



## Think India Journal

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National Conference on

### **A Modern Approach to Designing Implementation and Reinforcement of Quality Management**

**System** Organised by

ZES's, Zeal Institute of Management and Computer Application,  
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on 21st November 2019



## **A STUDY ON AGRICULTURAL BUSINESS WITH HIGH PROFIT GENERATIVE IDEAS FOR YOUNG ENTREPRENEURS**

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### **ABSTRACT**

If you think that farmers have endless suffering in their lives due to drought, loans, and ultimate rains then they can find a best way. Now even small-scale farmers can generate more revenue from basic farming. So if you are looking for a profitable future in agriculture then this article will provide you with great ideas to start a business in the agricultural sector with your resources and local demand.

### **INTRODUCTION**

Human being – basic necessities are food cloths and shelter. These necessities are handling by corporates and earning more revenue but they spoiling the human health and also the natural resources in our country. person without consuming food is rare to see maximum 10% of peoples consuming organic foods rest of them are preferring un organized foods, packaged foods, junk foods, etc in today's economy there is a temporary slowdown in automobile sector IT sector due to many employees face to loss the job but even though these employees consume food on daily basis this is the trump card for corporates but not for Indian businesses.

Most Lucrative Agriculture Business Ideas:

#### **1. Agricultural Farm**



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A farm is a agricultural land that is primarily developed for the production of food products and other crops . These farms can give enough outcome compared to other products . Major products are produced in a large quantity and has many usages.

#### **2. Vermicompost Organic Fertilizer Production**

It requires a very low investment and can be considered profitable for the startup agricultural business. You can simply start this business by the proper production process.

#### **3. Organic Farm Green House**

The increased demand for organically grown farm products has led to the growth of this agricultural business. There are many health risks in the foods grown with chemicals and fertilizers, people are growing organic food.

#### **4. Poultry Farming**

It has transformed into a techno-commercial industry from the status of backyard farming for three decades. It is considered to be the fastest growing sector of agriculture and farming business.

#### **5. Mushroom Farming Business**

By doing this business you can make good profits in just few weeks. It requires a low start-up capital investment. Even with a little knowledge of mushroom growing and with a farm mushroom farming business can be done.

#### **6. Snail Farming**

It is a process of raising land snails specifically for human consumption. It has a high rate of protein, iron, low fat and almost all the amino acids needed for the human body. Moreover, one should have a specific knowledge of modern technology.

#### **.7. Bee Keeping Business**



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It demands day to day monitoring with close supervision of the bees. Beekeeping business is done for selling honey and other products like wax. As the demand for honey is growing globally. Opting for this business is a profitable venture which requires the small investment.

### **8. Sea foods Farming**

These business are initially started by a minimum capital . And can be started by any person with interest in business as well as agriculture. These business cannot give actual profit in the initial period of business it will take time to produce actual profit.

### **Steps to keep in mind before starting agriculture based small business**

- 1. Check your budget:** small business owners generally start their business using a small amount of money. Check your finance and then plan your market research plan.
- 2. Use free online resources:** Use free online sources and search for many information's related to your business like Google consumer surveys.
- 3. Conduct small surveys:** small survey should be conducted regarding the business how far the customers are aware of the organic products.
- 4. Take suggestion from existing business man:** various business suggestions are helpful for the better advancement of business.

### **BENEFITS OF MARKET RESEARCH:**

1. Identifying prospects
2. Developing strategy
3. Solve business problems
4. Identifying new ideas
5. Satisfying customer needs
6. Providing organic products with low price
7. Mobility to access large market share in urban areas



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#### **LIMITATIONS:**

1. Lack of awareness on the organic products among the customers
2. Less or no promotions for organic foods in mass media.
3. The goods are Inconvenient for those who prefer organic foods.
4. These products are giving less importance compared to other products because of easy available.
5. Risk bearing is more in case of small business.
6. Storage is also one of the major reasons for farmers.

#### **Objectives of the Agriculture Export policy are:**

- i. To diversify our export basket, destinations and boost high value and value added agricultural exports, including focus on perishables.
- ii. To promote novel, indigenous, organic, ethnic, traditional and non-traditional Agro products exports.
- iii. To provide an institutional mechanism for pursuing market access, tackling barriers and dealing with sanitary issues.
- iv. To double India's share in world agro exports by integrating with global value chains.
- v. Enable farmers to get benefit of export opportunities in overseas market.

#### **Agro products – benefit in exports**

As per recent survey by economic times in the year of 2017-2018 total agricultural products exports amount is 1,20,000 crore . due to awareness and promotion provided by department of promotion and internal affairs the agro exports increase by 7% increase in FY 19 and the total amount value is 1,28,000 crore. The government is undertake global trade in five years impact in potential based upon the research and development in certain products like dehydrated onions, frozen vegetables. Government also aims to doubles the agricultural shipments to over USD 60 billion by 2022. Federation of Indian Exports Organization (FIEO)



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recommended the proposal which has been framed by the committee which has regulated by the ministry of corporate affairs.

#### **CONCLUSION:**

In today's scenario agricultural products and business related with that may be in slow down but after ten years there will be a massive growth in the sector due to customer education consumer health management back to organic products started to avoid junk foods which has been popular in recent times. As per companies act 2013 under section 465 already a provision has proposed for the manufacturer or distributing the goods or products which are related to agricultural business is exempt from tax for the minimum paid up capital of 5 crores on the other hand the farmers and the fisherman's are changing the occupation and locality to survive the life. Will the government do any alternative for agriculture?

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