

## Agribusiness Role in The City of Mysore Outer Ring Road

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### Abstract:

*The relationship between humans and nature is deeply intertwined through agricultural activities. Agriculture is not merely a means of subsistence but a foundational element of human survival. In the contemporary era, agriculture has undergone significant transformation through mechanization and integration with various industrial sectors. This shift has enabled farmers to evolve into model entrepreneurs, redefining their traditional roles. Particularly in the Outer Ring Road region of Mysore, this transformation is evident as agriculture increasingly takes the form of agribusiness. This paper explores the evolution of agriculture into a business enterprise in this region, examining its implications for farmers, land use, and economic development.*

**Keywords:** Agriculture, Agri-Business, Outer Ring Road, Business Activities.equality.

### Introduction

India is predominantly an agricultural country and plays a significant role in the global agricultural sector. The farming community forms the backbone of the nation, with agriculture continuing to be the primary occupation for a large segment of the population. Several factors contribute to this dependency: a growing population that outpaces job creation, limited access to quality education, lack of skill development, economic backwardness, poverty, the persistence of

the caste system, and gender inequality. As a result, many people remain reliant on agriculture, often inherited through generations. However, a noteworthy shift is emerging. Educated youth are increasingly recognizing the value of agriculture and actively engaging in it, breaking earlier stereotypes that associated it with low status. This trend signals a positive transformation in the perception and practice of agriculture. Agriculture remains essential for human survival and the assertions of many

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historians—that human progress is closely tied to agricultural development—hold true even today. In this context, the present article critically examines the transformation of agriculture into agribusiness along the Outer Ring Road of Mysore, highlighting its growing importance and impact on the local economy and livelihood practices.

### Objectives

1. To understand the origin and evolution of agricultural businesses.
2. To examine the role of agricultural businesses along the Outer Ring Road of Mysore city.
3. To assess the potential for entrepreneurs to succeed in the agricultural business sector.
4. To analyze the role of the government in the development of agribusiness.

### Agribusiness and Growth

The term *agribusiness* was first mentioned in the 1847 *Canadian Almanac and Directory*, Volume 155. However, it was in 1957 that the concept gained prominence when Harvard Business School professors John Davis and Ray Goldberg popularized it through their influential book *The Business of Agriculture*. In 1956, Davis and Goldberg had already offered a highly regarded definition of agribusiness, describing it as “the sum total of all operations involved in the production and distribution of agricultural supplies, the production operations on the farm, and the storage,

processing, and distribution of agricultural commodities and their products.” Their work was, in part, a critique of President Franklin Roosevelt’s agricultural program, particularly the imposition of price controls, and aimed at initiating a large-scale agricultural revolution.

In 1971, Dr. Jose D. Drilon from the University of the Philippines contributed significantly to the field by publishing *Agribusiness Management Resource Material*, a foundational text for agribusiness-related programs. By 1973, Drilon and Goldberg further refined the concept by including support institutions related to the agribusiness ecosystem.

In 2005, Mark R. Edwards and J. Schultz of Chicago provided a modern perspective, defining agribusiness as “a dynamic and systematic effort to serve consumers and local communities through the innovation and management of value chains that deliver valuable goods and services derived from the sustainable management of food, fiber, and natural resources.” Later, in 2017, Goldberg once again elaborated on the concept, describing agribusiness as “an interconnected and interdependent industry in agriculture that supplies, processes, distributes, and supports agricultural products,” while also emphasizing the growing need to promote the social responsibility of agribusiness. Reviewing these evolving definitions makes it evident that agribusiness plays a vital role in agricultural development by

integrating production with supply chains, services, innovation, and sustainability.

Agribusiness in India has witnessed significant growth, with an average annual growth rate of 4.6%. This expansion can be attributed to various strategic initiatives undertaken by the government aimed at enhancing price stability, boosting productivity, and promoting overall national development through the agricultural sector. These efforts have not only highlighted the critical role of agriculture in the Indian economy but have also contributed to the generation of employment opportunities across rural and semi-urban areas. The Government of India has actively supported farmers through a range of policies and schemes designed to strengthen agribusiness. Notable among these is the Minimum Support Price (MSP) policy, which ensures fair prices for farmers. Additionally, the government has introduced measures such as facilitating agricultural credit, promoting the use of mechanized farming equipment, and encouraging organic farming practices.

Infrastructure development has also been prioritized, with initiatives focusing on the safety and efficiency of irrigation systems, construction of warehouses, and overall enhancement of production capacity. Technological advancements in data management have played a crucial role in agribusiness, with automation enabling better commodity data balancing. This has facilitated increased exports of mechanized raw materials and promoted

crop diversification, as well as the production and sale of nutritious food products. In this context, the Export Promotion Authority for Agricultural and Processed Food Products (APEDA) has played a vital role in promoting the export of Indian agricultural products to global markets, contributing further to the growth and recognition of agribusiness in India.

**Table 1: Level of production of agricultural grains in 2023-24**

SL. No	Grains	Production In Million Tons
1	Rice	136.7
2	Wheat	112.92
3	Maize	35.67
4	Barley	10.66

**Source:** Ministry of Agriculture and Farmers Welfare, 3rd Advance Estimates, 2023-24).

Apart from this, according to the Food and Agriculture Organization (FAO) (01-12-2023), India has become the largest market in the world by producing 38.40% of the millet. Similarly, it is 2nd in rice production with 25.27%, wheat production with 13.33% and maize production with 2.9% in 5th place. This means that the agribusiness business is growing significantly and has performed well in terms of the development of the country. However, it is appropriate to implement the necessary measures in the future in a more scientific manner in terms of natural disasters, climatic anomalies, proper use of irrigation, storage and management of agricultural products.

### **Agribusiness along the Outer Ring Road of Mysore**

This section presents a discussion on the agribusiness activities flourishing on both sides of the Outer Ring Road of Mysore. Agriculture remains the primary occupation in and around Mysore, fostering the development of numerous agricultural industries. These industries, particularly those located along the 42.5-kilometre stretch of the Outer Ring Road, have strategically leveraged the region's agrarian strengths and economic potential.

Agribusiness generally includes commercial entities involved in agricultural production, input supply, marketing, and distribution. This includes manufacturers of agricultural machinery, suppliers of fertilizers and pesticides, and vendors of farming tools. Increasingly, these businesses are incorporating modern technologies such as robots, drones, and GPS to enhance agricultural productivity and efficiency. However, despite these advancements, the sector continues to face challenges—most notably, the risks posed by extreme weather events such as prolonged droughts, unseasonal rains, and flooding, which frequently lead to crop failure and financial instability.

Agricultural industries along Mysore's Outer Ring Road play a vital role in the regional economy and require further expansion to meet growing demands. While the road was initially developed to ease traffic congestion in the city, it has evolved into a hub of economic activity.

On both sides of the road, one can observe small-scale commercial centers engaged in agribusiness. These include vegetable and fruit vendors operating at traffic circles and entry points to nearby towns and villages.

The Agricultural Produce Market Committee (APMC) at Bandipalya, located adjacent to the Outer Ring Road, is a key trading center. Here, farmers from surrounding regions bring their produce directly to market, often selling through brokers. In addition to the APMC, government-supported ventures such as nursery farms, agri-input shops, dairy outlets, and fish stalls also dot the landscape.

However, there remains a noticeable absence of large-scale agro-supportive industries such as pesticide units, seed and fertilizer outlets, organic fertilizer plants, mushroom farms, and poultry enterprises. Most existing businesses are post-harvest trading centers, focusing solely on consumer sales and profit-making, with limited backward integration into the production process. A noteworthy trend is that the producers themselves often act as direct sellers, motivated by the need to obtain fair and immediate returns for their crops without intermediaries.

This emerging pattern of agribusiness reflects both opportunities and constraints, indicating a need for better infrastructure, value-added services, and inclusive policy support to develop a sustainable and

integrated agricultural economy along Mysore's Outer Ring Road.

### **Challenges and Prospects in Agribusiness**

Despite the immense potential of agribusiness, public awareness about this sector remains limited. When discussions of industry arise, public attention tends to focus primarily on sectors such as Information Technology (IT), automobile manufacturing, mobile technology, and beverage industries. These sectors are often perceived as requiring high capital investments, leading aspiring entrepreneurs to hesitate or withdraw from industrial pursuits altogether. As a result, there is a pressing need to disseminate proper knowledge about agribusiness and encourage entrepreneurship in this field. Introducing and expanding agriculture-related courses in educational institutions, and integrating awareness programs into academic curricula, can play a critical role in equipping students with the necessary skills and interest to explore careers in agribusiness.

Agribusiness offers significant advantages for its stakeholders and employees. It not only provides employment but also imparts essential entrepreneurial skills such as production management, efficiency in operations, technological awareness, market sensitivity, and economic self-reliance. Entrepreneurs in this sector learn the importance of agricultural production, understand daily consumer needs, and recognize the social and economic

relevance of agriculture. These experiences shape them into capable agricultural entrepreneurs contributing to both their personal development and the larger economy.

However, agricultural entrepreneurs also face several challenges. They must compete with other businesses, maintain product quality, and adapt to ever-changing consumer preferences. Customer demands differ across demographics and time, and entrepreneurs must respond by ensuring a consistent and quality supply of goods. With the growing population, the pressure to increase agricultural production and expand the supply chain also intensifies. This necessitates optimal utilization of agricultural land, continuous engagement with subject matter experts, expansion into untapped markets, and alignment of agricultural production with climatic and seasonal variations.

The development of infrastructure—such as the Outer Ring Road in Mysore—should not be viewed solely in terms of traffic management but as an opportunity for economic expansion. This stretch can serve as a fertile ground for establishing more agricultural enterprises that contribute to rural-urban integration and national economic development. It is the responsibility of agricultural entrepreneurs to make full use of government schemes and incentives aimed at promoting agribusiness.

Currently, on both sides of Mysore's Outer Ring Road, one can observe a mix

of agricultural landholders, land developers, agri-equipment dealers, and agricultural product vendors. The proximity to urban centers offers a logistical advantage in transporting goods efficiently. However, balancing the increasing demand for food with supply—particularly within the framework of government support prices—remains a challenge. Agricultural entrepreneurs must strengthen their capacities by effectively managing finances, improving infrastructure, and adapting to consumer preferences. Such strategic efforts can lead to sustainable growth, not just for individual entrepreneurs, but for the agrarian economy as a whole.

### **Major Advantages and Disadvantages of Agribusiness**

In the era of globalization, agribusiness has emerged as a promising avenue for employment generation, particularly for youth. It provides an alternative career path for those willing to shed outdated notions of occupational hierarchy and engage in productive entrepreneurial ventures. Understanding and leveraging the schemes offered by both central and state governments is essential for successful participation in agribusiness, which in turn contributes to national development. Below are the key advantages and disadvantages of agribusiness:

#### **Advantages of Agribusiness**

***Contribution to Economic Development:*** Agribusiness significantly contributes to

the economic development of the country by complementing the industrial sector. It integrates production, processing, and marketing, thus creating a sustainable value chain.

***Increase in Export Levels:*** With growing demand and increased production, agribusiness enables a substantial rise in agricultural exports, improving foreign exchange earnings and boosting national income.

***Job Creation:*** Agribusiness generates diverse employment opportunities across rural and urban regions. It supports livelihoods for both skilled and unskilled workers, enabling many to lead self-reliant lives.

***Raising Awareness of Agricultural Importance:*** In contemporary times, many educated youth undervalue agriculture as a career. However, agribusiness, through ventures like dairy farming and organic cultivation, has empowered unemployed youth to become self-employed, fostering renewed respect for agriculture.

***Technological Advancement:*** Successful agribusinesses rely heavily on modern technologies such as mechanized tools, automation, and smart farming techniques. This not only enhances productivity but also equips farmers with new skills and contributes to rural development.

***Availability of Fresh Produce:*** Agribusiness ensures the delivery of fresh and healthy produce to consumers. This builds trust and loyalty between



agricultural entrepreneurs and customers, with satisfied consumers often acting as promoters of the products.

### **Disadvantages of Agribusiness**

#### ***Dependence on Weather Conditions:***

Indian agriculture is vulnerable to unpredictable weather patterns. Irregular rainfall and seasonal disruptions—often attributed to climate change and ecological imbalance—frequently lead to crop failure.

**Impact of Natural Disasters:** *Disasters such as floods, droughts, earthquakes, and landslides severely damage agricultural lands, disrupting production, inflating prices, and hampering the supply-demand equilibrium.*

**Decline of Traditional Farming Practices:** With the increasing shift toward mechanization, traditional farmers who rely on manual labor and animal-driven ploughing are at risk of being marginalized. This may lead to the decline of indigenous knowledge and basic farming systems.

**Market Instability:** Price fluctuations in the agricultural market create a high degree of uncertainty. Farmers often face losses due to sudden drops in commodity prices, which can destabilize their income and financial security.

**Uncertainty in Income Expectations:** Agribusiness is not without financial risks. Entrepreneurs who invest with high profit expectations may face losses due to unforeseen circumstances, resulting in indebtedness and financial stress.

### **Suggestions**

The agricultural sector holds a unique position among all economic sectors, as it not only supports food security but also safeguards the livelihood of millions of farmers and agribusiness entrepreneurs. It is socially beneficial and economically sound for governments to continually prioritize the welfare of those involved in agriculture. In this context, it is essential for citizens to understand the vital role of agriculture and actively contribute to both national and personal development through engagement in this sector. Effective communication and collaboration between the government and the public are crucial for identifying and addressing the challenges faced by agribusinesses. To ensure the sustainable growth of the agricultural sector, the following suggestions are proposed:

**Raise Awareness Among Youth:** The government should initiate awareness campaigns to educate young people that agriculture is not merely traditional labor, but a dynamic and viable industry with significant entrepreneurial opportunities.

**Establish Agriculture-Related Offices in Strategic Locations:** Agriculture-related government offices and support centers should be established in high-population zones, such as the Outer Ring Road area of Mysore, to improve accessibility and responsiveness.

**Encourage Youth Employment in Agriculture:** In light of rising unemployment, youth should be

encouraged to pursue careers in agribusiness by highlighting its potential for innovation, self-employment, and financial sustainability.

***Promote Awareness of Agricultural Schemes:*** Comprehensive efforts must be made to educate farmers and the general public about existing agricultural schemes and benefits provided by the central and state governments, ensuring their full and effective utilization.

***Allocate Budgetary Support for Agribusiness Development:*** The central and state governments should allocate dedicated funds and introduce special grants in their budgets periodically to support the development, modernization, and diversification of the agribusiness sector.

### **Conclusion**

The role of agricultural industries along the Outer Ring Road of Mysore is vital for both trade expansion and regional economic development. Agriculture remains the foundational profession of any nation, and despite growing interest in non-agricultural sectors due to changing demographics and evolving consumer preferences, humanity continues to be indirectly dependent on agriculture for its survival and well-being. Agricultural industries play a crucial role in assisting farmers to cultivate high-quality crops and in providing consumers with nutritious, healthy food, thereby forming an unbroken chain that links human livelihood to agricultural productivity. To

strengthen this link and harness the full potential of agribusiness in the region, there is an urgent need to establish a wide range of agriculture-related industries along the Outer Ring Road. These may include agricultural pharmacies, organic fertilizer units, nurseries, high-quality seed outlets, poultry farms, fisheries, dairy units, fertilizer distribution centers, mushroom cultivation units, greenhouses, sunflower seed oil units, beekeeping farms, flower gardens, and fruit and vegetable export-import businesses, among others. Establishing pesticide and agrochemical stores in strategic locations will also support local farmers in increasing yields and managing crops effectively.

Furthermore, setting up sub-branches of national organizations such as the Agricultural and Processed Food Products Export Development Authority (APEDA) and the Indian Society of Agribusiness Professionals (ISAP) can provide institutional support, training, and market linkages. Coordinated implementation of agriculture-related programs by both Central and State Governments should be prioritized and localized for better impact. Ultimately, the survival and prosperity of agricultural industries depend on collective effort. It is the shared responsibility of policymakers, farmers, entrepreneurs, and citizens to create an ecosystem where agribusiness can thrive, especially in regions with high potential like Mysore's Outer Ring Road. Through strategic development, the area can



emerge as a model for rural-urban agricultural integration and sustainable economic growth.

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