



AgroSpectrum
Envisaging Future | Updating Present
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CONTENT CALENDAR FY 2026 - 27





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March 2026 : POLICY & EoDB (Anniversary Issue)

Cover Story: Reforming the Rulebook: Can India Fix Agri Input Regulation?

Why Now: Post-Budget focus on easing business, streamlining approvals, and promoting innovation. Licensing delays for seeds, fertilizers, and crop protection continue to limit growth

B2B Relevance: Regulatory clarity is crucial for corporates, startups, and MNCs planning market entry, product launches, and ROI. Investors await predictable rules

Policy/Capital Angle: Examines Seeds Act, Fertilizer Control Order, Insecticides Act, and single-window initiatives—bridging regulators, industry, and capital markets

Strategic Takeaway: Digitisation efforts exist, but discretionary delays still slow approvals. Highlighting gaps guides strategic planning for companies and investors

Reader Value: Insights on reforms that unlock investment and innovation; essential for boardroom and strategy discussions.

Secondary Story: India Imposes 30% Retaliatory Tariff On U.S. Pulses, Raising Concerns Over Trade Talks

— Implications for Global Trade and Indian Exports

Why Now: The tariff reflects India's frustration with stalled trade talks and rising import pressure during a sensitive domestic harvest period. Pulses are politically and nutritionally critical, making protection timely and strategic.

B2B Relevance:

Higher tariffs disrupt sourcing for importers and traders, forcing shifts to alternate suppliers. Exporters and processors face pricing volatility and potential retaliatory risks

Policy/Capital Angle: India is signaling a tougher, farmer-first trade stance. For investors, this raises regulatory risk but strengthens the case for domestic pulse production, storage, and processing.

Strategic Takeaway: This is a leverage move, not a breakdown. Agriculture remains central to India's trade strategy, and policy predictability will shape future agri-trade flows. Diversification, stronger trade diplomacy, quality compliance, and long-term offtake agreements will be essential to cushion Indian pulses from tariff shocks

Reader Value: A reminder that agriculture is now a frontline trade issue—where policy decisions directly impact supply chains, margins, and investment outlooks

Exclusive Interview of World Food Prize 2025 Winner- Prof Mo Segad



April 2026 : INNOVATION & IP

Cover Story: *Who Controls the Seed Controls the System*

Why Now: *Biotech, hybrid, and precision breeding are accelerating, making seed IP and licensing pivotal.*

B2B Relevance: *Corporate strategy, market entry, and investment decisions depend on who controls innovation.*

Policy/Capital Angle: *Highlights IP rights, licensing regulations, and market access challenges, guiding investors and MNCs.*

Strategic Takeaway: *Identifies control points for partnerships, consolidation, and scaling.*

Reader Value: *Helps companies and investors plan innovation strategies and anticipate competitive advantage.*

Secondary Story: *Irrigation Infrastructure as a Business Opportunity*

Why Now: *Water scarcity and efficiency are critical for yield and profitability.*

B2B Relevance: *Micro-irrigation, drip systems, and PPPs offer scalable revenue streams for private players.*

Policy/Capital Angle: *Government programs incentivize investment; private capital can fill adoption gaps.*

Strategic Takeaway: *Highlights high-ROI segments in irrigation infrastructure.*

Reader Value: *Provides actionable insights for investors and corporates seeking growth opportunities in water management.*



May 2026 : MECHANISATION & ASSETS

Cover Story: *Mechanisation Beyond Metal*

Why Now: Automation, electrification, and precision machinery are reshaping farm productivity.

B2B Relevance: Equipment manufacturers, startups, and investors need insights into scalable and ROI-positive models.

Policy/Capital Angle: Government incentives and Make-in-India programs support mechanisation expansion.

Strategic Takeaway: Highlights business models beyond traditional ownership—leasing, custom hiring, and shared platforms.

Reader Value: Guides capital allocation and technology adoption strategies.

Secondary Story: *Rural Manufacturing and Make in India for Farm Equipment*

Why Now: Localisation, exports, and supply chain efficiency are gaining strategic importance.

B2B Relevance: Manufacturers and investors can identify high-margin opportunities.

Policy/Capital Angle: Government schemes and export incentives facilitate scaling.

Strategic Takeaway: Positions India as a hub for farm machinery production.

Reader Value: Identifies profitable segments for manufacturing and investment



June 2026 : INPUT ECONOMICS

Cover Story: *The Crop Protection Reset: Capital at a Crossroads*

Why Now: Shift from chemical to biological crop protection is underway, accelerated by regulatory and sustainability pressures.

B2B Relevance: Companies and investors must navigate adoption, regulation, and market timing.

Policy/Capital Angle: Regulatory oversight and approval timelines influence capital deployment and product strategy.

Strategic Takeaway: Shows which sectors attract capital and where startups risk failure.

Reader Value: Guides investment, R&D focus, and market entry decisions.

Secondary Story: *Soil Health Is Becoming a Commercial Market*

Why Now: Soil diagnostics and nutrient advisory are gaining traction with precision agriculture and government initiatives.

B2B Relevance: Companies can monetize data-driven soil services and offer value-added products.

Policy/Capital Angle: Soil health programs create opportunities for private sector partnerships and investor-backed startups.

Strategic Takeaway: Illustrates new revenue models from soil analytics and advisory.

Reader Value: Actionable intelligence for agritech startups, input companies, and investors.



July 2026 : DAIRY & ANIMAL HUSBANDRY

Cover Story: Dairy's Next Decade: From Cooperative Legacy to Corporate Scale

Why Now: Private capital is entering the dairy sector, transforming supply chains and scaling operations.

B2B Relevance: CEOs, investors, and cooperatives need insights into profitability, consolidation, and growth.

Policy/Capital Angle: Government and private initiatives influence investment, technology adoption, and market access.

Strategic Takeaway: Shows how corporate and cooperative models coexist and scale.

Reader Value: Provides roadmap for investment, partnerships, and operational expansion

Secondary Story: Feed, Fodder and Nutrition: The Hidden Cost Structure in Dairy

Why Now: Rising feed costs and nutritional inefficiencies affect margins across the sector.

B2B Relevance: Input suppliers and dairy processors can target cost optimization solutions.

Policy/Capital Angle: Supports investment in feed solutions, quality control, and technology adoption.

Strategic Takeaway: Highlights high-impact areas to improve productivity and profitability.

Reader Value: Practical intelligence for investors, feed companies, and dairy enterprises.



Aug 2026 : BIOFUELS & ENERGY (Aug)

Cover Story: *Biofuels: The Next Big Bet in Indian Agriculture*

Why Now: Ethanol, CBG, SAF, and biomass are transforming crop patterns and rural incomes.

B2B Relevance: Energy companies, agri-processors, and investors need clarity on feedstock economics, policy support, and profitability.

Policy/Capital Angle: Government blending mandates and capital incentives create high-return opportunities.

Strategic Takeaway: Demonstrates how biofuels influence cropping decisions, investment flows, and rural economics.

Reader Value: Boardroom insight into biofuel-driven opportunities and risks.

Secondary Story: *Carbon Markets Are Quietly Reshaping Biofuel Economics*

Why Now: Voluntary carbon markets are maturing; compliance markets are expanding sectorally

B2B Relevance: Biofuel producers, OEMs, large energy buyers, auditors

Policy/Capital Angle: Credit certification standards, Article 6 discussions, domestic carbon market pilots

Strategic Takeaway: Carbon strategy can be as valuable as fuel sales

Reader Value: Decodes hidden revenue streams beyond core operations



Sept 2026 : CAPITAL & VC

Cover Story: *Private Capital Is Rewriting Indian Agriculture*

Why Now: VC, PE, and corporate investors are consolidating agri startups and scaling proven models.

B2B Relevance: Founders, corporates, and investors must understand where capital flows, risk zones, and growth opportunities exist.

Policy/Capital Angle: Investment patterns are influenced by regulatory clarity, market adoption, and profitability signals.

Strategic Takeaway: Differentiates high-potential startups from speculative bets.

Reader Value: Insights for boardroom strategy and capital allocation decisions.

Secondary Story: *Agri-Finance Beyond Crop Loans*

Why Now: Traditional crop loans are insufficient for modern farming. Embedded finance, insurance, and fintech innovations are expanding access.

B2B Relevance: Financial players and agritech startups can leverage new models to reduce defaults and scale lending.

Policy/Capital Angle: Regulatory support for agri-fintech enables wider market penetration.

Strategic Takeaway: Highlights profitable models for credit and insurance in agriculture.

Reader Value: Guidance for investors, banks, and corporates seeking growth in agri-finance



Oct 2026 : HORTICULTURE & HIGH-VALUE CROPS

Cover Story: Horticulture: India's Fastest-Growing Agri Economy

Why Now: Fruits, vegetables, floriculture, and exotics are attracting private investment and export demand.

B2B Relevance: Corporate strategy and investor decisions depend on ROI from high-value crops.

Policy/Capital Angle: Subsidies, cold chain incentives, and export policies shape investment flows.

Strategic Takeaway: Identifies opportunities in protected cultivation, contract farming, and tech adoption.

Reader Value: Helps investors and companies plan resource allocation and market entry.

Secondary Story: Post-Harvest & Value Addition in Horticulture

Why Now: Wastage and quality loss reduce margins.

B2B Relevance: Processors, exporters, and technology providers can optimize supply chains.

Policy/Capital Angle: Govt support for cold chain and grading infrastructure encourages private investment.

Strategic Takeaway: Post-harvest efficiency is as critical as production.

Reader Value: Practical insights to improve ROI and reduce losses



Nov 2026 : ALLIED SECTORS

Cover Story: *Livestock & Fisheries: Capital's New Frontier*

Why Now: Private capital is entering livestock and fisheries, transforming productivity and profitability.

B2B Relevance: Investors and corporates need sector-specific insight into growth areas and returns.

Policy/Capital Angle: Government schemes and subsidies encourage private sector participation.

Strategic Takeaway: Highlights emerging commercial opportunities.

Reader Value: Guides investment, expansion, and policy engagement strategies.

Secondary Story: *Cold Chain for Animal Protein*

Why Now: Poor storage reduces quality and marketability.

B2B Relevance: Processors, exporters, and logistics companies face efficiency and margin challenges.

Policy/Capital Angle: Investment incentives and technology adoption improve supply chain reliability.

Strategic Takeaway: Cold chain is critical for sector modernization.

Reader Value: Boardroom-ready insights for operational and capital planning.



Dec 2026 : AGROVISION

Cover Story: *AgroVision 2026: Reimagining Indian Agriculture*

Why Now: Long-term strategy is essential as technology, climate, and capital reshape agriculture.

B2B Relevance: CEOs, investors, and policymakers need foresight to plan strategic investments.

Policy/Capital Angle: Examines regulatory, fiscal, and capital trends shaping agriculture's future.

Strategic Takeaway: Provides a roadmap for scaling, technology adoption, and consolidation.

Reader Value: Boardroom guidance for 2035 strategy and investment planning.

Secondary Story: *Rabi 2026–27 Outlook*

Why Now: Winter cropping season impacts input demand, supply chain, and commodity pricing.

B2B Relevance: Companies, traders, and investors need predictive insights.

Policy/Capital Angle: Crop economics influence subsidies, procurement, and credit allocation.

Strategic Takeaway: Prepares boardrooms for seasonal planning and risk management.

Reader Value: Actionable forecast for operational and financial planning



Jan 2027 : BUDGET 2027 & GLOBAL TRADE

Cover Story: Budget 2027 Expectations : What India's Agri Policies Mean for Growth and Investment

Why Now: The Union Budget 2027 sets the tone for agricultural investment, subsidies, tax incentives, and capital allocation.

Stakeholders need a detailed read on **how fiscal decisions will influence input sectors, technology adoption, rural credit, and allied industries.**

B2B Relevance: CEOs, investors, and corporates require clarity on budgetary allocations to **plan capital deployment, production strategies, and market expansion** for the year.

Policy/Capital Angle: Examines allocations for agri-infrastructure, irrigation, biofuels, credit schemes, and export incentives.

Highlights how **government priorities shape investment opportunities and risk.**

Strategic Takeaway: Offers a clear understanding of which sectors benefit, what reforms are incentivized, and where companies and investors should focus their resources.

Reader Value: Provides actionable insights for boardroom planning, financial forecasting, and capital allocation for 2027.

Secondary Story: Indian Agriculture in a Fragmenting Global Market

Why Now: Trade restrictions, FTAs, and geopolitical shifts impact exports.

B2B Relevance: Exporters, investors, and policymakers need to navigate shifting market access.

Policy/Capital Angle: Regulatory and trade policy shape competitiveness and profitability.

Strategic Takeaway: Boardrooms must plan for market diversification and compliance risk.

Reader Value: Strategic guidance for global trade decisions.



Feb 2027 : WOMEN IN AGRICULTURE & FUTURE OF THE SECTOR

Cover Story: *Women Powering Indian Agriculture: Leadership, Innovation, and Inclusion*

Why Now: *With International Women's Day in March, February is the ideal month to spotlight women farmers, entrepreneurs, and leaders driving transformation in agriculture and allied sectors. Their contribution to productivity, technology adoption, and rural enterprise is increasingly recognized.*

B2B Relevance: *Corporates, investors, and policymakers benefit from understanding how women-led initiatives and enterprises impact supply chains, technology adoption, and market growth. Gender-focused programs can also influence CSR, credit access, and agri-tech deployment.*

Policy/Capital Angle: *Government schemes and NGO programs increasingly target women's empowerment in agriculture. Investors can explore high-impact opportunities in women-led cooperatives, startups, and skill development initiatives.*

Strategic Takeaway: *Demonstrates the business case for gender-inclusive agriculture—women-led initiatives often yield higher efficiency, adoption of tech, and social impact.*

Reader Value: *Boardrooms gain insight into opportunities to support, invest, and partner with women in agriculture, enhancing both social impact and commercial outcomes.*

Secondary Story: *The Future Agri Workforce*

Why Now: *Skill shortages and leadership gaps threaten competitiveness.*

B2B Relevance: *Corporates, cooperatives, and investors need talent strategy insights.*

Policy/Capital Angle: *Skill development programs and workforce modernization are critical.*

Strategic Takeaway: *Aligns human capital with technological and market growth.*

Reader Value: *Actionable guidance for workforce planning and leadership pipelines.*



SUGGESTED EXTRA TOPIC

Cover Story: *Commodity Trading: Navigating Volatility and Unlocking Opportunities*

Why Now: *Agricultural commodity markets are experiencing heightened volatility due to climate shifts, policy changes, and global demand-supply disruptions.*

With increased participation from institutional investors and digital trading platforms, understanding market dynamics is critical for profitability.

B2B Relevance: *Traders, exporters, agri-businesses, and corporates rely on price signals for procurement, risk management, and hedging strategies.*

Efficient commodity trading directly impacts margins across the supply chain.

Policy/Capital Angle: *Government regulation, futures markets, MSP announcements, and export/import policies shape trading strategies.*

Investors and corporates need insights into where regulation meets opportunity.

Strategic Takeaway: *Highlights risk management, digital trading adoption, and forward contracts as key tools to convert market volatility into business advantage.*

Reader Value: *Provides actionable guidance for traders, agribusiness CEOs, and investors to anticipate price trends, reduce risk, and optimize commodity sourcing.*

Secondary Story: *Agri-Intelligence Platforms: Tech-Enabled Decision Making in Trading*

Why Now: *AI, data analytics, and predictive modeling are increasingly being used to forecast commodity prices and market trends.*

B2B Relevance: *Traders, brokers, and processors can **leverage technology to reduce uncertainty, optimize inventory, and enhance profits.***

Policy/Capital Angle: *Regulatory support for digital platforms, futures trading, and commodity exchanges facilitates adoption of these tools.*

Strategic Takeaway: *Shows how technology adoption can **transform decision-making, reduce risk, and increase transparency.***

Reader Value: *Equips boardrooms and trading desks with **practical insights on integrating data intelligence into commodity strategy.***



Webinar topics (proposed)

Topics	Focus
Basmati Rice Branding & Geographical Indications (GI)	Leveraging GI status, marketing strategies, and protecting intellectual property globally
International Year of the Woman Farmer 2026 (GFaIR)	Recognising women's indispensable yet often overlooked contributions to global agrifood systems
Post Budget Analysis / Carbon credits / Palm oil.. Collab with Hithaishi	Decoding Budget announcements with a sharp focus on policy signals, allocations, regulatory reforms, and incentives that will shape farmer incomes, agribusiness investments, agri-input markets and technology adoption in the year ahead.
Water & Irrigation Management: International Lessons in Efficiency	Tech adoption, PPP models, and policy incentives for sustainable water use
Alternative Proteins: Global Market Opportunities / Functional Foods & Health-Driven Agri Products	Plant-based, cultured meat, and insect protein innovations and investments
Second-Generation Biofuels: Crop Residues, Biomass, and Circular Agriculture	Unlocking value from agricultural waste by converting crop residues and biomass into clean energy—without competing with food—while enabling circular agriculture, reducing stubble burning, improving farmer incomes, and accelerating the transition to low-carbon fuels through scalable 2G biofuel technologies
Climate-Smart Dairy: Sustainability & Carbon Management	Emission reduction, renewable energy on farms, and sustainability certifications
Fish Feed & Nutrition: Improving Productivity and Sustainability	Formulated feed, alternative ingredients, feed conversion ratios, and cost management
Technology in Fisheries: IoT, Sensors, and Digital Management	Water quality monitoring, automated feeding systems, traceability, and predictive analytics
Regulatory Landscape in Agrochemicals: India vs Global Markets	Registration, approvals, environmental compliance, and market access
Policy & Regulatory Framework in Indian Poultry Sector	Food safety, licensing, export regulations, and state-level initiatives
Market Linkages & Cooperative Models: Strengthening Farmer Income	Empowering farmers through direct market access, cooperative strength, and digital platforms to boost income and reduce risk



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