

# Chapter 2

## Enhancing Agricultural Competitiveness: Harnessing Value Chains and Agro–Processing for Sustainable Growth

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### ABSTRACT

*This chapter talks about how agro-processing and value chains are significant for making agriculture a successful and competitive sector. We will learn how these linkages help advancing the quality of agricultural produce and make them more tempting to buyers around the world. We will discuss how transforming agriculture is essential, and value chains play a big role in this by taking everyone work collectively and for better. We will also talk about the importance of supporting local supply chain. These are the networks which are important for producers as well*

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*as consumers because they ensure there's enough food and create new economic opportunities in agricultural sector. With the highest population in the world and the ability to export goods, India plays a major role in the global agricultural sector. By understanding and supporting agro-processing and value chains, we can make sure farming continues to flourish, promoting both local communities and the global market.*

## **INTRODUCTION**

Agri-food systems worldwide face many challenges, including insufficient food access, nutritional insecurity, disturbances in global trade routes due to regional conflicts, and agricultural productivity issues caused by climate change (Piñeiro *et al.* 2020). Processing of agricultural produce provides significant opportunities for the application of blockchain in the agri-food industry can advance transparency and efficiency, transforming raw agricultural produce into consumer goods. This conversion reduces waste, extends shelf life of the produce, and adds value to it, leading to higher income transfers to farmers from various consumer groups, as processed commodities can reach a broader market. (Chengappa 2004). Agro processing is a vital link between agriculture and industry, as it plays a crucial role in the economic development of agrarian societies by increasing the value of agricultural products and providing diverse and sustainable employment opportunities. This sector helps in ensuring the economic growth and development of a country (Geyer 2019), as well as the food safety to the citizens across the globe. But as the agriculture commodities supply in market is on rise but with the increased production the farmers are not getting the optimum price of their products and the consumers are not getting the better-quality products. So, with increase in the production there must be some innovations which should be applied for making the agriculture a profitable business and the solution for this problem could be the agro-processing industries and advancement in value chain techniques. Agro Processing could help the farmers to increase the profit margin of their products by converting the primary raw materials into a more desirable form so that the consumer can use the product on a more regular basis and it is widely accepted across the society and nation, benefitting the farmers as well, as they will get now better price of their products through value addition to it.(Black *et al* 2020) Apart from agro-processing, market linkages and service sector should also be improvised which could be enhanced by adopting the newer methodologies like improvised value chain techniques keeping in mind the maximum satisfaction of the end consumers. So, this chapter aims to explore the diverse range of traditional and modern agro-processing techniques that not only enhance the value of agricultural products but also prioritize consumer

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