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CHALLENGES AGAINST AGRI BUSINESS AND ITS SOLUTION

Introduction

The greatest challenges to the world in the years to come are to provide a morsel of food to the burgeoning population. In 1996, the world food summit pledged to reduce hunger to the extent of the half by 2015. Beside the daunting task of increasing Agricultural growth rate, three major issues are

- (1) Persistence to poverty and nutritional insecurity.
- (2) Continuous pressure and deterioration of natural resources, and
- (3) Globalization and its impact on farm sector, may call for strengthening

Public – private research consortium for development of future global agriculture scenario.

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Considering the phenomenal performance of agriculture over the last 200 years, widely differing views are three on the future challenges in the 21st century. Following three major challenges likely to be of great concern in global agriculture are as follows:

- (1) How to conserve natural resources base, more particularly bio-diversity And
- (2) How to restrict high prevalence of rural poverty?
- (3) How to provide food to the growing population?

Therefore, world of agriculture in the 21st century has to formulate strategies to encounter these challenges of feeding populations, responding to increased concerns of managing natural resources and how to tackle still high prevalence of hunger and rural poverty. The strategies for resolving challenges of different dimensions as like can be discussed on ecology based agriculture production system.

Objectives

- ✓ To study Agri.- Business with respect to globalization
- ✓ To study scope and future of Agri – Business in era of globalization
- ✓ To study provide deep knowledge of agriculture scenario to farmers.

Methodology:

The purpose of present study secondary data has been used. That includes various journals, websites and articles.

✔ **Agricultural growth rate:** The growth rate in agriculture has been the major determinant in world food production. It has been declining since past three decades. During 1960s, the growth rate dropped from 3% per annum to 2% in 1980s and it is likely to decline further to 1.8% in 2010.

✔ **Demand for per caput calories:** Caloric demand for the world population will increase from about 2,500 calories per caput per day in the early 1990s to 2,700 calories in 2010.

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Challenges to world of agriculture:

Three major challenges shows as above likely to be of great concern in global agriculture:

✔ **CHALLENGES I : FOOD SECURITY IN THE FUTURE WORLD**

The most basic of human right is the right of food and nutrition. Out of 8 billion projected populations by 2025 in the world, nearly 2 billion will figure in developing countries. On an average, 90% of the world food production is consumed in the areas where they are produced. As it is reported that the share of world grain consumption that is traded remained constant at about 10%.

CHALLENGES II: BIODIVERSITY AND MAINTAINING NATURAL RESOURCES

More than 70% of the world's` freshwater is used in agriculture and much biodiversity is contained in agricultural systems. Thus, the second challenges would be to develop a set of technologies, incentives and policies that could promote small scale farmers to pay attention to long –run stewardship of natural resources.

CHALLENGES III: POVERTY ALLEVIATION

As of today, rural dwellers constitute around 70% of poor people, who have no other alternatives but to stay with poverty or near poverty line. Thus, third challenges are to strengthen condition of farmers, which require ensuring their easy access to both domestic as well as International markets.

STRATEGIES FOR MITIGATING CHALLENGES

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(1) DRYLANDS:

The main strategies for sustainable agriculture may be to find alternatives to conventional malpractices leading to overexploitation of lands, 20 million square kilometers 500 people.

(2) IRRIGATED LANDS :

Land under assured irrigation is the major source of cereals and exports. About 35% of this land is at risk due to poor management. Farmers ensuring proper drainage and irrigation design can promote efficient use of water. The main strategies for sustainable agriculture may be to find alternatives to conventional malpractices leading to overexploitation of lands, 20 million square kilometers 500 people.

(3) HILL AND MOUNTAIN LANDS :

About 10 million sq. km. highlands have been reported in the world, and serve as watersheds for the more.

(4) MORDEN TECHNOLOGY, GENETICALLY MODIFIED ORGANISMS:

There is needs to consider the role of Genetically Modified Organisms (GMO), the area planted by which has tripled in the last three years, of which 75% area is in the developing countries. At present, there are up to 500 different crop-traits combinations under field testing, most of which are in Latin America. Thus, exploring GMO technique seems to be essential for developing plant traits against stresses under drought, submergence, salinity conditions and wide spectrum of insect pests and diseases.

IMPLICATIONS ON THE FUTURE AGRICULURE:

✓ A newly settled area in agriculture, i.e. America, Southern Africa and Australia constitutes expanded agricultural areas in 19th century. However, farmers should be well aware of the new and advance technologies, where role of biotechnology must not be ignored. It can be considered as the engine of agricultural growth, instead, international trade is accounting for a steadily increasing share of US and

California agricultural sales, GMO utilization in those developed countries ushers more expectation in the future of agriculture.

SUMMARY:

The challenges to the global agriculture in the 21st century are very clear and urgent too. To meet those challenges needs of holistic approaches comprising poor farmers and scientists, policy makers and administrators, public and private sector partnership, several changes need to be included within global agricultural sectors to envisage desirable improvement. The changes are:

- (a) Adjustments in the agricultural and economic policies and instruments promoting technology development for attaining sustainability
- (b) Decentralizing power and authority as well for decision making to local level
- (c) Transparency in legal right and obligations on the use of the land and other natural resources.
- (d) Participating of local / rural people in process of research and development system.
- (e) Promoting demand and providing incentives that could favor crops and animals for their sustainable production.
- (f) Lastly, strengthening, practices and processing systems, which can pay attention to safeguarding health and quality of environment.

CONCLUSION:

By world class agriculture, one means knowledge and training of high quality that would be of use in any century in the world irrespective of regional and socio-economic variances. In addition the extent and quality of those components should be at an internationally acceptable level.

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