



Agriculture in India: Information About Indian Agriculture & Its Importance

In India, agriculture is the primary source of livelihood for ~55% of the population.

Agriculture and Allied Industries

ADVANTAGE INDIA

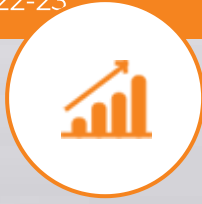
ROBUST DEMAND

- * Factors contributing to the sharp growth in demand for processed foods include increasing urbanization, increasing disposable incomes, changing spending patterns/priorities, the emergence of nuclear families, and the growing need for convenience foods in dual-income nuclear families.
- * The demand for organic products in the Indian market is growing and is anticipated to rise with a CAGR of 25.25% between 2022-27.

ATTRACTIVE OPPORTUNITIES

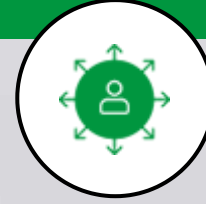
- * Entry of foreign players has been key to sustainable growth in some sectors such as dairy.
- * Trends indicate a sharp increase in on-the-go eating, snacking in between meals, switching to healthier eating alternatives, pre-cooked ready-to-eat meals, and increasing consumption of organic foods. This has led to a host of new opportunities in the consumer foods market for both domestic and international companies to build a stake in this fast-growing processed food market.

- * A total of 521.27 LMT rice has been anticipated for procurement for the upcoming KMS 2023-24, up from 496 LMT produced during the previous KMS 2022-23



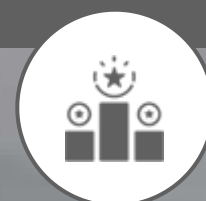
POLICY SUPPORT

- * Online, Competitive, Transparent Bidding System with 1.74 crore farmers and 2.39 lakh traders put in place under the National Agriculture Market (e-NAM) Scheme.
- * A new sub-scheme of PM Matsya Sampada Yojana with a targeted investment of Rs. 6,000 crore (US\$ 729 million) to be launched to further enable activities of fishermen, fish vendors, and MSEs, improve value chain efficiencies and expand the market.
- * Through several Digital Initiatives, such as the National e-Governance Plan in Agriculture, the construction of Digital Public Infrastructure, digital registries, etc., the government has taken various steps to ensure access to IT across the nation.



COMPETITIVE ADVANTAGE

- * India has access to several natural resources that provides it a competitive advantage in the food processing sector. Due to its diverse agro-climatic conditions, it has a wide-ranging and large raw material base suitable for food processing industries.
- * In India, agriculture is the primary source of livelihood for ~55% of the population.





















Note: Conversion rate used in October 2024, Rs. 1 = US\$ 0.012

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