

Q) Startups can help modernizing the Indian agricultural sector by addressing the systemic bottlenecks present in it. critically analyse.

Systemic bottlenecks present in Indian agri-sector can be boiled down to three issues they are

- Supply chains & Markets
 - Production support
 - Credit & Crop Insurance
- } can be addressed efficiently by startups

Startups and their solutions to bottlenecks:-

① Supply chain & Markets : Startups through data analytics, Process management software and connected devices connect the producers and retail shops in town & cities to reduce wastage of perishable & non-perishable agri produce.

② Production support : includes

- High quality inputs (seeds, Fertilizers, chemicals)
- equipment
- yield data
- crop health monitoring
- weather-forecast

• Startups using Internet of things,

mobile apps powered through AI and data sciences along with Remote sensing Imagery. Satellite pictures identify water stress, crop yield, pests and provide information to farmers.

• Some startups also connect the farmers those who are in need of equipments with those who don't to facilitate rentals.

• Seeds, fertilizers and chemicals are also made available through portals along with advisory services based on Predictive crop yield analysis.

3) Credit & Crop Insurance : Startups also offer financial services and also help farmers to get ^{credit} from institutional creditors through Predictive decision making tools which provides crop yield and analysis.

though startups in agriculture is on the rise in recent years more funding is limited to front-line i.e. marketing, branding, distribution of agri produce.

therefore it is imperative to scale - up the start-up focus to farmer focussed innovations through

Seed funding, Incubation & mentoring.