

# Agriculture Partnership, Business and Technology

Meera Yadav

Research Scholar, MCA

Thakur Institute of Management Studies, Career  
Development & Research, Mumbai, (MS), India

Pooja Yadav

Research Scholar, MCA

Thakur Institute of Management Studies, Career  
Development & Research, Mumbai, (MS), India

**Abstract--***In this paper we tried to examine a new venture creation in agriculture. We argued that in societies why farmers approach to bank or local money lenders for financial help for their farming need. Why they don't approach to an investor for their farming needs. On a traditional point of view, agriculture is done by many families as their personal occupation or on a small scale as a community farming. We want to examine that why not common non-agriculture background persons and farmers collectively work together with the help of technology. By using technology, a common man sitting on a remote location, can be the investor for farmer according to his/her financial capability*

**Keywords –***Agribusiness- the business of agriculture  
Agri-PPPs-Public private partnership in agriculture;*

## I. INTRODUCTION

There are many companies which provide various product and services to the people all around the world. The sole purpose of these companies is to earn profit and make revenue for the company for company growth

There are various companies which are somehow related to agriculture or in an area around agriculture but none of these companies are doing agriculture for earning profit. For example Mother Dairy is a brand in India which is accepted and liked on large scale by the people. Mother Dairy, a company which was setup in the year 1947 whose sole purpose is to manufacture, market and sell milk and milk products under the Mother Dairy brand is involved in the business of the milk production and earn revenue of Rs. 7,000 Crore (US\$1.1 billion). There is an example of Aglytix. Aglytix are advanced analytics that use multiple data sources to detect, locate, quantify, predict and diagnose crop production issues and their impact on yield. They can identify cost savings opportunities and sustainability practices at the field level [1]

Likewise, there are many such companies which are related to agriculture but not directly involved in the agriculture. All these companies have their own financial department to support agriculture by investing money into it for their own benefits.

But the individual farmers who are not linked up to any company have only one source of investment either they go for a bank loan or a money lender to fully fill their financial need for farming. But most banks look for loopholes to reject a loan application, as they don't want to take a risk.

## II. MODEL

By looking at such a situation, we come up with an argument, that why not people living in urban areas or far from agriculture sectors capable of investing money, invest in agriculture.

The model with which we come up states that - Any individual person who has interest in agriculture can use technology as a medium to find a needed farmer to invest. The farmer and the investor can be in a partnership to bear all losses and benefits.

A partnership is an arrangement where parties, known as partners, agree to cooperate to advance their mutual interests. The partners in a partnership may be individuals, businesses, interest-based organizations, schools, governments or combinations. Organizations may partner to increase the likelihood of each achieving their mission and to amplify their reach. A partnership may result in issuing and holding equity or may be only governed by a contract. [4] Partnership is an arrangement in which two or more individuals share the profits and liabilities of a business venture. Various arrangements are possible: all partners might share liabilities and profits equally, or some partners may have limited liability. Agri-PPPs are broadly promoted as having the potential to help modernize the agriculture sector and deliver multiple benefits that can contribute towards sustainable agricultural development that is inclusive of smallholder farmers. The PPP mechanism is designed to address the issue of affordability by pooling funds from various sources to overcome the limited funding available in the sectors. [4]

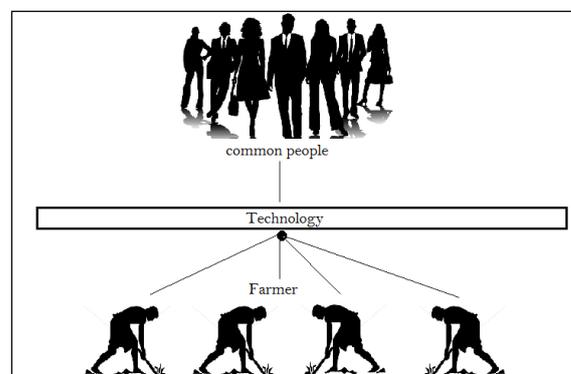


Fig 1: A model that represents how people on remote areas can invest in farming using technology

First thing what we found is people are interested in investing in agriculture but they don't have time or proper source to do it.

There is lack of person or middle man who takes all the responsibility like – communication linker, agreement maker, and authenticator.

We have conducted a survey with various people of different age group, different fields, and different background to know their view point regarding such model.

III. SURVEY RESULT

To understand the view point of different people the survey was conducted. Survey consist of multiple questions with are related to the business model of agriculture as a business.

Response Statistics

TABLE I – TOTAL PARTICIPANT IN SURVEY

	Count	Percent
Complete	45	100
Partial	0	0
Disqualified	0	0
Totals	45	

The first question asked to the public is- if a company come up to take responsibility and ready to bring such model, can stay in the market?

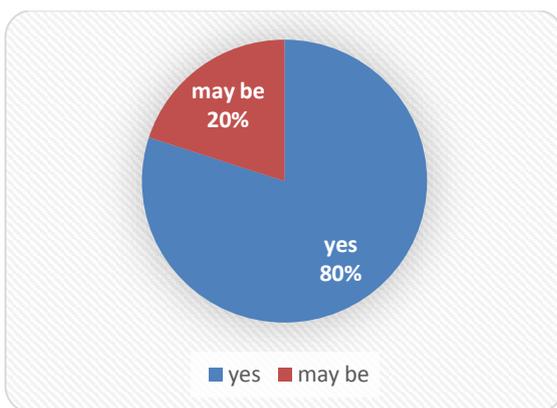


Fig 2 – Question one statistics chart

As shown in the figure 3 about 80% of the total participant believe that such business model can stand in the market. Whereas the rest of the 20% cannot say anything about this business model.

TABLE II– QUESTION ONE STATISTICS CHART IN TABULAR FORMAT

Value	Percent
yes	80.0%
may be	20.0%
Totals	

The second question asked to the public was-what will be the issues that company will face? If such business model is implemented

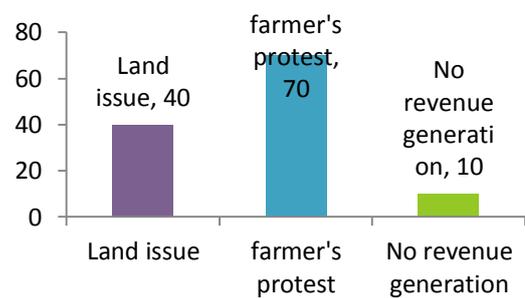


Fig 2: Question two statistics chart

The answer given by people were very different but true. The different problem given by people are land issue, farmer protest and revenue generation problem.

TABLE III – QUESTION TWO STATISTICS CHART IN TABULAR FORMAT

Value	Percent
Land issue	40.0%
farmer's protest	70.0%
No revenue generation	10.0%

According to the people, the most difficult problem the company will face is “land issue”. If the business model is based on agriculture and the main resource for doing agriculture is land. The land is the main area where company has to look about 40% people think land will be the issue for the company. The biggest issue described by the people was farmer’s support. 70% people believe that farmer’s will not support such model.

The third question asked was-what is our view on such business model?

Different people share different thinking in the survey the most rated answer we found are-

TABLE IV QUESTION THREE STATISTICS CHART IN TABULAR FORMAT.

Count	Response
4	Better should once try
10	If model has a strong base can survive
3	if it come up with a strong model can be in competitions

In the survey about 4 people want to try this model. Whereas about 10 people think that if it come with a strong base/model then it can get success.

The last question asked to the people was- Is this model is valid in your point of view?

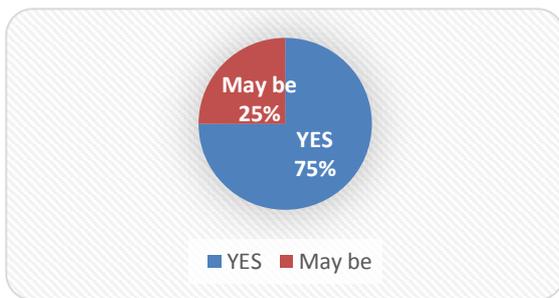


Fig 3 – Question four statistics chart

About 75% said this can be a valid business model, but about 25% people think that this is not a valid business model

TABLE V – QUESTION FOUR STATISTICS CHART IN TABULAR FORMAT

Value	Percent
YES	75.0%
May be	25.0%

In all we can say that

- About 75% of people think that this model is a valid model on business point of view.
- 80% of people in the survey believe that choosing agriculture as a business model can be beneficial on business point of view.

According to the people the problem faced by the company can be land issues, farmer’s less support or protest against such model or it can be revenue generation issues.

#### IV. CONCLUSION

This model seems to provide great benefit to farmer but, having such a business model is seems to create a big confusion in the people. There is a mixed opinion within the people related to this topic. This confusion will never be going to be end unless and until there is an implementation of such model in the future.

#### REFERENCES

- [1] <https://app.surveygizmo.com> - for survey and survey results
- [2] <https://www.ibef.org/industry/agriculture-india/showcase> - for various companies related to the agriculture business
- [3] <http://www.investopedia.com/terms/l/limitedpartnership.asp> - for partnership definition and details
- [4] <http://www.fao.org/3/a-i5699e> - Public-private partnerships for agribusiness development - A review of international experiences