



Agribusiness Promotional Strategies in India: Fostering Growth in a Transformative Sector

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Agribusiness, the business of agricultural production, encompasses a wide array of activities from farming to processing, and distribution. In India, agribusiness plays a pivotal role in the economy, given the nation's extensive agricultural base and the significance of agriculture in supporting livelihoods. To leverage this potential, various promotional strategies have been employed to boost agribusiness in the country. This article delves into the key promotional strategies that are driving growth in India's agribusiness sector.

1. Digital Transformation and E-Commerce Integration: The digital revolution in India has significantly influenced agribusiness, particularly in terms of marketing and sales. E-commerce platforms such as **DeHaat, Ninjacart, and AgriBazaar** have emerged as vital channels for farmers and agribusinesses to market their products directly to consumers and businesses. These platforms not only enhance market reach but also reduce intermediaries, thereby increasing profit margins for farmers. Furthermore, mobile applications and digital tools are being used for farm management, providing farmers with critical information on weather, crop diseases, and market prices, facilitating better decision-making.

2. Government Initiatives and Policy Support: The Indian government has implemented several schemes and policies to promote agribusiness. The Pradhan Mantri Fasal Bima Yojana (PMFBY) offers insurance cover to protect farmers against crop losses due to natural calamities, while the Pradhan Mantri Kisan Samman Nidhi (PM-KISAN) provides financial support to farmers. Additionally, the Ministry of Agriculture & Farmers Welfare has introduced the National Agriculture Market (eNAM), an online trading platform to create a unified national market for agricultural commodities. These initiatives aim to improve farmers' incomes and create a conducive environment for agribusiness growth.

3. Innovation and Research: Innovation and research play a crucial role in the agribusiness sector. Indian agritech startups are leveraging technologies like artificial intelligence (AI), big data, and blockchain to improve productivity and supply chain transparency. For instance, companies like Stellapps are using IoT devices to enhance dairy farm management, while CropIn Technology is providing AI-driven solutions for crop monitoring and management. Research institutions like the Indian Council of Agricultural Research (ICAR) are also developing new crop varieties and farming techniques to enhance productivity and sustainability.

4. Public-Private Partnerships: Public-private partnerships (PPPs) have been instrumental in fostering agribusiness in India. These collaborations bring together the resources and expertise of both sectors to address critical challenges in agriculture. For instance, the Mahindra Agribusiness and Government of Maharashtra's collaboration on the 'Mahindra Krishi Mitra' project provides end-to-end solutions to farmers, including crop advisory

services and market linkages. Such partnerships help in scaling up innovative solutions, improving infrastructure, and facilitating access to finance and markets for agribusinesses.

5. Capacity Building and Training Programs: To empower farmers and agribusiness entrepreneurs, various capacity-building and training programs are being implemented. Organizations like the National Institute of Agricultural Extension Management (MANAGE) and the Small Farmers' Agribusiness Consortium (SFAC) offer training in modern farming techniques, business management, and market access. These programs aim to enhance the skills and knowledge of stakeholders, enabling them to adopt best practices and innovations in agribusiness.

6. Export Promotion and Global Market Integration: India's agribusiness sector has immense potential for export. The Agricultural and Processed Food Products Export Development Authority (APEDA) is actively involved in promoting agricultural exports by providing financial assistance, certification, and training to exporters. Initiatives like the 'One District One Product' scheme aim to promote unique agricultural products from various regions, boosting export potential. Moreover, India is exploring new markets and forging trade agreements to enhance its agricultural exports, thus integrating with the global market and increasing foreign exchange earnings.

7. Sustainable and Organic Farming: There is a growing focus on sustainable and organic farming practices in India. The demand for organic products is on the rise, both domestically and internationally. The Paramparagat Krishi Vikas Yojana (PKVY) promotes organic farming by providing financial assistance and technical support to farmers. Additionally, certifications like the National Programme for Organic Production (NPOP) help in establishing credibility and marketability for organic products. Promoting sustainable practices not only caters to the rising consumer demand for eco-friendly products but also ensures long-term environmental sustainability.

8. Branding and Marketing Initiatives: Effective branding and marketing are crucial for the success of agribusinesses. Initiatives like the 'India Organic' and 'FSSAI's Eat Right India' campaigns aim to create a strong brand identity for Indian agricultural products. Agribusinesses are increasingly leveraging social media and digital marketing to reach a broader audience, showcasing the uniqueness and quality of their products. This not only helps in building consumer trust but also in establishing a competitive edge in the market.

Conclusion

The agribusiness sector in India is undergoing a transformative phase, driven by a combination of technological advancements, policy support, and market-oriented strategies. The promotional strategies discussed above are playing a crucial role in enhancing the sector's growth and sustainability. As India continues to innovate and evolve its agribusiness landscape, it is poised to become a global leader in agricultural production and trade, contributing significantly to the nation's economic prosperity and food security.