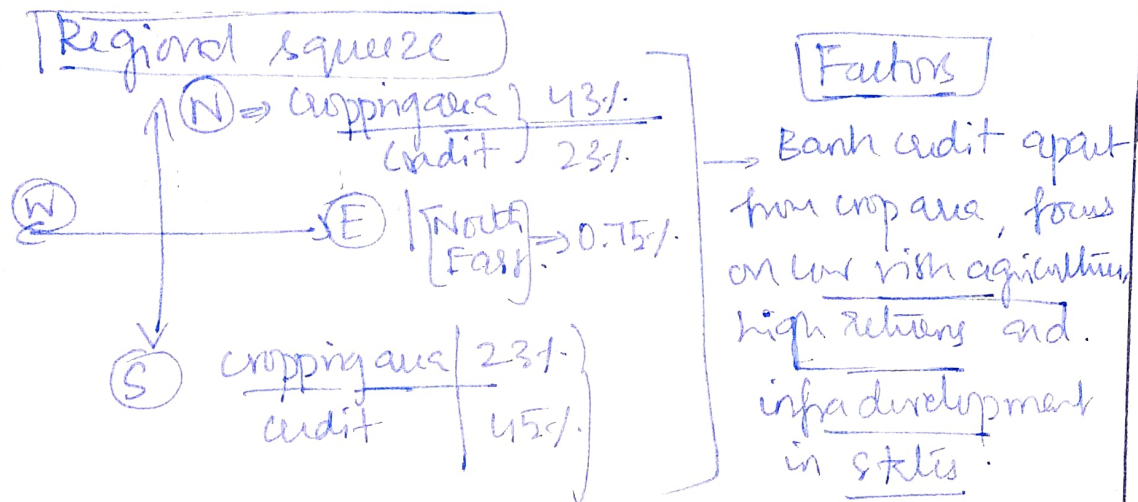


[953] - Agriculture.

3. Creating new digital products suited for rural economy will play key role in preparing ground afresh for agricultural credit. Explain.

Agricultural credit trends - 12% in 2006's - increased to 18% 2010 and currently stands at 15.9% (2020-21)



Sequence of Scenario of Agri credit

credits are more tilted to production; marketing and post harvestment are starved of credit

eg: 1. oil palm cultivation → Government scheme - oil palm scheme - credit → to increase edible oil cultivation.

2. one district one product initiative → will link product & market → value chain financing.

To increase value - chain financing.

1. Digitization of agri credit - it increases efficiency, credibility e.g. e-National Agriculture Market increased efficiency & expansion of credit of growers.

2. Farmer producer organisation financing - can address gap in credit. Credit guarantee fund to such organisations boosts agri credit.

3. Startups targeted - product delivery to farmers $\Rightarrow$ e.g. Lisbon drones. Adoption of technology depends on, relevance & ease of use. ^{successful} past example of Unified payment Interface.

4. Reformed Direct benefit transfer $\rightarrow$ subsidies to farmers; But loan write off / waivers as only ad hoc option.

5. non-banking financial institution - last mile credit delivery with digital services like unified payment interface, digital direct benefit transfer keeps most areas in hold of agri digital services, leveraging technology, to increase efficiency and expansion of agri credit.