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Class: B.A. Economics (Sem-04)

Paper: MJC-07

Topic: Rainbow Revolution

Introduction

The multiple colors of the Rainbow Revolution indicate multiple farm practices such as “Green Revolution (Foodgrains), White Revolution (Milk), Yellow Revolution (Oilseeds), Blue Revolution (Fisheries); Golden Revolution (Fruits); Silver Revolution (Eggs), Round Revolution (Potato), Pink Revolution (Meat), Grey Revolution (Fertilizers)” and so on. Thus, the concept of Rainbow revolution is an integrated development of crop cultivation, horticulture, forestry, fishery, poultry, animal husbandry, and food processing industry. The concept of Rainbow revolution in agriculture is a step towards sustainability. India has already achieved resilience in agriculture (including the horticultural sector) through effective agricultural technology generation and suggests that the country is now on the threshold of a “rainbow revolution” that will ensure both household nutrition security and prosperity for its people.

Benefits of Rainbow Revolution:

- It keeps a check on the needs of the citizens and provide accordingly.
- It has been an aid for the production of the best products.
- It make better supply to the consumers.
- It’s a boon for the Indian agricultural and husbandry sector.
- It aims at increasing environmental sustainability as well as development of resources.

- It promotes organic farming to decrease the use of chemicals and fertilizers.
- It has made practices like rain water harvesting compulsory.
- It aims at improving soil testing techniques and other agricultural technologies. It promotes soil health schemes.
- It takes care of the income of the farmers. It keeps a check on annual growth in agricultural sector.
- It keeps the farmers informed about miscellaneous plans and programs of the government for their growth and development.
- It ensures proper market facilities for the farmers without any restrictions on the movement of products.
- It supplies the farmers with adequate number of go-downs and warehouses . It promotes the agricultural exports with the help of good quality of agri-products. It keeps on maintaining nutritional values of the products.
- Rainbow Revolution aims at interlinking all sectors of agriculture and husbandry for better efficiency of generating and producing crops and other products.

Energy for Rainbow revolution

Energy has a key role in economic and social development but there is a general lack of rural energy development policies that focus on agriculture. Agriculture has a dual role as an energy user and as an energy supplier in the form of bioenergy. This energy function of agriculture offers important rural development opportunities as well as one means of climate change mitigation by substituting bioenergy for fossil fuels.

Challenges for Rainbow Revolution

1. Lack of Political Will
2. Low level of seriousness among Officials
3. Lack of Competent workers
4. Small Size of Land Holdings
5. Unorganized Marketing and Absence marketing Infrastructure

6. Costly Irrigation
7. Poor availability of seeds, particularly Pulses,vegetables and fruit saplings
8. Fertilizer availability on reasonable prices
9. Institutional credit declined during last three years and crop/livestock insurance at very low level
10. Extension is still elite centric.

Way Forward:

There is need for an innovation in agricultural marketing which is one of the major hindrance in fruit and vegetable production. Poor access of farmers to modern seeds of vegetables and fruit saplings needs improvement for increasing their production.

There is a need to create awareness among farmers about increasing production of various agricultural products but small size of land holdings, poor infrastructure and weak institutional arrangements should be considered for any agricultural development program.