




SATISFIEDJOB.COM

Human resources company of MAHASAMVIT GROUP will engage their trained students for satisfied recruitment in India and abroad.

SATISFIEDJOB.COM is a preferred talent acquisition partner to Multinationals and leading Indian businesses. This combined with our role as trusted consultants for Indian professionals translates into our core capability – Building Careers. Building Organisations.

Exclusive and Retained, our **Executive Search Practice** is primarily focused on Board and CXO level leadership hiring. Our goal is to deliver value to each client we serve and to help you attract top talent and to build adaptive, diverse people organizations that are prepared to fulfill strategic business objectives. We seek to understand each client's




strategic goals, the specific leadership roles and competencies needed to meet those goals, and the culture that new executives need to embody.

Our executive recruiting consultants possess the expertise and contacts to best support our search. We draw on our high-level professional networks, industry knowledge and internal research resources to identify the right people. To stay on the cutting edge of talent strategy, we constantly track key trends in the global market for talent, and continually innovate our services and approach.

Executive Search ensures a quality outcome by targeting and contacting every potential candidate, not just those seeking new roles, resulting in candidates of higher caliber. We represent you professionally to candidates; the whole process ensuring confidentiality, time bound efficiency and cost effectiveness. It also ensures pre-qualification of candidates which will leave the line manager to focus on recruitment decisions. A strong emphasis on quick turnaround timelines and a highly process driven and customized Search Practice which relies heavily on knowledge management and industry research paradigms, ensures that the results are swift, sure and outstanding, as is witnessed through our client portfolio and success record. Given the highly intensive research led operations to our executive search model and a personalized candidate contact approach, we have demonstrated consistent results across Multinational, Transnational, start-up, complex and even unique or novel talent requirement demands, specific to each client organization.

That each We recognize industry has its own nuances in terms of management style, hiring practices and compensation norms. In order to provide clients with specialized recruiting solutions, SATISFIEDJOB.COM has developed expertise in the following industry segments:




At **SATISFIEDJOB.COM**, we understand the challenges of optimising the workforce and we offer our clients a comprehensive **Career Transition Service (Outplacement)**. From planning the optimisation to designing an outplacement strategy, we guide and support our clients at every step. Our professional and completely tailored Career Transition Service aims to provide complete support to the employees (who are exiting the organization) at various levels. The programme is customised to the needs of the individual and assisted by a dedicated career coach.

We at **SATISFIEDJOB.COM**, have one of the best consultant-participant ratio that ensures every employee receives a one-on-one assistance for a more personalized experience. Our career coaches hold a detailed interaction with the employees to understand their aspirations, review their resume and work out a customized job search strategy for them, including identifying prospective employer and roles. Depending on individual needs, we also offer professional resume writing services and interview training sessions.

SATISFIEDJOB.COM has offered successful outplacement solutions to companies and helped individuals through difficult and complicated transitions.

Global Sourcing is a specialist service that has been developed to address the needs of global businesses looking at employing Indian & Expatriate talent at leadership / senior and middle management levels outside India. Mandates are delivered through an expert consultant team, which focuses only on such assignments. With our research driven methodology, strong linkages within the Indian & global talent pool and our sourcing skills, we would be in a position to add significant value to your hiring process.

Global Companies are looking at hiring talent from India, knowing the versatility and professional competence of Indian talent that has been demonstrated and proven, beyond doubt in the recent years. Domain knowledge, multi -tasking, ability to adapt and experience of having worked in a complex Indian market are the factors that



prompt global organisations to look for Indian talent. **SATISFIEDJOB.COM** is well positioned to cater to the needs of this segment given its pioneering and dominating presence in Executive Search & Selection in India.

Market Intelligence services comprise of tools that will enable organizations take informed decisions. The objective is to provide accurate and comprehensive market data given our strong network and track record built over the past four decades.


• Talent Mapping

Talent Mapping is a process of collecting market information of prospective candidates within defined target organisations.

Great Recruiters are focused on getting results, but great recruitment relies on right candidate sourcing, candidate evaluation and stakeholder management. The Recruiter Training Programme is a customised solution and will be focused on:

- Best practices and skills to improve performance
 - Achieve excellence in each step of the recruitment cycle including sourcing, assessment, offer management and soft skills.
 - Learn how to use new techniques, tools and methods to reinvent your own style of great recruitment
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Interim Management is the provision of senior executives to manage change or transition on a short term basis. The concept is prevalent in mature economies and is upcoming in India. More and more professionals today are open to exploring short-term high level engagements rather than committing themselves to one organization.



Short term professionals are highly skilled and can help corporates to deal with any kind of business challenge including:

- Sudden exit/loss of a senior executive.
- A sudden increase in workload.
- To guide management and staff through new methods or processes.
- Setting up a business.
- Closing down a business.
- Cost effectiveness.
- Managing acquisitions and mergers.

Interim Management recruitment process is no different to traditional recruitment.

We will supply manpower almost all sectors as we have our own education company and business and industrial research company and financial services and wealth management company , but out of those the main sectors will be- agrotech and media entertainment company .

INDUSTRY PRATICES

EDUCATION

India currently has one of the largest higher Education systems in the world and has become the second largest market for e-learning. The Education sector has been witnessing a paradigm shift, driven by digitization. Once regarded as a philanthropic activity, it has now transformed into an 'industry' on its own. With India close to hosting



the world's largest tertiary- age population in the world, the growth prospects for the Education sector is unbound.

At **SATISFIEDJOB.COM**, we understand, human resource plays a foremost role in this sector. Our team understands that the increasing number of schools, colleges and universities require fresh talent and innovative leadership strategies to sustain in this changing environment. With an in-depth understanding of the sector, our consultants have the ability to deliver results across the entire Education realm.

The education sector in India was estimated to be worth US\$ 117 billion in FY20 and is expected to reach US\$ 225 billion by FY25.

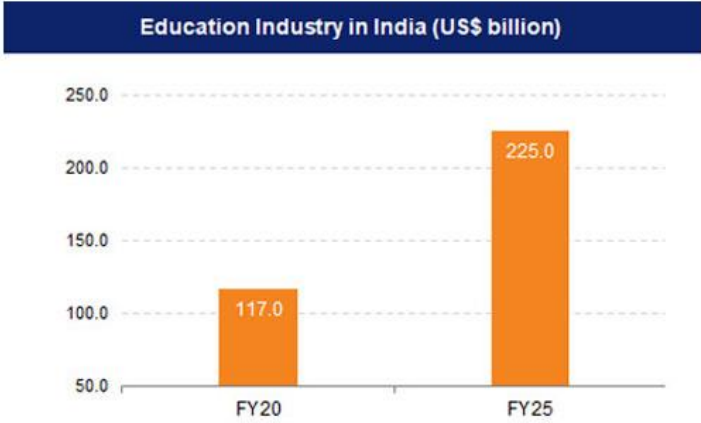
India has over 250 million school-going students, more than any other country. India had 38.5 million students enrolled in higher education in 2019-20, with 19.6 million male and 18.9 million female students.


According to UNESCO's 'State of the Education Report for India 2021', the Pupil Teacher Ratio (PTR) at senior secondary schools was 47:1, as against 26:1 in the overall school system.

The Number of colleges in India reached 49,385 in FY24 (as of September 13, 2023) and 43,796 in FY21, up from 42,343 in FY20. The number of universities in India reached 1,196 in FY24 (as of September 13, 2023), up from 760 in FY15.



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India had 41.38 million students enrolled in higher education in 2020-21 with 21.2 million male and 20.1 million female students, as against 38.5 million students enrolled in higher education in 2019-20, with 19.6 million male and 18.9 million female students. In 2022-23, there are 8,902 total AICTE-approved institutes in India. Out of these 8,902 institutes, there are 3,577 undergraduate, 4,786 postgraduate and 3,957 diploma institutes.

The Indian edtech market size is expected to reach US\$ 30 billion by 2031, from US\$ 700-800 million in 2021. According to KPMG, India has also become the second largest market for E-learning after the US.

The online education market in India is expected to grow by US\$ 2.28 billion during 2021-2025, growing at a CAGR of almost 20%. The market grew by 19.02% in India in 2021.

FINANCIAL SERVICE

With sound fundamentals and tremendous scope for growth, India has one of the most developed Financial markets in the developing world. The sector comprises of commercial banks, insurance companies, NBFCs, pension & mutual funds, and other smaller Financial entities. The banking regulator has allowed new entities such as payments banks to be created recently thereby adding to the types of entities operating in the sector.

The new avenues facing the Financial services sector in India has catalyzed the need to hire highly talented professionals with exhaustive experience and appropriate skills to address the huge growth potential ahead of the industry.

Our role is not limited to being recruiters for different organisations – we act as consultants/advisors to our clients, helping them address critical talent issues. Besides executive recruiting, we also advise them on succession planning. Our industry expertise,



Sectors in which we will place after training

- 1) Financial consulting
- 2) Broking
- 3) Private equity
- 4) Insurance
- 5) Law firms
- 6) Nbfc
- 7) Investment banking
- 8) Retail banking
- 9) Merchant banking
- 10) Hedge fund house
- 11) Wealth management companies
- 12) Accounting
- 13) FMCG
- 14) Agricultural sector
- 15) Retail sector
- 16) Media and entertainment
- 17) NGO



18) Service industry

19) Technology sector /AI

And many more

FMCG

The FMCG sector in India has become a space for intense competition. The market is highly fragmented with almost 50 per cent share with the unbranded, unpackaged home made products. Well established distribution networks, cheap operating costs, easy availability of raw materials, and the presence across the entire value chain are the factors highly supportive of the FMCG sector in India.


The FMCG sector continues to face the war for talent, with the number of people with disposable income growing every year. Indian FMCG professionals in the marketing field are considered the best, with many of them leading organisations worldwide. Sales & marketing professionals from FMCG companies have been poached by companies from other sectors and the trend is likely to continue.

SATIFIEDJOB.COM's clients include well established multinational companies having globally benchmarked talent management practices, as well as domestic players with an interest in developing globally competitive capability and talent management programs. Our wide network of consultants collaborates closely to ensure that we can match our knowledge and expertise to our clients' business needs.

RETAIL

The Indian Retail Industry is one of the fastest growing sectors – domestically as well as internationally. With an increase in disposable incomes and affordability for consumers, the sector is experiencing incremental growth. With the further easing of regulations governing FDI in India, investments by multinationals are on a continuous rise.

Organised Retailing is manpower intensive and is the second largest employer in India.



The current scenario indicates that there will be a very high demand for manpower to match the scope of plans of various Retailers in the near future.

We, at **SATISFIEDJOB.COM** Consultants, keep ourselves abreast with developments that are changing the dynamics of the industry. We have a dedicated team of consultants, who have insights into the operational structures, and understand precise requirements of our clients. We help our clients in identification, assessment and recruitment of talented professionals with brilliant records. Our in-depth experience across sectors spans all functional areas, from top to middle level positions.

FMCG market reached US\$ 167 billion as of 2023. Total revenue of FMCG market is expected to grow at a CAGR of 27.9% through 2021-27, reaching nearly US\$ 615.87 billion. In 2022, urban segment contributed 65% whereas rural India contributed more than 35% to the overall annual FMCG sales. Good harvest, government spending expected to aid rural demand recovery in FY24. The sector had grown 8.5% in revenues and 2.5% in volumes last fiscal year. In the January-June period of 2022, the sector witnessed value growth of about 8.4% on account of price hikes due to inflationary pressures. In Q2, 2022, the FMCG sector clocked a value growth of 10.9% Y-o-Y higher than the 6% Y-o-Y value growth seen in Q1.

Indian food processing market size reached US\$ 307.2 billion in 2022 and is expected to reach US\$ 547.3 billion by 2028, exhibiting a growth rate (CAGR) of 9.5% during 2023-2028.

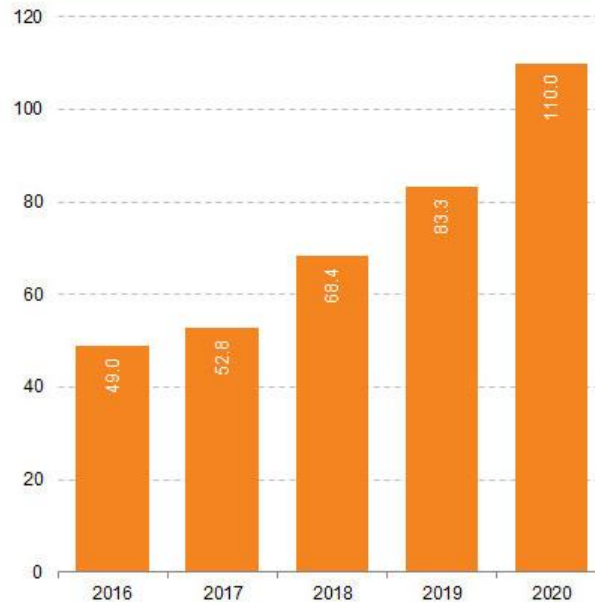
The Union government approved a new PLI scheme for the food processing sector, with a budget outlay of Rs. 109 billion (US\$ 1.46 billion). Incentives under the scheme will be disbursed for six years to 2026-27.

Digital advertising will grow to reach US\$ 9.92 billion by 2023, with FMCG industry being the biggest contributor at 42% share of the total digital spend.



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Trends in FMCG revenues over the years (US\$ billion)



India includes 780 million internet users, where an average Indian person spends around 7.3 hours per day on their smartphone, one of the highest in the world. Number of active internet users in India will increase to 900 million by 2025 from 759 million in 2022. In 2021, India's consumer spending was US\$ 1,891.90 billion. Indian villages, which contribute more than 35% to overall annual FMCG sales, are crucial for overall revival of the sector. E-commerce now accounts for 17% of the overall FMCG consumption among evolved buyers, who are affluent and make average spends of about Rs. 5,620 (US\$ 68).

The Indian e-commerce market is anticipated to grow from US\$ 83 billion in 2022 to US\$ 185 billion in 2026. By 2030, it is expected to have an annual gross merchandise value of US\$ 350 billion. Fuelling e-commerce growth, India is expected to have over 907 million internet users by 2023, which accounts for ~64% of the total population of the country.

The market has grown exponentially over the past five years due to the surge in internet and smartphone users, improved policy reforms, and increase in disposable income. Mobile wallets, Internet banking, and debit/credit cards have become popular among customers for making transactions on e-commerce platforms. As of 2021, there were 1.2 million daily e-commerce transactions. The total value of digital transactions stood at US\$ 300 billion in 2021 and is projected to reach US\$ 1 trillion by 2026.



The India online grocery market size has been projected to grow from US\$ 4,540 million in 2022 to US\$ 76,761.0 million by 2032, at a CAGR of 32.7% through 2032.


The FMCG market in India is expected to increase at a CAGR of 14.9% to reach US\$ 220 billion by 2025, from US\$ 110 billion in 2020. The Indian FMCG industry grew by 16% in CY21 a 9- year high, despite nationwide lockdowns, supported by consumption-led growth and value expansion from higher product prices, particularly for staples. The Indian processed food market is projected to expand to US\$ 470 billion by 2025, up from US\$ 263 billion in 2019-20.

FMCG giants such as Johnson & Johnson, Himalaya, Hindustan Unilever, ITC, Lakmé and other companies (that have dominated the Indian market for decades) are now competing with D2C-focused start-ups such as Mamaearth, The Moms Co., Bey Bee, Azah, Nua and Pee Safe. Market giants such as Revlon and Lotus took ~20 years to reach the Rs. 100 crore (US\$ 13.4 million) revenue mark, while new-age D2C brands such as Mamaearth and Sugar took four and eight years, respectively, to achieve that milestone.

Advertising volumes on television recorded healthy growth in the July-September quarter, registering 461 million seconds of advertising, which is the highest in 2021. FMCG continued to maintain its leadership position with 29% growth in ad volumes against the same period in 2019. Even the e-commerce sector showed a healthy 26% jump over 2020.

MEDIA AND ENTERTAINMENT

The Media and Entertainment industry in India has been making high growth strides, impacted by sustained technological innovation. Being one of the biggest beneficiaries of the country's favourable demographics, this sector creates exciting opportunities and offers more choice to the Indian consumer. The digital transformation and the accompanying onslaught of social media have radically altered the consumption pattern of the content by consumers all around the world, thus making the global audience more homogenized. In a bid to constantly think of new and innovative ways to keep themselves ahead of their competitors, companies are increasingly focusing on their quality of talent.




At [SATISFIEDJOB.COM](https://www.satisfiedjob.com) we bring out-of-the-box solutions to identify the right blend of skills needed to address these challenges. We are well positioned to provide customised talent solutions that help our clients to identify talent. Over the few years, we have carried out varied projects for our M&E clients for senior executive searches. We have the expertise to work across all segments of the industry such as publishing, broadcasting and cable, film and music production, new media and marketing services.

SERVICE INDUSTRY

Driven by the availability of large talent pool of dependable workforce, India has become a favoured destination globally for the Services sector. Various inter-related industries, including tourism, hospitality, civil aviation, and personal Services are heavily dependent on the workforce increasingly being sourced from the Indian sub-continent. With globalization taking unfathomed leaps, markets are becoming consolidated. We, at SATISFIEDJOB.COM Consultants, understand both global and domestic requirements for niche talent, critical to the Services sector.

Our consultants with decades of experience have built an unparalleled network across the sector and have access to key individuals who are instrumental in driving growth and innovation in the sector. We continue to help our clients meet their talent needs through highly personalized solutions. Our engagement and relentless endeavour to exceed the expectations of our clients has earned us the reputation of being the most trusted and highly favored one stop shop for all their talent requirements.

The services sector of India remains the engine of growth for India's economy and contributed 53% to India's Gross Value Added at current prices in FY22 (as per advance estimates). The services sector's GVA increased by 6.5% in the third quarter (2022-23), and it was the main driver of aggregate GVA growth (accounting for approximately 84% of total GVA growth). The services industry performed well in H2:2022-23, boosted by contact-intensive services and building activities. India's services sector GVA increased YoY by 11.43% to Rs. 72.69 trillion (US\$ 871.59 billion) in FY24* (April-September), from Rs. 68.81 trillion (US\$ 1,005.30 billion) in FY16. India's IT and business services market is projected to reach US\$ 19.93 billion by 2025.



The PMI services remained in the expansion zone in September 2023, at 61, led by good demand conditions and new business gains, followed by a decline in November 2023. With the fastest growing (9.2%) service sector globally, the sector accounts for a 66% share of India's GDP and generates about 28% of the total employment in India. As per the First Advance Estimates, Gross Value Added (GVA) in the services sector is estimated to grow at 9.1% in FY23, driven by 13.7% growth in the contact-intensive services sector.


RECENT INVESTMENTS/ DEVELOPMENTS

Some of the investments/ developments in the services sector in the recent past are as follows:

- The Indian services sector was the largest recipient of FDI inflows worth US\$ 106.70 billion between April 2000-September 2023.
- According to the Ministry of Commerce and Industry, the service sector received US\$ 3.85 billion in FDI equity inflows in FY24* (April-September).
- According to RBI's Scheduled Banks' Statement, deposits of all scheduled banks collectively surged by a whopping Rs.1.75 lakh crore (US\$ 2,110.87 billion) as of December 1st, 2023.
- The hospital industry in India is expected to reach US\$ 132 billion by 2023, growing at a CAGR of 16%-17%.
- India's telephone subscriber base stood at 1,179.21 million as of August 2023.
- The country's total broadband subscriber base stood at 876.53 million, as of August 2023. Teledensity (defined as the number of telephone connections for every 100 individuals) in India stood at 84.69%, as of August 2023.
- At the end of August 2023, the top five service providers controlled 98.35% of the total broadband subscribers. These service providers were Reliance Jio Infocom Ltd stood at 455.33 million, followed by Bharti Airtel (253.86 million), Vodafone Idea 125.55 million, BSNL (25.12 million) and Atria Convergence (2.19 million).
- Since the launch of the Startup India initiative in 2016, DPIIT has recognized 98,119 entities as startups as of 30th April 2023.

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- By 2023, the fintech sector in India is expected to be US\$ 1 trillion in Assets Under Management (AUM) and US\$ 200 billion in revenue. The sector is estimated to reach US\$ 150 billion by 2025.
 - India took the lead with the fintech adoption rate of 87%, substantially higher than the world average of 64%.
 - According to the IVCA-EY monthly PE/VC roundup, October 2022 recorded investments worth US\$ 3.3 billion across 75 deals, including six large deals worth US\$ 2.2 billion. Exits were recorded at US\$ 1.6 billion across 15 deals in October 2022.
 - The healthcare industry is growing at a CAGR of 16% and the total public and private spending on healthcare is 4% of GDP. India's healthcare industry is expected to grow to US\$ 50 billion in size by 2025.
 - In June 2022, HCL Technologies (HCL), a leading global technology company, announced the opening of its new 9,000 sq. ft. delivery centre in Vancouver, Canada. The new centre will significantly expand its presence in the country to serve clients primarily in the HiTech industry.
 - The IT-BPM sector holds the potential to grow between 10-15% per annum. The IT and fintech segments provide over US\$ 155 billion in gross value to the economy annually.
 - The IT and business services market will grow at a CAGR of 8.3% between 2021-26, reaching a US\$ 20.5 billion valuation by the end of 2026.
 - By October 2021, the Health Ministry's eSanjeevani telemedicine service, crossed 14 million (1.4 crore) teleconsultations since its launch, enabling patient-to-doctor consultations, from the confines of their home, and doctor-to-doctor consultations.
 - The Indian healthcare industry is expected to shift to digitally enabled remote consultations via teleconsultation. The telemedicine market in India is expected to increase at a CAGR of 31% from 2020 to 2025.
 - In December 2020, the 'IGNITE' programme was initiated by Siemens, BMZ and MSDE to encourage high-quality training and technical education. 'IGNITE' aims to develop highly trained technicians, with an emphasis on getting them ready for the industry and future, based on the German Dual Vocational Educational Training (DVET) model. By 2024, this programme aims to upskill ~40,000 employees.

GOVERNMENT INITIATIVES



The Government of India recognises the importance of promoting growth in the services sector and provides several incentives across a wide variety of sectors like health care, tourism, education, engineering, communications, transportation, information technology, banking, finance and management among others.

- Centre has formulated an 'Action Plan for Champion Sectors in Services' to give focused attention to 12 identified Champion Services Sectors.
- India's tourism and hospitality sector may earn US\$ 50.9 billion as visitor exports by 2028.
- As per 2022 University Grants Commission (UGC) statistics, there are a total of 1,072 universities in the country, including 460 state universities, 128 deemed to be universities (a status of autonomy granted to high-performing institutes and universities by the Department of Higher Education), 54 central universities (established by the Department of Higher Education), and 430 private universities.
- The Government of India has adopted a few initiatives in the recent past, some of these are as follows: As of November 9, 2022, the number of bank accounts opened under the government's 'Pradhan Mantri Jan Dhan Yojana (PMJDY)' scheme reached 47.39 crore and deposits in Jan Dhan bank accounts totalled Rs. 1.76 lakh crore (US\$ 21.59 billion).
- In October 2021, the government launched a production-linked incentive (PLI) scheme to boost manufacturing of telecom and networking products in India. The scheme is expected to attract an investment of ~Rs. 3,345 crore (US\$ 446.22 million) over the next four years and generate additional employment for >40,000 individuals.
- In October 2021, the government launched phase II of the Mahatma Gandhi National Fellowship to empower students and boost skill development.
- In October 2021, the PM Ayushman Bharat Health Infrastructure Mission was launched by the government, to strengthen the critical healthcare network across India in the next four to five years.
- The Indian government is planning to introduce a credit incentive programme worth Rs. 50,000 crore (US\$ 6.8 billion) to boost healthcare infrastructure in the country. The programme will allow companies to access funds to ramp up hospital capacity or medical supplies with the government acting as a guarantor.



- Under the Union Budget 2021-22, the government allocated Rs. 7,000 crore (US\$ 963.97 million) to the BharatNet programme to boost digital connectivity across India.
- The FDI limit for insurance companies has been raised from 49% to 74% and 100% for insurance intermediates.
- On January 15, 2021, the third phase of Pradhan Mantri Kaushal Vikas Yojana (PMKVY) was launched in 600 districts with 300+ skill courses. Spearheaded by the Ministry of Skill Development and Entrepreneurship, the third phase will focus on new-age and COVID-related skills. PMKVY 3.0 aims to train eight lakh candidates.
- In January 2021, the Department of Telecom, Government of India, signed an MoU with the Ministry of Communications, Government of Japan, to strengthen cooperation in the areas of 5G technologies, telecom security and submarine optical fibre cable systems.
- In the next five years, the Ministry of Electronics and Information Technology is working to increase the contribution of the digital economy to 20% of GDP. The government is working to build a cloud-based infrastructure for collaborative networks that can be used for the creation of innovative solutions by AI entrepreneurs and startups.
- On Independence Day 2020, Prime Minister Mr. Narendra Modi announced the National Digital Health Mission (NDHM) to provide a unique health ID to every Indian and revolutionise the healthcare industry by making it easily accessible to everyone in the country. The policy draft is under 'public consultation' until September 21, 2020.
- In September 2020, the Government of Tamil Nadu announced a new electronics & hardware manufacturing policy aligned with the old policy to increase the state's electronics output to US\$ 100 billion by 2025. Under the policy, it aims to meet the requirement for incremental human resources by upskilling and training >100,000 people by 2024.
- The government of India has launched the National Broadband Mission to provide Broadband access to all villages by 2022.

TECHNOLOGY



The expanding Technological landscape in India has led to innovations in computer processing speeds, data storage, chip design, big data analytics, cloud computing and introduced to us the Internet of Things. These developments have radically changed sociological and behavioral patterns of millions of Indians and with it, of thousands of its businesses. This has led to rapid growth and the need to quickly find the appropriate talent for developing and securing the Technological space for unhindered and seamless delivery of its various services.


In an arena of such intense activity, finding the right candidate to fulfill the job roles at our client's ends becomes our responsibility.

Our expertise in various Technology segments including IT products, IT services, helps us in analysing the ever-changing needs of the Technology industry and seeks the best talent for pivotal roles. We believe in driving change for both established as well as emerging Tech providers. As one of the pioneers in the recruitment industry in India, we are credited with securing placement for some of the most eminent leaders at the most respectable positions across the industry.

India's technology industry has emerged as a vibrant force propelling the nation's GDP, employment opportunities, and overall economic growth. The industry's revenue surpassed USD 200 billion in FY22 and is projected to maintain its upward trajectory, with an estimated revenue of USD 245 billion in FY23. Looking ahead, the industry is on course to achieve the USD 500 billion milestone by 2030, as per the NASSCOM report, Technology Sector in India 2023: Strategic Review¹.

Benefitting from its vast pool of technology talent, India continues to grow and remains one of the most preferred destinations globally for technology and knowledge services, as well as global capability centres (GCCs). With over 1570 GCCs estimated in FY23, the GCC sector is experiencing an accelerated expansion, with several global industry majors setting up and expanding their captive centres in India¹.

India is now the third largest start-up destination in the world and has witnessed significant growth, particularly post-pandemic. There are over 99,000 DPIIT-recognised



start-ups in India as of 31 May 2023, and this continues to attract investor interest globally.

The rise in internet users, expected to reach 900 million by 2025 from 759 million in 2022, primarily from rural areas, is also propelling the technology industry's growth.² Likewise, the rise of fintech firms and the expansion of digital payments have played a pivotal role in driving the industry. FY23 recorded a substantial leap, with 134.6 billion digital transactions, up from 20.7 billion in FY18, according to the Ministry of Electronics & Information Technology³.

We are also witnessing the growing emergence of Generative AI, which is expected to disrupt the existing delivery model. Global and Indian tech companies have started investing in technology to change how they currently operate. We expect this to be a pivotal change in the technology industry.


Some of the key trends in the technology sector are summarised below.

1. Deep technology talent base

India continues to have a deep technology talent base and is estimated to take the total employee count to approximately 5.4 million in FY23, according to the NASSCOM report, 'Technology Sector in India 2023: Strategic Review.'¹ The rise of Software-as-a-Service (SaaS) companies, GCCs, cloud solutions, and emerging technologies such as DeepTech, Gen AI, robotics, and SpaceTech are expected to drive new requirements for talent. The industry is investing a lot in new talent hiring and skilling, as well as partnering with the government and academia. Developing talent and enhancing the talent pool in the new tech areas would be one of the key success factors for the technology sector.

2. Enabling government policy environment

With the surge in digitisation, the Indian government has increased its focus on the technology industry. A favourable regulatory environment, coupled with strategic government initiatives such as Digital India, Make in India, and Production Linked Incentive (PLI) schemes, has paved the way for unprecedented growth. Recognising the significance of entrepreneurship, the government has taken strides to boost start-ups



through initiatives like 'Start-up India' and tax exemptions, including the tax holiday and the Angel Tax exemption.

3. Digital transformation as a strategic priority

Technology companies are actively investing in digital solutions to gain a competitive edge. The industry is projected to derive a substantial portion of its revenue from digital streams in FY23, estimated at around 32-34%.¹ Centres of excellence are being established to promote expertise in emerging fields such as quantum computing, AI, and internet of things (IoT), which are revolutionising industries by enabling advanced data analysis, automation, predictive modelling, and optimisation.

4. India's 5G revolution unleashes IoT opportunities

With the increased bandwidth and reduced latency provided by 5G networks, IoT devices will be able to transmit data in real time, enabling instant decision-making and automation. This will lead to improved efficiency, cost savings, and enhanced user experiences. To harness this potential, India has proposed the establishment of 100 5G labs, highlighting the nation's commitment to driving digital innovation through cutting-edge technology.

5. Tech risks: Cybersecurity, data protection risks

With the rapid increase in digital adoption and reliance on technology, the looming spectre of cyberattacks has become a pressing concern. The escalating risk has increased the demand for cybersecurity professionals and is prompting governments worldwide to enact stringent regulations to address privacy concerns and counter the surging frequency of cyber threats. The Indian government is also actively working on creating favourable regulations. The recent Digital Personal Data Protection Bill shows the commitment of the government to safeguarding personal data in the digital realm while respecting individual rights. Additionally, the proposed Digital India Act, 2023, will replace the Information Technology Act of 2000. This new act will cover digital transactions, electronic governance, and cybersecurity, fostering digital economy growth and protecting citizen interests.



6. Active technology deals eco-system, M&A, PE/VC deals & capital markets

With a vibrant deals market of USD 127.2 billion in 2022, the technology sector was the most active in deal making, with a USD 24.3 billion deal value and contributing 19.1% of the overall deal value, as per Grant Thornton Bharat's Annual Dealtracker.³

Despite robust growth in 2021, the year 2022 witnessed a pullback and moderation in deal activity, a trend that has persisted into 2023, due to ongoing macroeconomic uncertainties.


In H1 2023, the total deal value stood at USD 1.6 billion across 194 deals, marking a 93% decrease in values and a 46% decline in volumes compared to H1 2022, which witnessed 361 deals worth USD 22.9.4 Moreover, the Indian IPO market continues to be vibrant, particularly post-pandemic, with 105 IPOs in the last two years, ending on 31 December 2022.³

We saw interest in new-age technology and internet-based companies in 2021, and although we have witnessed moderation in IPO activity, we believe that this decade will witness several new-age tech and internet-based companies tapping the IPO market in India as well as overseas capital markets.

The Indian government has expressed its intent to facilitate the overseas listing of Indian private companies. This move holds the potential to pave the way for numerous Indian startups and unicorns to be listed overseas. While the regulations are yet to be amended as of date, we are optimistic that this could unlock a substantial opportunity for Indian tech entities to secure listings overseas.

We expect deal activity to pick up in the later part of this year, and we expect larger tech companies and those with strong investor backing to continue to look for M&A opportunities. Moreover, PE and VC funds are actively seeking newer opportunities in the tech landscape, including SaaS, generative AI start-ups, and niche tech services players.

7. Focus on electronic manufacturing, IT hardware and semiconductors



India has witnessed significant interest from global companies in electronics manufacturing, mainly due to the shift in global supply chains, from cost-driven globalisation to control-driven reshoring, and now to adaptive glocalisation. To address supply chain imbalances, consumer-driven countries like India are investing significantly in local manufacturing facilities. Similar traction is being witnessed in India's semiconductor market, mainly due to the global supply chain crisis and rising demand from the consumer electronics, telecom, IT hardware and industrial sectors, both within the domestic and export markets.

Conclusion

With a deep technology talent base, a growing start-up ecosystem, and governmental impetus on digitalisation, artificial intelligence, and electronics & semiconductor manufacturing, India's technology industry is poised for a strong growth path in this decade. The evolution of Indian tech services from an outsourcing hub to value-added business partners for global companies has truly made India a tech services powerhouse for global organisations. We do believe that there is a radical shift happening to position India as a pivotal hub for semiconductor and electronic manufacturing at the global level, and we expect substantial growth within this sector over the course of the decade.

Biggest recruitment potentiality in our own agrotech sector and agro research company and to other agrotech companies after training.


AGRICULTURAL /AGRICULTURALTECHNOLOGY



In pursuance of the decision taken in the first meeting of the Governing Council of NITI Aayog, held on 8 February 2015, a [Task Force on Agriculture Development](#) was constituted under the chairmanship of Vice Chairman, NITI Aayog:

1. To coordinate and develop synergy with Central Ministries and State Government task forces
2. To recommend strategies for reinvigorating agriculture in all its aspects
3. To formulate strategies for reforms, innovation and technology diffusion
4. To identify successful experiments and programmes from which all States and UTs may learn
5. Any other measures

Based on the work of the Task Force, an occasional paper (not exhaustive) was brought out in December 2015. **Raising Agricultural Productivity and Making Farming Remunerative for Farmers** concentrated on a subset of important issues confronting Indian agriculture.



In pursuance of the decision taken in a meeting held on 9th July 2021 in NITI Aayog, a task force has been constituted under the chairpersonship of Prof. Ramesh Chand, Member, NITI Aayog with following ToRs:

1. To assess the status of biofertilizer and organic fertilizer production and consumption in the country and briefly present its implications
2. Assessment of the existing standards of biofertilizers through the Organic Fertiliser Control order of the Government of India for organic fertilizer and suggest changes to expand its scope and the existing testing facilities including recommendations there of
3. To devise innovative ways and policies to promote cattle economy and use of cow manure as biofertilizer and bio-energy especially for gaushalas to convert cattle into economic assets
4. To devise measures/ Policy initiatives for encouraging the commercial production, packaging, marketing and distribution of biofertilizers including the development of brand and address challenges in marketing and certification of biofertilizers
5. To explore Public Private Partnership model with various stakeholders including goshalas, Dairy cooperatives and Farmer Producer Organization for production of enriched soild and liquid biofertilizer
6. Suggest mechanism and policy support for encouraging the commercial production, packaging, marketing and distribution and use of biofertilizers to create a level playing field with inorganic fertilizers

In this regard, stakeholder views on the background [\(English/Hindi\)](#) and the Terms of Reference [\(English/Hindi\)](#) or any other suggestions were solicited for bringing policy recommendations pertinent for transforming this sector.



Also, all stakeholders could share success stories/experiences, etc., whereby livestock by-products were utilized in product development, along with its socio-economic impacts.

How AI is improving agriculture sustainability in India

AI can help detect field boundaries and bodies of water to enable sustainable farming practices, improve crop yields, and support India's 1.4 billion people and the rest of the world.

For India, agriculture is critical. Roughly half of its population depends on agriculture for its livelihood, and the country has the second largest arable land area in the world. As a lead producer of products like rice, wheat, cotton, sugar, and dairy, India's agricultural system is essential not only to itself, but also to the rest of the world.


However, India's agriculture system is facing serious challenges. More efficient crop yield is necessary to continue feeding India's 1.4 billion people. Climate change disrupts our agricultural systems, and at the same time, unsustainable farming practices exacerbate climate change through significant greenhouse gas emissions, water usage and deforestation. Without change, food and environmental systems across the world are at risk.

Two teams at Google, Anthro Krishi and Google Partner Innovation, are leveraging AI to tackle this challenge, aligned with Google's AI Principles. The teams' goal is to progress agricultural sustainability, beginning with India. The team is working on a whole body of AI-powered technologies to organize and utilize India's agricultural data, the most foundational of which is developing a unified "landscape understanding."

Landscape understanding leverages satellite imagery and machine learning to draw boundaries between fields, the basic unit of agriculture and essential in creating meaningful insights. With field segments established, the model can determine the acreage of farm fields, forest and woodland areas, and can identify irrigation structures like farm wells and dug ponds to build tools for drought preparedness.

High level maps provide aggregated stats (e.g., area sown, normal rainfall, actual rainfall) for the district, sub-district or village level

The research team is also developing "landscape monitoring" models, which provide a more detailed picture of an individual field's current performance and future needs. Future landscape monitoring models would be able to determine data like crop type, field size, distance to water, and a crop's last sow or harvest date. The team also hopes to provide in-depth data about farm ponds — information like water availability over



the past month, year, or three years would be critical in establishing water security and drought management strategies.

Future landscape monitoring capabilities provide users with in-depth information about an individual field's crop history, including crop type and sow and harvest schedule.

This research was made possible through meaningful partnerships with state governments, academic institutions and local communities. A shared vision across these partnerships was essential — Rama Devi, Director of Emerging Technology of Telangana State, noted that AI is “ a powerful tool for governments to drive transformational impact across sectors ... while impacting lives at scale.” The team also partnered with the state government of Telangana to conduct field research, including visits to villages to work with local farmers to better understand their current needs and get feedback on field boundary accuracy.

This field data is key to unlocking the potential of India's agricultural power — with a deep and accurate understanding of field performance and ever-changing environmental conditions, farmers can reduce land and water waste while increasing their crop yield. However, the impact of these insights extend well beyond individual farmers and empower India's entire agricultural ecosystem. With more information on farm performance and needs, agricultural loans become more accessible and state governments can support several farming districts at scale. This information also supports India's rapidly growing agricultural technology industry, as new technologies are developed to make farming practices more efficient and sustainable.

Our climate and food systems are deeply interconnected — as the impacts of climate change become more severe, the world's food security will depend on the resilience and innovation of our agricultural systems. And if unsustainable farming practices continue, the strain on our environment will only get worse. Complex, systemic issues like these call for big solutions. And with the application of AI and other advanced technologies, we hope to tackle these challenges around the world.

INTRODUCTION

India is one of the major players in the agriculture sector worldwide and it is the primary source of livelihood for ~55% of India's population. India has the world's largest cattle herd (buffaloes), the largest area planted for wheat, rice, and cotton, and is the largest

producer of milk, pulses, and spices in the world. It is the second-largest producer of fruit, vegetables, tea, farmed fish, cotton, sugarcane, wheat, rice, cotton, and sugar. The agriculture sector in India holds the record for second-largest agricultural land in the world generating employment for about half of the country's population. Thus, farmers become an integral part of the sector to provide us with a means of sustenance.

Consumer spending in India will return to growth in 2021 post the pandemic-led contraction, expanding by as much as 6.6%. The Indian food industry is poised for huge growth, increasing its contribution to world food trade every year due to its immense potential for value addition, particularly within the food processing industry. The Indian food processing industry accounts for 32% of the country's total food market, one of the largest industries in India and is ranked fifth in terms of production, consumption, export and expected growth.



Foodgrain production in India touched 330.5 million metric tonnes (MT) in 2022-23 (3rd Advance Estimate). India is the world's 2nd largest producer of food grains, fruits and vegetables and the 2nd largest exporter of sugar. A total of 521.27 LMT rice has been anticipated for procurement for the upcoming KMS 2023-24, up from 496 LMT produced during the previous KMS 2022-23.

MARKET SIZE



According to Inc42, the Indian agricultural sector is predicted to increase to US\$ 24 billion by 2025. Indian food and grocery market is the world's sixth largest, with retail contributing 70% of the sales. As per the First Advance Estimates for 2023-24 (Kharif only), total foodgrain production in the country is estimated at 148.5 million tonnes.

Rabi crop area has increased by 3.25%, from 697.98 lakh hectares in 2021-22 to 720.68 lakh hectares in 2022-23. This is a 22.71 lakh hectare, a 13.71% increase over the average sown area in 2021-22. As per the First Advance Estimates for 2023-24, rice is estimated at 1,063.13 lakh tonnes during the kharif season.

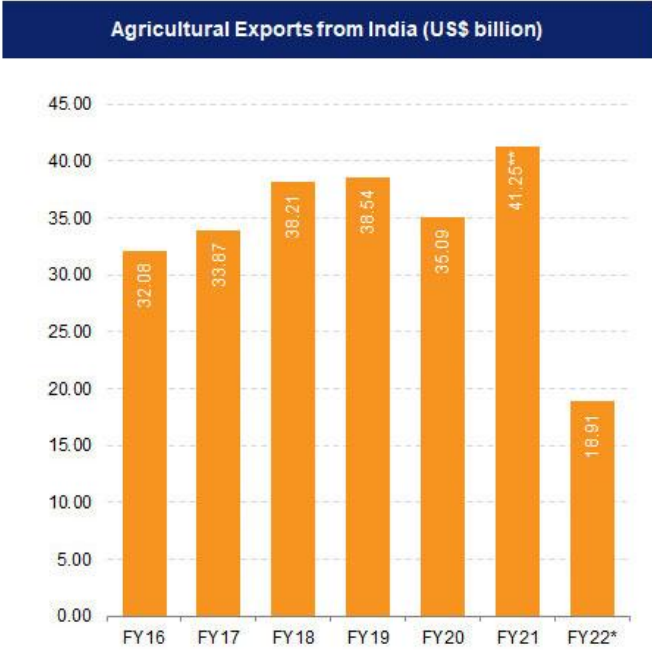
In 2022-23 (as per the second advance estimate), India's horticulture output is expected to have hit a record 351.92 million tonnes (MT), an increase of about 4.74 million tonnes (1.37%) as compared to the year 2021-22.


In 2022-23, of the 141 million hectares of gross sown area in the country, nearly 73 million hectares, or 52%, had irrigation access.

The Agriculture and Allied industry sector witnessed some major developments, investments and support from the Government in the recent past. Between April 2000-September 2023, FDI in agriculture services stood at US\$ 4.77 billion.



Mahasamvit International Ltd.





According to the Department of Promotion of Industry and Internal Trade (DPIIT), the Indian food processing industry has cumulatively attracted a Foreign Direct Investment (FDI) equity inflow of about US\$ 12.35 billion between April 2000-September 2023. This accounts for 1.89% of total FDI inflows received across industries.

During 2023-24 (April-October), processed vegetables accounted for US\$ 446.84 million, miscellaneous preparations accounted for US\$ 758.94 million and processed fruits, juices and nuts accounted for US\$ 367.85 million.

Rapid population expansion in India is the main factor driving the industry. The rising income levels in rural and urban areas, which have contributed to an increase in the demand for agricultural products across the nation, provide additional support for this. In accordance with this, the market is being stimulated by the growing adoption of cutting-edge techniques including blockchain, artificial intelligence (AI), geographic information systems (GIS), drones, and remote sensing technologies, as well as the release of various e-farming applications.

In terms of exports, the sector has seen good growth in the past year. India's agricultural and processed food products exports stood at US\$ 27.01 billion in 2023-24 (April-October).

The exports for principal commodities in 2023-24 (April-October) were the following:

- Marine Product: US\$ 4.58 billion
- Basmati and Non-Basmati Rice: US\$ 5.86 billion
- Spices: US\$ 2.24 billion
- Buffalo Meat: US\$ 2.09 billion
- Sugar: US\$ 1.49 billion
- Miscellaneous processed items: US\$ 967 million
- Oil Meal: US\$ 894 million

INVESTMENT


Some major investments and developments in agriculture are as follows:

- In December 2023, NBCC signed an MoU with the National Cooperative Development Cooperation (NCDC) and NABARD for the construction of (1,469-grain storage units) the world's largest grain storage plan in the cooperative sector.
- India to host the 27th WAIPA World Investment Conference in New Delhi from December 11-14, 2023.
- In December 2023, Tata-owned Rallis India launched NAYAZINC fertilizer.
- In December 2023, NITI Aayog and IFPRI signed a Statement of Intent to strengthen policy frameworks for agricultural transformation and rural development.
- In November 2023, India signed deals to export 5,00,000 tons of new season basmati rice in Europe and the Middle East.
- In October 2023, the President of India launched the Fourth Krishi Road map of Bihar.
- In October 2023, Coal India, partnered to invest Rs. 3,095 crore (US\$ 371.69 million) in fertiliser JV to boost output.



- Government has set up a special fund called the Food Processing Fund (FPF) of approximately US\$ 265 million in the National Bank for Agriculture and Rural Development (NABARD) for extending affordable credit to designated food parks and food processing enterprises in the designated food parks.

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- In June 2023, Mother Dairy invested US\$ 48.33 million (Rs. 400 crore) to set up a unit in Nagpur.
 - In 2022, the Government of India is planning to launch Kisan Drones for crop assessment, digitization of land records, and spraying of insecticides and nutrients.
 - In October 2022, Prime Minister Mr. Narendra Modi inaugurated PM Kisan Samman Sammelan 2022 and released PM-KISAN Funds worth Rs. 16,000 crore (US\$ 1.93 billion)
 - In August 2022, a Special Food Processing Fund of Rs. 2,000 crore (US\$ 242.72 million) was set up with National Bank for Agriculture and Rural Development (NABARD) to provide affordable credit for investments in setting up Mega Food Parks (MFP) as well as processing units in the MFPs.
 - In August 2022, Mr. Narendra Singh Tomar, Minister of Agriculture and Farmers Welfare inaugurated four new facilities at the Central Arid Zone Research Institute (CAZRI), which has been rendering excellent services for more than 60 years under the Indian Council of Agricultural Research (ICAR).
 - Consumer spending in India will return to growth in 2022 post the pandemic-led contraction, expanding by as much as 7%.
 - The organic food segment in India is expected to grow at a CAGR of 10% during 2015-25 and is estimated to reach Rs. 75,000 crore (US\$ 9.1 billion) by 2025 from Rs. 2,700 crore (US\$ 386.32 million) in 2015.
 - The processed food market in India is expected to grow to Rs. 3,451,352.5 crore (US\$ 470 billion) by 2025, from Rs. 1,931,288.7 crore (US\$ 263 billion) in FY20 on the back of government initiatives such as planned infrastructure worth US\$ 1 trillion and Pradhan Mantri Kisan Sampada Yojna. The food processing industry employs about 1.77 million people. The sector allows 100% FDI under the automatic route.
 - From 2017 to 2020, India received ~US\$ 1 billion in agritech funding. With significant interest from investors, India ranks third in terms of agritech funding and the number of agritech start-ups. By 2025, Indian agritech companies are likely to witness investments worth US\$ 30-35 billion.
 - Nestle India will invest Rs. 700 crore (US\$ 85.16 million) in the construction of its ninth factory in Gujarat.
 - The performance of the agriculture and allied sector has been buoyant over the past several years, much of which is on account of the measures taken by the



government to augment crop and livestock productivity, ensure certainty of returns to the farmers through price support, promote crop diversification, improve market infrastructure through the impetus provided for the setting up of farmer-producer organizations and promotion of investment in infrastructure facilities through the Agriculture Infrastructure Fund.

- As per the economic survey 2022-23, Rs. 13,681 crore (US\$ 1.6 billion) were sanctioned for Post-Harvest Support and Community Farms under the Agriculture Infrastructure Fund.
- Private investment in agriculture increases to 9.3% in 2020-21.
- Institutional Credit to the Agricultural Sector continued to grow to Rs. 18.6 lakh crore (US\$ 226 billion) in 2021-22.

GOVERNMENT INITIATIVES


Some of the recent major Government initiatives in the sector are as follows

- In the Union Budget 2023-24:
 - Rs. 1.24 lakh crore (US\$ 15.9 billion) has been allocated to the Department of Agriculture, Cooperation and Farmers' Welfare.
 - Rs. 8,514 crore (US\$ 1.1 billion) has been allocated to the Department of Agricultural Research and Education.
- Through several Digital Initiatives, such as the National e-Governance Plan in Agriculture (NeGP-A), the construction of Digital Public Infrastructure (DPI), digital registries, etc., the government has taken a number of steps to ensure access to IT across the nation.
- The Soil Health Card site has been updated and connected with a Geographic Information System (GIS) system, allowing all test results to be captured and shown on a map. Samples are now being gathered using a mobile application as of April 2023 under the new system.
- The Agricultural Technology Management Agency (ATMA) Scheme has been implemented in 704 districts across 28 states and 5 UTs to educate farmers. Grants-in-aid are released to the State Government under the scheme with the goal of supporting State Governments' efforts to make available the latest agricultural




technologies and good agricultural practices in various thematic areas of agriculture and allied sector.


- Since its inception, i.e. from 01.04.2001 to 31.12.2022, a total of 42,164 storage infrastructure projects (Godowns) with a capacity of 740.43 Lakh MT have been assisted in the country under the Agricultural Marketing Infrastructure (AMI) sub-scheme of the Integrated Scheme for Agricultural Marketing (ISAM).
- The Centre has granted permission to five private companies to conduct cluster farming of specified horticulture crops on approximately 50,000 hectares on a trial basis, with a total investment of US\$ 91.75 million (Rs. 750 crore). The five companies chosen through a bidding process for the pilot cluster farming program are Prasad Seeds, FIL Industries, Sahyadri Farms, Meghalaya Basin Management Agency.
- 27,003 Loans have been sanctioned in the country under credit linked subsidy component of the PM Formalisation of Micro Food Processing Enterprises Scheme (PMFME).
- In July 2022, the PM Formalisation of Micro food processing Enterprises (PMFME) scheme was launched for providing financial, technical and business support for setting up/ upgradation of micro food processing enterprises in the country with an outlay of Rs. 10,000 crore (US\$ 1.27 billion).
- The Indian government is planning to launch Kisan Drones for crop assessment, digitization of land records, and spraying of insecticides and nutrients.
- NABARD will assist in the creation of a blended capital fund with a focus on the agricultural start-up ecosystem which will be used to fund agriculture and rural enterprise startups that are related to the farm product value chain.
- A network of 729 Krishi Vigyan Kendras has been established at the district level across the country to ensure that newer technologies such as improved variety seeds of crops, new breeds/ strains of livestock and fish, and improved production and protection technologies reach farmers.
- In October 2021, the Union Minister of Home Affairs and Cooperation launched the 'Dairy Sahakar' scheme in Anand, Gujarat.
- Ministry of Civil Aviation launched the Krishi UDAN 2.0 scheme in October 2021. The scheme proposes assistance and incentive for the movement of agri-produce by air transport. The Krishi UDAN 2.0 will be implemented at 53 airports across the




country, largely focusing on Northeast and tribal regions, and is expected to benefit farmers, freight forwarders, and airlines.

- In October 2021, the Agricultural and Processed Food Products Export Development Authority (APEDA) signed a Memorandum of Understanding (MoU) with ICAR-Central Citrus Research Institute (ICAR-CCRI), Nagpur, for boosting exports of citrus and its value-added products.
- In October 2021, the Union Ministry of Agriculture and Farmers Welfare announced that 820,600 seed mini-kits will be distributed free of cost in 343 identified districts across 15 major producing states under a special programme. This programme is likely to boost production and productivity by speeding up the seed replacement rate and subsequently, help in increasing farmers' income.
- In September 2021, Prime Minister Mr. Narendra Modi launched 35 crop varieties with special traits such as climate resilience and higher nutrient content.
- Prime Minister of India launched the Pradhan Mantri Kisan Samman Nidhi Yojana (PM-Kisan) and transferred Rs. 2,021 crore (US\$ 284.48 million) to bank accounts of more than 10 million beneficiaries on February 24, 2019. As per the Union Budget 2021-22, Rs. 65,000 crore (US\$ 8.9 billion) was allocated to Pradhan Mantri Kisan Samman Nidhi (PM-Kisan).
- The Indian government has initiated Digital Agriculture Mission for 2021-25 for agriculture projects based on new technologies such as artificial intelligence, blockchain, remote sensing and GIS technology, drones, robots, and others.
- In September 2021, the Union Ministry of Agriculture and Farmers' Welfare signed five MoUs with CISCO, Ninjacart, Jio Platforms Limited, ITC Limited, and NCDEX e-Markets Limited. This MoU will have five pilot projects, which will help farmers make decisions on the kind of crops to grow, the variety of seeds to use, and best practices to adopt to maximise yield.
- With a budget of US\$ 1.46 billion, the 'Production-Linked Incentive Scheme for Food Processing Industry (PLISFPI)' has been approved to develop global food manufacturing champions commensurate with India's natural resource endowment and to support Indian food brands in international markets.
- Under Pradhan Mantri Formalisation of Micro Food Processing Enterprises (PM FME), an outlay of Rs. 10,000 crore (US\$ 1.27 billion) over a period of five years from FY21 to FY25 has been sanctioned.

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- In April 2021, the Government of India approved a PLI scheme for the food processing sector with an incentive outlay of Rs. 10,900 crore (US\$ 1.48 billion) over a period of six years starting from FY22.
 - The Agriculture Export Policy, 2018 was approved by the Government of India in December 2018. The new policy aimed to increase India's agricultural export to US\$ 60 billion by 2022 and US\$ 100 billion in the next few years with a stable trade policy regime.
 - The Government of India is going to provide Rs. 2,000 crore (US\$ 306.29 million) for the computerisation of the Primary Agricultural Credit Society (PACS) to ensure cooperatives are benefitted through digital technology.
 - The Government of India launched the Pradhan Mantri Krishi Sinchai Yojana (PMKSY) with an investment of Rs. 50,000 crore (US\$ 7.7 billion) aimed at the development of irrigation sources for providing a permanent solution to drought.
 - Government plans to triple the capacity of the food processing sector in India from the current 10% of agricultural produce and has also committed Rs. 6,000 crore (US\$ 729 million) as investments for mega food parks in the country, as a part of the Scheme for Agro-Marine Processing and Development of Agro-Processing Clusters (SAMPADA).
 - The Government of India has allowed 100% FDI in the marketing of food products and in food product E-commerce under the automatic route.
 - To enhance the income of farmers, the government has taken initiatives across several focus areas. Income support is provided to farmers through PM KISAN Scheme, crop insurance is assured through the Pradhan Mantri Fasal Bima Yojana, and irrigation facilities are ensured under Pradhan Mantri Krishi Sinchai Yojana.
 - Access to institutional credit is being provided through Kisan Credit Card and other channels.
 - Under the e-NAM initiative, markets across the length and breadth of the nation are now open to farmers, to enable them to get more remunerative prices for their produce. Online, Competitive, Transparent Bidding System with 1.74 crore farmers and 2.39 lakh traders put in place under the National Agriculture Market (e-NAM) Scheme.
 - The umbrella scheme Pradhan Mantri Annadata Aay SanraksHan Abhiyan (PM-AASHA) ensures Minimum Support Price (MSP) to farmers for various Kharif and Rabi crops while also keeping a robust procurement mechanism in place.

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- As per the Economic Survey 2022-23, Rs. 13,681 crore (US\$ 1.6 billion) were sanctioned for Post-Harvest Support and Community Farms under the Agriculture Infrastructure Fund.
 - In order to increase the level of food- processing industry and encouraging rural entrepreneurship across the country including rural areas, the Ministry of Food Processing Industries (MoFPI) is implementing the Central Sector Umbrella Scheme Pradhan Mantri Kisan SAMPADA Yojana (PMKSY), Production Linked Incentive Scheme for Food Processing Industry (PLISFPI) and centrally sponsored PM Formalization of Micro Food Processing Enterprises (PMFME) Scheme.
 - The PMFME Scheme provides financial, technical and business support for setting up/upgradation of 2 Lakh micro food processing enterprises through credit-linked subsidy during five years from 2020-21 to 2024-25 with an outlay of Rs. 10,000 crore (US\$ 1.27 billion).
 - Under component schemes of PMKSY, MoFPI mostly provides financial assistance in the form of grants-in-aid to entrepreneurs for the creation of modern infrastructure and setting up of food processing/preservation industries including Cold Chains with associated infrastructure like primary processing facilities, collection centres, pre-conditioning, pre-cooling, ripening, packing, etc.
 - As per the Union Budget 2023-24, A new sub-scheme of PM Matsya Sampada Yojana with the targeted investment of Rs. 6,000 crore (US\$ 729 million) to be launched to further enable activities of fishermen, fish vendors, and micro & small enterprises, improve value chain efficiencies, and expand the market.
 - Digital Public Infrastructure for Agriculture: agriculture will be built as an open source, open standard, and interoperable public good. this will enable inclusive, farmer-centric solutions through relevant information services for crop planning and health, improved access to farm inputs, credit, and insurance, help for crop estimation, market intelligence, and support for the growth of the agri-tech industry and start-ups.
 - To enhance the productivity of extra-long staple cotton, Government will adopt a cluster-based and value chain approach through Public Private Partnerships (PPP). This will mean collaboration between farmers, the state and industry for input supplies, extension services, and market linkages.
 - Computerisation of 63,000 Primary Agricultural Credit Societies (PACS) with an investment of Rs. 2,516 crore (US\$ 305.9 million) initiated.

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- Rs. 20 lakh crore (US\$ 24.41 billion) agricultural credit targeted at animal husbandry, dairy and fisheries.
 - To make India a global hub for 'Shree Anna', the Indian Institute of Millet Research, Hyderabad will be supported as the Centre of Excellence for sharing best practices, research and technologies at the international level.

ROAD AHEAD

The agriculture sector in India is expected to generate better momentum in the next few years due to increased investment in agricultural infrastructure such as irrigation facilities, warehousing, and cold storage. Furthermore, the growing use of genetically modified crops will likely improve the yield for Indian farmers. India is expected to be self-sufficient in pulses in the coming few years due to the concerted effort of scientists to get early maturing varieties of pulses and the increase in minimum support price.

In the next five years, the central government will aim US\$ 9 billion in investments in the fisheries sector under PM Matsya Sampada Yojana. The government is targeting to raise fish production to 220 lakh tonnes by 2024-25. Going forward, the adoption of food safety and quality assurance mechanisms such as Total Quality Management (TQM) including ISO 9000, ISO 22000, Hazard Analysis and Critical Control Points (HACCP), Good Manufacturing Practices (GMP), and Good Hygienic Practices (GHP) by the food processing industry will offer several benefits.



Through the Ministry of Food Processing Industries (MoFPI), the Government of India is taking all necessary steps to boost investments in the food processing industry in India. Government of India has continued the umbrella PMKSY scheme with an allocation of Rs. 4,600 crore (US\$ 559.4 million) till March 2026.

AS WE WILL START A BIG AGRO BASRD INDUSTRY SOON WE WILL RECRUIT HUGE MANPOWER FOR THIS SECTOR.

WE WILL ENGAGE OUR TRAINED FINANCE PROFESSIONAL TO BEST PLACES WITH BEST SALARY AS FAR AS POSSIBLE.

AS WE HAVE OUR OWN BUSINESS AND INDUSTRIAL RESEARCH COMPANY, SO WE WILL SUPPLY OUR CLIENTS MANPOWER AS THEIR NEED TO START UP AND THEREAFTER IN THEIR EXPANSION PROJECTS.

FREE REGIETRATION: - FOR GENERAL JOB SEEKERS REGISTRATION IN OUR JOB PORTAL IS FREE OF COST.

THANK YOU

