



सत्यमेव जयते

Government of Rajasthan



AVENUES FOR INVESTMENT

GRAM ■ 23-25 MAY 2026 ■ JECC, JAIPUR

RAJASTHAN

THE AGRI-HUB OF INDIA

The strategic advantages, specific processing opportunities, and the supportive policy ecosystem driving Rajasthan's agricultural growth.



CONNECTIVITY

2nd largest National Highway network, 2nd largest rail network



STRATEGIC LOCATION

Bordering 5 major states, natural trade corridor



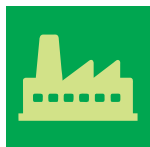
AGRI-DOMINANT

Strong agriculture, diverse crops, top producer of spices, pulses and oilseeds



LAND AVAILABILITY

Opportunities for organic farming, contract farming, post-harvest infrastructure



INDUSTRIAL INFRASTRUCTURE

440+ industrial areas, custom-built parks, Green Tech Mega Food Park



EXPORT POTENTIAL

Growing exports of spices, agri-products



GOVERNMENT INCENTIVES

Attractive subsidies, single window clearance, 39 Mega Food Parks (Proposed)

RAJASTHAN

KEY FACTS

Area & Location: India's largest state by area (342,239 sq km), strategically located between northern & western India

Population: 83.64 million (projected), 68.5 million (2011 Census)

Capital: Jaipur, excellent connectivity by rail, road, air



LAND USE PATTERN



- Net Sown Area, 53.02%
- Cultivable Wasteland, 10.11%
- Forest Area, 8.3%
- Barren and Cultivable Land, 6.85%
- Area under Non-Agricultural Use, 5.96%
- Old Fallow Land, 5.62%
- Current Fallow, 5.22%
- Permanent Pastures and Other Grazing Land, 4.81%

Net Irrigated Area - 99.28 lakh ha.

Area Under Micro-Irrigation - 32.49 lakh ha.

ECONOMY



GSDP
~18.75 lakh crore
(2025-26)



AGRI &
ALLIED SECTORS
25.74% of GSVA



PER CAPITA
INCOME
~₹ 2.02 lakh+

AGRI-PROFILE

- 14.14% of India's cultivable land
- 27% population engaged in agriculture
- 51.05% population dependent on agri & allied activities

GROWTH & INVESTMENT

- FDI inflows: USD 2.34 billion (2019-24)
- GSDP growth: 10.24%

AGRICULTURE SECTOR AT A GLANCE



CULTIVABLE LAND

25.4 million hectares,
74.08% rainfed



ORGANIC FARMING

3rd in India, 552,000 hectares
certified organic



LIVESTOCK

56.8 million animals, strong dairy &
livestock base



FARM MECHANISATION

- Subsidy on farm implements
- Custom hiring centres



AGRICULTURAL INPUTS

- High-yielding crop varieties
- Reliable seed & fertilizer supply
- 3rd largest producer of crop seeds in India
(about 25 lakh quintal per year)



TOP PRODUCTS

- Foodgrains: 309.54 lakh tonnes
- Pulses: 41.76 lakh tonnes
- Oilseeds: 92.85 lakh tonnes
- Milk: 2nd largest producer in India



AGRO-CLIMATIC ZONES

- 10 zones
- Diversity of crops
- Zone based agricultural research



NATIONAL LEADERSHIP

- 80% of India's Isabgol
- 64% of India's Barley
- 90% of India's Guar



IRRIGATION

- 15.6 million sq. mt. under protective irrigation
- Wells/tube wells: 74%, canals: 23%
- Pressurized irrigation systems promoted



HORTICULTURE

1st in Cumin, Isabgol, Mustard, Oilseeds, Millets,
Barley, Guar; 2nd in Groundnut, Greengram,
Fenugreek, Garlic, Fennel; 3rd in Pulses, Gram,
Soybean, Coriander; 4th in Ajwain; 6th in Citrus
Fruits, 8th in Pomegranate

AGRI-SECTOR HIGHLIGHTS

PROTECTED CULTIVATION

- Greenhouses: 116 lakh sq. m
- Shade net houses: 40 lakh sq. m
- Crops: Cucumber, tomatoes, capsicum, strawberries, gerbera, dutch rose



ANIMAL HUSBANDRY

- 2nd in livestock population (56.8 million)
- 1st in goat population (14% share)
- 2nd in buffalo population
- 5th in cattle population



WOOL

- Largest wool producer (47.98% of India's output)
- 70 wool processing units



POULTRY & MUTTON

- Poultry population: 14.6 million (2019)
- Pratap Dhan breed: 4x egg production



AGRO-PROCESSING

- Numerous units handling primary crops & horticulture produce
- 2 agri-export zones (coriander, cumin)
- 173 APMCs integrated with e-NAM



DAIRY

- 2nd largest milk producer (34.73 million tonnes)
- 14.44% of India's milk production
- 19,643 dairy cooperative societies



COOPERATIVE SOCIETIES

- Women's: 5,538
- Dairy: 19,643
- Credit: 8,676
- PACS (Primary Agricultural Credit Society): 9453
- KVSS (Kraya Vikraya Sahakari Samiti): 263

FISHERIES

- Freshwater area: 430 thousand hectares
- Fish production growth: 12% annual



INVESTMENT OPPORTUNITIES

AGRI-INFRASTRUCTURE

- **PRESSURE IRRIGATION:** Drip & sprinkler systems, pipes, pumps, automation
- **SOLAR PUMPS:** Manufacturing, installation, O&M services (PM-KUSUM scheme)
- **CUSTOM HIRING:** Farm machinery rental services for small farmers
- **FARM MECHANIZATION:** Equipment for land prep, harvesting, post-harvest management
- **PROTECTED CULTIVATION:** Polyhouse, shade net
- **EXPORT-ORIENTED PRODUCTS:** Kinnow, spices, herbs, honey, garlic, rose oil, Isabgol
- **FISHERIES:** Seed production, feed supply, cold chain, processing
- **CONTRACT FARMING:** Long-term partnerships in malt barley, fruits, veggies, medicinal plants
- **ORGANIC FARMING:** Certification, processing, export of organic produce






AGRI-SECTOR

- **CEREALS:** Maize, barley, wheat, bajra processing units
- **OILSEEDS:** Soybean, mustard, sesame, olive, groundnut processing
- **PULSES:** Moong, moth, gram, urad processing & value-addition
- **FRUITS & VEGETABLES:** Processing, dehydration, juice, concentrates
- **SEED SPICES:** Cumin, coriander, fenugreek, azwain, fennel processing
- **OTHERS:** Guar, cotton, medicinal herbs, forest produce processing
- **AGRI-INPUTS:** Seeds, agri-chemicals, irrigation tech, organic inputs
- **LOGISTICS:** Cold storage, warehousing, agri-waste management
- **DAIRY:** Milk processing, value-added products, livestock development
- **WOOL:** Scouring, grading, wool-based industries



39 Approved
Agro Food Parks

KEY PRODUCTION AREAS

 UDAIPUR BHILWARA CHITTORGARH Maize	 AJMER JAIPUR SIKAR Barley	 BHARATPUR DHOLPUR Potato	 JHALAWAR KOTA BARAN Coriander	 BARMER JALORE JODHPUR Cumin
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1. THE MACRO ADVANTAGE: WHY RAJASTHAN?

Rajasthan is not just the largest state by landmass; it is rapidly transforming into a powerhouse for agro-industrial growth.

- **Economic Momentum:** With a GSDP growth rate (11.25%) outpacing the national average and a per capita income crossing 2.02 lakh, the state has a burgeoning middle class driving demand for processed and packaged foods.
- **Geographic & Logistics Edge:** Acting as a natural corridor between Northern and Western India, it offers seamless access to vast consumer markets. The state boasts the second-largest highway and rail networks in the country, ensuring efficient farm-to-port and farm-to-market logistics.
- **Overcoming Climate with Tech:** While 83% of the agriculture is rainfed, this challenge has catalysed massive investments in precision farming and plasticulture. With over 25 lakh hectares under drip and sprinkler irrigation, there is a massive, untapped market for agritech companies offering water-efficient solutions, drought-resistant seeds, and solar-powered infrastructure.

2. DEEP DIVE: HIGH-POTENTIAL PROCESSING CLUSTERS

Investors can capitalize on Rajasthan's production dominance by establishing processing units near primary sourcing markets. Furthermore, the state's focus on promoting regional specialties aligns perfectly with export-driven models like the One District One Product (ODOP) initiative.

- **Cereals & Pulses (The Staple Base):** The abundant production of maize, barley, and gram in districts like Udaipur, Jaipur, and Bikaner offers raw material security for malt plants, corn syrup extraction, and large-scale Dal mills.
- **Oilseeds (The Liquid Gold):** As the top producer of mustard and a leading producer of soybean and groundnut, districts like Alwar and Kota are primed for large-scale oil refineries, soya-protein isolate plants, and peanut butter manufacturing.

Horticulture & Spices (The High-Value Frontier):

- **Spices:** Handling 80% of India's Isabgol and holding a commanding lead in Cumin and Coriander, regions like Barmer and Jhalawar

are ideal for oleoresin extraction and export-grade packaging.

- **Fruits/Veg:** With high yields of kinnow (Sri Ganganagar), pomegranate, and tomatoes, there is a lucrative gap for aseptic juice units, dehydration plants (for onion/garlic flakes), and purée processing.

3. ALLIED SECTORS & AGRITECH OPPORTUNITIES

The future of Rajasthan's agriculture lies in modernization and integrated value chains.

- **Dairy & Animal Husbandry:** Ranking 2nd nationally in milk production and boasting the highest goat population, there is significant scope for high-value dairy processing (cheese, paneer, and whey protein) and specialized processing for niche markets like camel and goat milk.
- **Farm Mechanization & Custom Hiring:** To combat labor shortages and boost efficiency, the government heavily subsidizes Custom Hiring Centres (CHCs). Investors can build robust businesses renting out tractors, harvesters, and precision tools (such as drones for spraying) to smallholder farmers.
- **Renewable Energy Integration:** With over 325 sunny days a year, solar-based irrigation is a massive growth vector. Manufacturing, assembling, and

maintaining solar pumps under schemes like PM-KUSUM presents a highly scalable opportunity.

4. THE ENABLING ECOSYSTEM: RIPS 2024

The Rajasthan Investment Promotion Scheme (RIPS) 2024 heavily de-risks capital investment and lowers operational costs for agro-processing MSMEs.

- **Direct Capital Support:** A flat 50% capital subsidy (up to 1.5 crore) lowers the entry barrier for setting up processing units, with extra incentives for FPOs and marginalized entrepreneurs.
- **Supply Chain De-risking:** Substantial subsidies for establishing cold storage (20%), warehouses (25%), and logistics tech (tracking software) help build robust post-harvest infrastructure.
- **Export & Operational Ease:** First-time exporters receive a 25% freight subsidy, easing the burden of international trade. Additionally, 100% mandi fee reimbursement and stamp duty waivers significantly improve unit economics in the crucial first 7 years of operation.



RIPS 2024: POLICY HIGHLIGHTS FOR AGRI & ALLIED SECTORS



Scan to download
policy document

- Capital Subsidy: 50% for agro & food processing units (up to ₹1.5 crore)
- Green Growth Incentives: 50% reimbursement for environmental infrastructure, 100% electricity duty exemption for 7 years
- Export Promotion: 25% freight subsidy for first-time exporters (up to ₹25 lakh/annum)
- Interest Subvention: Additional 1% for rural tourism & agri-processing units
- Infrastructure Support: Cold chain, storage, logistics, mandi fee & stamp duty exemptions
- Ethanol Production: ₹1.50/litre incentive for 7 years
- Skilling Support: 50% reimbursement of employee training costs for 6 months
- Eligible entities: FPOs, FPCs, agri-processing units, rural tourism ventures

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GLOBAL RAJASTHAN AGRITECH MEET (GRAM)

23-24-25 MAY 2026 @ JAIPUR



Jaipur Exhibition &
Convention Center (JECC),
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