

WEBINAR HANDOUT



Yojana and Kurukshetra

YOJANA (DECEMBER 2020) AND KURUKSHETRA (NOVEMBER 2020)

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1. ZERO HUNGER - FOOD FOR ALL

Introduction

India has seen tremendous growth in the past two decades. Gross Domestic Product has increased 4.5 times and per capita consumption has increased 3 times.

Foodgrain production has increased almost 2 times. However, despite phenomenal industrial and economic growth and sufficient food to feed its population, according to the Food and Agriculture Organization of the United Nations, estimates in The State of Food Security and Nutrition in the World, 2020 report, 14% of the population, are undernourished in India.

Realizing the Vision of Malnutrition-Free India (1/2)

To achieve improvement in nutritional status in a time bound manner with fixed targets as under:

Objective	Target to prevent &/or to reduce by
Prevent & reduce stunting in children (0- 6 years)	6% @ 2% p.a.
Prevent & reduce under-nutrition (underweight prevalence) in children (0-6 years)	6% @ 2% p.a.
Reduce the prevalence of anemia among young Children (6-59 months)	9% @ 3% p.a.
Reduce the prevalence of anemia among Women & Adolescent Girls in age group of 15-49 years	9% @ 3% p.a.
Reduce Low Birth Weight (LBW)	6% @ 2% p.a.

Different terms are used to describe hunger in various forms.

- **Hunger** is usually understood to refer to the distress associated with a lack of sufficient calories.
- **Undernutrition** is the result of inadequate intake of food in terms of either quantity or quality, poor utilisation of nutrients due to infections or other illnesses, or a combination of these factors.
- **Malnutrition** refers more broadly to both undernutrition (problems caused by deficiencies) and overnutrition (problems caused by unbalanced diets, such as consuming too many calories in relation to requirements with or without the low intake of micronutrient-rich foods).

India's Progress in GHI

- In the Global Hunger Index Report 2019, India was ranked at 102 out of 117 countries.
- The Government of India is strongly committed to achieving the 2030 Sustainable Development Goals (SDGs).
- The current nutrition situation in India justifies its high-level national commitment with strong policy initiatives based on evidence-informed interventions towards combating all forms of malnutrition in the country.

Realizing the Vision of Malnutrition-Free India (2/2)

- ◆ Aim to reduce malnutrition in a phased manner through the life cycle concept by adopting a synergised and result-oriented approach
- ◆ Will ensure mechanisms for timely service delivery & a robust monitoring as well as intervention infrastructure
- ◆ To bring down stunting of children in age group of 0-6 years from 38.4% to 25% by 2022
- ◆ Prevalence of stunting, wasting & underweight among children reduced from the levels reported by NFHS-4*

*National Family Health Survey- 4

How does GHI measure hunger?

- For each country in the list, the GHI looks at four indicators:
 - **Undernourishment** (which reflects inadequate food availability): calculated by the share of the population that is undernourished (that is, whose caloric intake is insufficient)
 - **Child Wasting** (which reflects acute undernutrition): calculated by the share of children under the age of five who are wasted (that is, those who have low weight for their height)
 - **Child Stunting** (which reflects chronic undernutrition): calculated by the share of children under the age of five who are stunted (that is, those who have low height for their age)
 - **Child Mortality** (which reflects both inadequate nutrition and unhealthy environment): calculated by the mortality rate of children under the age of five (a reflection of the fatal mix of inadequate nutrition).

SDG Index and Dashboard 2019-20

- SDG India Index and Dashboard 2019-20 have been developed in collaboration with the Ministry of Statistics and Programme Implementation (MoSPI), the United Nations in India, and the Global Green Growth Institute.
- NITI Aayog has the mandate of overseeing the adoption and monitoring of SDGs in the country, at the national and sub-national level.
- The SDG India Index and Dashboard 2019 tracks the progress of and ranks all States and UTs on 100 indicators drawn from MoSPI's National Indicator Framework, comprising 306 indicators.
- It indicates where the country and its States and UTs currently are on SDG implementation, and charts the distance to be travelled to reach the SDG targets.
- The Index covers 16 out of 17 SDGs and a qualitative assessment on Goal 17. This marks an improvement over the 2018 Index, which covered only 13 goals.
- Two of the most important SDGs (Sustainable Development Goals) having a bearing on poverty, hunger and nutrition are:
 - SDG 1. No Poverty.
 - SDG 2. Zero Hunger.

To inspire India's performance towards the goal of 'Zero Hunger, seven national-level indicators have been identified,

- The ratio of rural households covered under the public distribution system (PDS) to rural households where the monthly income of the highest-earning member is less than Rs. 5,000.
- Percentage of children under age 5 years who are stunted.
- Percentage of pregnant women aged 15-49 years who are anaemic.
- Percentage of children aged 6-59 months who are anaemic (Hb<11.0 g/dl).
- Percentage of children aged 0-4 years who are underweight.
- Rice, wheat and coarse cereals produced annually per unit area (Kg/Ha).
- Gross Value Added in Agriculture per worker.

Food and Nutrition Security

- Under the “Antyodaya Anna Yojana” (AAY), the poorest from amongst the Below Poverty Line families are entitled to 35 kg of food grains per month at more subsidised rates.
- Another initiative aimed at achieving better nutrition standards for school going children is the **Mid-day meal (MDM) scheme**, which provides nutritious cooked mid-day meal with the calorie range of 450-700 to over 120 million children at primary and upper primary levels.
- **The National Nutrition Mission (Poshan Abhiyaan)**, a multi-ministerial convergence mission was launched in 2018 to make a concerted attack on under-nutrition, stunting, and anaemia.

Agricultural Productivity and Income

The government has been implementing a multi-faceted strategy for doubling farmers’ income focusing on seven growth factors: improved crop productivity, increased livestock productivity, cost-effective production processes, increased cropping intensity, crop diversification favouring high-value crops, access to better prices and shifting to the non-farm occupation.

- 221 million **soil health cards** have been distributed so far to farmers to help rationalise the use of fertilisers.
- **The Pradhan Mantri Krishi Sinchayee Yojana (PMKSY)** focuses on improved water efficiency with the motto of “Har Khet Ko Paani” and “Per drop more crop” and provides end-to-end solutions in the irrigation supply chain, viz. water sources, distribution network, and farm-level applications.
- **The Pradhan Mantri Fasal Bima Yojana (PMFBY)** provides better insurance coverage and agricultural credit at a reduced rate of 4 per cent per annum to farmers.
- **Under Pradhan Mantri Kisan Sampada Yojana**, financing of mega food parks, the infrastructure of agro-processing clusters, and integrated cold chain and value addition infrastructure is undertaken, in addition to other components.
- **Pradhan Mantri Kisan Scheme** has been initiated to extend the payment of INR 6,000 per year to every farmer in the country, which provides a further boost to their income.

Conclusion

- India still faces a long road ahead in its quest to achieve Zero Hunger. Over 25 years since India ushered in its economic reforms, the country’s economy has undergone significant structural transformations, encouraging planners to turn their focus away from agriculture, instead of towards the service and manufacturing sector.
- The priority now is to return attention to agriculture and the central role of providing food security, reducing boven and generaling employment.
- India is likely to be the Iman populous country on this planet by 2030 with 1.6 billion. people. Ensuring food and nutrition security will be the biggest challenge.

2. CHALLENGES OF LINGUISTIC HETEROGENEITY

Introduction

Migrant workers are central to the functioning of the Indian cities. Anyone who has a cursory look at the migration and language tables released as part of Census of India 2011 would realise the extent to which the composition of the population of Indian cities had changed due to inter-state migration.

In general, within a state, the probability of two individuals having the same mother tongues is higher in rural areas than in urban areas. This should not come as a surprise since urban areas attract out-of-state Migrants.

Case of knowing two languages

The linguistic heterogeneity of the cities is typically ignored by the respective state governments. Most documentation and paperwork in the Indian states are in the official language of the state or English. Migrants not conversant with the official language of the state, where they are working, face problems in navigating through the paperwork.

For instance, migrants who have worked for 90 days in construction work are eligible to be registered under the Building and Other Construction Workers (BOCW) Act. Registered workers are eligible for social security benefits, they get coverage for health and accidents, and their children get financial support for education.

Advances in natural language processing in Indian languages allow real time translation of forms filled in any language to a language of choice. While the overall the objective is not to require that all government business in a state be conducted in multiple languages, it is possible to permit the interface of the citizen with the state in multiple languages.

It should be made mandatory to make available the paperwork and documents in every state at least in all the scheduled languages of India if not in all the scheduled and non-scheduled languages of India.

Language barrier in Courts

- Article 348 (1) of Constitution of India, requires the proceedings of the Supreme Court and High Courts to be conducted in English.
- In recent years, the Supreme Court has recognised and acknowledged the language barriers faced by the individuals in accessing the Court judgements, which were solely documented in English.
- In 2019, the Supreme Court of India translated 100 important judgements into regional languages for the benefit of those who do not know English.
- The translation of judgements into regional language marks the beginning of a compromise on the exclusivity of English in Indian courts.

Concerns related to Language as a barrier

- The medium of instruction in government schools is typically the official language of the state.
- Language barriers could pose as a deterrent to the child who might refrain from getting enrolled in a school in the destination state.
- An unfamiliar medium of instruction will pose a barrier for children of inter-state migrants.
- A further complication is that in recent years Some states are making the official language of the state a compulsory subject in government and private schools. This policy too imposes a cost on children from migrant households, irrespective of whether they are rich or poor.

What needs to be done?

- National Education Policy (NEP) 2020 calls for alternative and innovative education centres for ensuring that children of migrant workers who drop out are brought back to schools.
- Source and destination state governments to work together by ensuring the availability of textbooks in the appropriate language.
- Civil society organisations are active in arranging for volunteers who teach children of migrant workers in their mother tongue.
- Recent developments suggest that many state governments including Uttar Pradesh and Andhra Pradesh have recognised the emerging realities and sought to convert the medium of instruction in many government schools to English.
- Data from the Eighth All India School Education Survey to show an increase in the number of schools with two or more mediums of instruction.
- Today, among those aged 6-14 and 15-29 years, 34 per cent and 4 per cent are respectively bilingual.

3. LEAVE NO ONE BEHIND - MULTIDIMENSIONAL POVERTY INDEX

Concept of Poverty Estimation

The concept of global poverty estimation was initiated in the 1970s. The global strategists led research to present the international poverty line on the national poverty lines of very poor developing countries.

They also used the purchasing power parity exchange rates (PPPs)—rather than nominal ones—to convert the line into the US dollar and standardise the poverty line across all the countries.

The World Bank is the pivotal source for information on global poverty estimation methods. In 1990, a person was poor if he had an income less than \$1 USD a day. It was revised to \$1.25 per day per person in 2005 and approximately 1.6 billion people lived under this mark. It was again changed to \$1.90 per day per person in 2015, a nominal increase of 52% in the benchmark.

Concept of Multidimensional Poverty Index

About Global MPI

- Global MPI is an international measure of multidimensional poverty covering 107 developing countries.
- It was first developed in 2010 by Oxford Poverty and Human Development Initiative (OPHI) and the United Nations Development Programme (UNDP) for UNDP's Human Development Reports.
- The index is released at the High-Level Political Forum (HLPF) on Sustainable Development of the United Nations in July every year.
- How is the index calculated?
 - It is calculated by assigning scores for each surveyed household on 10 parameters.
 - These are based on nutrition, child mortality, years of schooling, school attendance, cooking fuel, sanitation, drinking water, electricity, housing, and household assets.
 - The index complements traditional monetary poverty measures by capturing the acute deprivations in health, education, and living standards that a person faces simultaneously.
- In Global MPI 2020, India was 62nd among 107 countries with an MPI score of 0.123 and 27.91% headcount ratio, based on the NFHS-4 (2015-16) data.

To understand the importance of MPI, it is imperative to focus on the motivation that led to a major overhaul and evolution of poverty calculation to MPI. Three such motivations have been normative arguments, empirical evidence and policy perspective, nutritionally balanced.

As per the normative, the argument stands that the poverty measures have to match up to the multidimensional nature of poverty itself.

There were major empirical evidences cropping up around the world that strongly put forward the case for MPI.

- The first reason highlighted that the non-monetary dimensions successfully capture the essence of what it “means” to be poor, thus enhancing the very notion of poverty holistically.
- The second reason propagates the idea that MPI can be used to successfully figure out a more “appropriate income threshold” and can also thus bring those poor people under its ambit of study who are “unable to participate in their societies due to lack of resources”.
- The third reason speaks for itself as poverty is defined as multidimensional and therefore multiple indicators can provide more wholesome results.

But, despite constant evolution of the research methodology, the need for a clearer picture of poverty persisted. The main issues with earlier approaches are that annual price adjustments to the poverty line are usually inadequate and tend to underestimate the time incidence of poverty.

Another critique of income/calorie- based methods is that intake of the minimum number of calories does not automatically ensure that diet is nutritionally balanced. Expenditure on essential non-food items like rent, fuel, light, clothing, health care, education and transport is also often seriously underestimated and unaccounted for.

The eventual development of the Human Development Index (HDI) was the culmination of decades of research and multilateral discussions on how to clinically evaluate poverty.

Concept of Poverty Estimation in India

Decades of research established the consensus that should not be measured simply in terms of income.

Amartya Sen asserted that poverty should be defined as a condition that deprives people of the freedom to choose and prohibits them from functioning effectively in society.

It is this lack of facilities and opportunities for individuals that prevents them from developing their full potential and capabilities. This kind of poverty analysis shifts attention from a “means” (income) to an “ends” (freedom to pursue a fulfilling life).

Poverty measurement has attracted the attention of Indian policymakers for a long time.

- In 1950, BS Minhas published the first estimates of poverty rates for Independent India using a poverty line based on real expenditure per year.
- In 1952, the first National Sample Survey (NSS) (Tendulkar, 2003) concluded that the head-count ratio of poverty in India was around 45 percent of the population.
- In 1971, VM Dandekar and Nilkantha Rath used a daily intake of 2,250 calories per person to define the poverty line for India.
- In 1993, an expert group chaired by DT Lakdawala) established the poverty line for India.

- In 2000, the Saxena Committee report (Committee, 2010) using data from 1972 to 2000, separated calorie intake from nominal income in its analysis of poverty in India, and estimated that 50% of Indians lived below the poverty line.
- In 2010, the Suresh Tendulkar Committee calculated the poverty line based on per capita consumption expenditure per month.
- The Rangarajan Committee established a new poverty threshold for rural areas at Rs. 972 per month or Rs. 32 per day. For urban areas, it was fixed at Rs. 1407 per month or Rs. 47 per day.

Gain from Multidimensional Poverty Index

- Of all the countries that have taken up MPI to measure their overall poverty statistics, India has been the biggest gainer of them all
- India has uplifted 271 million people out of multidimensional poverty.
- An example is the state of Jharkhand wherein the incidence of MPI has been reduced from 74.9% in 2005-06 to 46.5% in 2015-16.
- With a drop in MPI value from 0.283 in 2005-06 to 0.123 in 2015-16, India has shown that uplifting people from the poorest regions can showcase a brilliant example for other countries to emulate.
- However, in terms of absolute numbers, India _ still shoulders the burden of eradicating multi- dimensional poverty from the lives of approximately 369 million of its citizens.

4. DIFFERENTLY-ABLED - ENABLING POLICIES

Global Action for Disability

International action on disability was stimulated through the declaration of the International Year of Disabled Persons in 1981 and later the International Decade of the Disabled which began from 1983.

The immediate impact of the IYDP (International Year of Disabled Persons) and the International Decade was visible in many countries including India.

UN Convention for the Rights of Persons with Disabilities (UNCRPD)

- It outlines disability as resulting from “the interaction between persons with impairments and attitudinal and environmental barriers that hinder their full and effective participation in society on an equal basis with others.”
- The UN Convention for the Rights of Persons with Disabilities has undoubtedly marked a shift in disability policy framework”.
- Across many countries, legislation was begun to be drafted where disability question was placed within human rights context instead of charity or welfare approach”,

Evolution of Disability in India

In India, much of the 1970s and early 1980s witnessed a solidification of disability as a social category”, while the concept itself continued to be located within a social work frame.

This is also the period during which institutional structures (special schools, National Institutes) and NGOs built specifically around the theme of disability.

Rights of Persons with Disabilities Act 2016

- RPD Act 2016" replaced the PWD Act 1995, and it is in accordance with the obligations to UNCRPD. to which India is a signatory.
- It was enacted on December 12, 2016 and came into force from April 19, 2017.
- It recognises disability as a fluid and shifting and incorporates measures towards a full acceptance of people with disabilities, ensuring their full participation and inclusion in the society.

Twin-Track Approach to Disability-Inclusive Policies

The philosophy encompassed in the twin-track approach to disability inclusion is that, in addition to disability- specific, targeted policies and institutions, there needs to be disability-centric approach in all existing policies and development measures.

Targeted, Disability-Specific Policies and Measures

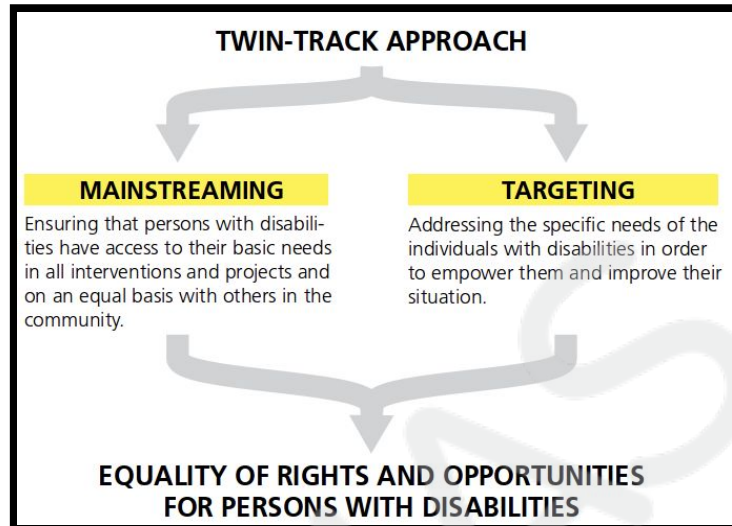
Targeted, disability-specific measures are those that are created exclusively for the empowerment and inclusion of persons with disabilities.

Rights of Persons with Disabilities Act 2016 (as also the PWD Act 1995 which it replaced) is an example of disability specific targeted legislation. In India, there are also institutional bodies that are exclusively created for the purpose of disability inclusion.

Contemporary Policies and Measures towards Mainstreaming Disability Inclusion

Mainstreaming Disability in Education

- **Sarva Shiksha Abhiyan (SSA)** launched in 2001, provided for a cash grant of up to Rs. 1200 per child per year; evolving plans at the district level for students with disabilities and also involvement of resource institutions.
- The newly launched **National Education Policy 2020** also aims to ensure children with disabilities will have equal opportunities for participation in the mainstream educational system.



Accessible Sanitation Measures

- Chhattisgarh state launched an **“Inclusive and Accessible Sanitation Policy for Persons with Disabilities and transgender persons”**
- **Swachh Bharat Mission**, created a set of guidelines for accessible Household Sanitation for Persons with Disabilities.

Accessible Banking

- RBI’s provisions for disability-inclusive banking practices have been well utilised by persons with disabilities across India to access banking services.

Mainstreaming Disability in Poverty Alleviation Frameworks

- National Rural Livelihood Mission
- KUDUMBASHREE (Kerala) and JEEViKA (Bihar) have implemented disability-inclusive measures that have created disability mainstreaming pathways within poverty alleviation programmes in India.

Initial steps required towards mainstreaming – Disability

- To develop a Disability Inclusion Policy or strategy paper for the whole organisation. (Example- Bihar State Rural Livelihood Mission, Disability Inclusive Guideline).
- All the existing themes and departments of the project should encompass disability-inclusive components.
- To include disability-inclusive indicator components in Monitoring and Evaluation frameworks such as monthly/Quarterly/Half-yearly/Annual reporting formats.
- Disability indicators should be part of Annual Action and Review planning.

- Intra-departmental, thematic and grade-oriented review processes. should have disability indicator queries.
- All staff should be trained on disability rights framework and inclusion, best-practice measures.
- Recruitment and HR policies to be in line with RPD Act 2016.
- Buildings, departmental websites, internal/external communication measures should incorporate accessibility standards and be in sync with RPD Act 2016.
- To include components of disability inclusion within to Annual planning, budget allocation, HR policy, Monitoring and Evaluation, data collection measures, communication, training and documentation.

Conclusion

A truly disability-inclusive society is one Where all the policies, development initiatives are inclusive of all marginalised sections of the society. Mainstreaming disability inclusion is a constructive way to proceed forward with this goal.

KURUKSHETRA-NOVEMBER 2020**5. RURAL WOMEN ENTREPRENEURS - EMPOWERING A NEW INDIA****Introduction**

- The share of nature of work among men and women in rural areas is not different, there is a huge difference in the type of self-employment between men and women.
- 84 percent of self-employed men in rural India are own account workers or employers while only 37 per cent of women fall in this category.
- Most self-employed women in rural India (63 per cent) work as helpers in household enterprises.
- Among states, according to the PLFS survey, Jammu and Kashmir, Mizoram, Himachal Pradesh, Rajasthan and Arunachal Pradesh had the highest share of self-employed female workers in rural India.
- In comparison, Chandigarh, Kerala, Bihar and Assam were some states with the lowest share of rural women who were self-employed.
- While Bihar and Chandigarh had a higher share of rural women who worked as casual labour, Assam and Kerala had more women who had regular wages and salary.

Findings of PLFS 2017-18 survey

- According to the numbers reported in the PLFS 2017-18 survey, self-employed women in rural areas earned the lowest wage among men and women from rural and urban areas.
- On average, wages earned by self-employed urban men were 4 times that of self-employed rural women, those of self-employed men in rural areas was 2.5 times that of self-employed women in rural areas, while self-employed women in urban areas earned 1.7 times the wages earned by self-employed women in rural areas.
- The inequality in income could be because women, especially in rural areas, are expected to be the primary caregivers for children and older household members.
- Household chores like cooking, cleaning, and fetching water is also usually the primary responsibility of women in rural areas.
- Self-employed women in urban areas worked on a couple of hours more than those in rural areas, indicating that like their rural counterparts, they are also expected to do the larger share of domestic chores.

What are some impediments that limit a woman's participation and efficiency as an entrepreneur?

- Impediments range from poor education levels to lack of financial support to information asymmetry.
- There is a gender gap in the literacy rates of men and women in both urban and rural areas.
- Improvement in literacy rates of women in rural areas has not translated into a higher share of participation in the labour force.

How Government resolve these impediments?

- Financial inclusion can help improve the economic prospects of female entrepreneurs in rural areas.
- The government of India addressed financial issues through a three- pronged approach, popularly known as the **JAM Trinity – Jan Dhan Yojana, Aadhar Card and Mobile phones.**
 - There are around 20 crore women who opened banks accounts under the Jan Dhan Yojana who also benefited from the Direct Benefit Transfer scheme of the government during the national lockdown.
 - Women could now access bank accounts and conduct financial transactions from the safety of their homes and as per their convenience.
 - Gender gap in bank account ownership **fell from 20 percentage points to 6 percentage points.**
- To address the social issues regarding the financial dependence of the women, especially those in rural areas, the government launched the **Sukanya Samriddhi Account (Girl Child Prosperity Account) in 2015**, which is a savings scheme to encourage parents to build a fund for the education and marriage expenses of their daughters.
- Earlier this year, the Finance Minister had announced provision of **collateral free loans up to Rs. 20 lakh for women self- help groups** to tackles hardships due to the lockdown.
- To strengthen financial literacy, the **Reserve Bank of India has also released the National Strategy for Financial Education (NSFE 2020-25)** that acknowledges the **need to improve financial literacy among women.**
- **NITI Aayog’s Women Entrepreneurship Platform (WEP)** is one such digital initiative that aims to reduce the information asymmetry for women entrepreneurs.
 - It collaborates with public and private sector organisations and brings information on all women focused schemes, initiatives and programmes in one portal.
 - It uses three pillars – **Ichha Shakti** to motivate inspiring women entrepreneurs to start new business; **Gyan Shakti** to provide knowledge and ecosystem support to foster budding entrepreneurs; and **Karma Shakti** to provide hands-on support in setting up and scaling businesses.
 - Currently, the platform is more popular with urban female entrepreneurs than rural ones.
- **Mahila e-haat** is another government initiative for women entrepreneurs and self-help groups for showcasing their products that are made or manufactured by them on an online platform.
- There are many cooperatives, not-for-profit and for-profit organisations that are trying to connect with rural women entrepreneurs to reduce information asymmetry, increase their market reach and improve their productivity.

Way forward

- The next step should be to educate and support rural women entrepreneurs to start selling their products directly on channels like Flipkart and Amazon that have a lot of traffic.
- It will support the rural entrepreneurs by giving them access to a much larger market and will also strengthen the call for Atma Nirbhar India
- Schemes that incentivise businesses (like tax credits or exemption) that source their inputs or products from rural women entrepreneurs will help increase private sector participation that will in turn benefit women entrepreneurs.



6. NEW HORIZONS OF AGRI ENTREPRENEURSHIP AND AGRO MSMES

Introduction

- India being the second largest agricultural producer. India's agriculture holds the key to a broad-based economy in the world, contributing about 15 percent of the GDP from the vast variety of agriculture products.
- The recent COVID-19 pandemic times, the one sector that has been doing unexpectedly well in India has been agriculture.
- The good performance of Indian agriculture sector is a harbinger of hope for the millions of organised and unorganised Agri-based families in rural India.
- With close to 60 percent of the world population and 58 percent of Indian population predominantly relying upon agriculture and allied sectors, the efforts for enhancing the outcomes of the workforce in this Agri-sector, would directly affect the quality of lives of millions. Hence, 'the Economics of wellbeing rests heavily on Economics of Agriculture'.

Concepts of Agri-tech (Agriculture technology)

It is the application of various technological tools to enhance productivity and profitability in Agri-sector, where the prominent agritech applications include IoT (Internet of things), drones, intelligent software for pest control and soil analysis, satellite imagery for monsoon and water table management, automated irrigation, light and heat management, hi-tech farm equipments.

Concept of Agri-entrepreneurship

- It refers to the establishment, development, growth and expansion of the Agri-business enterprises in Agriculture and allied sectors.
- Entrepreneurial activities involving agritech, farming, and selling have gradually begun to bring in organised business practices in a fairly unorganised sector.

Agri-entrepreneurship in India

Indian Agri-entrepreneurship has seen significant growth in rice, sugarcane, coconut, coffee, tea, fruits/vegetables etc, which has been harnessing e-commerce for enabling small and medium scale farmers to turn entrepreneurs with family-based average landholdings of about 2.0-2.5 acres less than 1 hectare).

Agri-entrepreneurs and Inclusive Agri-business Ecosystem

- The amalgamation of Agriculture and Entrepreneurship to create commercially viable products and business processes is Agri-business.
- The vast variety of Agri-startups in India by the budding entrepreneurs are creating and paving the path for disruptive revolution in Indian Agri-sector in the last 5-10 years
- The new wave of Agri-preneurship was conceived and effectively implemented by National Institute of Agricultural Extension Management (MANAGE), Hyderabad through its "Agri-Clinics and Agri-Business Centers Scheme" (primarily for Graduates/ Post-Graduates/ Diploma holders in Agri and Allied sectors) and ably supported by the Ministry of Agriculture, Government of India.

Emerging Opportunities in Agri-business Enterprises

- There are numerous domains of entrepreneurship in the Agri-sector which included fruit and vegetable cultivation, Horticulture/ floriculture-based nursery farming, dairy industry, sericulture farming, sheep/goat/rabbit rearing, fisheries, shrimp/crab farming and farm forestry.
- Some of the innovative Agri-entrepreneurs have embraced value-added Agri-products, providing Agri-tech services, rental-business of farm equipment, Agri-/Eco-tourism, processed forest-based products, both directly also through Community-Based Organisations (CBOs) and Farmers Producers' Organisations (FPOs).

Dairy Entrepreneurship in India

Dairy Entrepreneurship has created new wave by adoption of modern science and technology for the rural self-reliance, economic empowerment, highest rural employability of youth and women thus bringing the socio-economic equity of rural people with semi-urban Indians by transforming dairy farming as one of the most-productive and remunerative option for the rural farming community.

Government Initiatives, Agri-entrepreneurs and Agri-Business Incubators (ABIs)

- Organic Sikkim has enabled farmers to earn higher profits by eliminating middlemen and finding markets for their Agri-produce by collaboration.
- The government is promoting innovation and Agri-preneurship by providing financial support and nurturing the incubation ecosystem under the Rashtriya KrishiVikas Yojana (RKVY).

New Initiatives with Agro MSME Policy in India

- Government of India(Gol) through its upcoming Agro MSME policy is mainly focusing on entrepreneurial development in Agri-based, rural, forest and tribal areas.
 - Its primary aim is to utilise the local raw materials and manpower to produce finished goods, for meeting the local needs.
- The Agro MSME policy is expected to give a push to 'rural- entrepreneurship' and empower the 'Panchayat' to become part of industry clusters.
- Though agriculture provides the highest employment opportunities in numbers, the value of the employment does not yet create adequate livelihoods in India.
- There are two ways through which the issue could be addressed
 - Through technology support and skills development to increase productivity and efficiency of the employed people
 - By fostering Agri- entrepreneurship activities among rural youth, thereby producing finished/processed goods using local raw materials for the local markets.

Way forward

The nature of consumer demand has changed towards the Agri-sector and Agri-processed products, hence a new outlook/perspective would certainly help in eradicating poverty and inequality in rural areas

Congratulations to our toppers

04 Ranks in Top 10 | **09** Ranks in Top 20 | **13** Ranks in Top 50 | **22** Ranks in Top 100



RANK 03

Pratibha Verma



RANK 06

Vishakha Yadav



RANK 08

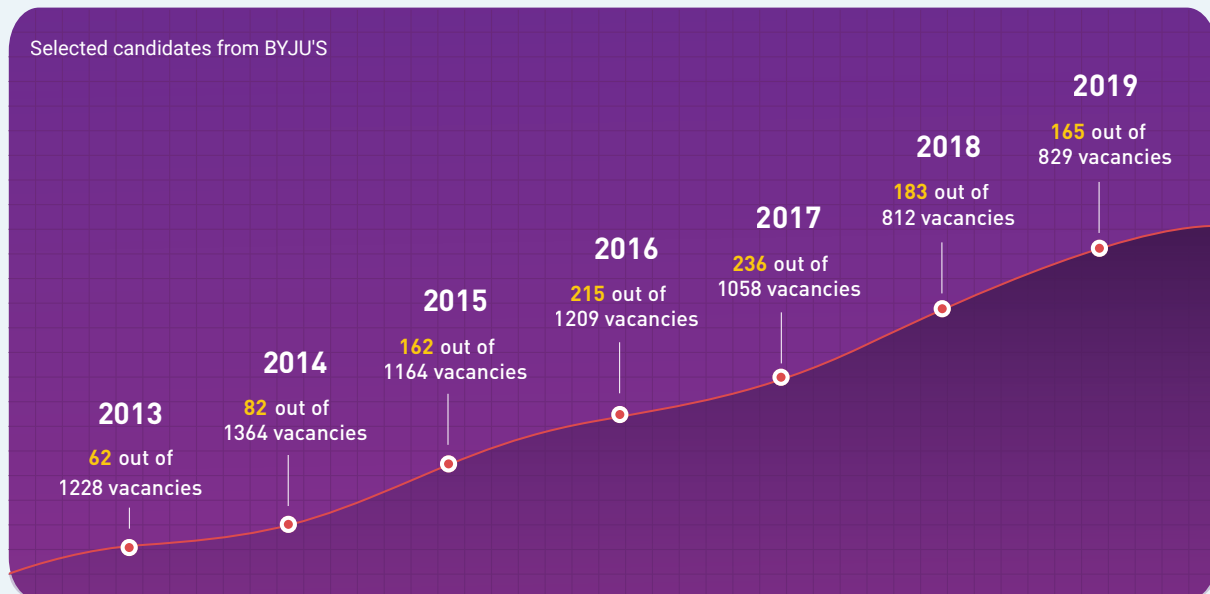
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RANK 10

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Business Standard
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Google Play's 'Best Self Improvement'
App in India - 2016



Google Design
Award 2018



Deloitte Technology Fast 50 India
and Fast 500 Asia Award Year
2012, 2013, 2014, 2015, 2016,
2017



EXPRESS
IT AWARDS
Express IT Awards for IT newsmaker
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NASSCOM Design4India Design
Award 2018 for the 'Best Design'
Mobile Category - 2018