

GOVERNMENT POLICY REPORT

February 2022 Edition



Policies Covered In The Edition



One District One Product Mission:
Leveraging the Power of Technology &
Innovation



AtmaNirbhar Bharat Scheme to Make
Self-reliant India



Kisan Drone Facility: A Technology
Boost to Indian Agriculture Sector

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One District One Product Mission: Leveraging the Power of Technology & Innovation

The month of February 2022 witnessed the first of its kind technology adoption under the One District One Product (ODOP) mission when the Unmanned Aerial Vehicle/Drone facility was flown off to resolve the bottleneck issue of transportation over the West Jaintia Hills of Meghalaya. Through this, the transportation of Lakadong Turmeric in the region is getting redefined through Unmanned Aerial Vehicles (UAVs) in large quantities and resolve the 1st-mile connectivity for the product by using enabling technology and making it competitive in the global markets.

For this, the ODOP has partnered with one of the nine technology missions of the Indian government named AGNli (Accelerating Growth of New India's Innovations). The mission will find support and strength under Prime Minister's Science, Technology, and Innovation Advisory Council through simplifying the supply chain bottlenecks by the amalgamation of innovative Indian technologies in every possible way.

The mission is set to focus on scaling up the production, marketing, and supply chain services concerning a particular product in a specific district. This will help in developing the all-around support service and infrastructure for that product in that region and increase its competitiveness. The alignment of the activities takes place in clusters for ODOP products, where a district can have more than one cluster, or the clusters may consist of more than one district in the state.



The initiative helps in developing the region with a balanced growth approach across the districts in Pan India. Through this, some of the salient objectives targeted to achieve would be:

Balanced and Holistic Social and Economic Growth of all the districts in India

Generation of Employment Opportunities in every region to keep a check on the migration of labourers to urban cities

To develop the regions as Investment Ready for Manufacturing, Procurement, Export, etc

Make Each Indian District Technology Enabled and Competitive enough to lead in Domestic and International Markets

Develop an Innovative Ecosystem in each District of India and strengthen the Supply Chain

The mission is formulated under the PM Formalization of Micro Food Processing Enterprise (PMFME) Scheme of the Ministry of Food Processing Industry. The total budgetary allocation for the scheme is Rs 10,000 Crore for 5 years between 2020-25 with the 60:40 contribution of the center and state government to help the unorganized sector under the food processing industry pan India.

The state governments have a responsibility to identify the products for each district through baseline studies. This will help to find that one food product that is widely produced in that district and needs additional support and attention to be domestic as well as international market-ready. The products identified can be from any of the below categories to be selected for the mission:

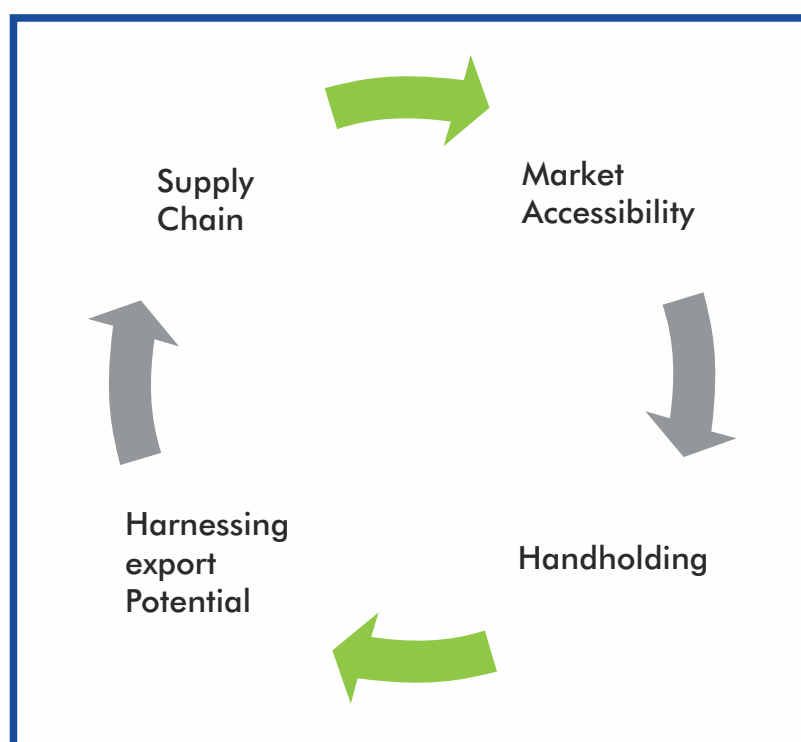
- | | |
|-----------------------------------|--|
| • Perishable Agricultural Produce | • Animal Feed |
| • Cereal based Products | • Honey |
| • Millet based products | • Waste to Wealth Products |
| • Fisheries | • Minor Forest products |
| • Poultry | • Traditional Indian Herbal Edible Products Like Turmeric, Amla, etc |
| • Meat | |

Facilities Under One District One Product (ODOP) Mission:

The Ministry has also partnered with the National Agricultural Cooperative Marketing Federation of India Ltd (NAFED) to develop the 10 brands under the mission. Out of these 10, 6 have been already launched such as Amrit Phal of Gurugram, Haryana, Whole Wheat Cookies of Dilli Bakes from Delhi, etc. Under the arrangement, the products will be sold in NAFED Bazars along with e-Commerce platforms and prominent retail stores across India to increase their customer reach.

The scheme is also well planned to answer the many bottleneck issues lying in different Indian regions and curbing the growth of Indian product demand in domestic and international markets and disrupting the smooth supply chains. Hence, the mission is revolved around finding the true potential of regional best products on the global landscape through the following processes:

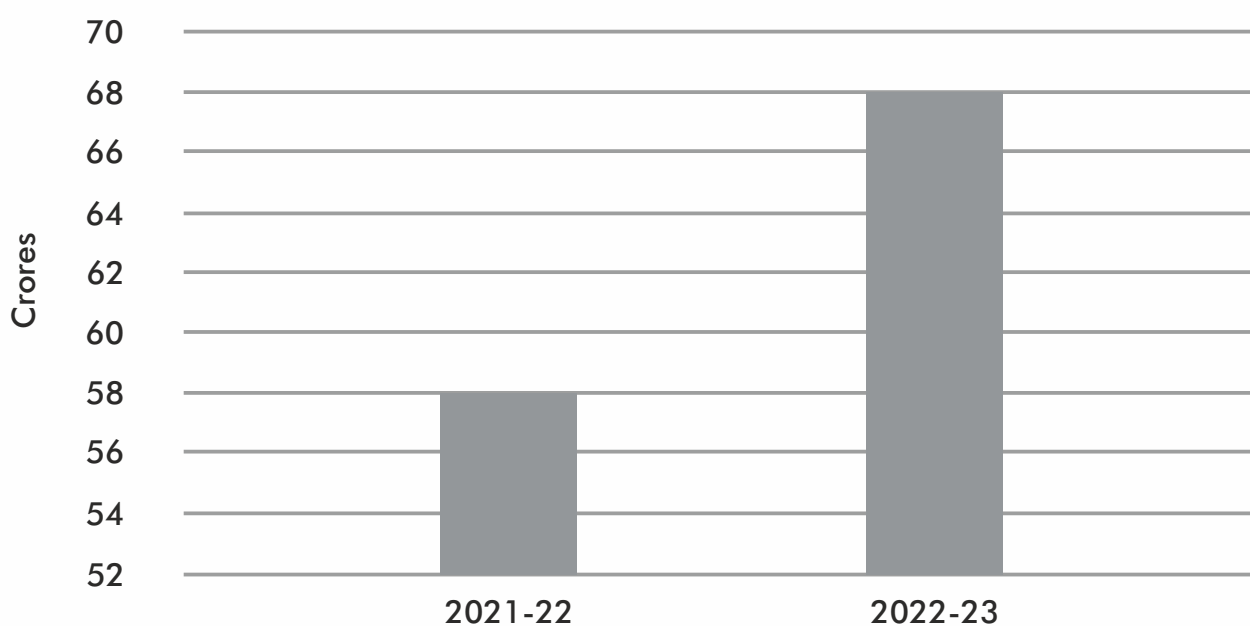
This Japanese Business Development concept for the promotion of a competitive product from a particular region to increase its market demand while generating the local employment and standard of living of the regional population is drawing its impact on Indian Business Canvas too. Thus, it is helping to realize the true potential of India's regional products and proving to be transformational in the economic growth of India by empowering the rural and regional economy through entrepreneurship under self-reliant India.



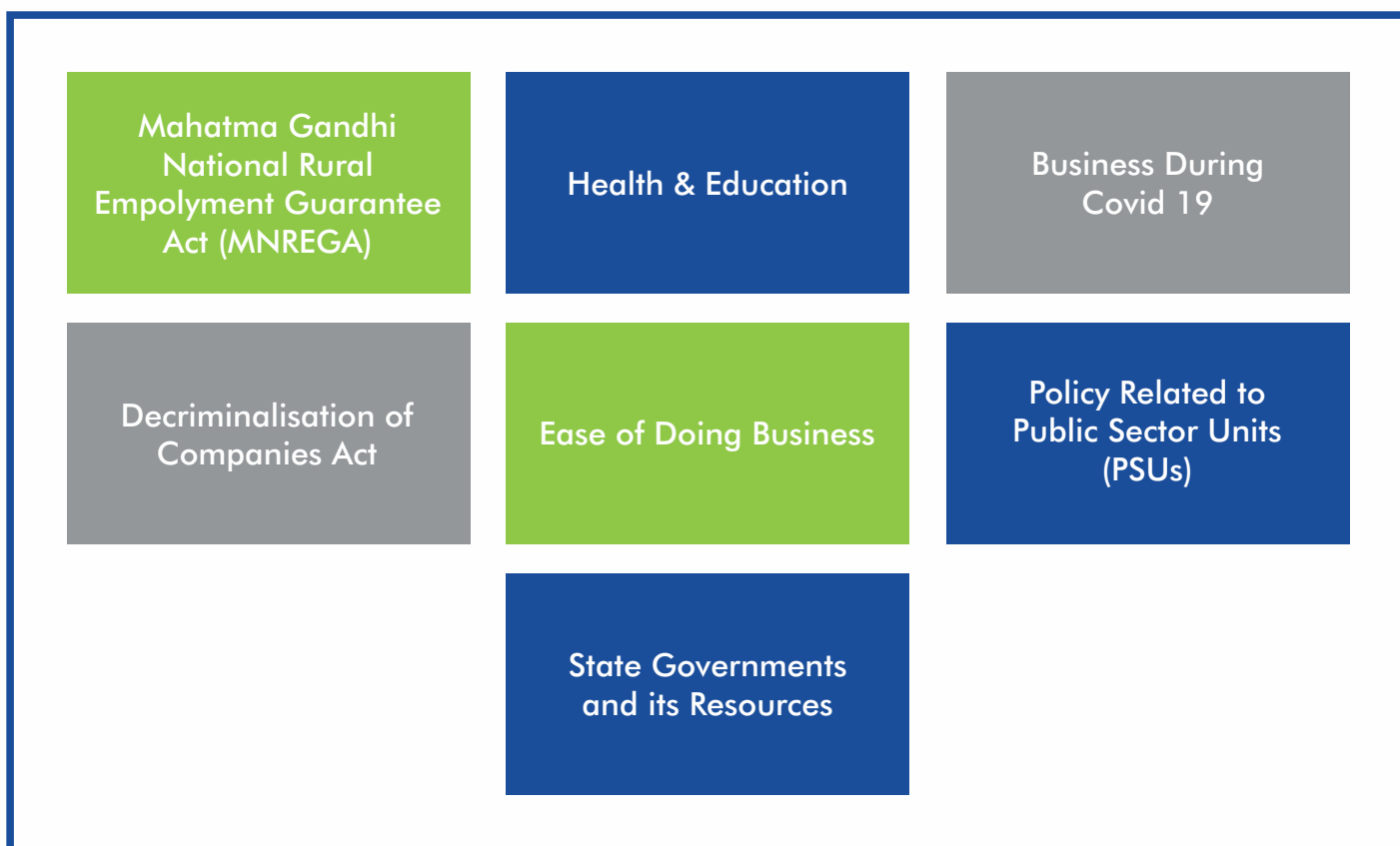
AtmaNirbhar Bharat Scheme to Make Self-Reliant India

Recently under Budget 2022-23, the government again ratified its commitment towards Atmanirbhar Bharat Package for making India a manufacturing hub in the globe. This time, the Ministry of Finance & Corporate Affairs has allocated 68% of the total capital procurement budget amount for Indian industries to procure equipment for the Indian armed forces and to reduce the import burden for the Defence sector. The allocation has seen a sharp 10% increase from the previous year's allocation and is thus expected to give a boost to Defence Research and Development through Indian industries, startups, and academia.

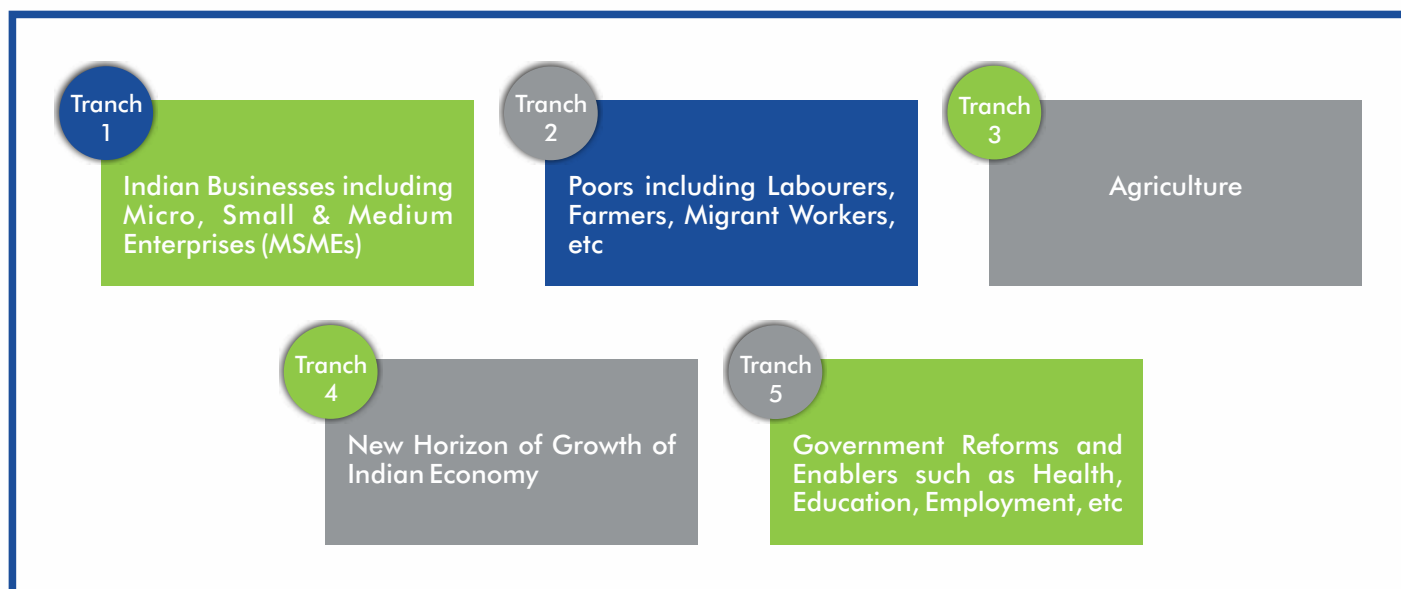
Yearwise % Budget allocation for Defence Sector Capital Procurement
By Government of India



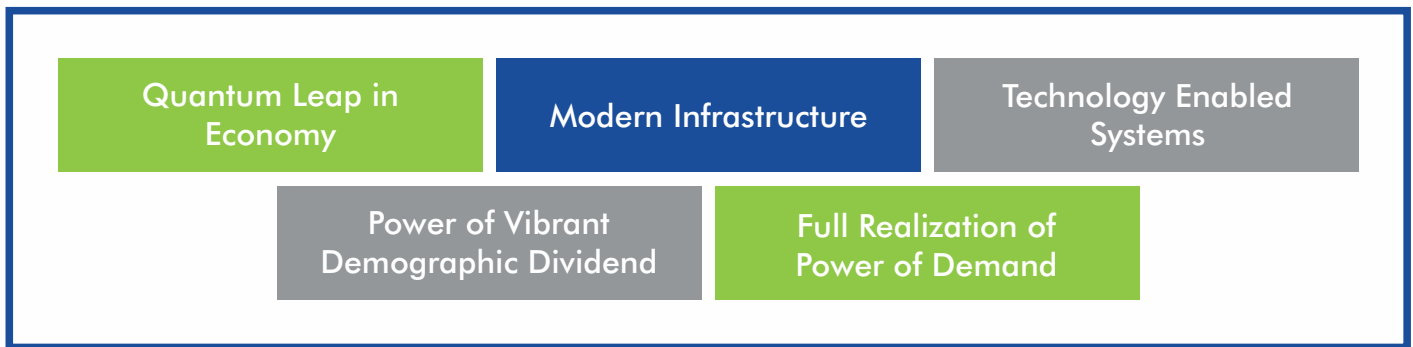
The same trend has been seen across the sectors and is all set to provide impetus to the Atmanirbhar Bharat scheme and create a robust, self-dependent, and self-centered economic system in India. The Government of India has come up with the concept of self-reliant India under the AtmaNirbhar Bharat Package and lit the light of hope for the Indian economy during the early times of the Covid 19 pandemic. The step has fuelled up new energy to the Indian domestic manufacturing and other allied sectors to fight back in the disguise of the deadly pandemic when the world was on standstill. The mission was well focused across the seven significant areas of the Indian economy to provide a holistic revamp:



The package worth 10% of Indian GDP, the total of Rs 20 lakh crore was announced in May 2020 by the Ministry of Finance & Corporate Affairs. It was launched in five tranches and each had detailed highlights for the MSMEs, laborers, cottage industry, and various other stakeholders.



The package reiterated the need of being “Vocal to Local” and make Indian products competitive in the global markets. Thus, the Indian government's self-reliant India vision has a solid stand on these five identified pillars:



To revive the Indian economy from the shock of the Covid 19 pandemic and disrupted global supply chain, the AtmaNirbhar package has given hope to one and all from cottage industry to middle-class taxpayers, to MSMEs to migrant workers, etc. As the package has majorly answered the key issues related to the growth of the Indian economy:



The stimulus package has provided an additional allocation of Rs 40,000 crore under MGNREGS to help in boosting the employment opportunities for laborers and migrants. The central government under this mission has also increased the borrowing limits of the state to 5% from earlier 3% for the fiscal year 2020-21 with an expectation to increase their respective expenditures to promote the welfare of states through speedy reforms during the pandemic.

Thus, through this package, the government has aimed to create the twin effect. In the first place, this has marked the launch of Make in India 2.0 and also re-energized and sensitized the momentum towards the manufacturing and industrial sector of the Indian economy. This helped the shrinking Indian economy to gain its confidence and prove to be much stronger in the new normal post-Covid world.

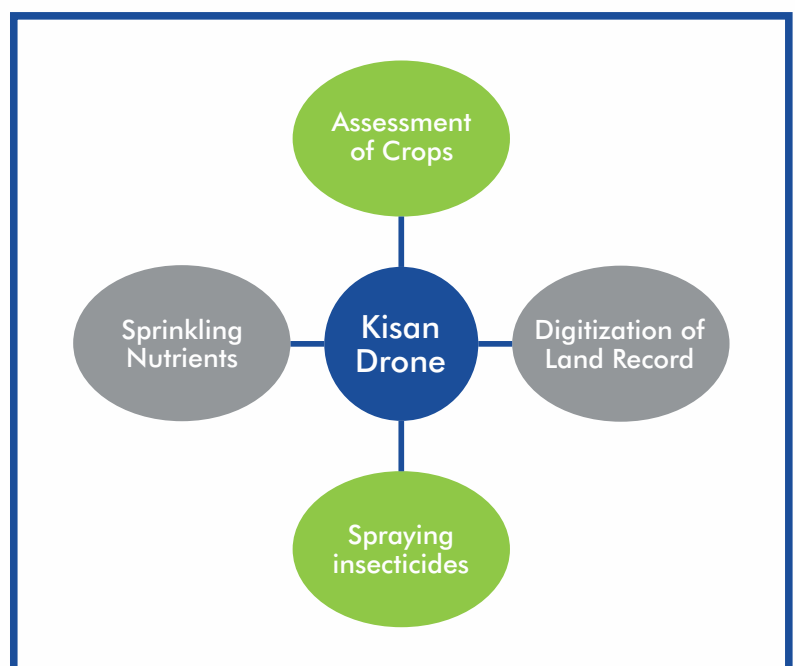
The scheme has well addressed the immediate shortage of working capital, and liquidity across all the major sectors of the economy in the short run and kick-started the application of safety measures to handle the long-term manufacturing, business, industry, and regulatory reforms around the Indian economical growth landscape. The measures over time helped India to regain the growth of the domestic manufacturing sector and find its full potential in the global market.

Kisan Drone Facility: A Technology Boost to Indian Agriculture Sector

While celebrating “Azadi ka Amrit Mahotsav”, the Prime Minister of India has recently launched the Kisan Drone Facility from the Haryana Manufacturing unit of Garuda Aerospace under campaigns for Agricultural spraying as “Kisan Drone Yatra”. In the first of its kind inauguration, 100 Kisan Drones got simultaneously launched in 100 Indian villages across the country. The facility is provided by Chennai base Garuda Aerospace Private Limited which works for Drone-as-a-Service (DAAS) company.

The launch has pioneered to achieve some of the objectives to enhance the agriculture growth in India through the use of technology. Through this facility, the government of India is planning to help farmers in their daily agricultural activities in a much more effective and time-efficient way. It will eventually help in increasing the growth and quality of their agricultural produce and share their burden at large that will make the way for modern facilities of 21st century for Indian Agriculture sector and Indian farmers:

As the government is continuously repeating its commitment towards increasing the farmer's income through every agriculture reform and initiative. There may not be any direct correlation to it with farmers' income but no doubt it will help in reducing their exposure to chemical hazards of pest control management, etc, and enhance their well-being. At the same time, this will also help the domestic drone manufacturing industry to grow as India has a major share of GDP from the agriculture sector and thus have wide applications and demand. This will also generate additional employment facilities for the young Indian minds in the drone manufacturing and allied areas.



The crop assessment through these drones will also help insurance companies to provide speedy claim settlements for agriculture sectors in case of crop insurance and also help the government to assess and survey agriculture lands and verify them with their physical records. This will also facilitate farmers to assess the performance of their land and crop from time to time from the comfort of their place.

At the same time, these flying robots can infringe the privacy of farmers' lands and thus need strict regulation and geofencing. The government has already allocated Rs 60 crore for the digitization of Indian agriculture and the steps like this will help in providing many direct and indirect benefits to farmers and other stakeholders.

The government's "Drone Shakti" initiative is also set to provide a boost to develop drones as a service in the different dimensions and sectors of the Indian economy out of which agriculture is a major one. The government has given the clear mandate to promote startups in the agriculture and rural enterprise domain through National Bank for Agriculture and Rural Development (NABARD) encouraging new startups to work in the domain and thus providing drone solutions in the areas of:

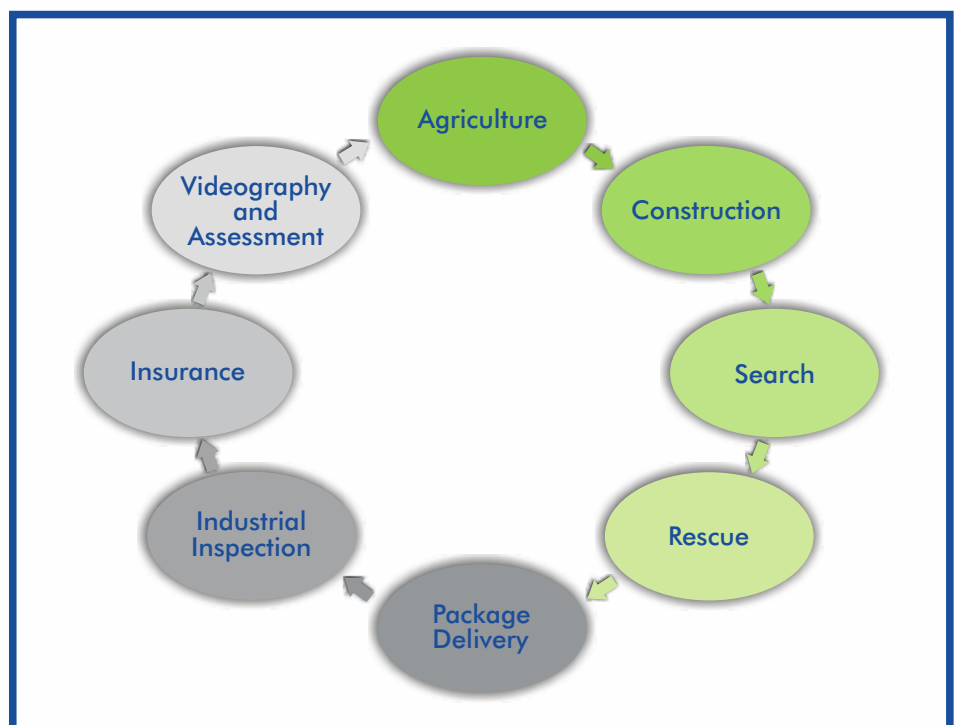
Through these high-capacity flying robots, the government has planned for natural farming in India without using chemicals. In their first phase, the lands in the 5 km wide corridor along the national river Ganga will be focused and promoted. The direct farm delivery of quality perishable products from these areas will help farmers to get the best price of their products such as vegetables, fruits, etc.

Productivity Is Growth,
Grow With **Technology**
Kisan Drones

Unmanned tanks
to make it easier for
farmers to spray
pesticides, full of
benefits like:

- Saves **Time**
- Uniform **spraying**
- **Coverage** of more area
- Requires **less effort**

#NationalProductivityDay

It is imperative that the Kisan drones will be of high cost concerning their smart features and operations and is also prone to face the issue of connectivity due to the unavailability of fiber optic networks in distant and remote farms. The overall efficacy of these technology-enabled systems will need a long way to get acceptance and specialization to analyze the results by the Indian farmer community at large.

Hence the government's continuous support to these technology-driven robots for the welfare of Indian farmers through additional investment will be needed in this hour. While a great push through public-private partnerships in the areas of farm services will make the way for more sustainable future Indian farms with high-tech agriculture techniques in the country.

Resources

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