

## POSSIBILITIES OF AGRO-PROCESSING IN RAJASTHAN

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### ABSTRACT

*Rajasthan the state of desert and forts is number one producer of fenugreek, mustard, bajra, cumin, coriander etc. It accounts for more than 10 percent of the nation's milk production and has one of the highest livestock populations, making it ideal for agro processing units. The state's agro processing industry, which includes food processing, is a significant contributor to the state's GDP, employment, and investment, and it is expected to be a major driver of the state's growth in the near future. Food processing has not achieved the growth it deserves, despite having prominent parameters in its favor, and processing activities in Rajasthan are still in their infancy. Online marketing is experiencing a significant uptick as a result of rising purchasing power and expanding nuclear families, as well as a rise in the demand for processed foods. These variables are further prompting the requirement for complexity in different sections of agribusiness, for example, acquisition, capacity, transportation, dissemination and so on. In the Rajasthan region, the agro-processing business is a multi-billion dollar industry. Small and medium-sized businesses in Rajasthan, as well as farmers and farmhands, benefit from this industry. As a result, Rajasthan's expanded opportunities for agricultural processing will significantly boost both domestic and international trade in perishable goods.*

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**Keywords:** GDP, Online Marketing, Agri-Business, Multi-Billion Dollar Industry.

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### Introduction

Rajasthan, with its different agro-climatic circumstances, is lavishly endowed in the cultivation of a variety of crops and a strong animal husbandry sector. State possesses first situation underway of mustard, guar, and second situation in gram, cumin seeds and any remaining coarse grains. With around 60% of the State's population dependent on agriculture for livelihood, it is imperative that agriculture should be remunerative and sustainable. Higher creation of vegetables and seed flavors needs agro processing facilities to prevent qualitative and quantitative losses. The insufficient number of agro-processing industries for many crops is depriving State from the advantage of production. Consequently, a change in outlook in the methodology is expected from merely harvesting and selling of crops in the local mandi to a demand driven supply activity with an increased focus on processing and value addition.

### Objectives

- To promote cluster based approach in production and agro-processing.
- To minimizing the post-harvest losses by strengthening the supply chain.
- To accelerate capital investments in value and supply chain of agriculture and allied sector.

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**Research Methodology**

A comprehensive study (with primary and secondary data) based on possibilities of agro-processing in Rajasthan and overall scenario of agro-processing. This is a descriptive research paper. The data information required to prepare this is duly collected from journals, reports, and research article.

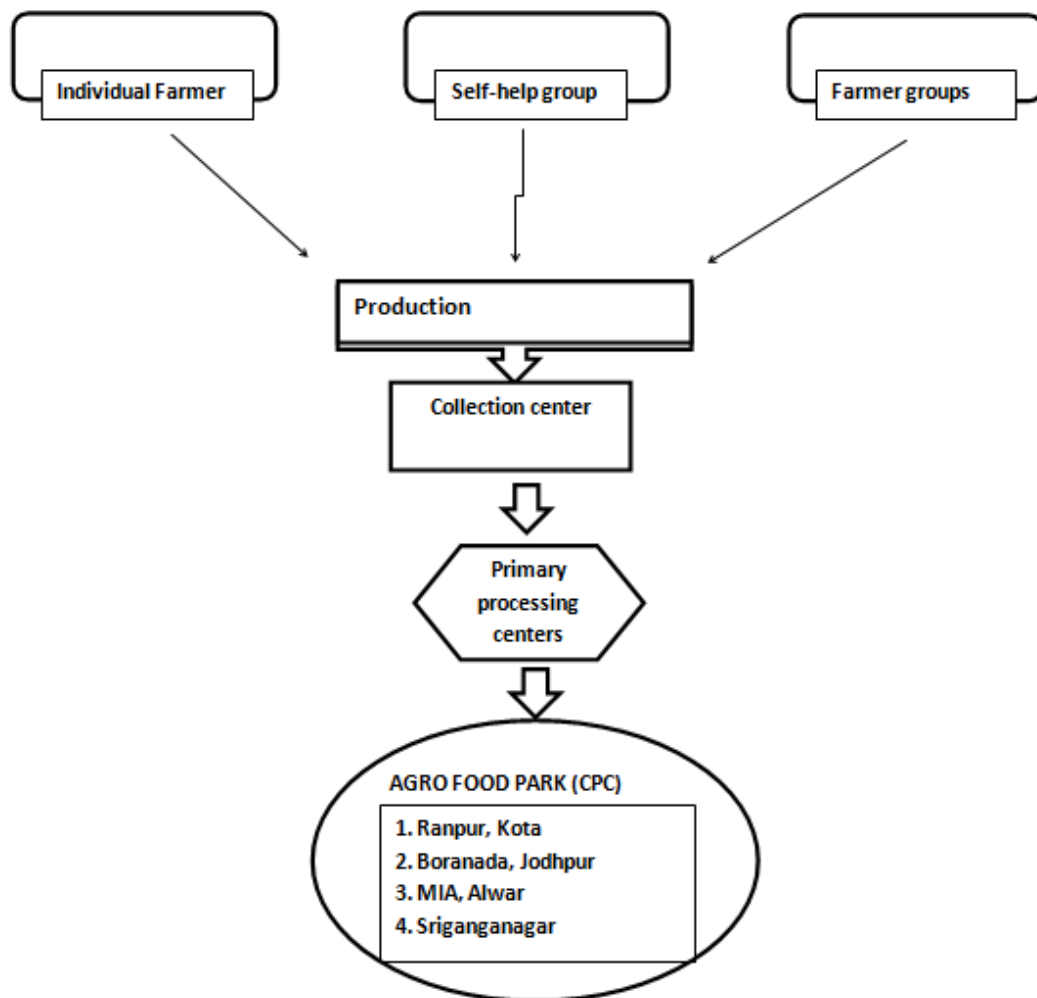
**Investment potential in the field of agro-processing in Rajasthan**

Indicative list of food processing facilities in Rajasthan:

| Location       | Availability  | Prospective Processing Facilities          |
|----------------|---------------|--|
| Jhalawar       | Orange        | Juice line                                 |
| Chomu          | Tomato        | Tomato puree unit                          |
| Udaipur        | Maize         | Starch unit                                |
| Alwar          | Amla          | Juice plant, dehydration unit, candy plant |
| Nagur          | Spices        | Cleaning, grading, sorting units           |
| Sawai madhopur | Guava         | Guava pulping unit                         |
| Chittaurgarh   | Garlic, onion | Dehydration unit                           |

Bikaner, Jodhpur, Alwar & Jaipur are the major milk producing areas where there is plenty of scope for setting up of Integrated cold chain infrastructure with chilling plants etc. to preserve and storage of milk and processing thereof.

**Existing infrastructure Development in the Field of Agro-Processing**



### Policy Initiatives towards the Development of Agro Processing Sector

- **Rajasthan Agro-processing, Agri-business & Agri-export Promotion Policy, 2019**

A key initiative of the government would be to metamorphose the supply chain infrastructure which would have multiplier effect in agricultural sector and greatly increase the effectiveness across the entire sector.

- **Scope & Coverage**

- The Policy will be applicable to new agro processing and agro business enterprises set up in the State and to existing agro-processing and agri-business enterprises undergoing modernization, expansion or diversification.
- This Policy shall promote export of agriculture products produced in the State.

- **Duration**

- The Policy will be operative till 31st March, 2024 and be reviewed in year 2021.

- **Rajasthan Investment Promotion Scheme-2019**

To generate employment opportunities and promote rapid, sustainable and balanced economic growth in the State of Rajasthan, the State Government of Rajasthan, issued "The Rajasthan Investment Promotion Scheme, 2019" (RIPS-2019) to provide more and attractive benefits to eligible manufacturing and services sector enterprises by investment made by them on New/Expansion enterprises. Operative period of the scheme is from 17.12.2019 to 31.03.2026.

### Potentiality of Rajasthan in Agro- Processing Sector

Agro-processing, food processing, integrated cold chain, primary processing center, and milk processing facilities, among other things, have enormous potential in Rajasthan. The majority of the state's agricultural produce is exported in its raw form to other states or abroad, where it can be processed for greater value addition benefits. such as zeera, dhania, isbgol, etc. are produced in large quantities in this state, but they are all processed and packaged outside the state. In terms of investments, employment, taxes, and other benefits, the state is losing out on value addition. There are also plenty of opportunities in related fields like transportation, cold storage, warehousing, and refrigerated vans, among others.

### Conclusion

Rajasthan, India's largest state in terms of area provides abundance of land at affordable costs. This provides both the public and private sectors with excellent opportunity for the construction of new locations close to production surplus cluster. Food processing sector in the state is mainly handled by the unorganized sector. About 42% of the output comes from the unorganized sector which is dominated by small scale industries, 25% comes from the organized sector and the rest from the small scale players. Efficient and sufficient agro-processing system is basic necessity to minimize the post-harvest losses and to provide an option of pledge financing to value addition. This includes timely and speedy movement of goods to the marketing destination and keeping them safe for availing in the off-peak season.

### References

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