

# Globalization of Agricultural Marketing and its Aspects in Relation to Rural India

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## Abstract—

**T**he main objective of this paper is to understand the basic framework for rural development in which the marketing of agriculture products plays a key role for active growers for their livelihood and economic strength. They provide a major share of total production and marketed surplus in most developing countries of the world. There is an urge for effective connectivity between rural produce and agricultural markets because food and energy insecurities are two foremost problems of the world. Agriculture is different from industry and plays a significant role in the economic development of a nation. Agricultural marketing involves series of steps including many cultural practices, operations and processes through which the basic agriculture based raw material such as food move from the cultivated farms to the final consumers whereas rural marketing differs only in terms of consumption ability of the consumers here. Rural marketing targets market customers living in the rural areas. Thus, rural marketing is basically based on marketing fundamentals such as concepts, principles, theories etc to in relation to rural marketers.

**Keywords—** Global, Rural, Marketing, Agriculture, Food, Supply, Consumer

## I. INTRODUCTION

Agriculture is the backbone of every nation to meet its basic needs required for survival and aids in stability, sustainability and strengthens the economy. According to the FAO 2014, 70 percent of the world's people in rural areas depend only on the agriculture as major source of income and development. It takes more than one-third of the world's area and more than two-third of the world's water resources. Climate change hinders the patterns of rainfall and temperature, on which agriculture mainly depends. Global environmental changes will have many effects on agricultural productivity. Food and energy insecurities are major threat to world because competition for the resources is increasing with population, cities, and demand for food. It may lead to risk of hunger and famine particularly in those areas which are dependent on isolated agricultural systems, such as Sub-Saharan Africa, tropical areas of Latin America, some Pacific island nations, and South and East Asia. Different agricultural products produced globally and the marketing of all these agricultural produce generally tends to be a complex process. Various interconnected activities are involved in doing this, such as planning production, growing and harvesting, grading, packing, transport, storage, agro- and food processing, distribution, advertising, sale etc. So, effective rural and agricultural marketing can only provide the possible way by which the food and raw materials can be carried from the cultivated farms to the final consumers.

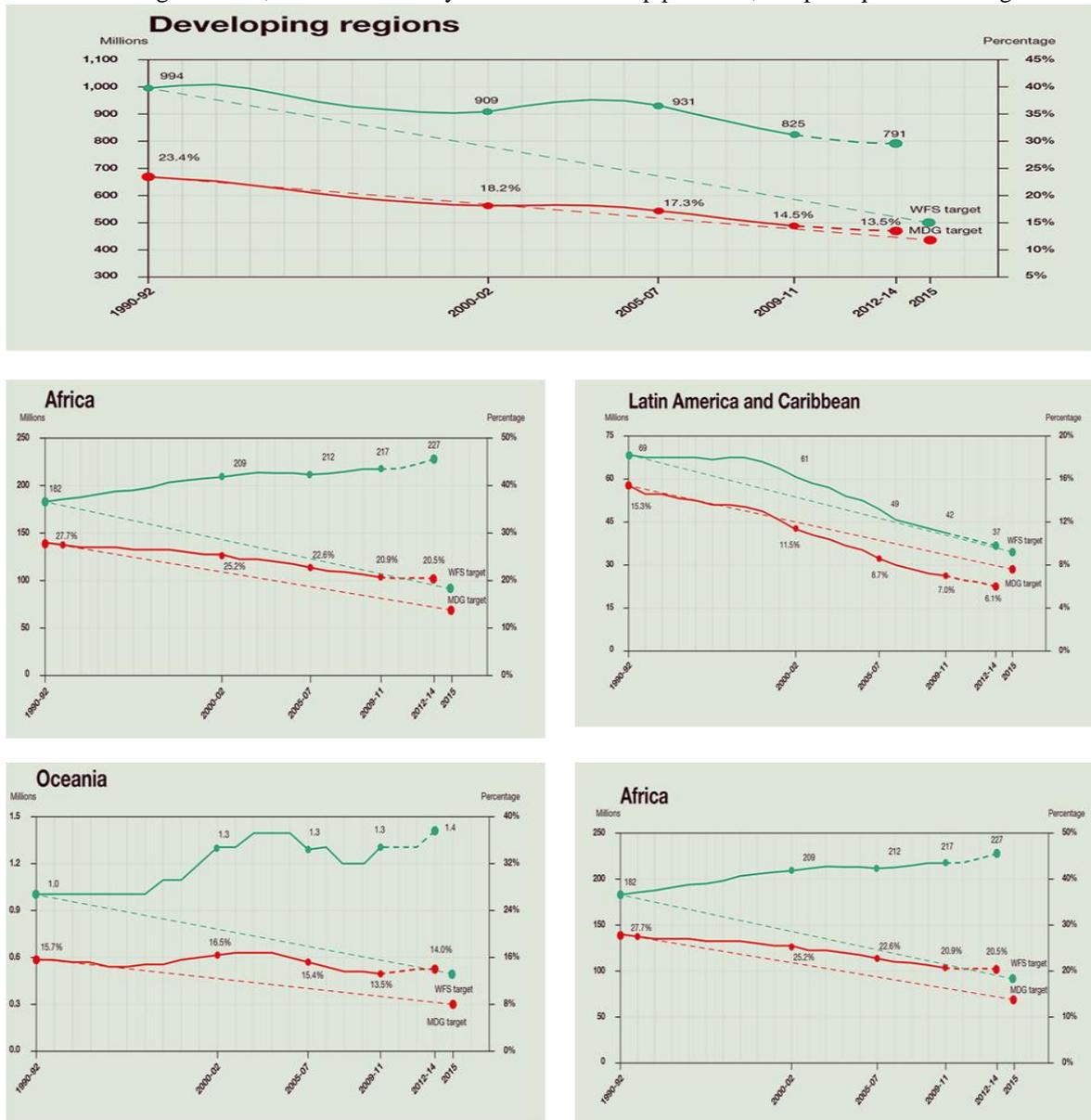
## II. GLOBAL AGRI- ENVIRONMENTAL STATISTICS– EFFECTIVE LINKAGE BETWEEN AGRICULTURE AND RURAL MARKETING

According to latest FAO estimates, Agriculture and Forestry account for 2% of total world energy used. Global land area dedicated to agriculture is 38.5%, and the total world water withdrawal used for agriculture is 95%. Agriculture provides a gift of goods for healthier consumption and exports and manufacturing sectors. The suitable marketing policy system should be there so as to give proper reward or return to the efforts being made by tiller of the soil. Market information is a means of increasing the efficiency of marketing system and promoting improved price formation. Marketing has to be customer-oriented and has to provide benefits to the farmer, transporter, trader, processor etc. [1]. It is crucial for the farmers to make informed decisions or knowledge about what to grow, when to harvest, to which market produce should be sent and whether or not to store it. Awareness of farmers on different components of market information and its utility was very poor (11 to 37 %) as compared to that of traders (75%). Hence there is a need to create awareness among the growers mainly small scale farmers which residing in the rural areas through the agricultural extension agencies, Department of Agriculture, Krishi Vigyan Kendras and proper training programs [2]. In 1996, 180 nations met at FAO headquarters for the World Food Summit (WFS) to discuss ways to end hunger. Nations pledged to eradicate hunger and committed themselves to a basic target: reducing the number of undernourished people by half by 2015. The Millennium Development Goals (MDGs) are eight international development goals that were established following the Millennium Summit of the United Nations in 2000, following the adoption of the United Nations Millennium Declaration. All 189 United Nations member states at that time (193 currently) and at least 23 international organizations committed to help in achieving the following Millennium Development Goals by 2015:

- To eradicate extreme poverty and hunger

- To achieve universal primary education
- To promote gender equality and empower women
- To reduce child mortality
- To improve maternal health
- To combat HIV/AIDS, malaria, and other diseases
- To ensure environmental sustainability
- To develop a global partnership for development

Latest FAO estimates (2014) indicate that global hunger reduction continues: about 805 million people are estimated to be chronically undernourished in 2012–14, down more than 100 million over the last decade, and around 209 million in 1990–92. In the same period, the prevalence of undernourishment has fallen from 18.7 to 11.3 percent globally and from 23.4 to 13.5 percent for developing countries. Since 1990-92, 63 countries have reached the hunger target of MDG-1 and 25 countries have achieved the more stringent WFS target. Of the 63 developing countries, 11 already had undernourishment levels below 5 percent (the methodological limit that can assure significance of the results different from zero) in 1990-1992 and have been able to keep it in that interval, and are therefore not the prime focus of the 2014 report. The figures demonstrate that the hunger target of the Millennium Development Goal – of halving the proportion of undernourished people in developing countries by 2015 is within reach. Despite Global overall progress, Latin America and the Caribbean have made the greatest overall progress in increasing food security with modest progress in Sub-Saharan Africa and Western Asia, which have been afflicted by natural disasters and conflict. Sustained political commitment at the highest level, with food security and nutrition as top priorities, is a prerequisite for hunger eradication.



Source: FAO

Fig. 1 A few worldwide regions showing hunger trends; left axis represents number and right axis represents prevalence. Data for 2012-14 in all graphs refer to provisional estimates.

The case studies of the State of Food Insecurity in the World 2014 report show regions such as Africa, Latin America and the Caribbean, as well as other individual countries which have strengthened their political commitment to food security and nutrition. Hunger reduction requires an integrated approach, and needs to include public and private investments to improve agricultural productivity, better access to inputs, land, services, technologies and markets, measures to promote rural development, social protection for the most vulnerable including strengthening their resilience to conflicts and natural disasters and specific nutrition programmes, particularly to address micronutrient deficiencies and in strengthening the environment to improve food security and nutrition.

### III. INDIAN AGRICULTURAL MARKET INFORMATION SYSTEM

India is the country with diversity, Country area - 328726 (1000 Ha), Agricultural area - 179300 (1000 Ha), Land area - 297319 (1000 Ha), Forest area - 68724 (1000 Ha) as analyzed by FAO estimate, 2012 [3]. Indian prosperity depends largely upon the agricultural prosperity. Rai *et al.* (2001) in his conceptual analysis of Management Information System (MIS) and Management Science stated that though computers have of course a role to play in MIS, all computerized systems do not necessarily mean MIS nor does MIS necessarily imply computerized processing of data to create information [4]. So that the marketing information on agriculture commodities are incorporated in the extension services along with production aspects to the farmers. Moreover the opportunities provided by agricultural marketing should be tapped effectively by the marketers [5]. In Western countries considerable agricultural marketing support to farmers is often provided. In USA, for example, the USDA operates the Agricultural Marketing Services. Support to developing countries with agricultural marketing development is carried out by various organizations and there is a trend for countries to develop their own Agricultural Marketing or Agribusiness units, often attached to Ministries of Agriculture. Activities include market information development, marketing extension, training in marketing and infrastructure development. Agricultural Marketing continues to be the mainstay of life for majority of the Indian population. It contributes around 25% of the GDP and employs 65% of the workforce in the country. The Government of India under the Ministry of Agriculture has also set up specific Commodity Boards and export promotion council for monitoring and boosting the production, consumption, marketing and export of various agricultural commodities. Some of these organisations/ boards are Cotton Corporation of India (CCI), Jute Corporation of India (JCI), Tea Board, Coffee Board, Spice Board, National Horticulture Board (NHB), National Agricultural Marketing Federation (NAFED), Agricultural Products Export Development Authority (APEDA) etc. Improvement of agricultural market information services was necessary for domestic market efficiency and to integrate domestic agricultural market with regional and international market for sustainable development of agriculture sector and to ensure country's long run food security. Tables 1 to 4 are showing trends of Indian agriculture aspects like estimates of area of food grains, production of food grains, yield of food grains, area under commercial crops and production and yield of commercial crops in last three consecutive Five Year Plan.

Table 1. All India estimates of area of food grains

Crops	Ninth Five Year Plan					Tenth Five Year Plan					Eleventh Five Year Plan				
	1997-98	1998-99	1999-2000	2000-01	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12
Rice	43447	44802	45162	44712	44904	41176	42593	41907	43660	43814	43914	45537	41918	42862	44006
Wheat	26696	27523	27486	25731	26345	25196	26595	26383	26484	27995	28039	27752	28457	29069	29865
Jowar	10801	9794	10251	9856	9795	9300	9331	9092	8667	8473	7764	7531	7787	7382	6245
Bajra	9888	9297	8897	9829	9529	7740	10612	9233	9581	9508	9571	8753	8904	9612	8777
Maize	6321	6204	6422	6611	6582	6635	7343	7430	7588	7894	8117	8174	8262	8553	8782
Ragi	1657	1758	1634	1759	1647	1415	1666	1553	1534	1177	1387	1381	1268	1286	1176
Small Millets	1529	1495	1411	1424	1311	1201	1191	1101	1064	1010	1039	905	831	800	799
Barley	858	793	725	778	660	702	657	617	630	346	603	706	624	705	643
Coarse Cereals	31054	29341	29340	30257	29523	26992	30801	29025	29065	28708	28482	27450	27675	28339	26422
Cereals	101197	101666	101988	100700	100771	93364	99988	97315	99208	100516	100435	100739	98051	100270	100293
Tur (Arhar)	3359	3439	3427	3632	3328	3359	3516	3519	3581	3562	3726	3378	3466	4367	4007
Pulses (other than Tur)	7147	6910	6367	7026	7395	6592	8168	7799	7099	7114	7764	6431	7117	7953	7183
Gram	7563	8469	6146	5185	6416	5906	7048	6715	6926	7494	7544	7893	8169	9186	8299
Pulses (other than Gram)	4802	4683	5176	4505	4870	4639	4727	4731	4785	5022	4600	4393	4531	4897	4973
Pulses	22871	23501	21116	20348	22008	20496	23458	22763	22391	23192	23633	22094	23282	26402	24462
Foodgrains	12068	125167	123104	121048	122780	113860	123447	120078	121600	123708	124068	122834	121334	126671	124755

Source: Government of India- 'State of Indian Agriculture 2012-13'. Ministry of Agriculture, Department of Agriculture and Co-operation, New Delhi.

As in the Table 1, estimation of the area of food grains clearly shows that cropping trends in agriculture is continuously changing in the last three consecutive Five Years Plan except Rice, cereals, Tur (Arhar) and Pulses. But the area of Bajra, Ragi, small millets, Barley and Coarse cereals are reducing instead of wheat, jower, maize gram and pulses are acquiring more areas for yield. It shows quite changes in trend of food grains (Tables 2, 3 and 4). All the three food grains tables show that basic food grains (rice, cereal and pulses) have consistent trend and trends of other food grains have been changed remarkably from traditional crops (ragi, bajra and barley etc.) to economy crops (wheat, maize, jower etc.).

Table 2. All India estimates of production of food grains

Crops	Ninth Five Year Plan					Tenth Five Year Plan					Eleventh Five Year Plan				
	1997-98	1998-99	1999-2000	2000-01	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12
Rice	82544.5	86076.7	89682.9	84976.6	93340.0	71820.2	88526.0	83131.7	91793.4	93355.3	96692.9	99182.5	89092.9	95979.8	105311.0
Wheat	66349.9	71287.5	76368.9	69680.8	72766.3	65760.8	72156.2	68636.9	69354.5	75806.7	78570.2	80679.4	80803.6	86874.0	94882.1
Jowar	7528.1	8415.4	8684.9	7529.4	7556.8	7012.4	6681.3	7244.3	7629.6	7150.8	7925.9	7245.6	6698.2	7003.1	6006.5
Bajra	7644.4	6955.6	5782.2	6759.2	8284.0	4718.9	12109.3	7931.3	7684.0	8423.7	9970.1	8887.1	6506.4	10369.9	10276.0
Maize	10819.2	11147.7	11509.6	12043.2	13160.2	11151.7	14984.3	14172.0	14709.9	15097.0	18955.4	19731.4	16719.5	21725.8	21759.4
Ragi	2086.8	2608.1	2289.5	2731.7	2374.6	1315.7	1965.7	2432.4	2353.6	1443.6	2152.2	2039.9	1888.5	2193.5	1929.2
Small Millets	639.9	670.8	618.2	586.9	576.7	459.3	563.8	477.6	741.6	479.6	550.7	444.8	381.9	442.0	451.5
Barley	1679.4	1537.8	1447.0	1430.6	1424.5	1407.4	1297.6	1207.1	1220.6	1327.9	1196.1	1689.1	1354.7	1662.9	1618.7
Coarse Cereals	24763.4	25053.1	23214.6	24858.7	26712.2	19989.0	32216.8	26362.1	26736.7	25610.0	31894.6	28544.2	23833.3	33081.8	32463.3
Cereals	179292.2	188699.6	196383.2	285738.4	199483.1	163646.4	198284.2	185233.3	195217.2	203084.6	216013.5	219899.8	203445.6	226250.9	242234.4
Tur (Arhar)	1849.5	2707.9	2693.8	2246.3	2259.8	2185.8	2356.4	2346.9	2738.0	2314.1	3075.9	2265.5	2464.6	2861.1	2654.1
Pulses (other than Tur)	24401	2433.2	2122.4	2201.9	2578.4	1965.2	3808.3	2370.4	2126.8	2481.3	3327.3	2420.7	1739.7	4259.0	3403.8
Gram	6132.2	6800.7	5118.1	3855.4	5477.0	4236.8	5717.5	5469.4	5599.9	6333.7	5748.6	7060.2	7475.9	8221.1	7702.3
Pulses (other than Gram)	2549.0	2965.3	3483.8	2771.8	3056.9	2737.2	3023.0	2942.8	2919.7	3068.4	2609.7	2820.0	2981.7	2899.8	3328.8
Pulses	12970.8	14907.1	13418.1	11075.4	13368.1	11125.0	14905.2	13129.5	13384.4	14197.5	14761.5	14566.4	14661.8	18240.9	17089.0
Food grains	192263.0	203606.7	209801.3	196813.8	212851.2	174771.4	213189.4	198362.8	208601.6	217282.1	230775.0	234466.2	218107.4	244491.8	259323.4

Source: Government of India- 'State of Indian Agriculture 2012-13'. Ministry of Agriculture, Department of Agriculture and Co-operation, New Delhi.

Table 3. All India estimates of yield of food grains

Crops	Ninth Five Year Plan					Tenth Five Year Plan					Eleventh Five Year Plan				
	1997-98	1998-99	1999-2000	2000-01	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12
Rice	1900	1921	1986	1901	2079	1744	2078	1984	2102	2131	2202	2178	2125	2239	2393
Wheat	2485	2590	2778	2708	2762	2610	2713	2602	2619	2708	2802	2907	2839	2989	3177
Jowar	697	859	847	764	771	754	716	797	880	844	1021	962	860	949	962
Bajra	773	748	650	688	869	610	1141	859	802	886	1042	1015	731	1079	1171
Maize	1712	1797	1792	1822	2000	1681	2041	1907	1938	1912	2335	2414	2024	2540	2478
Ragi	1260	1483	1401	1553	1442	930	1180	1567	1534	1226	1552	1477	1489	1705	1641
Small Millets	418	449	438	412	440	383	473	434	443	475	530	491	460	553	565
Barley	1958	1940	1997	1840	2160	2006	1975	1958	1938	2055	1985	2394	2172	2357	2516
Coarse Cereals	1030	1081	1032	1042	1167	972	1314	1168	1178	1144	1410	1371	1119	1500	1564
Cereals	1772	1856	1926	1844	1980	1753	1983	1903	1968	2020	2151	2183	2075	2256	2415
Tur (Arhar)	551	787	786	618	679	651	670	667	765	650	826	671	711	655	662
Pulses (other than Tur)	341	352	333	313	349	298	466	304	300	349	429	376	244	536	474
Gram	811	803	833	744	853	717	811	815	808	845	762	895	915	895	928
Pulses (other than Gram)	531	633	673	615	628	590	640	622	610	611	567	642	658	592	669
Pulses	567	634	635	544	607	543	635	577	598	612	625	659	630	691	699
Food grains	1550	1627	1704	1626	1734	1535	1727	1652	1715	1756	1860	1909	1798	1930	2079

Source: Government of India- 'State of Indian Agriculture 2012-13'. Ministry of Agriculture, Department of Agriculture and Co-operation, New Delhi.

Table 4. Area under commercial crops

Crops	Ninth Five Year Plan					Tenth Five Year Plan					Eleventh Five Year Plan				
	1997-98	1998-99	1999-2000	2000-01	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12
Groundnut	7088.2	7396.0	6867.3	6558.6	6238.1	5935.5	5987.0	6640.4	6736.0	5615.1	6292.0	6164.9	5477.5	5856.1	5263.8
Castorseed	641.3	682.4	781.6	1079.6	716.6	583.2	717.2	743.0	864.2	628.4	786.9	866.2	734.9	880.3	1470.9
Nigerseed	520.9	494.8	480.1	439.9	478.0	414.4	431.7	429.9	414.4	469.0	407.6	393.4	375.5	371.0	364.4
Sesamum	1660.0	1609.0	1560.2	1720.0	1670.6	1444.4	1700.3	1844.0	1723.2	1703.2	1799.1	1809.1	1942.1	2083.2	1901
Rapeseed & Mustard	7041.0	6513.2	6026.8	4476.7	5073.0	4544.0	5428.1	7316.4	7276.5	6790.0	5825.5	6298.1	5588.0	6900.5	5893.5
Linseed	793.9	749.4	593.1	579.9	535.8	450.1	476.5	448.7	436.8	436.5	467.9	407.9	342.0	359.2	322.6
safflower	619.8	440.2	438.5	424.8	404.3	369.5	363.9	369.1	364.6	377.0	320.3	294.6	287.8	243.8	450.4
Sunflower	1743.4	1824.7	1288.1	1073.8	1176.8	1642.2	2003.5	2160.6	2339.6	2164.8	1911.6	1812.8	1476.5	929.0	731.9
soyabean	5986.1	6488.9	6222.4	6416.6	6343.1	6105.5	6554.7	7571.2	7707.5	8328.7	8881.7	9510.8	9734.7	9601.0	10109.1
Edible oilseed	24659.4	24766.8	22883.4	21110.4	21383.9	20455.5	22469.2	26331.6	26561.8	25447.8	25437.8	26283.7	24882.1	25984.7	24514.6
Non edible Oilseed	1435.8	1431.8	1374.7	1659.5	1252.4	1033.3	1193.7	1191.7	1301.0	1064.9	1254.8	1274.1	1076.9	1239.6	1793.5
Total Oilseeds	26094.6	26198.6	24258.1	22769.9	22636.3	21488.8	23662.9	27523.3	27862.8	26512.7	26692.6	27557.7	25959.0	27224.3	26308.1
Cotton	8868.0	9342.2	8709.5	8534.4	9131.8	7669.6	7597.9	8786.6	8677.1	9144.5	9413.7	9406.7	10131.7	11235.0	12178.0
Jute	906.2	848.3	846.6	827.9	873.1	864.5	849.0	773.9	759.8	792.9	814.1	785.6	811.2	773.6	809.0
Mesta	200.5	177.1	188.7	189.7	174.1	170.8	152.5	141.8	137.9	124.2	146.2	115.3	94.2	98.6	95.6
Sugarcane	3929.8	4054.9	4219.7	4315.7	4411.6	4520.3	3938.4	3661.5	4201.7	5150.8	5055.2	4415.4	4174.6	4884.8	5037.7

Source: Government of India- 'State of Indian Agriculture 2012-13'. Ministry of Agriculture, Department of Agriculture and Co-operation, New Delhi.

#### IV. POTENTIAL OF RURAL AND AGRICULTURE MARKETING AND BARRIERS

Rural marketing is similar as to the simple marketing. Rural marketing differs only in terms of buyers / consumers; target market consists of customers living in rural areas [6]. Rural marketing is a process of developing, pricing, promoting and distributing rural specific goods and services leading to desired exchange with rural customers to satisfy their needs and wants and also to achieve organizational objectives. Realistically, India as a nation has come a long way from the place where only urban population which constitutes 20 per cent of customer base for companies are responsible for 80 per cent of their profits. More than 742 million Indians constituting greater than 138 million households reside in around 6, 38,365 villages (Census, 2001). The size of rural market itself speaks of its potential. Although the percentage of literates has increased, there is still approximately greater than 60 per cent of the rural population who lies below the middle education bracket [7]. Almost 76 per cent of the rural population depends on cultivation or wages for their living (NCAER, 2002). To bring the revolution in rural and agriculture marketing, the driving force for this is rural youth who are educated, have access to technology and have openness to change. Also rural markets have acquired significance, as the overall growth of economy has resulted into substantial increase in the purchasing power of the rural communities. The McKinsey report (2007) on the rise on consumer market in India predicts that in twenty years the rural Indian market will be larger than the total consumer markets in countries such as South Korea or Canada today, and almost four times the size of today's urban Indian market and estimated the size of the rural market at \$577 Billion. The problems of rural marketing are mainly: Under developed people, Under developed market, Improper communication facilities, Many languages, Vastness & uneven spread, Low per capita income, Poor infrastructure facilities, Seasonal demand and Less distribution channel. The immense potential of the rural market can be realized if the marketers understand this market. The huge non explored needs of the rural mass, the growing rural economy and the increasing media penetration as the electronic ethos and IT culture moves into rural India, the possibilities of change are becoming visible and brand awareness make this market extremely attractive to marketers [8].

#### V. GLOBALIZATION IMPACT ON RURAL AND AGRICULTURE MARKETING POTENTIAL IN INDIA

The impact of globalization will be on rural as well as urban India but will be slow. It will have its impact on target groups like farmers, youth and women. Farmers, today keep in touch with the latest information and technologies. On youth, its impact is on knowledge and information and while on women it still depends on the socio-economic aspects. The marketers who understand the needs of rural consumers and fine tune their strategy are sure to reap benefits in the coming years. In fact, the leadership in any product or service is linked to leadership in the rural India except for few lifestyle-based products, which depend on urban India mainly. Broadly, globalization impact on rural and agriculture marketing potential in India are mainly: increased income and purchase power, accessibility of market, consumer behavioral changes, competition in urban markets, new employment opportunities, green revolution, better credit facilities through banks etc.

## VI. CONCLUSION

For any nation to progress, there should be focus towards profits involved and at the same time efficient marketing based on certain values, principles and philosophies offering just and fair prices to the farmers who toil hard to till. In order not to deprive small-scale farmers from the benefits of agricultural produce, there is need to be integrated and informed with the market knowledge like fluctuations, demand and supply concepts which are the core of economy. We can say that rural marketing environment is complex and is changing continuously. Therefore, it is essential to understand the rural marketing environment elements in details to meet out the challenges and explore the opportunities provided by the rural markets and then interlinked with agricultural markets. This paper has reviewed the different aspects of the linkages of rural households to national and international markets and strategies to improve these linkages to sustain improved rural and agricultural marketing systems. In context to rural marketing, to promote agriculture in rural marketing, we should take help of audio visual media i.e. radio broadcasting, newspaper, news channel and mobile updates in which farmer come to know more and more about the possibilities of growing cash crop to enhance their economy and livelihood status. From the study, it can be concluded that there is a high potential in rural areas yet to be explored. There exist major differences between the existing and the desirable levels of rural and agricultural marketing systems which have to be improved. Sustained political commitment at the highest level, with food security and nutrition as top priorities is a prerequisite in this regard along with globalization.

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