

Strengthening Business Competencies for Sustainable Development



Guest Editor

Dr. K.K. Deshmukh

Principal

**S.N. Arts, D.J. Malpani Commerce &
B.N. Sarda Science College, Sangamner**

Executive Editor :

Dr. Arun Gaikwad

Professor & Head, Dept. of Commerce

Associate Editors :

C.A. Dr. A. D. Divekar

Prof. L. B. Malusare

Dr. H. B. Panjabi

C.M.A. S. G. Wadghule

Chief Editor : Dr. Dhanraj Dhangar



RESEARCH JOURNEY
MULTIDISCIPLINARY E-RESEARCH JOURNAL

This Journal is indexed in :

- Scientific Journal Impact Factor (SJIF)
- Cosmos Impact Factor (CIF)
- Global Impact Factor (GIF)
- International Impact Factor Services (IIFS)



INDEX

No.	Title of the Paper	Author's Name	Page No.
1	Goods and Service Tax (GST) and Impact of GST on Indian Economy	Mr. Balasaheb Aher	05
2	Indian Insurance Industry Growth & Future Developments	Prof. Yashwant Chaudhari	09
3	Skill Development : Opportunities and Challenges in India	Prof. Sanket Nikam	12
4	Global Financial Crisis & India -Problems and Recommendations-	Lt. S. A. Palande	16
5	Present Scenario of Selected Companies CSR in India	Dr. G. D Borde, Mr. S.D Gopale	23
6	A Descriptive Study of Industrial Policies of India	Dr. Mrs. Kanchan Sananse	27
7	An Overview of E- Commerce Marketing In India	Dr. Nirmal Vijay D.	32
8	Impact of Education on Women Empowerment in The Middle Class Population In Pune And Pimpri Chinchwad City	Prof. Archana Aher, Dr. Rajendra Rasal	39
9	Challenges and Opportunities of Digital Payment System in India	Mr. Satyanarayan Rathi	47
10	E-Commerce Industry Challenges and Opportunities in Indian Perspective	Dr. S. R. Nikam	52
11	Sustainable Development in Agricultural Sector in India	Dr. Shirish Bhosale	56
12	Strategies of Social Media Marketing	Mr. B. N. Murtadak	60
13	Agriculture Sector & Sustainable Development	Dr. Atul Salunke	63
14	Recent Trends in Digital Women Entrepreneurship Management and Development in India	Dr. Shivaji Thore	66
15	Study of Sustainable Development in Tourism Industry of Maharashtra	Prof. Ganesh Teltumbade, Dr. Kewal Khairnar	70
16	Global Economy and Recent Trends in India	Dr. Shobha Rahane	78
17	Demonetization: Move Towards Cashless Economy (Importance and Challenges)	Mrs. Nilam Kale	83
18	Empowerment of Women - Role of BAIF Development Research Foundation	Dr. H. M. Jare, Prof. Sujata Gaikwad	87
19	To Study of MUDRA Yojana	Mr. S. A. Mahale	92
20	Online Marketing Strategies	Dr. D. M. Raut	98
21	Consumer Market outlook and Knowledge Perception Analysis Towards Commodity Trading in India	Nilesh Tayade & Mahesh Kadam	100
22	Corporate Social Responsibility and Sustainable Development in India	Dr. Archana Mali	110
23	Strengthening Business & E-Commerce	Dr. Ashok Chavan	116
24	Globalization & Indian Agriculture	Professor (Dr.) Suhas Avhad, Mr. Ganesh Walunj	122
25	E-Commerce in India: Expansion, Merits and Demerits	Dr. Adinath Gholap, Dr. Mangal Jagtap	126



Agriculture Sector & Sustainable Development

Dr. Atul Salunke

K.E.S. C.D. Deshmukh Commerce &
Sau. K.G. Tamhane Arts College, Roha, Raigad.
Email- atulsalunke2007@gmail.com.
Mob- 9422495813.

Absract-

Agriculture is an important contributor to employment with nearly 50 percent of the population employed in it. Agriculture sector supports the industry by providing raw materials and necessary inputs for its production. Government initiatives in Agricultural sector provide the hand holding support for the Agriculture sector to grow and progress. Agriculture sector has to achieve its objective of maximizing efficiency and also ensuring equity in a sustainable manner.

Key Words- Agriculture, Sustainable Development.

Introduction-

For a developing economy like India, agriculture is immensely important. Even a small tweak in the agriculture sector, whether it is positive or negative, impacts the economy to a great extent. The primary challenge for agriculture sector is to provide food to 1.3 billion population in India. With National Food Security Mission already in place, the onus is on agriculture to provide food for all in a sustained manner.

Agriculture is also an important contributor to employment with nearly 50 percent of the population employed in it. Agriculture sector supports the industry by providing raw materials and necessary inputs for its production. On the other hand, it consumes fertilizers, pesticides produced by the industries for its own production. So, there exists an inter dependence between agriculture and industry which is essential for the socio-economic development of the country.

Keeping in view, the importance of agriculture in socio-economic fabric of India, the Government has given special emphasis and attention to this sector.

Agriculture Sector in India : Current Scenario-

India's economic growth in 2019 is estimated at 6.8 percent. Agriculture accounts for nearly 18 percent of GDP, and employs almost half of country's total workforce.

The growth of agriculture sector in India has always been volatile, especially in last decade. Inconsistency in growth rate of agriculture has impacted farmer's income and credit worthiness adversely. Despite the volatility, in 2017-18, total food grain production in India was estimated at 275 million tonnes (MT). India is also the largest producer of pulses in the world accounting for 25 percent of global production in 2017-18 was 165 MT, making India the largest producer of milk, jute and pulses. India is also the second-largest producer of rice, wheat, groundnuts, cotton and sugarcane. It is also the second-largest fruit and vegetable producer, accounting for 10.9 percent and 8.6 percent of the world fruit and vegetable production, respectively. Share of agriculture sector in total exports of the country is 11.76 percent for the year 2018-19 as per DGCIS data. The exports of agricultural products provide enhanced marketing opportunities for the agricultural producers and also in turn increase their income.