



IN COUNTRY INDIA ROLE OF AGRICULTURE SECTOR OF SMALL AND MARGINAL LAND OWNERS FARMERS OF THE ROOT OF FOOD CONSUMPTION WITH THE BUSINESS CHAIN OF CORPORATE ECONOMY

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ABSTRACT

According to India govt. agriculture census from year 1995 of 80.3% population agriculture operation of holding farmer have 36.0 % land and Year 2001 operation of holding farmer population to 81.3% of land 38.9%, in year 2010-11 of operation holding farmer 91.63 % have about 53% agriculture land and 84.50% have only 44% agriculture land. By the Source : CSO and Economic Survey 2009-10, Decreasing Share of Agriculture in GDP of India , Year Share of Agriculture (GDP %) 1950-51 -56.5 % ,1970-71 -45.9 % , 1990-91 -34.0 % , 2000-2001- 24.7% ,2006-07 -19.55% ,2007-08 - 18.51% ,2008-09- 16.4% ,2009-10- 15.7 %.

Overall in general Idea INDIA agriculture sector per hectare productivity have not fully utilize, comparison develop country about 50% utilize comparison develop country with marginal and small land farmer. Its have useful the poverty remove and beyond the poverty level of some increase of income level per capita of the business chain , that effected to purchase power of corporate economy on root of BUSINESS CHAIN consumption power. Before liberalization policy India corporate sector have standard level influence by purchasing power by agriculture sector due to common principle /Idea of GDP size, have give strength corporate economy. Also good role to year 2000 for corporate economy.

If, according INDIA govt. census 2010-11, The target group , 84.50% agriculture land farmer have 44% agriculture land fully utilize (generally

some few % except, poor group , just beyond poverty line) , Its also automatic increase the country India that level, group eating consumption standard level nutrition. Its give the business chain of consumption power exchange food diversity of different region of INDIA . After then its income raise have influences as purchase power.

KEYWORDS: *Business chain, target, promote, influence, purchasing power.*