ABSTRACT

In post liberalization era industrial development is one of the essential factors to promote economic development in India which is very important to dynamic and realistic approach is required to create young entrepreneurs in a larger way. It would help not only finding the problem of unemployment but also in a growth food industry to reduce starvation of hunger people. Using modern technology, equipment, those who can take on the raising the competition in domestic and rest of the world are innovators and entrepreneurs in a real cause. This can be pull off only when we produce more and more production and people are motivated and convinced to choose entrepreneurship as a career and involve working people energies. However, this seems to be happen if more and more units establishment in rural area industries particularly agro-industries. The present paper analyses the new long term strategies to establishment of industrial units and export of these kind of industrial goods in a entire economy further its suggests, there should be an export house under KVI Export Promotion Council for attending to the problems of exporting KVI products. It is equally necessary to open up export windows in various embassies, trade centre and commercial establishments both in India and Foreign countries. An integrated approach towards marketing will be necessary. It is necessary to build up an elaborate infrastructure for effective marketing of products produced in decentralized sector.

Keywords: agro-industries, strategies, growth approach, export, KVI

INTRODUCTION

Globalization of Indian economy has affected every sector and rural sector is not an exception. Fast changes have taken place in all spares of life with the evolution of market driven economy. With the liberalization and globalisation of the economy and the removal of quantitative restriction, and the medium and smaller units of agro-industry sector are facing stiff competition.

No doubt, the leaders of Independent India realized the importance of agro- industry for rural development. With limited resources and urgent need for rapid economic development and modernisation, the government was tempted to favour the development of basic industries. However, irrelevant modernisation and development of large scale industries and urban economy led to negligence towards rural and agro industrial development. Agro-industries providing employment to millions of our fellow citizens. This truth has to be realized that no country could develop without rural development. The agro-industries need to be emphasised for the economic development of the country.

The economic developments of a county like India, where 65 percent of the people find occupation by farming would inevitably depend on integrated activity of agricultural and industrial development. Any lopsided development may spell disaster and what we need is equaled and balanced development...
of agriculture and industries. Agro-industries, which on the one hand carry out the process of farm produce and on the other provide inputs for development of agriculture, have thus an important role to play in India. However, there has been growth in production and employment, but, still it is underdeveloped. This industry has tremendous growth but, it has been facing lot of problems for a long time. There are various reasons mentioned below for underdevelopment of agro-industry, which calls for action and removal of the deficiency.

1. Inability to supply the required quality of raw-material in time
2. Inability to provide loans both short term and long term.
3. No procurement policy from the rural farmers and no uniform pricing.
4. No system of feedback information.
5. No identification of potential demand.
6. No, efforts towards development, packaging and designing; and
7. No, efforts to undertake training.

It has found that there is considerable production capacity especially in agro-industries, which is not been fully utilized. Farmers are under-employed and their income is low. The major bottleneck is the organisation between linking the agro-industries produces with marketing points. The agencies are primarily concerned with production and supply. Hence, it is very essential to remove these deficiencies in order to establishes a live link between the market and small isolated agro-industry producers. There is need to develop strategies for growth of agro-industries.

LONG TERM GROWTH APPROACH

Agro-industries requires attention and there is need to develop growth strategy, so that this industry can grow and contribute more towards national development. Some of the growth approaches for agro-industry are outlined as follows.

Organization

It is necessary to build on organisation, which can reach out to the rural areas. Its main function should be to stimulate production, expand supply and deepen the local market i.e., promoting sales locally within its area of operation. It should be adequately equipped to perform these tasks.

The size and shape of such District level Village Industries Supply Development Centre should be determined with reference to its challenges.

One strategy can be the selection of few districts for starting the programme. the basis for selection of districts can be-

1) Large number of farmers in those agro-industries for which starting demand has been observed.
2) Existence of a reasonable reliable local organisation &
3) Regional dispersal.

Identification of Product

In the selected district, the main agro-industries products should be identified, and at fast, these products should be taken up for promotion. Some of the identified products can be Dall, Rice, Edible Oil, Gur and Khandasari, Textile, Fruits etc. The profile of producers should be prepared to identify the quality for sale. Supporting services and inputs required to be identified in respect of each producer. An index of producers, product and village should be maintained at the district centre Producer profile should be prepared on basis of analysis of producers.
Procurement

The nature of the procurement two organisation linking the producers with the district procurement centre should be conceived as a two way traffic-

Delivery of inputs and Collection of finished products.

The nature of the procurement organisation and the number of its field station or the extent reliance on mobile units as well as the number of warehouses and stocking depots will have to work out specially for each area.

Marketing

After ascertaining the demand for agro-industry a plan should be made based on the firm and prior contracts. It is, therefore, necessary that the district procurement organisation must have marketing cell for market development and market information. Its task will be to keep a close liaison with market with regard to salability of products, quality prices, packing and other requirement, nature of competitions if any, and to feed continuously at all level of the procurement organisation, including individual producers themselves.

Deepening Local Consumption

While, stimulating production of local agro-industries the emphasis should be on meeting local demand as far possible. Factory made products are invading the rural market to the determinants of rural farmers and agro-industries. While to seek immediate relief one may rely on the market powers. Simultaneous effort must be made to deepen the local market.

Developing Network of Small Scale Industries

At present, the product of agro-industries in a particular are not sold in that area itself in any conscious manner. Any visit to a local market shows that it is stacked with goods from all over India and if someone wants to buy goods produced locally, there are difficult to find or identify. Necessary step would develop a network of small sale depots for sale of local goods. At the same time fullest possible use of the weekly "haats" and fairs should be made for sale of Agro-industries products. Arrangement should also make for regular and active participation in these "haatas" and bazaars for sale of local goods.

Creating local awareness

It is important to create local awareness and pride in giving preference to local products. All the local producers of Agro-industries themselves should be first made conscious of patronizing their own mutual products. Similarly, other residents of the area should be made that to the extent, they patronize local products as their income circulates within the area. Essentially, some kind of Swadeshi sentiment must be generated to build up local market and local support. Steps here are essentially of promotional nature to faster the growth of agro- industries and to help them grow to a point where their products start flowing into the commercial channels.

Selling Points

For each major commodity, there should be separate market organisation, which can ensure procurement of finished products and emporia. It should also took after the raw-material supply. There should be an organization vested with adequate financial executive and administrative powers to ensure procurement of finished products at support price. This organisation should be support to the weakest of the weak by direct market operations. It should be run on commercial lines. One such organisation KVIC has been evolved to provide such type of assistance.

Encouragement to Export

There should be an export house under KVI Export Promotion Council for attending to the problems of exporting KVI products. For ensuring effective supplies to the Government a separate department,
which already exists in KVIC should be strengthened. At present, it mainly looks after supplies of cotton. Government is perhaps the biggest single purchaser of consumer goods for meeting requirement of various commercial establishments/ departments. It is equally necessary to open up export windows in various embassies, trade centre and commercial establishments both in India and Foreign countries.

CONCLUSION

An integrated approach towards marketing will be necessary. It is necessary to build up an elaborate infrastructure for effective marketing of products produced in decentralized sector. It is necessary to adopt these integrated patterns for almost all agro-industries where backward and forward linkages are integrated and support services are strengthened. In the past, various problems were tackled in isolation but know time has come to adopt an integrated approach which should be inter-alia cover supply of raw-materials at reasonable prices thought the year, supply of designs and imparting latest patterns of preference, undertake up gradation of technology by supplying improved tools, equipment and process, ensure timely credit which inter-alia includes provision for consumption needs and finally there marketing with all its dimensions right from wholesale to retail.

Planning for man is the crux of the new approach. The KVIC sector has function to perform and this is nothing less than providing adequate employment and income opportunities to the rural poor, to enable them to cross the poverty line. Apart from some of the significant achievements of KVI programme, there has been an important gap in the performance and there is a long way to go before the tremendous potential in terms of resource utilization as well as employment generation is fully utilized.

REFERENCES
