

Farmer centric global agribusiness

value chain: Greater opportunities ahead

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Collective involvement of farmers will help to localize the efforts undertaken to achieve the SDG targets and will also benefit to democratize the local value chains. For example, Kala Namak Rice of Uttar Pradesh, Chikori of Etah and Kas Ganj of Uttar Pradesh, Allahabadi Surkh Guava, Malihabadi Dasherri of Uttar Pradesh, Malbhog Banana of Hajipur, Bihar are few items awaiting the attention for massive promotion of indigenous brands. This is the opportune time to remind to all stakeholders about the target set by governance as to double India's share in world agricultural exports by integrating and enabling farmers with global value chain. Not only aromatic spices but also Indian shrimps, basmati and non-basmati rice, grapes, bananas, pomegranate, vegetables including potatoes, processed/value added products, cashew, plant parts/medicinal herbs in value-added form, including herbal medicines, food based nutraceuticals, aromatics, spices (cumin, turmeric, pepper), ethnic and organic food are few potential winning sectors as securing nutrition and providing food security to global population.

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SINCE time immemorial food has been crossing continents for centuries. Talking of the "Silk route and Spice route" to the current operations run by various alliances and agencies humanity has witnessed how commodity trading has been accelerating and intensifying as a constituent derivative of globalization. With India becoming a modern productivity sector, there is plethora of opportunity to get access to high-value markets and new technologies and become leader in the global value chain by democratizing it in true sense through G20 dialogue. We are the only nation in the world with 63,000 functional Primary Agricultural Credit societies (PACS) at the lowest tier of the three-tier structure comprising approx. 13 crore farmers as its members. A centrally sponsored project on 'Computerization of PACS' envisaging computerization of about 63,000 functional PACS will open a new avenues of value chain financing. This will open new door towards democratizing the value chain and horizon for financial inclusion in the world's largest democratic nation.

In fact, the year 2023 is important year for Indian diplomacy. Throughout the year, countries with around 85% of the global GDP, over 75% of the global trade, and about two-thirds of the world population will discuss the range of plans. These represent a spectrum of ambition

and engagement. The spectrum to create the global value chain encompasses some that are actively regulating a very diverse collection of interests of market forces and of few individuals. The spectrum also includes a span of expected outcomes, with some looking for a detailed strategy for involvement of Farmers collectives. With the active participation and interwoven participation of state and non-state actors a horizon has emerged. Therefore, this year will be remembered as a year of new-alliances to create a democratic and India led global value chain. There is an opportunity emerged to link Indian agriculture to the world to enhance export opportunities and address global food and nutritional security in Indian way.

Indigenous brands and small scale farming

Agriculture at this juncture, can provide huge support to diplomatic community. It will not only help to localize the efforts undertaken to achieve the SDG targets but also will benefit to democratize the value chain. The G-20 meeting will open a new chapter on food diplomacy.

Let us rethink on the key question. How will it benefit small scale farmers and how evident is their participation in this global value chain? Are we prepared for this? The need for supporting small-scale farming is evident;

however, there is still the question of how to achieve such level of accomplishment. Correspondingly, several inquiries arise: what happens when a small farmer is inserted into a global value chain? Does it imply an opportunity to many or a threat for few? Which set of recommendations could be considered for a sustainable, yet competitive? Initiative undertaken by various government departments and civil society institutions has seen as an emergence of collectives of small and marginal farmers with robust financial transactions. The Government of India's consistent and concerted endeavors to usher into reforms for boosting agricultural exports have created a background of this diplomatic exercise. Further the execution of Agriculture export policy with subsequent waves of change in cooperative sector after the formation of Ministry of Cooperation and Credit Support have created a phenomenal change in the trade capacity of these collectives. For example, there is readymade six clusters have already been created in Maharashtra through collectives for grapes, mango, pomegranate, banana, oranges and onion.

FPO's and value chains

The active participation and active involvement of jumbo states like Uttar Pradesh with their own export policy in consonance with national policies has created a boon for this sector. It has been further aggravated by Mega, Mega plus and Super Mega investments to realize the dream of FPO led Agricultural value chain. Much awaited Warehousing and Logistic Policy 2018 and UP Food Processing Policy 2017 has not only created a robust supply chain but also has given ample opportunity to enable the FPOs with overseas Market. Henceforth, this is the opportune time to remind to all stakeholders about the target set by governance as to double India's share in world agricultural exports by integrating and enabling farmers with global value chain.

Product based clusters

In India, agriculture and horticulture production is around 600 million tonnes per year. The agriculture sector should be seen as an industry and all the stakeholders must work together for bringing the success of agriculture industry with a throttle speed at this juncture to tap this opportunity. Industrialists can also venture into agriculture as this will benefit farmers and will increase their earnings. Not only aromatic spices but also Indian shrimps, basmati and non-basmati rice, grapes, bananas, pomegranate, vegetables including potatoes, processed/value added products, cashew, plant parts/medicinal herbs in value added form, including herbal medicines, food based nutraceuticals, aromatics, spices (cumin, turmeric, pepper), ethnic and organic food are few potential winning sectors as securing nutrition and providing Food Security to global population. Most of the products/clusters in India, led by farmers' collectives are already aligned with this objective awaiting attention for large scale promotion.

Global approaches

The diplomacy of agribusiness needs a systemic

perspective on how institutions, policies, value chains, and global value chains interplay for the benefit of small farmers into global value chains. The Delivery to the final consumer and share of the producer in the process of agri value chain requires attention of non-government actors in a big way. A characteristic remark of Value chain is that they involve a chain of actions associated with adding value to a product, through the production and distribution processes of each activity. The Value chain here covers the entire network of actors involved in input supply, production, processing, marketing, and consumption, whilst operating inside an institutional environment that facilitates or hinders its performance. In this new system of Agricultural value chain farmers collectives will participate into all the three main levels. Firstly, as they deal directly with the products by producing, processing, or trading. Next through the Startups/FPO/Cooperatives they act also as Supporters and deal indirectly with the product, but their services add value to it in their way by way of innovation and subsequent supply chain. Lastly where they need support of this festival of G20 Diplomats to network with global contacts and long-standing relationships with international groups. The network of Civil society will further help the farmer's collectives to consume market intelligence information on foreign market conditions, assess export opportunities, and enjoy the benefit of agricultural exports and imports. This yearlong diplomatic festival through G20 is going to bring new agribusiness value chain actors contains services of pre-farm production, like fertilizers, seeds, pesticides, tools and agricultural machinery; on-farm production, such as primary food processing and products, plus by-products; and post-farm production, related to secondary food processing, packaging and preservation.

Global agro value chains emerging scenario

To make the Global Agro Value Chains democratic the international linkages have to do with the interdependencies of national and international markets, in which the agroindustry functions. Global Value Chains (GVC) are generated from globalized markets that motivate organizations to structure their operations internationally through outsourcing and offshoring of activities, which have derived from strong trends towards the international dispersion of value chain activities, like design, production, marketing, distribution, etc. Nonetheless, GVC have the specific condition that the market outlets negotiate with the foreign market, the latter comprised of global wholesalers and retailers to reach out to international consumers. The Retail sector of Indian Cooperative and support given through virtual platform a new chapter can be written.

Laws, regulations, policies, international trade agreements, social norms, and public goods, all contribute to the agribusiness milieu. Consequently, our diplomats will negotiate every bit of this with their counterparts of Nation state of northern part of the globe. There is an environment that comprises

economic, political, cultural, and demographic factors that shape the development goals and strategies of India at this juncture by democratizing the value chain. In accordance with the policies, there are also institutional linkages. These relationships, among the different types of organizations that operate and interact with the agroindustry production chain, tend to affect the dynamics of the production chain, the access to international markets. Nonetheless, the farmer collectives would be the ones who ultimately gained more benefit from these negotiations, instead of the fragmented farmers.

Connecting farmers to overseas market

Linking the farmers' collectives to the overseas market is also relevant as Agro value chains are buyer-driven. We have an army of FPOs/Cooperatives who are organized, coordinated, and can control the activities that reach the global consumer market through their core competencies of local products which has huge demand. Therefore, in the context of a GVC, with support of G20 negotiations our collectives may become the ones who define the rules of the game and appropriate for the largest shares of the gains derived from agricultural production with collaborative effort of state and civil society. Despite the above-mentioned, the economic activity of these collectives is gaining a lot of public interest, for that the United Nations General Assembly declared 2023 as the International Year of Millets. Farmers led GVC will serve as means for linking local producers from developing countries to international markets. However, it is relevant to discuss the opportunities and challenges that come across this engagement, to analyze if it is beneficial for small farmers, lead firms or even public institutions. Many countries are intending to embrace a

wide and diverse range of stakeholders in their design. In 2023, while chairing the G20 negotiations it's worth remembering the hymn of *Rig veda* which means "Let us speak together, let our thoughts be one, let us be of one mind. Let the place be common, Assembly be common, Mind and thought be common. Let the resolve be the same, and the mind be of one accord. May we live in harmony and agreement. It will be true tribute to the leaders who have shaped making Indian value chain democratic. Let us carry forward this legacy! Though it is early to determine how widespread this will be. It is also not yet clear how inclusive this process will turn out to be. The participation of the relevant civil society actors may normally be vital to enable the farmer's collective voices to be fully expressed and heard. This takes thought and planning of this momentous period to rejig the phrase "the Wonder that was Farming System of India".

SUMMARY

The diplomacy of agribusiness needs a systemic perspective on how institutions, policies, value chains and global value chains interplay for the benefit of small farmers into global value chains. The delivery to the final consumer and share of the producer in the process of agri value chain requires attention of non-government actors in a big way. Linking the farmers' collectives to the overseas market is also relevant as Agro value chains are buyer-driven. We have an army of FPOs/Cooperatives who are organized, coordinated and can control the activities that reach the global consumer market through their core competencies of local products which has huge demand.

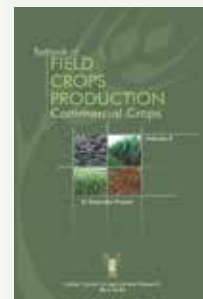
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The discipline of Agronomy has no longer remained mere field trials without application of discoveries emanating from the related disciplines of Genetics, Soil Science and Agricultural Chemistry, Plant Biochemistry, etc. The future Agronomy Landscape will face challenges of climate change, transboundary issues, TRIPS and other trade-related barriers, biotic and abiotic stresses, consequences of biotechnology and genetic engineering and increased market demands in terms of quality assurance, customized food crops, global competition, ecosystem services on land and social equities etc. The Agronomy must measure up to these futuristic challenges with well-defined metrics and methodologies for performance. The advent of hydroponics, precision farming, bio-sensors, fertigation, landscaping, application of ICT, GPS and GIS tools and micro-irrigation is in the horizon. This revised edition in two volumes covers fundamentals of the subject and at the same time will inspire and prepare teachers and students for the emerging frontiers.

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