# Transforming agriculture in India: insights from UPL's CEO



Ashish Dobhal, Chief Executive Officer of UPL SAS, has provided significant insights into the ongoing transformations within India's agricultural sector, addressing the critical role of government initiatives and technological advancements. According to a statement released recently, 2024 is shaping up to be a pivotal year for agriculture in India, reflecting a recovery marked by a growth rate of 3.5% in the July-September quarter, a notable increase from the 1.7% recorded during the same period the previous year. For the first half of the year, the sector experienced a growth rate of 2.7%, slightly below the 2.8% recorded last year.

This rebound, as outlined by Dobhal, has been primarily driven by an above-average monsoon and improved rural consumption, both of which have contributed to the overall economic growth of the country. He pointed to key government initiatives, including the ‘Digital Agriculture Mission’, which aims to modernise farming practices, and the ‘Namo Drone Didi’ scheme, designed to empower women in agriculture through the use of drones. These initiatives have been highlighted as critical to fostering innovation and inclusivity within the agricultural sector.

Discussing the state of technology in farming, Dobhal stressed that this year has showcased the increasing importance of innovation in transforming agricultural practices for enhanced efficiency and sustainability. He remarked, "At UPL, in line with our vision of ‘Reimagining Sustainability’ for farmers and food systems, we have taken significant steps to reduce our environmental impact, enhance our social responsibility initiatives, and strengthen our governance practices."

The integration of biosolutions with conventional plant protection products was noted as a game-changing approach, offering comprehensive solutions tailored to modern farming needs. Dobhal specified that through transforming the agricultural ecosystem—which encompasses product usage, mechanisation, risk cover solutions, and soil health solutions—UPL is addressing challenges posed by climate change and promoting more sustainable farming practices.

Looking towards the future, particularly in the context of 2025, Dobhal forecasted that technologies such as Artificial Intelligence (AI), Machine Learning (ML), sensor-based Internet of Things (IoT), drones, and satellites are expected to become increasingly accessible and scalable. These innovations are anticipated to significantly enhance productivity and economic prosperity across Indian farmlands, laying the groundwork for precision agriculture.

He underscored the government's commitment to bolstering research and development (R&D), improving supply chains and infrastructure, and enhancing production and storage, all of which can intensify the achievement of ‘Atmanirbharta’—self-reliance—in agriculture. Furthermore, the adoption of sustainable agricultural practices among farmers, bolstered by targeted training and awareness programmes, is expected to play a vital role in future developments.

Concluding his remarks, Dobhal reaffirmed UPL's dedication to empowering farmers through innovative solutions that drive productivity, sustainability, and resilience, expressing confidence in the company's potential to continue transforming agriculture into a more sustainable and inclusive industry.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

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