

Q. How Does the agricultural startup can shift From Government controlled agriculture markets towards more demand driven digital markets ? Explain (200 words)

→ Agricultural startups in India are currently booming. According to Ernst and Young report Indian agritech will be grow up to 24 billion dollars upto 2025. So it has potential to drive markets towards more demand driven markets.

Food Processing Industry which can become the half a trillion dollar market by 2025 will get support in supply chain mechanism through these new Agritech startup.

Another Benefits of Agritech startups:

↳ It introducing various ventures Farmer to Consumer and Farmer to Businesses which could ~~connect~~ bridge the gap betⁿ farmer and Market.

- 2> Due to its logistic optimisation the delivery time is reduce with improvement in product quality.
- 3> With increasing footprint it covering remote regions also.
- 4> Already 20% increase in farmers incomes noted. ~~th~~ due to them.
- 5> 70% of resellers are women which helping to improve women status in Agriculture.

Govt. incentives ~~inwards~~ which can helpful for such grow.

- 1> 10000 FPO establishment by 2025 which can further improve connectivity.
- 2> As most of startups are digital govt. digital india could help to spread those startup in people.