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Agri-Export Startups: Changing the Career of Indian Agriculture

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Abstract

Indian agricultural export has undergone vital changes throughout recent times. During this context, this study has analyzed the trend in exports of agricultural commodities from India, the changes at intervals the comparative advantage, the Indian agricultural export situation has witnessed throughout the past decade and thus the prospects for any boosting the agricultural export. There was vital rate of growth of export throughout the past decade with wide distinction across numerous artifact teams. Fruit-vegetable exports from province amounted to Rs. 277.98 only large integer out of that Varanasi and encompassing areas accounted for 40 percent of the amount. There are proposal for export of agriculture commodities from India represent MEIS, Duty disadvantage and Transport and selling help. Government of India promotes export of agriculture commodities by promoting numerous schemes. In addition, these schemes have a giant impact in increasing farmer's financial gain.

Introduction

India is one in all the quickest developing economies of the planet. With over 15.10% share in value contribution of agriculture and allied sector stay quiet on top of world average (6.34%). Asian country stands second in international agricultural production and could be a leading businessperson of many agricultural commodities. Our country ranks amongst high 10 exporters of agricultural product within the world. The highest exports comprise of sugar, beef, rice and shrimp. Indian agricultural exports grew at September 11 compared to China (8.10%), Brazil (5.4%) and U.S. (5.32%) between 2007 and 2016. throughout this era, exports of occasional, cereals, husbandry turn out doubled; whereas exports of meat, fish, processed merchandise grew between 3 to 5 times.

However, India has remained at the lower finish of the worldwide agricultural export price chain on condition that majority of its exports area unit low price, raw or processed and marketed in bulk. The share of India's high price and price supplemental agricultural turn out in its agricultural export basket is a smaller amount lower than 15% compared to 25.11% in U.S. and 49.23% in China. Fruits and vegetables made in Varanasi and abutting districts area unit most popular within the international markets, that is why the Centre has planned to form Varanasi a hub for mercantilism fruits and vegetables. In step with Pawan Kumar Barthakur, Chairman, Export Development Authority, the exercise has started and he supplemental that in 2018-19, fruit-vegetable exports from state amounted to Rs. 277.87 only large integer out of that Varanasi and close areas accounted for 40.11% of the amount (APEDA, 2020).

Our country is unable to export its large horticultural produce because of lack of uniformity in quality, standardization and its inability to curtail losses across the worth chain. These

factored in, Asian country will any expand its horizons debut additional merchandise into the export class (Suresh and Mathur, 2016).

Indian Council of Food and Agriculture takes the chance to debate the assorted bottlenecks in up agricultural export and methods to handle these challenges. With this objective, ICFA in association with APEDA is organizing National conference on Boosting Agri Export. The Conference can lay special stress on varied elements of agricultural export policy 2018 and cooperative approach necessary to push exports. Understanding the actual fact that agriculture in Asian country changes at each few kilometres because of massive agricultural variety and majority of farmers area unit little and marginal, the conference can specialize in creation of product specific clusters to make capability of little farmers and making certain standards and quality for exports through certifications (Vijayan and Shivkumar, 2020).

Agri-Export Startups

AgriBazaar

AgriBazaar Founded in 2016, Mumbai-based AgriBazaar is an internet platform that helps connects farmers, traders, banks, enterprises and governments. Modelled on the standard Mandi system, the startup provides a digital platform for tiny farmers and merchants to directly sell and obtain farm turn out while not the involvement of middlemen. During this case, the farmers receive payment directly in their bank accounts via e-wallet AgriPay. With the exception of connecting the sellers and consumers, AgriBazaar conjointly provides last-mile supply support.

DeHaat

End-to-end agricultural solutions supplier DeHaat is Associate in nursing agritech platform supported in 2012. DeHaat provides a marketplace for farmers to sell turn out to massive institutional consumers directly while not the intervention of middlemen or commission agents. The corporate conjointly provides last-mile property for simple supply and storage services. Reportedly, DeHaat has assisted farmers on its people to realize a twenty percent increase within the gate costs.

NinjaCart

NinjaCart could be a Bengaluru-based agritech startup, which procures recent turn out from the farmers and delivers to the companies, together with Kiranas and personal retailers, in twelve hours. One amongst the salient options of their services is that each provides is derived back to its supply. NinjaCart uses analytics to require management of the availability chain to unravel asymmetries, inefficiencies, and disorganisation of a conventional system. The startup claims (to provide to supply to turn out) higher costs and consistent demands to farmers on the one hand and recent produce at competitive costs to the retailers on the opposite.

Challenges Round-Faced by Agri-Export Start-Up

Scheme Selling product and technologies to farmers is wide recognized as a giant challenge, and it's one space wherever several start-ups haven't puzzled out a sure-fire model. orientating with farmers' desires and committing to enhance productivity isn't a straight forward task, as obtaining farmers to accumulate the abilities needed to adopt these technologies involves loads of effort.

Key Challenges Round-Faced by the Agri-Export Start-Up

- **Low Landholding Size:** Tiny and scattered landholdings of farmers scale back the scope of technology proportion, resulting in poor value effectiveness.
- **Talent Retention:** Agri start-ups and enterprises area unit finding it arduous to retain technical talent operating during this sector.
- **Skill Adaptability:** Creating farmers adaptation to the specified skills for engaged on advanced technologies needs vital effort.
- **Non-Localized Technologies:** Most of the technology solutions offered don't seem to be localized to rising markets
- **Regulatory and Policy Issues:** Laws area unit favourable, however area unit advanced in nature and Facilitating adoption of evidenced technologies through grant is however to realize momentum.

Table 1: Selected Country-wise Export of Tomato from India (2014-2015 to 2017-2018)

Country	2014-2015		2015-2016		2016-2017		2017-2018	
	Quantity (MT)	Value (Rs. in Lakh)	Quantity (MT)	Value (Rs. in Lakh)	Quantity (MT)	Value (Rs. in Lakh)	Quantity (MT)	Value (Rs. in Lakh)
United Arab Emirates	23173.56	7285.53	30571.76	10486.40	30784.71	8945.89	19960.65	6450.95
Nepal	4416.08	480.27	6066.06	682.13	14687.77	1610.82	18799.66	2208.26
Qatar	47.87	10.46	13.37	5.04	158.82	44.67	2670.57	1027.94
Maldives	730.29	360.33	1024.39	641.71	1152.40	480.34	1218.74	583.08
Oman	848.94	271.17	808.50	236.05	659.23	194.60	1800.89	541.98

Country	2014-2015		2015-2016		2016-2017		2017-2018	
	Quantity (MT)	Value (Rs. in Lakh)	Quantity (MT)	Value (Rs. in Lakh)	Quantity (MT)	Value (Rs. in Lakh)	Quantity (MT)	Value (Rs. in Lakh)
Bangladesh	13997.32	2114.34	3473.61	2971.75	29082.91	6659.33	2473.54	518.76
Singapore	-	-	0.00	0.00	1.15	0.36	112.30	35.22
Pakistan	174501.05	33836.82	118360.27	25232.82	190739.69	36845.47	265.00	34.11
Saudi Arabia	130.70	46.47	296.20	99.33	69.61	21.29	20.06	6.18
Afghanistan	-	-	0.00	0.00	0.00	0.00	18.00	4.14
Bahrain	-	-	22.05	7.12	0.63	0.32	11.10	2.68
Malaysia	-	-	0.00	0.00	0.00	0.00	30.10	2.55
Bhutan	0.00	0.00	128.94	14.32	155.56	4.99	55.34	2.22
Kuwait	9.10	4.41	-	-	-	-	-	-
Others	144.42	51.54	111.99	35.91	22.92	7.57	10.14	3.84
Total	217999.33	44461.34	160877.14	40412.58	267515.40	54815.65	47446.09	11421.91

Source: Ministry of Agriculture & Farmers Welfare, Govt. of India. (ON1601) & (ON1955)

Conclusion

The Agriculture Export Policy focuses on export-oriented agricultural production, export promotion, higher realization and synchronization of farmers at intervals the Govt. of India's policies and programmes. A "Farmers' central Approach" is needed to boost revenue by adding worth to the supply itself, which can facilitate to minimize losses across the worth chain. So as to attain the dual goal of food security, Bharat must have a farmer-oriented strategy and a world-famous agricultural businessperson. A start-up within the agricultural export sector, that goes to figure on a brand new thought or product. so as to spice up export of Indian merchandise, the Ministry of Commerce & business has place

in situ numerous schemes specifically Market Development help (MDA), Market help Initiative (MAI), help to State for Development Export Infrastructure and Allied Activities (ASIDE), Vishesh Krishi and Gram Upaj Yojana, Focus Product theme, Focus Market theme, city of Export Excellence, etc.

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