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INDUSTRY PERSPECTIVE




SANJIV KANWAR
Managing Director,
Yara South Asia.

By 2030, we see Indian agriculture becoming more climate-smart and technology-led, with farmers using fertilizers more responsibly, that's good for the people, the planet and farm prosperity. But the real shift begins beneath our feet. If it's not in the soil, it's not in the plant and it's not in the food on the plate. Healthy soil means healthy yields and stronger incomes. To get there, we need to bring in more private investment, we need steady, long-term policies that support innovative practices. In the next five years, AI combined with IoT-based insights will make the most practical difference on farms by improving decisions and productivity on real time basis.




RAVI SOMANI
Director
Qoot Food

By 2030, Indian agriculture will move beyond production to become a more integrated food value chain. The focus will shift to post-harvest efficiency, local processing, and better demand alignment. Farmers will participate more in value creation, not just supply. The real shift will be towards quality, reduced wastage, and income stability, not just higher output.




PRAVIN SHINDE
Founder
KhetiGaadi – A SAR Group Company

By 2030, Indian agriculture will empower farmers to make confident choices, combining experience with real-time information and mechanization. Platforms like KhetiGaadi by SAR Group will bring clarity, access, and trust, ensuring farmers can optimize resources, reduce uncertainty, and improve livelihoods. When farmers thrive, communities grow stronger, and the sector becomes resilient, productive, and inclusive.



AMITABH BAXI
Director, India External Affairs & Sustainability,
McCain

By 2030, Indian agriculture will be more data-driven, climate-resilient, and market-linked. Farmers will increasingly adopt precision techniques, diverse cropping patterns, quality inputs, and digital advisories to boost productivity and sustainability. Stronger value chains and partnerships between industry and farmers will ensure consistent demand, reduce volatility, and create more predictable, higher incomes for growers.



DH. DILEP SANGHANI
Chairman,
IFFCO

By 2030, Indian agriculture will become more technology-driven, sustainable, and precision-based. Nano Fertilisers like IFFCO Nano Urea Plus, Nano DAP and Nano NPK will improve nutrient efficiency and reduce environmental impact. AI-powered advisories and agri-drones will help farmers make smarter, data-based decisions while improving productivity and lowering input costs. AI, nano fertilisers and agri-drones together will create the biggest impact in Indian agriculture.