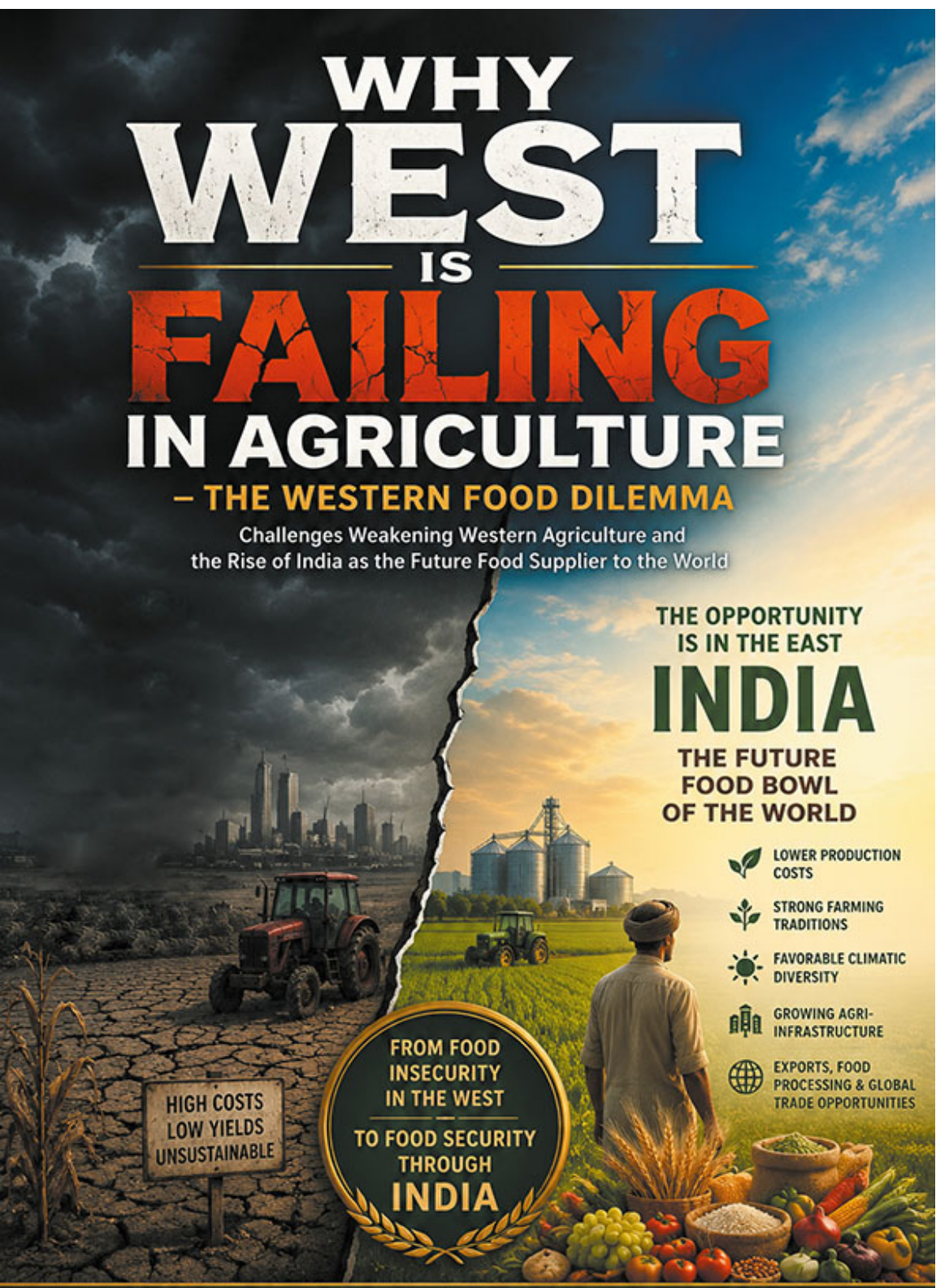
WHY WEST IS FAILING IN AGRICULTURE

– THE WESTERN FOOD DILEMMA

Challenges Weakening Western Agriculture and the Rise of India as the Future Food Supplier to the World



SARABJIT S PURI | KUNAL AWASTHY

INSIGHTS. TRENDS. STRATEGIES. THE FUTURE OF GLOBAL FOOD.

Why West is Failing in AGRICULTURE

The Western Food Dilemma

By
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Foreword

Agriculture has always been the foundation of human civilization, food security, and economic stability. Yet today, many of the world's traditionally strong agricultural economies are facing unprecedented challenges. Across Europe and North America, agricultural production is increasingly under pressure due to extreme climatic conditions, rising fuel and energy costs, expensive manpower, and growing operational complexities. These factors have significantly increased the cost of cultivation and reduced the competitiveness and sustainability of agricultural production in many Western nations.

At the same time, the global demand for food continues to rise, creating both a challenge and an opportunity for emerging agricultural economies. The Indian subcontinent, blessed with diverse agro-climatic zones, fertile soils, a strong farming tradition, and a large agricultural workforce, is uniquely positioned to play a transformative role in the future of global food security.

This book, Why West is Failing in Agriculture – The Western Food Dilemma, goes beyond identifying the challenges confronting Western agriculture. It provides a thoughtful perspective on how agricultural production can be significantly expanded across India and the wider subcontinent through the rightful execution of modern automation, scientific farming practices, skilled manpower deployment, structured funding mechanisms, and cultivation strategies based on detailed soil studies and crop suitability assessments.

The authors present a compelling case that the future of agriculture will belong to nations that can successfully balance technology with affordability, productivity with sustainability, and innovation with practical execution. Their analysis highlights how strategic investments, efficient resource utilization, and evidence-based agricultural planning can unlock immense opportunities for farmers, agribusinesses, investors, and policymakers.

I extend my sincere congratulations to Sarabjit S. Puri and Kunal Awasthy for selecting a subject of immense public interest and global relevance. At a time when food security, climate resilience, and sustainable agricultural growth are among the most important issues facing humanity, their work contributes meaningfully to the discussion and offers valuable insights for stakeholders across the agricultural ecosystem.

I am confident that this book will stimulate informed debate, encourage innovative thinking, and inspire actionable solutions that can help shape the future of agriculture and global food supply chains.

I wish the authors every success in this important endeavour and commend them for their vision, research, and commitment to advancing public understanding of one of the defining challenges and opportunities of our time.

Sanjay Kaushik

Global Hospitality Leader | Investment Advisor | Business

Foreword

Agriculture remains one of the most critical pillars of human civilization, directly influencing economic stability, food security, and social well-being. As the world faces rising populations, climate challenges, and changing economic realities, the future of global agriculture is becoming an increasingly important subject of discussion.

In Why West is Failing in Agriculture – The Western Food Dilemma, Sarabjit S. Puri and Kunal Awasthy present a thought-provoking analysis of the challenges confronting Western agricultural systems. The book examines how rising production costs, labor shortages, increasing dependence on mechanization, environmental pressures, and supply chain disruptions are affecting the long-term sustainability and competitiveness of agriculture in many Western economies.

At the same time, the authors highlight the opportunities emerging in countries such as India, where favorable agricultural conditions, competitive production economics, and expanding infrastructure could play a significant role in meeting future global food demands. Their argument that developing agricultural economies may become increasingly important contributors to global food security deserves serious consideration.

What makes this book valuable is its balanced and practical perspective. It combines economic analysis, agricultural trends, and strategic insights to encourage meaningful discussion about the future of food production and international agricultural trade.

The issues discussed in these pages extend beyond farming alone. They touch upon national resilience, economic development, and the ability of nations to secure sustainable food supplies for future generations. Whether one agrees fully with the conclusions or not, the questions raised by the authors are timely, relevant, and worthy of attention.

I congratulate the authors for their effort in bringing together these

important perspectives and trust that readers will find this work both informative and stimulating.

Anurag Trivedi
Dubai ,UAE
Graduate Engineer, IIT Roorkee
Global EPC & Project Management Leader

Foreword

Food is more than mere sustenance; it is a profound reflection of geography, culture, and the delicate balance between humanity and nature. For decades, the global culinary world looked toward Western systems as the gold standard of progress. We marveled at their vast mechanized fields, sophisticated logistics, and hyper-efficient supply chains. Yet, as a chef who has spent a lifetime understanding flavors from the ground up, I have always believed that true culinary and agricultural strength cannot be built on machines and chemicals alone. It must be rooted in the soil, in local ecosystems, and in harmony with nature.

In Why West is Failing in Agriculture: The Western Food Dilemma, my dear friend Kunal Awasthy, alongside Sarabjit S Puri, pulls back the curtain on a critical global crisis. They dissect how the Western agricultural model—once deemed invincible—is fracturing under its own weight. By overcomplicating farming through excessive automation, absorbing soaring energy costs, and battling acute labor shortages, the West has distanced itself from the foundational truths of agriculture. They trade the wisdom of the earth for capital expenditure. The result is a vulnerable, high-cost system currently buckling under climate pressures and supply chain disruptions.

As someone who passionately advocates for utilizing local ingredients and building sustainable food ecosystems, this book deeply resonates with me. It brilliantly illustrates that the future of global food security does not belong to high-cost, artificial manipulation. It belongs to nations that honor their farming traditions while innovating responsibly.

I vividly recall my long, passionate discussions with Kunal about the incredible potential of Indian-oriented superfoods, particularly millets. India proudly produces roughly 40% of the world's millets, yet for a long time, this was a market waiting to be fully addressed and unlocked. During our conversations, Kunal and I often mapped out the way forward for these ancient grains. We looked at how they are rapidly transitioning from rural staples to global culinary highlights.

As we look ahead, the next decade is indisputably going to be defined by the explosive growth of the global millet market. These smart crops are highly resilient to climate change, require minimal water, and offer unmatched nutritional benefits. They are the perfect answer to the Western food dilemma.

Kunal and Sarabjit masterfully demonstrate how India's rich climatic diversity, low production costs, and deep-rooted farming heritage position us uniquely in this changing landscape. As the Western model falters, India stands ready to leverage its massive millet production and expanding agri-infrastructure. We are poised to emerge not just as a participant in global trade, but as the sustainable "Food Bowl of the World."

This book is a timely wake-up call for global policymakers and a source of immense pride for anyone invested in the future of food. Kunal and Sarabjit have provided a masterclass in agricultural economics, trade analysis, and strategic foresight. They challenge us to rethink how we feed the world. I am incredibly proud of Kunal for co-authoring this vital piece of literature. It is an essential read for anyone who cares about the journey of food from the soil to the global plate.

Chef (Dr.) Gautam Chaudhry
Founder, Demiurgic Hospitality
Culinary Entrepreneur & Sustainability Advocate

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The Cauliflower

Mr Peter was standing in the store in San Francisco to buy Vegetables and he just saw the cauliflower of around one KG in the store he got interested and it was costing him $3.0 .

Same day in Bareilly in India Sham Lal was buying 20 KG Cauliflowers for a party in his home it costed him Rs 300/- (almost same as $3.0).

Why This difference in the same world. Why the consumers in west have to pay so high the amount (almost 20 times) for same commodity.

This raises the question on the agricultural practices in West.

Lets find out Why Mr Peter have to pay around 20 times the value of product in east.

Chapter 1

The Cost Trap

When Farming Becomes Too Expensive

Farming has never been cheap. But in the United States and across Europe, the economics of agriculture have reached a breaking point that is quietly reshaping the global food order. Input costs — the seeds, fertilisers, fuel, machinery, and labour that make harvests possible — have climbed so steeply over the past two decades that the act of growing food has become, for millions of farmers, a losing proposition. What was once a profession passed down through generations has become an annual gamble against a financial system stacked against the small producer.

This chapter examines the structural forces driving input costs skyward in Western agriculture, why those forces are unlikely to reverse, and what it means for the long-term viability of farming as an enterprise in the world's wealthiest nations.

The Input Cost Explosion

Between 2020 and 2023, farm input costs in the United States rose at their fastest pace in four decades. The USDA Economic Research Service reported that total production expenses for U.S. farms surged by nearly 22 percent in 2022 alone — the steepest single-year jump since the 1970s energy crisis. By 2023, aggregate U.S. farm production expenses had crossed $460 billion, compared to roughly $330 billion just five years earlier.

Fertiliser: The Russia-Ukraine war, which began in February 2022, delivered a catastrophic shock to global fertiliser markets. Russia and Belarus together account for roughly 40 percent of global potash exports and a significant share of nitrogen fertiliser supply. Sanctions and supply disruptions sent prices soaring: U.S. farmers saw the cost of anhydrous ammonia — a nitrogen fertiliser critical for corn production — rise from approximately $500 per ton in early 2021 to over $1,400 per ton by late 2022. While prices moderated from those peaks by 2024, they remained well above pre-pandemic levels, permanently altering the cost structures of grain and row crop farming.

Seeds: The consolidation of the global seed industry into a handful of corporations — Bayer (which acquired Monsanto), Corteva, Syngenta (now owned by ChemChina), and BASF — has removed competitive pricing pressure from the market. Patented genetically modified (GM) seed varieties, which now dominate U.S. corn and soybean acreage, carry annual licensing fees and cannot be saved and replanted. The American Farm Bureau Federation has documented steady year-on-year increases in seed costs, with corn seed prices more than tripling between 2000 and 2022 in inflation-adjusted terms.

Fuel and Energy: Modern industrial farming is fundamentally an energy-intensive enterprise. Tractors, irrigation pumps, drying systems, and refrigerated logistics all run on fossil fuels or electricity. When diesel prices surged above $5 per gallon in parts of the United States in 2022, farm operating costs escalated sharply. A single large commercial farming operation may spend tens of thousands of dollars annually on diesel alone. European farmers, more exposed to natural gas volatility due to their reliance on gas-fired energy, faced even steeper increases.

Pesticides and Crop Protection: Herbicide and pesticide costs have also risen sharply, compounded by supply chain disruptions from Chinese manufacturing slowdowns and increasing weed resistance. Glyphosate — the world's most widely used herbicide — saw its price spike by over 200 percent between 2021 and 2022, before partially retreating.

European farmers additionally face regulatory phase-outs of key active ingredients under the EU's Farm to Fork strategy, forcing costly substitutions.

The Machinery Burden

Capital equipment represents one of the most punishing cost categories for Western farmers. A new high-specification John Deere combine harvester — the kind needed to compete at commercial scale in the American Midwest — costs between $500,000 and $700,000. A modern precision-agriculture-equipped tractor adds another $200,000 to $400,000. Planters, sprayers, grain carts, and trailers stack costs into the millions for a mid-size operation.

The shift toward precision agriculture technology, while promising efficiency gains, has added a new layer of cost that primarily benefits large operations with the capital to absorb it. GPS-guided autosteer systems, variable-rate application technology, drone monitoring, and soil sensors require not only upfront investment but ongoing software subscription fees — a 'servicisation' of farm equipment that mirrors the software industry model and permanently raises the annual cost of farming.

Critically, these costs are largely fixed or quasi-fixed. Whether the harvest is good or poor, the loan payment on the combine still comes due. This inflexibility creates severe financial vulnerability in years of low commodity prices or weather-driven yield losses.

The Continuous Wars : Rising Commodity Prices

The world economy is witnessing a prolonged phase of commodity inflation driven by continuous geopolitical conflicts, supply chain disruptions, and energy insecurity. Wars in regions such as

Eastern Europe and the Middle East have significantly impacted global prices of crude oil, natural gas, fertilizers, metals, and food commodities. According to the World Bank Commodity Markets Outlook 2024, commodity prices remain nearly 38% higher than the average levels seen before the COVID-19 pandemic, despite slower global economic growth.

Energy markets remain the most affected. The World Bank warned that escalation in Middle East tensions could push Brent crude oil prices above $100 per barrel, creating another global inflationary wave. The Strait of Hormuz, through which nearly 20% of global LNG trade passes, has become a strategic risk point affecting oil, gas, and fertilizer supplies. Rising fuel costs are directly increasing transportation, manufacturing, and agricultural expenses worldwide.

Food inflation has also accelerated due to higher fertilizer and logistics costs. The FAO Food Price Index recently touched its highest level in more than three years, driven by sharp increases in vegetable oils and energy-linked agricultural commodities. Fertilizer prices are expected to rise further because natural gas is a key input in fertilizer production. This creates a chain reaction impacting crop yields and food affordability, especially in developing economies.
Industrial metals are also under pressure. According to IMF and market reports, copper, aluminum, and precious metals are witnessing rising prices due to geopolitical uncertainty, defense spending, and the global transition toward clean energy technologies.

The continuous wars are no longer regional crises; they have become global economic events. Rising commodity prices are increasing inflation, reducing consumer purchasing power, and slowing economic growth across nations. Businesses and

governments must now prepare for an era of prolonged commodity volatility and strategic resource competition.

The European Dimension: Compliance as a Cost

In the European Union, the input cost burden is compounded by a regulatory environment that — whatever its environmental merits — imposes significant compliance costs on farmers. The EU's Farm to Fork strategy, launched in 2020 as part of the European Green Deal, targets a 50 percent reduction in pesticide use and a 20 percent reduction in fertiliser use by 2030. It also mandates that 25 percent of EU agricultural land be converted to organic farming.

These targets, while ecologically motivated, have direct economic consequences. Converting to organic production typically requires a three-year transition period during which yields fall but premium prices cannot yet be commanded. Farmers must invest in alternative pest management systems, different machinery, and new certification processes. The EU's own impact assessments acknowledged that Farm to Fork would reduce agricultural output — with some models projecting output declines of 7 to 12 percent in certain commodities — while increasing costs.

Dutch farmers have become a symbol of this pressure. The Netherlands, one of the world's most intensely productive agricultural nations, found itself at the centre of a massive political crisis from 2022 onwards as the government sought to dramatically reduce nitrogen emissions from livestock farming. Tens of thousands of farms faced potential forced closure or radical scaling-back. Farmer protests blockaded highways and city centres, a manifestation of the existential financial and psychological pressure that regulatory compliance costs were creating.

The Margin Squeeze

The cruel mathematics of modern Western farming lie in the gap between input cost inflation and output price movements. Commodity markets — where wheat, corn, soybeans, and livestock are priced — are

global and largely beyond any individual farmer's influence. A farmer in Iowa competes on price with a farmer in Brazil, Ukraine, or Argentina. When input costs in the United States rise faster than global commodity prices, the margin is simply squeezed out of existence.

USDA data illustrates this clearly. Net farm income in the United States reached historically high levels in 2022 — driven by extraordinary commodity price spikes following the Ukraine war — but this masked an alarming underlying reality: for a substantial share of smaller and mid-size farms, operating costs were rising faster than revenues even in that exceptional year. When commodity prices normalised in 2023 and 2024, net farm income fell sharply while input costs remained stubbornly elevated.

The result is a farm sector increasingly dependent on off-farm income, government subsidies, and debt financing to remain viable. According to USDA data, the majority of U.S. farm households derive more than half their income from non-farm sources. Farming itself — the act of growing food — has, for millions of households, ceased to be an economically self-sustaining activity.

Who Survives the Cost Trap?

The answer, structurally, is the very large. Industrial-scale farming operations — those farming thousands of acres with the capital to negotiate input volume discounts, invest in cost-saving technology, and spread fixed costs across massive output — can survive, and even thrive, in a high-cost environment. The consolidation of American agriculture over the past four decades reflects this reality: the number of farms in the United States has fallen from around 2.2 million in 1982 to approximately 2 million in 2022, while the average farm size has grown substantially.

Small and medium farms — the backbone of rural economies, food diversity, and the cultural identity of agrarian communities — are squeezed between rising costs and flat or volatile prices. The family

farm, a foundational myth and genuine economic reality for much of Western agricultural history, is becoming economically obsolete under current conditions.

This is not merely a farming story. It is a story about who controls food production, who profits from it, and ultimately who decides what gets grown and where. As the cost trap tightens, the answer increasingly is: not farmers.

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Chapter 2

The Labour Vacuum

Aging Farmers and Missing Hands

Agriculture requires human bodies. However advanced the machinery, however sophisticated the sensors and algorithms, someone must still drive the tractor, assess the soil, manage the livestock, and make the thousand daily decisions that transform a field into food. Across the Western world, the supply of those bodies is dwindling — and what is replacing them is not arriving fast enough, affordably enough, or legally enough to prevent a slow-motion crisis that strikes at the foundation of food production.

The agricultural labour crisis in the United States and the European Union is not a new phenomenon. Its roots stretch back decades, to the accelerating migration of rural populations toward urban employment, the declining social status of farm work, and the widening gap between agricultural wages and the earnings available in service and industrial economies. What has changed is the urgency: the demographic clock has run down to levels that are now operationally disruptive. Farms cannot find the workers they need to function.

The Aging Farmer Crisis

The single most alarming statistic in Western agriculture is the average age of its practitioners. According to the USDA's 2022 Census of Agriculture, the average age of the American farmer is 58.1 years — up

from 50.5 years in 1982. More than one-third of all U.S. farm operators are over 65 years of age. The pipeline of young entrants is anemic: only around 8 percent of principal farm operators in the United States are under 35.

Europe presents an equally stark picture. Eurostat data shows that approximately 57 percent of EU farm managers are over 55 years of age. Across the bloc's 27 member states, farmers under 40 represent just 10 to 11 percent of the total. In some countries the situation is more extreme still: in Italy and Portugal, more than a third of farm operators are over 65.

This demographic imbalance has profound implications. An aging farming population means:

- Physical capacity declines, limiting the adoption of labour-intensive but high-value practices such as direct marketing, diversified crop systems, and regenerative agriculture.
- Risk appetite diminishes, reducing investment in innovation, technology adoption, and farm improvement.
- Succession gaps widen as farm owners without heirs or successors sell or consolidate, accelerating the structural shift toward large agribusiness.
- Localised knowledge — accumulated over lifetimes of watching particular land, weather, and crop behaviour — is lost permanently when veteran farmers retire without passing on their expertise.

The USDA estimates that nearly 370 million acres of U.S. farmland will change hands in the next two decades as the current generation of farmers ages out. The question of who acquires that land — young farmers, institutional investors, land funds, or corporate agricultural operators — will define the character of American agriculture for generations.

The Seasonal Labour Crisis: Hands That Cannot Be Found

Separate from the ownership and management challenge is the acute shortage of seasonal and hired farm workers — the hands that pick, sort, plant, prune, and pack. Labour-intensive agriculture — fruit orchards, vegetable farms, vineyards, berry fields, nurseries — depends overwhelmingly on a workforce that is, in most Western countries, predominantly immigrant and increasingly undocumented or precariously documented.

In the United States, the farm labour market has been in sustained crisis for over a decade. The USDA estimates that approximately 2.4 million people work as hired farm labourers in the country, with roughly half thought to be undocumented. This workforce, overwhelmingly of Latin American origin, has been the invisible backbone of American fresh produce agriculture. Tightening border enforcement, reduced migration flows, and the social disruption of the COVID-19 pandemic have all reduced the supply of this workforce in recent years, leaving growers short-handed at critical harvest moments.

The H-2A temporary agricultural worker visa programme — the legal mechanism for bringing foreign workers to U.S. farms — has expanded rapidly in response, with over 370,000 H-2A positions certified in fiscal year 2022, more than double the number five years earlier. But the programme is expensive (employers must cover housing, transport, and a government-set wage rate that often exceeds local labour market wages), administratively burdensome, and inadequate to the scale of actual labour demand. Small and medium farms frequently cannot afford or navigate the H-2A process, leaving them structurally disadvantaged relative to large operations.

The European Labour Paradox

European agriculture faces a version of the same labour crisis, but with its own distinctive features. The EU's freedom of movement provisions historically allowed agricultural workers from lower-wage Eastern European countries — particularly Romania, Bulgaria, Poland, and the Baltic states — to fill seasonal labour gaps in Western European farms. German asparagus, Spanish strawberries, British daffodils, and Italian tomatoes were harvested largely by migrant workers from within the bloc.

Brexit delivered an early and severe disruption to this system in the United Kingdom. When free movement of EU workers ended on 31 December 2020, British agriculture lost access to its primary labour source. The UK's new points-based immigration system was not designed with agricultural seasonal labour in mind. The result was acute: fruit rotting unpicked in fields, livestock backed up at processing facilities lacking slaughtermen, and a wave of farm closures and contractions among producers who could not adapt quickly enough.

The UK government's Seasonal Worker visa scheme has been expanded repeatedly since then — reaching 47,000 places by 2023 — but demand consistently outstrips supply, workers increasingly choose other destinations such as Canada and Germany over Britain, and wage expectations have risen sharply. The NFU (National Farmers' Union) estimated in 2023 that the UK agriculture and horticulture sector still faced a shortfall of tens of thousands of seasonal workers annually.

On the European continent, the picture is more varied but the trajectory is similar. As Eastern European economies have grown, the wage differential that made agricultural migration attractive has narrowed. Workers who might once have spent a summer picking strawberries in Germany or Spain can now find better-paying work closer to home. The labour pool is shrinking even as the demand for farm workers remains high.

Why Young People Are Not Farming

The failure to attract a new generation into agriculture is not merely a matter of demographics — it reflects deep structural and cultural barriers. Land prices across the Western world have reached levels that make entry nearly impossible for young people without inherited assets. Average U.S. cropland values rose to over $5,050 per acre by 2023, according to USDA data, with prime Midwestern farmland fetching $10,000 to $15,000 per acre or more. In parts of Europe — the Netherlands, Denmark, northern France — agricultural land commands even higher premiums.

A young person attempting to establish a viable farm from scratch faces an arithmetic problem that has no realistic solution. The capital required to purchase or lease sufficient land, buy or rent machinery, and fund operating costs through the first years of production typically runs into millions of dollars. Access to agricultural finance for first-generation farmers without collateral is severely limited. The result is that entry into farming is, for most young people without family inheritance, practically impossible.

Beyond economics, there is the question of lifestyle and social perception. Farm work is physically demanding, weather-dependent, financially precarious, and geographically isolated. In competitive labour markets where knowledge economy jobs offer higher wages, better working conditions, and greater social prestige, agriculture struggles to attract talent. The agricultural sector's inability to compete on these dimensions is not a failure of marketing — it is a structural feature of how farm economics have evolved.

Automation as a Partial Answer

The response of the industry to the labour vacuum has been, understandably, to accelerate automation. Robotic strawberry pickers, autonomous weeding machines, AI-driven livestock monitoring systems,

and drone-based crop assessment tools have all advanced rapidly in recent years. Companies such as Harvest CROO, Tortuga AgTech, and FarmWise have attracted significant venture capital in pursuit of machines that can replace the dexterous human hands that current technology has struggled to replicate.

But automation is not yet a complete solution — and may never be for many crops. Soft fruit picking, for instance, requires the kind of tactile sensitivity and contextual judgement that robotics researchers continue to find enormously difficult to replicate mechanically. More fundamentally, the capital cost of advanced agricultural robotics is accessible primarily to large operations; the small farms most dependent on seasonal labour are also least able to afford the transition to mechanised alternatives.

The labour vacuum, in this sense, is both a symptom and a driver of agricultural consolidation: it accelerates the competitive advantage of scale, pushes small operators out of labour-intensive production, and concentrates food-growing capacity in fewer, larger, more capital-intensive hands.

The Hidden Cost to Food Systems

The consequences of the agricultural labour vacuum extend beyond farm balance sheets. Fresh fruit and vegetable production — among the most nutritious, health-promoting categories of food — is disproportionately labour-intensive. As labour shortages constrain the viability of this type of farming, the knock-on effects on food accessibility and diet quality can be significant, particularly in lower-income communities.

Moreover, the social geography of rural communities is reshaped by the loss of farm employment. Rural towns that once supported multiple farm families and their dependent local economies contract and hollow out. Schools close, services disappear, and the civic fabric of agricultural communities frays. This is not merely an economic story — it is a story

about the slow dissolution of a way of life that has been foundational to Western civilisation for millennia.

The labour vacuum is, ultimately, a mirror held up to the deeper failures of agricultural policy: its inability to make farming economically attractive to the young, its reliance on a vulnerable migrant workforce that political forces are simultaneously depending upon and attacking, and its unwillingness to value farm work at a level that would organically attract and retain workers. Until those contradictions are resolved, the hands that feed the West will continue to disappear.

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He has personally travelled over five lakh kilometres across the country, engaging with farmers, rural people, distributors, and retailers. His deep interactions have enabled him to gain valuable insights into local economic development, types of crops, technology adoption, product usage, income levels, and the aspirations of the rural population. His personal mission is to integrate technology with conventional means of advertising, thereby bridging modern approaches with grassroots realities. His personal mission is to integrate technology with conventional means of advertising. He has authored two books, "Rural Market Unleashed" and "The Power of Tier 3 and Tier 4 Cities of India".

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- Expansion in Asia, Africa, Europe, Australia and the Americas.
- Opening World Head Quarters at New York, USA.
- Exploring funding options for Fateh Rural.

Kunal Awasthy is an engineering and management graduate with over 26 years of diverse work experience across industries, both in India and globally. He brings deep expertise in the FMCG sector and rural markets, with a strong track record in building sustainable retail models, driving growth for consumer brands, and developing innovative distribution strategies that connect urban and rural consumers.

He currently serves as Consultant Strategic Business and E-commerce at Hamdard foods, a leading Indian FMCG brand, and as the Global Trade Consul of the Polynesian Kingdom of Atooi/Kingdom of Hawaii. He is also a Director at Gangaram Kolmet Hospital and the Indian Ambassador for the Asian Seniors Tour and Asian Seniors PGA Golf. Alongside these roles, he continues to pursue his entrepreneurial interests as a serial entrepreneur in mining and commodities trading, successfully managing cross-border trade and business development initiatives.

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