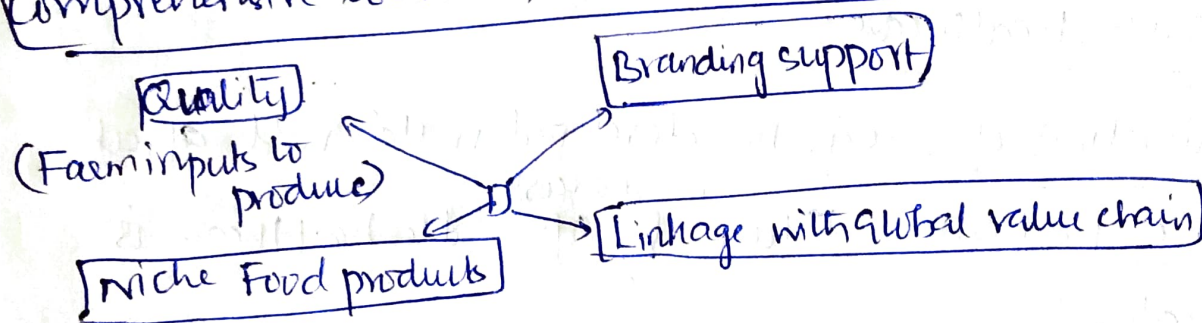


1. India definitely has the potential to feed the world and become one of top food exporters by 2030. Explain.

In India, agriculture is the livelihood to more than 152 millions. Agriculture pose 4% year on year growth. Globally India is 2nd in agriculture production with \$367 billion. Yet India's share in agri exports globally is negligible. Reason, 95% of produce is consumed locally. Another is Diversification is the priority globally. India has the right potential to scale up agri exports and transform agri economy to improve livelihood of millions.

Comprehensive solution \Rightarrow Need for Intervention at Multiple levels



1. Quality:

Problem with Indian agriculture is lack of cold chain, logistical infrastructure, export standards, compliance mechanism which is affecting quality of produce. Government must link farmers with Right service providers.

2. Niche food products

while traditional & nutritious niche products such as Indian millets already finding foreign immigrants there is need to link niche food products \Rightarrow

GI tag Alfonso to m to global value chain.
Government can promote these products Internationally
similar to International Yoga day

3. Branding support

Agri-export clusters like Anantpur cluster in A.P for
mangoes, ^{already in place} But there is lack of organised clusters.

Branding will help niche products to find markets
globally

4. Linkage with Global value chain

Important gap needed to be filled. ^{FPOs Governm} _{-ent}
Agencies like APEDA - played Export standard mechanism
and make FPOs market ready through agitech platforms.
Linking them with Global value chain, through traceability
and certification is needed.

Traceability, transparency, quality compliance,
packaging, branding, marketing support through
agri-tech platform, will enhance India's potential
to reach \$100 billion ^(currently \$30bn) export target, and improve
livelihoods of many and opportunity to feed the
world by 2030