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SUPPLEMENTARY EARNING OPPORTUNITIES ON FARM BASE ACTIVITIES

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ABSTRACT

Indian Farming system follows mostly the traditional way of farmig.The cultivation pattern in India differs from east to west and from north to south as the climatic conditions and the soil pattern in India differs from one place to another. As the Indian farming system mostly depends upon the rain water harvesting, the total agriculture produce may also differ in quantity from various states in India; the reason behind this is the different variable regional climatic conditions and the rain fall out put.

In India, at most of the places, the availability of monsoon is also different; most of the times, monsoon occurs tremendously more than the requirement and sometimes, at some places, the monsoon occurs too less than the average requirement. In both the situations, farmers have to suffer a lot and at the same time nation have to face lot of challenges in the multiple numbers of sectors, as our economy is initially based on agriculture farming.

KEY WORDS—production, farming, surplus, costumers, requirement etc

INTRODUCTION

Due to the in disciplinary climatic conditions and the monsoon, most of the farmers in India used to cultivate the farms only based on the rain water harvesting; and hence, such farmers would cultivate their land just for six months and for the rest of the season, majority of the farmers have no farm work to earn. Other than farm work also, during these off season, mostly, farmers do nothing; some of them rush to cities to get any type of domestic work. To bridge the above gap and to avoid the over crowd in the cities, it is necessary to encourage the farmers to work within these off season, based on the farm and farm based activities so that the farmers may get the supplementary income.

OBJECTIVES OF THE STUDY

1. To educate, encourage and motivate the farmers to establish the farm base tiny units or to work on the community basis.
2. To provide the income generating Farm based activities within the available natural resources, either to install solo units or to work on the co-operative basis.

DISCUSSION

1. Seasonal Fruits cultivation Programme:-

In India, every state bears the specific climatic as well as the variable soil conditions. It has been rarely accepted by the farmers to grow the seasonal fruits in the farms, other than the regular farming activities. It is the need of the today that, apart from the regular farming Kharrif and Rabbi produce, farmers should have to grow the different

seasonal fruits considering the variable climatic conditions in that particular region. During the season, the seasonal cultivation of fruits will allow the farmers not only to get the additional income by selling these seasonal fruits in the near by market places but also, further fruit process unit would also have to be established.

2. Paddy Process Unit:-

In Maharashtra and certain other states, paddy cultivation would be the main crop. At most of the places, farmers used to cultivate this crop twice in a season. After getting the rice, the paddy waste can be used to get the oil from the extract of paddy waste. After getting the oil, the paddy extract can be re used to prepare the animal feed. The paddy extract of Basmati rice and other high yield rice producing varieties have been used to produce fragrances, later which have been used to make perfumes and to prepare bath soaps.

3. Sale of Herbal produces in the domestic way:-

The marginal farmers would have an opportunity to produce the various types of medicinal plants at the various corners in the farms, along with the regular farming. These processed herbal raw medicines after legal authentication under the expert agriculturist have been made available in the local units for further medicinal manufacturing process.

4. Oil Extraction Units:-

Sun flower, cotton seeds, Soya beans, Ground nuts, Paddy waste, other local beans have been used to extract the oil which has a greater demand in the local as well as in the other reputed markets. The remaining waste after oil extraction have again be re used for various other purposes such as; animal feed, charcoal cubes from the waste etc.

5. Milk Producing and Milk Process Unit:-

Other than the regular farming activities, the farmers would have an opportunity to establish the milk dairy unit. There are various types of local as well as another high yielding milk producing varieties of cattle stocks; e.g., Geer, Pandharpuri, Murra, Jafarabadi, Haryanavi, Kapila etc. These cattle breeds offer better milk quantity at the much higher level and can easily survive in the different climatic conditions, considering the various states in India. The small and marginal farmers from the neighboring villages would have an opportunity to collect their milk at such milk dairies. The excess quantity of milk would have been used to produce yogurt, butter milk, ghee, paneer, milk powder and other sugar based milk sweets. There is a continuous and respectable demand for milk and milk based products in the local as well as in the regional market. If the farmers come

forward to work for the bi lateral interest, then it would be possible to form the milk producing societies on the co operative basis, where the west Maharashtra and Gujarat has got success at the much higher level in this regards.

6. Cattle breeding:-

The farmers under the expert guidance of the animal husbandries and even from their own experiences would develop the cross cattle breeding stud for high yielding milk producing variety breeds.

7. Flower Cultivation:-

Through out the year, there is a huge demand for various types of flowers in the market. The various types of these flowers would have been used for spiritual, cultural events, medicinal purpose and for the domestic purpose. The flowers like Rose, Zandu, Mogara and certain other varieties of flowers have a demand at the much higher level. The marginal farmers at the village level would easily install tiny units to meet the market demands just under the expert guidance.

8. Nursery and Garden Maintenance activities:-

People living in the urban areas mostly use to maintain the garden near by their residence. The hotels and motels also use to maintain their garden to attract the visitors. For this, they need various types of floral plants, fruits and vegetable seeds and other technical help. The well equipped nursery at the village level may have an opportunity to render all these services to the needy people, which become an additional source of income to the villagers. Apart from this, the farm and farm base inter dependent nursery activities also includes to offer suggestions to select fertilizers, insecticides, garden maintenance, bonsai making etc. This will be helpful to bridge the gap between the urban and the rural sector, as both these ends will work together to meet each others requirements.

9. Renter Technical Services to other Farmers:-

The farmers got perfection through their working farming experiences, and such experienced farmers would have an opportunity to offer technical services to the farmers either from the same village or from the near by areas. These services includes Soil testing, ploughing of farm land by tractor, selection of crop, Seed processing, Compost making, Bio gas installation, Siri culture and Drip Irrigation system, Insecticides etc.

10. Hunting, Fishing, Bird watching spots:-

At the city out skirts, farmers would have an opportunity to develop their village places with smart look to attract the civilians, so that these people may come forward for outing at such smart villages,

where the visitors would have multiple opportunities for Fishing, Bird watching, Jungle safari, Bullock cart and Camel ride, Rock Climbing, display of Rural Crafts, sale of seasonal agriculture produce at the road side sale etc.. These multiple varieties would offer the farmers to get supplementary income other than farming.

11. Wineries:-

Oranges, Grapes and certain other fruits would have been used to manufacture the export quality brand of wines. Farmers should have an opportunity to come forward to install such units under the expert guidance from District Industries Centre on the co-operative basis at the tahsil level.

12. Sugar Cane Process Unit:-

Sugars Cane has been used in the multi dimensional ways. The extracts of sugar cane have been used to manufacture both sugar and the jaggery. In the later process, molasses of sugar cane has been used to manufacture the wines; the waste molasses then re-used to manufacture the paper in the paper industry. In the western Maharashtra, on the co-operative basis many farmers have been installed such multi dimensional units. In vidarbha, Purti Agro tech Limited has developed such unit recently, under the women empowerment programme based on sugar cane.

13. Sheep Farming:-

Farmers have better opportunity in developing the Sheep Farming. Apart from sheep farming,

14. Development of Horse studs:-

Horse Studs would have been developed in the western Maharashtra at the satisfactory level, where the race course activities based on horse riding are already much popular. To perform better and to grow better opportunities, this opportunity will allow the needy stud owners to fulfill their requirements from such farmers and other nature lovers would get the opportunity to keep horse as a pet at the reasonable cost.

Critical Analysis of the study:-

1. Mostly, farmers are of the opinion that, to install such types of supplementary small units, huge funds as well as specific technical knowledge are required, which they do not possess.
2. Villagers mostly are of the opinion that as we are less educated or just finished primary schooling; we are unable to install such types of units where much government interferences are there, which creates obstacles to get finish the work.

CONCLUSION

Farmers should have to understand the strategy of four P's of marketing. The four P's of marketing includes the Product, Price, Place and Promotion. If the farmers would focus more attention towards the learning and understanding the SWOT Analysis of agriculture marketing, then we expect that the farmers would grow more both professionally and financially.

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