

enterprising agriculture

**market awareness
farm innovation
& value addition**



editors

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Packaging Metamorphosis in the Food Processing Industry in India

Tanusree Das and Kavitha Sundararajan

Abstract

Packaging industry is considered to be one of the world's largest industrial sectors. In the past few years, food processing has undergone several paradigm changes with respect to production, distribution, storage, processing and retailing. This increasing dynamism in the food industry, while on one hand placing a lot of challenges on the packaging industries, is on the other hand opening up opportunities for entrepreneurs to foray into food processing and also packaging industries and develop appropriate solutions in response to the needs of the market and environment. This study aims at exploring the state of packaging industry and packaging technologies in developing countries, with special emphasis on India, against the backdrop of increasing concern for prevention of food losses and therefore highlighting the need for new innovative ideas for food packaging. The authors posit that customer awareness about safety of processed food has given rise to tremendous possibilities of entrepreneurship opportunities in the area of safe and hygiene packaging. However market preferences, state reputations and cost benefit analysis play major roles in packaging of processed food products.

Keywords: Packaging industry, Food processing, Entrepreneurs.

Introduction

The food-processing industry is widely touted as a 'sunrise sector' in India with massive potential for double-digit growth. A vital segment of the food-processing industry is the development of effective packaging solutions for processed food products. In fact, a sound packaging industry is essential for efficient and effective forward and backward linkages of food processing.

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Agriculture is not merely a simple way of living anymore. The primary sector employs more than 30% of the country's labour force and contributes about 15 % to India's GDP. Moreover, India being an avid exporter of agricultural production, it also brings in foreign exchange of 35 Billion USD. Therefore, engagement of farmers is not as simple an activity as we would like to believe. Being a state subject, private sector engagement along with state support would bring in advancement of agricultural cooperation, modernization and digitalization for effective innovation in the field.

The agricultural value chain ranging from inputs to marketing has a lot of gaps, which in turn can be utilized as opportunities for entrepreneurial interventions. This book comprises articles and research papers that deal extensively in three key focus areas, which is its unique proposition. A novel collection, it brings together writings on (i) **Entrepreneurial Innovations that Impact Agriculture**, (ii) **Government Policies and Interventions in Entrepreneurship** and (iii) **Farmers' Development and Welfare through Agriculture**.

For 'Entrepreneurial Innovations that Impact Agriculture', the authors discuss BOP Model for Satellite data, Vertical and Sustainable Farming, Innovations in Agriculture and Solar-Water Pump, Packaging and Harvest & Post-harvest Wastages. The section on 'Government Policies and Interventions in Entrepreneurship' has articles on Agricultural Insurance, Staple Food Pricing, Intellectual Property Rights in agriculture, Corporate Governance, Organic Farming and Women farmers. 'Farmers' Development and Welfare through Agriculture' has authors writing about Infrastructure Investment and Rural Entrepreneurship, Food Processing, Marketing Intelligence, Crop Insurance and Market Performances.

The articles in this book aim to bring to the reader a heterogenous collection about entrepreneurial opportunities in agriculture. The basic Indian way of life, is not just production of crops by marginal farmers, but opens up a gamut of activities that touch upon different avenues in economic being with the hope of developing the primary sector holistically. The book is a humble attempt to encourage readers to think of agriculture as a domain where innovation touches lives and creates enormous impact in multiple dimensions of society.

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