

India's Agricultural Revolution: Unleashing Export Potential

India's agricultural sector is a cornerstone of the economy. It contributes 18% to GDP and employs 45% of the workforce. The country ranks 8th in global agricultural exports.



Agricultural Growth and Success Stories

1

Green Revolution

Achieved food self-sufficiency at the national level.

2

White Revolution

Led to significant increase in milk production.

3

Horticulture Boom

Made India a major producer of fruits and vegetables.

4

AgriTech Startups

Over 1,000 startups emerged between 2013 and 2020.

Challenges in Indian Agriculture



Low Farm Productivity

India's average paddy yield is 3,878 kg/ha compared to world's best of 10,386 kg/ha.



Poor Infrastructure

Supply chain inefficiencies hinder growth and distribution.



Market Access Issues

Global price volatility affects farmer income.



Climate Change Effects

Unpredictable weather patterns impact crop yields.



Potential for Growth

200M

Potential Surplus

India could produce over 200 million metric tons of surplus paddy at world-best yields.

\$630B

Agricultural GDP

Expanded from \$25 billion in early 1970s to over \$630 billion by 2024.

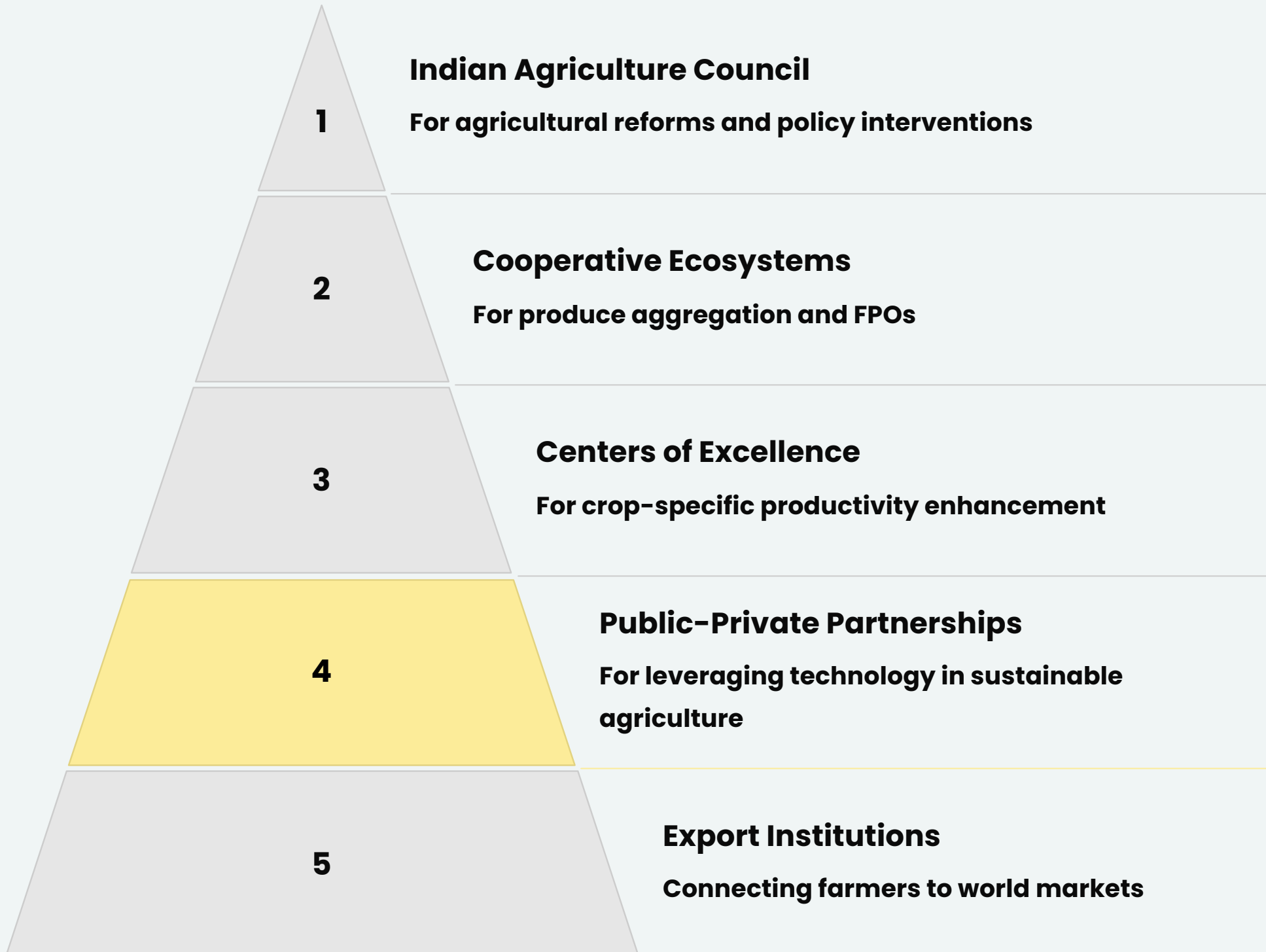
\$24B

Agri-tech Market

Valued at \$24 billion, with only 1.5% penetration, indicating huge growth potential.



Driving Agricultural Growth



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Key Factors Driving Export Potential



Diverse Agro-ecological Zones

India's varied climate allows production of wide range of agricultural produce.



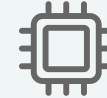
Growing Global Demand

Increasing population and changing dietary preferences create export opportunities.



Government Initiatives

Agriculture Export Policy aims to double exports to \$60+ billion.



Technological Advancements

Agri-tech startups enhance productivity and quality in the sector.

Major Export Products and Opportunities



INDIAN EXPORT PRODUCTS



Rice

Largest exported agricultural product, contributing over 20% of total agriculture exports in 2022-23.

Marine Products

Exports valued at \$8.07 billion in 2022-23, benefiting coastal states.

Coffee

Experiencing growth in exports, particularly in instant coffee and re-exports.

Fruits and Vegetables

Potential for growth in exports of grapes, bananas, pomegranates, and processed products.

Challenges to Address



1

Infrastructure and Logistics

Improve cold chain facilities, transportation, and export-oriented infrastructure.

2

Quality Standards

Ensure compliance with international quality and safety standards.

3

Value Addition

Increase the share of processed and value-added products in the export basket.

4

Market Access

Address tariff and non-tariff barriers in potential export markets.

National Cooperative Export Limited (NCEL)

Key Contributions

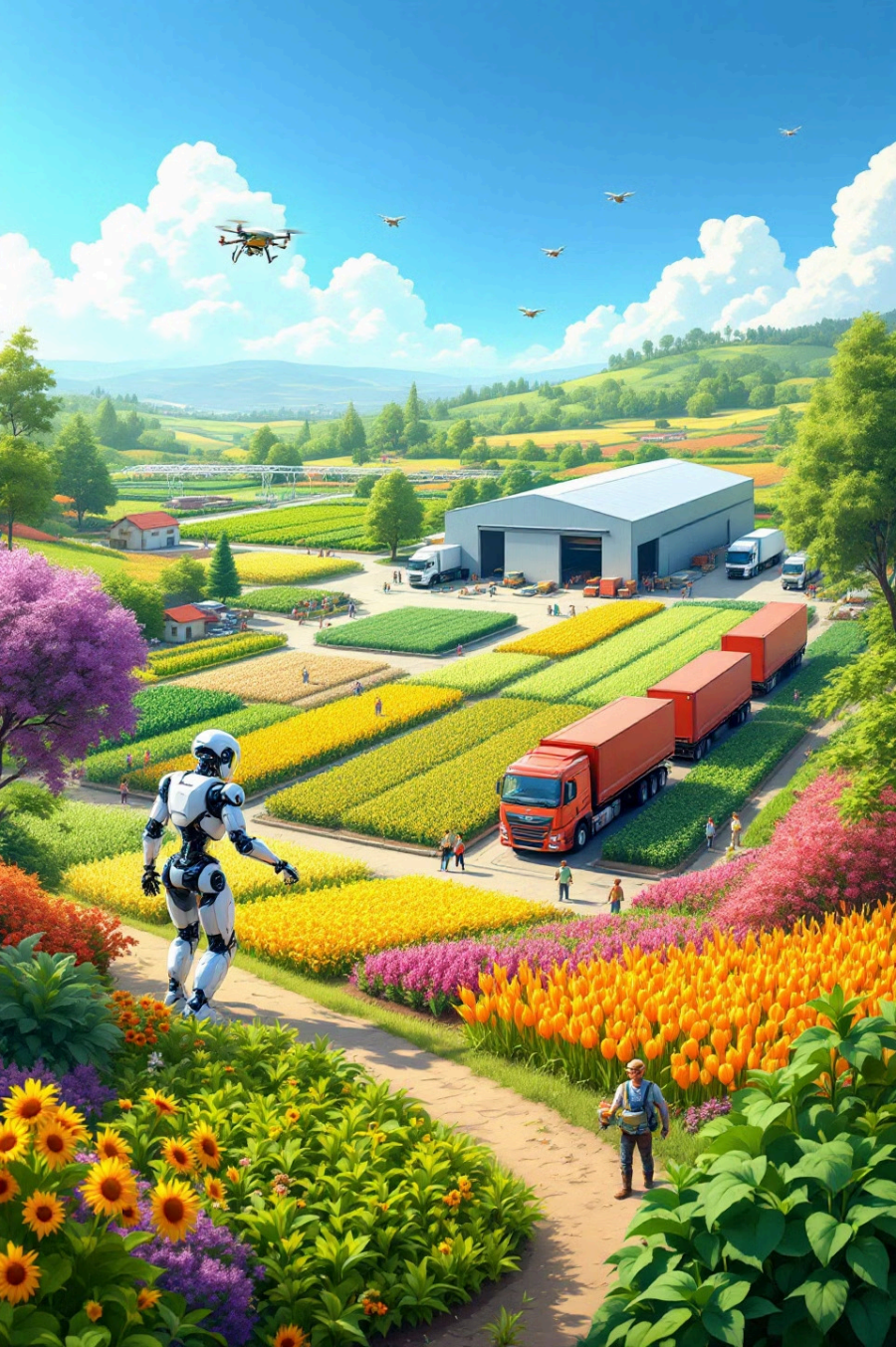
- **Aggregation of Produce**
- **Quality Control and Standardization**
- **Market Intelligence**
- **Capacity Building**

Potential Impact

- **Increase farmer income by 25–35%**
- **Boost agricultural exports to \$60+ billion**
- **Promote rural development**
- **Encourage sustainable agriculture**

The Future of Indian Agriculture

NCEL has the potential to transform India into a global agricultural export powerhouse. By leveraging cooperatives and addressing key challenges, it can ensure equitable benefits for farmers and rural communities.



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