APMC. The lack of competition prevents innovations within the market, which leads to the use of redundant technology within the market, mainly in the storage and processing departments (Bhanot et al., 2021; Singh, 2022).

Owing to various flaws in the system, many states have not implemented the law, and some have repealed it after implementing it. The main reason for the "ban" on APMC is their highly regulated operations, leaving farmers in peril (Cariappa et al., 2021). The original APMC Act has been amended by several states due to the same. States such as Punjab and Haryana are vocal and supportive of APMC because they were its beneficiaries. The MSP acts as a safety cushion for farmers in times of adverse price falls. In India, the highest number of wheat and

rice procurement occurs in Punjab and Haryana; thus, weakening the APMC could affect these states' revenue (Cariappa et al., 2021; Singh, 2022).Their concerns vary from MSPs to the subsidies they receive for purchasing inputs. Although MSPs have nothing to do with the new farm laws, there are rising concerns that the repealing of the APMC would eventually lead to the stoppage of MSPs (Bhanot et al., 2021; Cariappa et al., 2021).

Overview of Agricultural and Allied Sector Performance

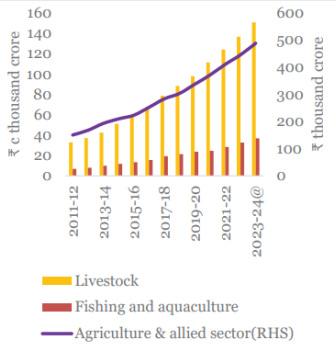
Over the last five years, the average annual growth rate in the agriculture and allied sector has been around 4.4 per cent4 at constant prices. In Q2 of FY 2025-26, the agriculture sector registered a growth of 3.5 per cent. the decadal growth of 4.45 per cent (FY16-FY25), the highest in comparison to previous decades, has primarily resulted from the strong performance in livestock (7.1 per cent) and fishing and aquaculture (8.8 per cent), followed by the crop sector at 3.5 per cent

It is important to note that during FY 15 and FY24 the livestock sector recorded a strong expansion, with its GVA increasing by nearly 195 per cent, registering a compound annual growth rate (CAGR) of 12.77 per cent at current prices.7 The fisheries sector has also performed well, with fish production increasing by more than 140 per cent (by 88.14 lakh tons) during 2014-2025, compared to the increase from 2004-14.8 Thus, allied sectors are increasingly emerging as important growth engines and key contributors to enhancing farm incomes. India's food grains production has witnessed a steady increase, despite certain challenges. India's foodgrain production is estimated to have reached 3,577.3 lakh metric tons (LMT) in Agriculture Year (AY) 2024–25, an increase of 254.3 LMT over the previous year. This growth has been driven by higher output of rice, wheat, maize and coarse cereals (Shree Anna).

The increase in production is attributed to the favorable monsoon across regions and the government's supportive policies. While food grain production has continued to expand, the horticulture sector, which accounts for approximately 33 per cent of agricultural GVA, has emerged as a bright spot in the country's agricultural growth trajectory. In 2024-25, horticulture production reached. MT, surpassing the estimated food grain production of 329.68 MT. this underscores a gradual diversification of agricultural output towards high-value crops. As of August 2025, horticulture production increased from 280.70 million tons in 2013–14 to 367.72 million tons in 2024–25 (second advance estimates). This expansion has been broad-based, comprising 114.51 million tons of fruits, 219.67 million tons of vegetables, and 33.54 million tons from other horticultural crops, highlighting the sector's growing contribution to agricultural output and value. In addition, the country is the world's largest producer of dry onions, contributing nearly 25 per

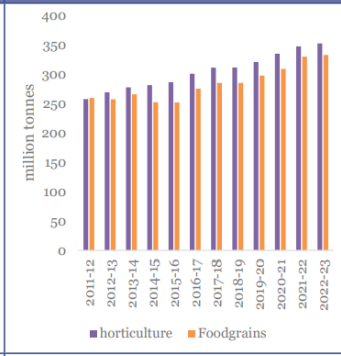
cent of global output. India also ranks second worldwide in the production of vegetables, fruits, and potatoes, accounting for around 12-13 per cent of global output in each category. These achievements underscore India's strong presence in horticulture, its growing role in meeting global food demand, and the opportunities in high-value crop production.

Chart VI.3: Performance of allied sectors(GVA at current prices)



Source: MOSPI

Chart VI.4: Production of foodgrains and horticulture



Source: Deperment of Agriculture Farmers Welfare

Agricultural activity creates a benign environment for inflation

The agricultural outlook in FY26 has been broadly favorable for inflation outcomes. The precipitation levels were generally supportive, with about 30 states/UTs recording normal or excess rainfall. Cereal production reached a record high of about 3,320 lakh tonnes in 2024–25, supported by strong yields in rice, wheat, and coarse cereals. For 2025–26, the first advance estimates—covering only the kharif season so far—place cereal output at around 1,659 lakh tons. Pulses production recorded modest gains in 2024–25, reaching approximately 257 lakh tons, although variability across individual crops persisted. Oilseeds registered a sharp increase, with output of the nine major oilseeds rising to around 430 lakh tons in 2024–25, led by soybean, groundnut, and rapeseed–mustard.

Rabi sowing in the current year exceeded last year's levels, with total cropped area expanding by 3.3 per cent year-on-year (as of 16 Jan 2026), supported by improved reservoir storage and soil moisture conditions. Pulses' acreage increased (3.8 per cent), led by expansion in the area under gram cultivation. Oilseeds sowing rose by 3.5 per cent, driven by an expansion in rapeseed/mustard and safflower, which is expected to support edible oil availability, even as groundnut and sesamum acreage declined. Overall, the food grain area increased by 3.0 per cent, indicating a good Rabi season and strengthened food security.

Transforming Agricultural Marketing for Viksit Bharat 2047

Agricultural marketing in India is expected to undergo a transformative shift by 2047, with digital and smart technologies playing a central role. Platforms like e-NAM (National Agriculture Market) will bridge the gap between farmers and buyers, eliminating intermediaries and enhancing price transparency (Aggarwal et al., 2022). Advanced technologies, including Artificial Intelligence (AI) and the Internet of Things (IoT), enable real-time insights into market demand, weather conditions, and pricing trends, empowering farmers to make data-driven decisions (Bansal & Singh, 2023). Blockchain technology will further enhance transparency, ensure traceability, and build consumer trust (Kumar et al., 2023). With digital tools improving efficiency, Indian agriculture is poised to compete in global markets (Sharma and Reddy, 2022).

Upgrading the market infrastructure is another critical aspect of achieving Viksit Bharat 2047. Investments in cold chains, warehouses, and food processing units will drastically reduce post-harvest losses, currently affecting 10–20% of agricultural produce (Chand et al., 2022). Digitalized rural markets equipped with payment systems offer farmers improved access to regional and global markets (Gupta & Verma, 2023). Modern logistics, including export facilitation centers with advanced grading and certification capabilities, will ensure that Indian agricultural products meet global quality standards (Mehta, 2023). Infrastructure development will enhance market efficiency, reduce costs, and secure better income opportunities for farmers (Roy, 2023).

Sustainability will form the backbone of agricultural marketing in the coming decades. As the global demand for eco-friendly products rises, India can capitalize on its rich biodiversity and traditional farming methods to lead to organic agriculture. Certification and branding of organic products will unlock premium markets and improve farmers' earnings (Rana et al., 2023).Additionally, sustainable packaging and carbon credit incentives will promote environmentally responsible practices, ensuring profitability while reducing the carbon footprint of the agricultural sector (Desai & Patel, 2023; Singh & Tripathi, 2022).By aligning sustainability goals with marketing strategies, Indian agriculture can achieve resilience and long term success (Reddy, 2023).

VIKSIT Bharat 2047 in Salem District

Viksit Bharat 2047 in Salem District focuses on transforming the region into a key driver of India's development through industrial modernization, specifically within the steel sector, and by fostering youth participation in national planning. The initiative aligns local growth with the national goal of making India a fully developed nation by 2047

- **Salem Steel Plant Revitalization:** The Salem Steel Plant (a unit of SAIL) is central to the district's contribution to a developed India, with a focus on producing high-quality stainless steel for critical sectors like defense, railways, and infrastructure. Under the roadmap for 2047, the plant is aiming for enhanced production and modernization to support a self-reliant India.
- **Viksit Bharat Youth Parliament (2025-2026):** Salem has been identified as a nodal district for the Viksit Bharat Youth Parliament, a platform designed to engage young minds (ages 18-25) in shaping the vision for 2047. The program includes, but is not limited to, offline events for youth to discuss policy and national issues.
- **Infrastructure and Industrial Growth:** The region is focused on strengthening its industrial capacity, with particular emphasis on manufacturing and the potential for leveraging land for MSME development.
- **Youth Engagement:** The initiative focuses on leveraging Salem's youth to contribute to the four pillars of Viksit Bharat: Yuva (Youth), Garib (Poor), Mahilayen (Women), and Annadata (Farmers)

Agriculture in Salem District for Viksit Bharat 2047

Agriculture in Salem District for **Viksit Bharat 2047** is envisioned as a high-tech, sustainable, and climate-resilient sector, aligning with India's national goal of becoming a developed nation by its 100th independence anniversary. The vision for the district involves transforming traditional farming into a modern, profitable enterprise through technology, infrastructure improvement, and the empowerment of local farmers

Key aspects of the agricultural roadmap for Salem by 2047 include:

1. **Technological Advancements and AI**
    - **Precision Farming & IoT:** Adoption of Internet of Things (IoT) sensors and AI-driven soil health monitoring to optimize water and nutrient usage.
    - **Digital Agriculture:** Implementation of satellite-based crop forecasting, mobile-based agronomy advice, and block chain for supply chain traceability.
    - **AI for Crop Management:** Using AI for pest control, weather forecasting, and market intelligence to assist local farmers in making informed decisions

2. **Sustainable Practices and Climate Resilience**
    - **Natural Farming:** Promoting regenerative practices, such as bio-fertilizers and zero-budget natural farming to reduce carbon footprint and soil degradation.
    - **Water Management:** Scaling up micro-irrigation systems (drip/sprinkler) and watershed management to combat water scarcity.
    - **Crop Diversification:** Shifting away from water-intensive crops towards high-value horticulture (fruits, vegetables), pulses, and millets to enhance income and sustainability.
3. **Strengthening the Rural Economy**
    - **FPO Promotion:** Increasing the number and capacity of Farmer Producer Organizations (FPOs) to enhance bargaining power and access to credit.
    - **Post-Harvest Infrastructure:** Investment in solar-powered cold storages, rural roads, and reefer trucks to reduce post-harvest losses and connect local farmers to national markets.
    - **Agri-Entrepreneurship:** Fostering startups that specialize in quality input supply, crop advisory, and food processing to create local employment.
4. **Special Focus Areas for Salem**
    - **Horticulture and Sericulture:** Salem, being a hub for mangoes, tapioca, and sericulture (silk farming), will likely see modernization in these sectors to enhance quality and export potential.
    - **Animal Husbandry:** Diversifying rural income by promoting modern, hygienic practices in livestock and dairy farming.
    - **Viksit Bharat Sankalp Yatra:** The district is already actively participating in government initiatives to create awareness and ensure saturation of welfare schemes like PM-KISAN, Kisan Credit Cards (KCC), and Soil Health Cards.

Key Impacts and Trends in Salem District (Towards 2047)

Based on the vision for Viksit Bharat 2047, the agricultural sector in Salem District is transitioning toward a high-tech, sustainable, and self-reliant model, focusing on enhancing farmer incomes through technological integration, crop diversification, and infrastructure improvement.

1. **Technology Adoption and Precision Farming:** Salem is increasingly adopting modern tools to increase productivity. This includes the use of

drones for nutrient/pesticide spraying, AI, and Internet of Things (IoT) for smart irrigation systems to manage water efficiently, which is a core component of the 2047 vision.

2. **Empowerment through ATMA & FPOs:** The Agricultural Technology Management Agency (ATMA) is actively working in Salem (e.g., Veerapandi block), benefiting thousands of farmers through training, capacity building, and exposure visits. The promotion of Farmer Producer Organizations (FPOs) is strengthening collective bargaining power and market access.
3. **Diversification and High-Value Crops:** To boost income, the district is focusing on shifting from traditional, low-return crops to high-value horticulture crops (like fruits and vegetables) and sustainable farming practices, in line with the national strategy for higher income growth.
4. **Sustainable Agriculture Practices:** As part of the national shift toward sustainability, farmers in the region are being encouraged to adopt Integrated Nutrient Management (INM) and organic farming to improve soil health and reduce dependency on chemical fertilizers.
5. **Water Resource Management:** With climate change posing risks, initiatives like the Pradhan Mantri Krishi Sinchayee Yojana (PMKSY) are promoting micro-irrigation, crucial for drought-prone areas in the district.
6. **Infrastructure Development:** Investment in post-harvest infrastructure (cold storage, rural market roads) is being increased to reduce perishables losses and connect local farmers to broader markets, aiding the "Viksit Gram" (Developed Village) vision

Strategic Goals for 2047

1. **Atmanirbhar Krishi:** Shifting from subsistence farming to a self-reliant model.
2. **Sustainable Income:** Doubling farmer incomes through value-added products and direct marketing.
3. **Climate Resilience:** Developing and deploying climate-resilient seeds and farming techniques

II. CONCLUSION

The agricultural sector in India, crucial to the economy, faces challenges hindering its growth. Transforming agricultural marketing through advanced technologies like e-NAM, AI, block chain, and IoT, alongside investments in infrastructure, will improve market access, reduce post-harvest losses, and enhance price transparency. Focusing on sustainability, organic farming, and eco-friendly practices will boost farmers' incomes and align India with global trends. Achieving Viksit Bharat 2047 requires addressing current inefficiencies, and creating a more

resilient, competitive, and self-reliant agricultural sector that drives long-term economic growth. By 2047, the goal is to transform Salem's agricultural landscape into one that ensures nutritional security, higher incomes for small and marginal farmers, and environmental sustainability

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