

Greetings!!!

Today, agricultural systems worldwide are challenged by climate change and other threats, such as increased energy costs. Sustainable agricultural practices help farmers to acclimatize changes and to reduce greenhouse gas emissions. Sustainable agriculture also means opening the door to innovation that can help making farming cleaner, less exposed to volatility in the prices of inputs and more resistant to disasters.

Sustainable agriculture aims to:

- Produce safe and healthy food
- Conserve natural resources
- Ensure economic viability
- Deliver services for the ecosystem
- Improve quality of life in farming areas
- Ensure animal welfare

The country recorded impressive achievements in agriculture during three decades since the inception of green revolution in late sixties. This enabled the country to overcome widespread hunger and starvation; attain self-sufficiency in food; reduce poverty and bring economic transformation in millions of rural families. The situation, however, started turning adverse for the sector around mid-nineties, with decelerate in growth rate of output, which then resulted in

stagnation or even decline in farmer's income leading to agrarian distress, which is spreading and turning more and more serious. Natural resource base of agriculture for sustainable production is shrinking and degrading, and is adversely affecting production capacity of the ecosystem. However, demand for agriculture is rising rapidly with increase in population and per capita income and growing demand from industry sector. There is, thus, an urgent need to identify severity of problem confronting agriculture sector to restore its vitality and put it back on higher growth trajectory. To triumph over the problems, innovation and intensification of sustainability, factors in agriculture is the need of this hour.

The Indian Agriculture Industry is at the verge of a revolution that will restructure the entire food chain as

the total food production in India is likely to double in the next ten years. Today there are outstanding business prospects, competitive pricing of agricultural product standards that are compared internationally and has created multiple trade opportunities in the agro industry. While production is growing up and also

exports are growing, there is also growing distrust among the farmers. The rise in production has benefitted the consumers but not the marginal farmers.

Farmer-entrepreneurs operate in a complex and dynamic environment. They are part of a larger collection of people including other farmers, suppliers, traders, transporters and processors, each of whom has a role to play in the value chain. Considering the growing unemployment in rural areas and slow growth of the agricultural sector, it is necessary to tap the opportunities for promoting entrepreneurship in agriculture, which in turn can address the present problems related to agricultural production and profitability. A farmer

with an entrepreneurial spirit energetically, enthusiastically and carefully makes many different decisions about his farm in the context of the value chain that influences the profits of the farm business.

Agricultural Tourism or Agro-Tourism is the Holidays concept of Visiting a working farm or any agricultural, horticultural, or agribusiness operations for the purpose of enjoyment, education, or active involvement in the

activities of the farm or operation. In general Agro-Tourism is the practice of attracting travelers or visitors to an area or areas used primarily for agricultural purposes. Agro-tourism is the form of tourism which capitalizes on rural culture as a tourist attraction. It has gained a new dimension as potential income and job generating activity.

This issue also presents a good number of articles on the cover story theme 'Agricultural Innovation and Sustainability' by distinguished experts and authors. We look forward to constructive feedback from our readers on the articles and overall development of the journal. Please send your mails at editor@icmai.in. We thank all the contributors to this important issue and hope our readers enjoy the articles.

