

## **MEDIA COVERAGE REPORT**



**SOHAN LAL COMMODITY MANAGEMENT PVT. LTD**

**AUTHORED ARTICLE**

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1	28-Oct-2020	The Echo of India	Siliguri, Gangtok, Kolkata, Port-Blair	Connected agri value chain required for agri reform success

**Print Coverage**

Publication		The Echo of India	
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## Connected Agri Value Chain required for agri reforms success

On September 14, the government replaced the three ordinances issued during the lockdown by introducing a trio of Bills on agriculture reforms in the parliament. These three bills are The Farmers' Produce Trade and Commerce (Promotion and Facilitation) Bill, 2020, The Farmers' (Empowerment and Protection) Agreement of Price Assurance and Farm Services Bill, 2020, and the Essential Commodities (Amendment) Bill, 2020.

These bills present a global vision for Agriculture with seamless opportunities for farmers and the Agri fraternity. It puts forth a bold vision of marrying Agriculture with Technology and the government is of the view that the proposed Agri-market reforms will attract investment in infrastructure and offer farmers competitive remuneration.

No doubt these reforms are well-intentioned and will help to connect archaic India with real India and to achieve that an integrated platform play would be required. Though doubts have been raised over the existence of the traditional system of Mandi's but going by the fine print of the proposals of these bills, it can be said that the traditional Mandi's are not going anywhere and their importance is only going to amalgamate into a larger vision.

In actuality, the proposed reform paves the way for introducing technology into Agriculture through which the crop can be managed remotely. It intends to make tech driven warehouse a virtual Mandi where trading could be done through trading platforms. To understand how this will be accomplished, we just need to recall the old days of Stock Exchanges when trading was done through an open outcry system. The buyers and sellers use to operate from a specific area of the trading known as the trading pit and purchased and sold stocks through the open outcry system. In the pit, brokers matched customers' buy and sell orders through shouting and hand signaling. However, with the advent of technology, the pit has ceased to exist and today the stock trading does not happen anymore through the pit. The trading has now become digital and a person sitting in Guwahati can trade in the scrips listed on the Stock exchanges of a company operating out of Tamil Nadu.

A similar vision has been presented through these bills by the government where the trading platform would become a virtual Mandi and a lady, for example, sitting in Jodhpur would be able to trade in mustard in the Mandi of Punjab. These bills envisage a change in the domain of culture and the way transaction in

Agriculture takes place in India.

For this paradigmatic shift to happen what is required is smart warehousing where smart warehouses are integrated with real-time data embedded in Artificial Intelligence having real-time tracking of the facilities providing error-free results on the status of the warehouse and the products stored within as well as in transit. A smart warehouse linked to such platforms using paperless Quality Control, paperless trading, and financing could usher in an era for a platform play in the Agri market and the companies

with smart warehousing would act as stimuli in streamlining the Agri environment.

To achieve the objective of universal smart warehousing an increased focus is required on the development of an Integrated Paperless Framework for Agrifood Trade Facilitation with other components embedded in it such as paperless quality control, paperless trading, and financing. Take the example of Quality Control (QC). Agro and food commodities are particularly subject to severe hygiene standards in its storage facilities as inappropriate humidity or

randomly variable temperatures may alter the products, making them unfit for consumption and therefore the humidity data are inevitably collected at all stages in the storage process. So let's say if the entire system of QC moves to a paperless system then the data could be obtained in real-time which will ensure all processes are connected from inputs to outputs and are traceable. It can then be embedded in a smart warehouse which will make it easier to monitor the composition of each lot precisely along the chain.

Please remember that trade in agricultural and food products is more

complex than trade-in manufacturing - trade regulations are stricter, paperwork is more cumbersome and logistics are more complex. Therefore a paperless system would not only increase the efficiency of the Agri trade but would also help in the conversion of warehousing into smart warehousing thus guaranteeing the food security for all and once that is achieved the realization of the vision of transforming Indian Agriculture into a Profession with seamless opportunities won't be difficult. (Author is Group CEO, SLCM Group)

Publication	THE Echo of India		
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# Connected Agri Value Chain required for agri reform success

**SANDEEP SABHARWAL**  
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