



CURRENT AFFAIRS



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THE BAIN REPORT AND THE IDEA CONCEPT; Entry of Technology fixes and agri-business Investments in Indian Agriculture [GS I, AGRICULTURE AND GEOGRAPHY]



CONTEXT:

In June 2021, two significant documents relating to the Indian agriculture sector were released.

1. A consultation paper on the India Digital Ecosystem of Agriculture (IDEA) from the Ministry of Agriculture and Farmers' Welfare (MoA&FW) → talks about a digital revolution in the agriculture sector and predicts a exhaustive investment growth in agri-logistics, offtake, and agri-input delivery by 2025.

The MoA&FW report describes creating data to fuel the growth predicted by Bain and Company.

2. Paper on Indian Agriculture: Ripe for Disruption from a private organisation, Bain and Company.

The Authors of the Bain report- Parijat Jain, Prashant Sarin and Shalabh Singawne have portrayed the agriculture reforms(announced by the union government) as a game-changer in the agriculture sector.

The Bain report:-

- It is a data-based prediction on agri-business scenarios.
- It predicts its next 20 years' future trajectories.
- It includes targeting the production of alternative proteins, and food cell-based food/ingredients and initiating ocean farming, etc.
- The report has a 'today forward– future back approach' and predicts a drastic investment opportunity development by 2025.

The agriculture sector (currently worth \$370 billion), is estimated to receive an additional \$35 billion investment.

2 Reasons for such investments: Changes in the regulatory framework, in the Farm Acts and in digital disruption.

The report further discusses that benefiting from the huge investments into the agri-ecosystem, doubling farmers' income targets can be achieved in near future.

The IDEA concept— consulting paper is based on the Task Force and Working Group report constituted by the MoA&FW to design the blueprint of DIGITAL AGRICULTURE— which is similar to the digital disruption mentioned in the Bain report.

The aim of the IDEA concept → the farmer and the improvement of farmers' livelihood.

WAY to reach the goal → through tight integration of agri-tech innovation and the agriculture industry ecosystem to farming and food systems.

In short, The IDEA concepts categorically speaks about data openness, which means open to businesses and farmers.

The IDEA architecture includes Value-added innovative services by agri-tech industries and start-ups.

In future, the Indian agriculture sector will enclose different aspects from the **farm to fork** and pave the way for a **single national market** with a national platform with better connection between producer and consumers.

Opposition of the IT industry to the IDEA → Ethical issue of creating a Unique Farmer ID based on one's Aadhaar number as well as the potential for data misuse.

Goal→ Doubling Farmers Income,

The Bain report has not been widely discussed — at least in the public domain.

The assumptions used by authors of the Bain report, especially for its 'future back approach', need more or less focusing on widespread food production in controlled environments.

Undoubtedly, the factors including the emission, energy, resource footprints, and sustainability related to these techniques should be carefully studied.

However, the report has convincingly exhibited the business opportunity available in supply chains between farm to Agricultural Produce Market Committee (APMC) mandi and the customer, which can be realised with the support of digital disruption and the latest agriculture reforms.

The reports rely on digital disruption to improve farmers' livelihoods, without discussing how much farmers will be prepared to benefit from these newly emerging business environments.

HINT FROM THE GOVERNMENT SIDE SHOWING THEIR STANCE:- Union government has hinted that they are serious about the digital support to the agriculture sector and have sought the support of States.

But technology fixes and agri-business investments alone will not be enough to improve farmers' livelihoods

LIMITATIONS:

- Majority of small and marginal farmers are not technology-savvy.
- Most of them are under-educated
- The Bain report relies on the *general assumption only* that more investments into the agriculture sector will benefit farmers.
- Together, the two reports look forward to benefiting from the recent agriculture legislature changes without perceiving the requirement of the capacity-building at farmer's end.
- Politically, these two reports **ignore the protest of farmers against the reforms** without considering it as a barrier or risk factor resulting in a repealing of these new farm laws.

TO CONCLUDE:

From the point of view of the current scenario, a data revolution is inevitable in the agriculture sector, given its socio-political complexities, but solely on the basis of technology fixes and agri-business investments to improve farmers'

livelihoods, it is very difficult. The capacity building of the farmers in India is needed, by establishing support systems, through FPOs and other farmers associations where technical support is available for farmers. Considering the size of the agriculture sector of India, this is a difficult task but is achievable.

Rajeev Yadav

Kochi-based artist Anna Jovita Rajam : His art depicts Daily Routine of life (GS Paper 1)

Context :

An Artist of Kochi named Anna Jovita Rajam has painted our daily life on canvas . In his artwork she used modern technology. In fact she made painting by using an ipad and depicted the Things happening at home or the sights.

About Anna Jovita Rajam

- Her art also comes with a tinge of humour and often leaves the viewers in chuckles.
- A girl named Jovita is a 25-year-old artist. She is a free lancer artist
- She is native of Alappuzha. This is a small town in Kerala. This city is also situated in the coastal region .She had done her masters in animation. In her initial level she used a pencil for replicating portraits . Gradually she used multiple mediums in her painting . She used acrylic, gouache, oil, and now digital mediums in her painting
- Jovita innovates many ways to convey her subjects creatively through blending storytelling elements.
- In the initial level her subjects weren't based on any concept. She just copied the concept and story of others and painted the image . But gradually she has learnt many fundamentals of the painting and started to make animations in which she used own themes . In fact she wanted to attract the art lovers through her painting . She made her debut poster for the Malayalam movie, Thirike.
- In fact, since her childhood she was influenced by comic books and cartoons. In her painting we see its influence also
- Instead of keeping the emotions bland, Jovita often strikes joyful themes and characters.
- Sometimes she chronicles real-life incidents, like she being chased by her pet rooster and running for her life, or it is her pet dog Tony and the never-ending saga of him destroying the footwear at home.
- In her theme some time humour elements could also be observed . In fact Mr peckers and Tony are the comic characters of her creations . She had brought some modifications in each frame, and to convey the story better, detailings are done in an elaborative way.
- Jovita picks pastels and rusty red and oranges as her colour palette to make them more appealing and soothing,
- She has not bound herself with any specific style . She is very flexible in her style of painting . As per the demand of her fans and the art lovers she changes her style .She has painted many themes on the occasions of weddings, anniversaries. Her sketches range from real-life incidents to anything that strikes a chord with her. She is always ready to opt for a new style of painting if any style of the painting attracts and inspires her.

- The youngster's inktober series inspired by the topics set by the artist, Jake Parker, is unlike her cheerful comic themes. The monochrome images made using lines and hatching with ink is another source to let her creative juices flow.
- In fact, artist Anna Jovita Rajam is a young and talented artist of kerala . Her works on art are inspirations for the young generation of the artist. Definitely the role of Anna Jovita Rajam in the area of artist is very appreciable and government should also encourage such young artists through various means of the appreciation.

Dr. Anshul Bajpai

Plutus IAS