BLOCKCHAIN TECHNOLOGY AND AGRIBUSINESS SUPPLY CHAIN MANAGEMENT

PART 2

Editors:
Kumud Shukla
H. S. Gaur
Jyoti Yadav
Akhil Sharma

Bentham Books

Blockchain Technology and Agribusiness Supply Chain Management *(Part 2)*

Edited by

Kumud Shukla
School of Agriculture, Galgotias University
Greater Noida-201301
India

H. S. Gaur
School of Agriculture, Galgotias University
Greater Noida-201301
India

Jyoti Yadav
School of Agriculture, Galgotias University
Greater Noida-201301
India

&

Akhil Sharma
Department of Pharmacy, R.J. College of Pharmacy
Raipur-202165, Uttar Pradesh
India

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Editors: Kumud Shukla, H. S. Gaur, Jyoti Yadav & Akhil Sharma

ISBN (Online): 979-8-89881-519-6

ISBN (Print): 979-8-89881-520-2

ISBN (Paperback): 979-8-89881-521-9

Published by Bentham Science Publishers Pte. Ltd. Singapore, in collaboration with Eureka Conferences, USA.

First published in 2026.

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CONTENTS

FOREWORD

It is a privilege to introduce *Blockchain Technology and Agribusiness Supply Chain Management (Part 2)*, a forward-looking continuation that advances the dialogue from foundational principles to strategic implementation and future transformation of agribusiness systems. This volume explores supply chain optimization strategies, integrating digital tools such as AI, IoT, predictive analytics, and smart contracts to enhance efficiency, resilience, and sustainability.

The chapters provide a comprehensive examination of sustainable agriculture empowered by blockchain, highlighting decentralized certification, carbon credit verification, environmental compliance, and incentive mechanisms for eco-friendly practices. Equally significant is the detailed discussion of regulatory frameworks, legal implications, and governance structures that are essential for responsible and scalable adoption.

This volume further emphasizes market intelligence and predictive analytics as transformative tools for data-driven decision-making, while showcasing the vital role of startups, digital public infrastructure, and public–private partnerships in accelerating blockchain adoption in agriculture.

By combining sustainability, innovation, policy insight, and technological integration, Part 2 presents a holistic roadmap for building intelligent, transparent, and globally competitive agribusiness supply chains. It serves as a valuable guide for scholars, policymakers, industry leaders, and agritech innovators shaping the future of agriculture.

Shaweta Sharma
School of Medical and Allied Sciences
Galgotias University
Greater Noida, Uttar Pradesh
India

Preface

Blockchain Technology and Agribusiness Supply Chain Management (Part 2) builds upon the conceptual foundations of Part 1 by advancing toward strategic implementation, sustainability integration, regulatory frameworks, and future innovations in agribusiness transformation. This volume moves from theory to application, focusing on supply chain optimization strategies, digital transformation, and technology-driven efficiency across agricultural ecosystems.

The book explores how artificial intelligence, IoT, predictive analytics, and blockchain collectively enhance logistics, cold chain management, demand forecasting, and risk mitigation. Dedicated chapters examine blockchain's role in promoting sustainable agriculture, decentralized certification, carbon credit verification, and environmental compliance. It also critically evaluates the benefits and challenges of blockchain adoption, addressing scalability, data privacy, integration complexities, and energy concerns.

Importantly, this volume provides in-depth discussion on regulatory and legal implications, market intelligence systems, startup-driven innovation, and emerging technologies such as tokenization, robotics, and AI-enabled predictive models. With policy recommendations and global case studies, the book offers a practical roadmap for stakeholders seeking resilient, transparent, and sustainable agribusiness supply chains.

This preface invites readers to engage with forward-looking insights that bridge technology, sustainability, governance, and market intelligence for the future of global agriculture.

Kumud Shukla
School of Agriculture
Galgotias University
Greater Noida-201301, India

H. S. Gaur
School of Agriculture
Galgotias University
Greater Noida-201301, India

Jyoti Yadav
School of Agriculture
Galgotias University
Greater Noida-201301, India

&

Akhil Sharma
Department of Pharmacy
R.J. College of Pharmacy
Raipur-202165, Uttar Pradesh
India

List of Contributors

Akanksha Sharma	Department of Pharmacy, R. J. College of Pharmacy, Raipur, Uttar Pradesh, 202165, India
Akhil Sharma	Department of Pharmacy, R. J. College of Pharmacy, Raipur, Uttar Pradesh, 202165, India
Avinash Sureshrao Pradhan	Sam Higginbottom University of Agriculture, Technology And Sciences, Naini, Uttar Pradesh, 211007, India
Akanksha Sharma	Department of Pharmacy, R. J. College of Pharmacy, Raipur, Uttar Pradesh, 202165, India
Hari Shankar Gaur	School of Agriculture, Galgotias University, Greater Noida, 201301, India
Jyoti Yadav	School of Agriculture, Galgotias University, Greater Noida, 201301, India
Jyoti Swaroop	Horticulture, Krishi Vigyan Kendra, Sambhal (SVPUAT, Meerut), Uttar Pradesh, India
Kumud Shukla	School of Agriculture, Galgotias University, Greater Noida, 201301, India
Sunita	Department of Pharmacy, R. J. College of Pharmacy, Raipur, Uttar Pradesh, 202165, India
Shaweta Sharma	School of Medical and Allied Sciences, Galgotias University, Greater Noida, 201301, India
M. Vinaya Kumari	Sam Higginbottom University of Agriculture, Technology And Sciences, Naini, Uttar Pradesh, 211007, India
Priyank Sharma	AIHSR, Amity University, Noida, 201303, India
P.K. Singh	Sardar Vallabhbhai Patel University of Agriculture & Technology, Meerut, Uttar Pradesh, India
Shaweta Sharma	School of Medical and Allied Sciences, Galgotias University, Greater Noida, 201301, India
Shaweta Sharma	School of Medical and Allied Sciences, Galgotias University, Greater Noida, 201301, India
Sunita	Department of Pharmacy, R. J. College of Pharmacy, Raipur, Uttar Pradesh, 202165, India
Subin Thomas	a-IDEA, ICAR-NAARM, Hyderabad, India
Vibhu Sahani	LLRM Medical College, Meerut, India
Vikas Singh	Department of Business Management, Veer Bahadur Singh Purvanchal University, Uttar Pradesh, India

CHAPTER 1

Supply Chain Optimization Strategies for Agribusinesses

Kumud Shukla[1], Shaweta Sharma[2], Priyank Sharma[3], Akhil Sharma[4,*] and **Akanksha Sharma[4]**

[1] *School of Agriculture, Galgotias University, Greater Noida-201301, India*

[2] *School of Medical and Allied Sciences, Galgotias University, Greater Noida-201301, India*

[3] *AIHSR, Amity University, Noida-201303, India*

[4] *Department of Pharmacy, R. J. College of Pharmacy, Raipur, Uttar Pradesh-202165, India*

Abstract: Agribusiness requires efficient supply chain management (SCM) not only to ensure food security and reduce post-harvest losses, but also to increase profitability. However, agricultural supply chains are challenged by perishability, demand variability, logistic inefficiencies, and market access issues. An optimal solution to these problems can only be achieved by incorporating technology in logistics, adopting green practices, and managing financial risk, among other factors. In this chapter, we examine essential elements of agricultural supply chains, input supply, farm production, post-harvest management, logistics, and retail distribution. To improve real-time monitoring, predictive analytics, and transaction transparency through digitalisation, artificial intelligence (AI), Internet of Things (IoT), and blockchain, strategies such as GPS-based route planning, cold chain infrastructure, and warehouse automation (logistics optimisation) are analysed to reduce losses and improve efficiency. Demand-driven initiatives such as farm-to-market links, contract farming, or just-in-time inventory management are also discussed. Advancements in sustainability, climate-smart agricultural practices, carbon footprint reductions, and circular economy models continue to be a key focus. Decentralized networks, smart contracts, and trust protocols remove the dependency on third-party intermediaries. As such, blockchain technology is revolutionizing agribusiness supply chain management by enhancing transparency and trust, eliminating fraud, reducing costs, enabling faster transactions and settlements, and supporting the use of smart contracts. By providing global case studies and best practices, the chapter demonstrates successful supply chain models and lessons learned. Rural connectivity, capacity building, and public-private partnerships are recommended while implementation challenges, including technology resistance, infrastructure gaps, and policy constraints, are tackled. This chapter presents a well-detailed flow map for improved performance of agribusiness supply chains that can withstand changing times in the future.

[*] **Corresponding author Akhil Sharma:** Department of Pharmacy, R. J. College of Pharmacy, Raipur, Uttar Pradesh-202165, India; E-mail: xs2akhil@gmail.com

Kumud Shukla, H. S. Gaur, Jyoti Yadav & Akhil Sharma (Eds.)

Keywords: Agribusiness, Agriculture, Blockchain, Precision farming, Supply chain management, Smart logistics.

INTRODUCTION

Food security is one of the most essential, critical, and significant issues around the world today, and the world is heading towards a massive food crisis in the future. With limited arable land availability, product and food loss reduction is essential to meet the future needs of the growing population [1, 2]. Models practiced in supply chain strategies of agricultural practices are summarised in Fig. (**1**).

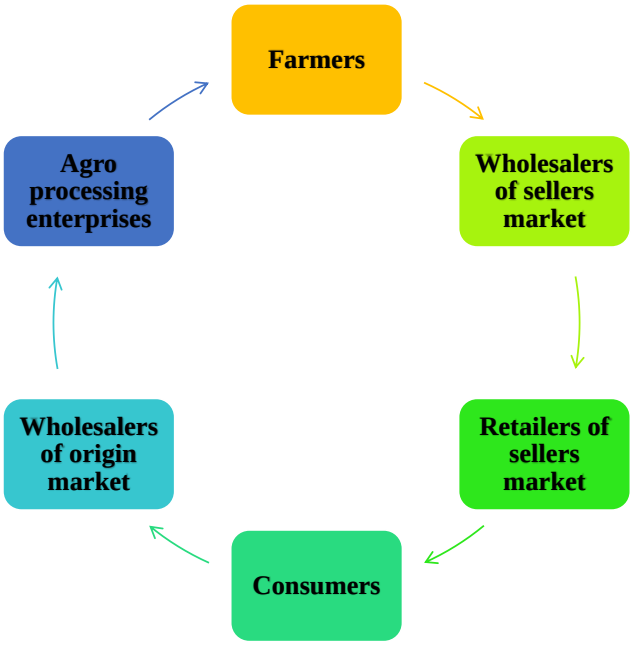

Fig. (1). Models are practiced in the supply chain strategies of agricultural practices.

Automation is required in all the phases of cultivation, *i.e.*, choice of quality seed, planting of seeds, growing of the young plantlets, protection from pests to evade crop damage, providing nutrients and water at an optimal level to decrease crop failure, and increasing crop productivity. Harvesting techniques, such as controlled and efficient harvesting methods to reduce wastage of harvested crop, post-harvest collection of crop, processing of the obtained crop, and transport of crop for marketing, are other automation applications. Food safety measures can be defined as bringing confidence and increasing the acceptability of consumers to products or food items. This can be accomplished by signifying the safety measures executed at every level of crop management method, such as the process

of cultivation, harvest, and post-harvest operations. Automated food chain approaches provide more business to the industry because of the possession of safety measures implemented in their production plants, which increase farmers' confidence and market-leading sales, ultimately attracting more people towards agricultural practices [3, 4].

The integration of big data analytics with application programming interface (API) systems can help mitigate barriers within the food supply chain. Big data analytics adds value to agricultural practices in multiple ways, including improving returns on scientific investments, promoting good farming practices, enabling field-level precision agriculture techniques, supporting efficient food supply chain mechanisms, and facilitating end-to-end process automation for more profitable agriculture. [5, 6].

Challenges in Agricultural Supply Chains and Logistics

Fig. (**2**) shows different components of a general food supply chain, the relationships between these components, and possible objectives related to each element. The stakeholders involved in the supply chains of fruits, vegetables, grains, and seeds, such as food procurement groups, food manufacturing companies, wholesalers, distributors, brokers, food service firms, restaurants, and retail grocery firms, make their management a complex challenge. Retailers and manufacturers struggle to predict demand, plan production, and supply products on time due to the challenges posed by consumers' requirements for product variety, changing food preferences, sequence-dependent setup times, and limited food storage and shelf life. Enhancing supply chain efficiency can help mitigate these challenges better. Agricultural supply chains are one of the most heterogeneous supply chains due to biological factors, environmental circumstances (*e.g.*, climate change), and socio-economics (*e.g.*, changes in demand or policymaking) that give rise to variation in outcomes on different levels [7].

Sustainability is an essential component of today's supply chain management that seeks to meet the needs of the current generation without compromising the ability of future generations to meet their own needs. It involves balancing social, economic, and environmental factors. Perishability, mainly for horticultural products, is also a critical issue because of its impact on food quality, transportation costs, price, energy consumption, and sustainability. It is also an important issue when it comes to waste reduction, as post-harvest losses can be as high as 20% to 60% of annual global production. As producers deal with uncertainty and seasonality, harvest periods are impacted by deterioration or a fall in the quality of the product [8].

CHAPTER 2

Sustainable Agriculture: Encouraging Environmental Responsibility through Blockchain Technology

Kumud Shukla[1], Jyoti Yadav[1], Akhil Sharma[2,*], Shaweta Sharma[3] and **Sunita[2]**

[1] *School of Agriculture, Galgotias University, Greater Noida-201301, India*

[2] *Department of Pharmacy, R. J. College of Pharmacy, Raipur, Uttar Pradesh-202165, India*

[3] *School of Medical and Allied Sciences, Galgotias University, Greater Noida-201301, India*

Abstract: Sustainable agriculture is being hampered by the overexploitation of resources, a lack of transparency, and inefficiencies in supply chains. The decentralised and immutable nature of blockchain technology can be leveraged to build solutions for environmental responsibility in agriculture. Notable use cases include supply chain transparency, blockchain-based ecolabeling, and decentralised food certification systems, guaranteeing traceability and authenticity. Blockchain also helps curb illegal agricultural practices, facilitates carbon credit verification, and empowers decentralised climate finance. Blockchain, through the use of smart contracts, improves efforts to conserve water and monitor soil health. In addition, its decentralised storage safeguards environmental data, enabling real-time monitoring of emissions and pesticides in agriculture. Tokenised payments and microfinancing are examples of blockchain-based incentives that encourage sustainable farming practices by financially rewarding environmentally friendly actions. However, the adoption is being stunted due to challenges like very high first investment costs, non-compatible working of the industries, and resistance from the traditional players. For widespread implementation, prospects such as AI and IoT integration, government policies, and global standardisation can be key. However, despite recent advances, blockchain's transformative potential in sustainable agriculture has the power to change the landscape for environmental conservation, ethical trade, and financial inclusion.

Keywords: AI integration, Blockchain, Carbon credit verification, Decentralised finance, Ecolabeling, Environmental data security, Sustainable agriculture, Supply chain transparency, Smart contracts, Tokenised incentives.

[*] **Corresponding author Akhil Sharma:** Department of Pharmacy, R. J. College of Pharmacy, Raipur, Uttar Pradesh-202165, India; E-mail: xs2akhil@gmail.com

INTRODUCTION

Sustainable agriculture is quickly becoming one of the key pillars for addressing global issues, such as food security, climate change, resource depletion, and environmental degradation. Traditional farming techniques, while beneficial for yields, have often negatively impacted soil erosion, water pollution, biodiversity loss, and excess greenhouse gas emissions. As a response to these concerns, sustainable agriculture advocates for practices that determine productivity within the boundaries of ecosystem integrity, economic viability, and social equity. However, implementing and monitoring sustainable agricultural practices on a global scale demands strong systems that ensure transparency, traceability, and accountability. This is where blockchain technology becomes a game-changer [1].

Blockchain technology, which is most commonly linked to cryptocurrencies, is a decentralised, immutable digital ledger system that logs transactions throughout a distributed network. Its applications are limitless and innovative, and it is even used in agriculture specifically to encourage green habits. With secure, transparent, and tamper-proof records, blockchain has the potential to add transparency and further integrity to sustainable agricultural practices and ensure compliance with environmental standards at all levels of the value chain [2].

Blockchain enables improved traceability. Blockchain can facilitate end-to-end traceability of agricultural products from farm to fork. Consumers can use this information to make informed decisions, aligning their purchases with the environmental challenge and framing producers' sustainability credentials. Blockchain can verify if the product was grown organically, if synthetic fertilisers or pesticides were not used, if the rules on water and soil conservation were followed during production, *etc.* Such traceability mechanisms create a strong sense of accountability for producers, forcing them to curb environmentally harmful practices to satisfy consumer preferences and regulatory pressure [3].

Furthermore, blockchain enables communication and data sharing among all stakeholders in the agricultural value chain. It is a shared ledger of environmental data that farmers, agribusinesses, regulators, certifiers, NGOs (Non-Governmental Organizations), and consumers can all access and contribute to. This repository of shared knowledge can guide improved decision-making, uphold adherence to sustainability benchmarks, and provide real-time tracking of environmental indicators like soil quality, carbon output, and water consumption. Smart contracts, which are self-executing agreements encoded on the blockchain, can enforce ecological commitments. For example, farmers who fulfill specific eco-guilt criteria could receive subsidies, carbon credits, *etc*., instantly, and without the bureaucratic wait time [4].

A robust use case of blockchain technology for environmental sustainability is the implementation of supply chain management. Inefficiencies in the agricultural supply chain can lead to avoidable food waste, increased transportation emissions, and overconsumption of resources. It is helpful since it reduces duplication of effort, thereby preventing fraud, while minimising environmental footprints, which can be achieved through the efficiency of blockchain in streamlining logistics. It can also facilitate circular economy models by verifying the origin of agricultural inputs and outputs, which may reward recycling, composting, and other efforts to reduce waste [5].

The use of blockchain in environmental monitoring is enhanced by new technologies like IoT (the Internet of Things), Artificial Intelligence (AI), and Geographic Information Systems (GIS). Sensors deployed in the field, for instance, can collect real-time information on moisture levels, weather patterns, or pesticide usage, all of which can be securely recorded on a blockchain. Integration provides the opportunity for authentic environment data, ensuring the connectivity for low-cost greenwashing and sustainability certification and verification processes [6]. Fig. (**1**) depicts the role of blockchain technology for environmental monitoring.

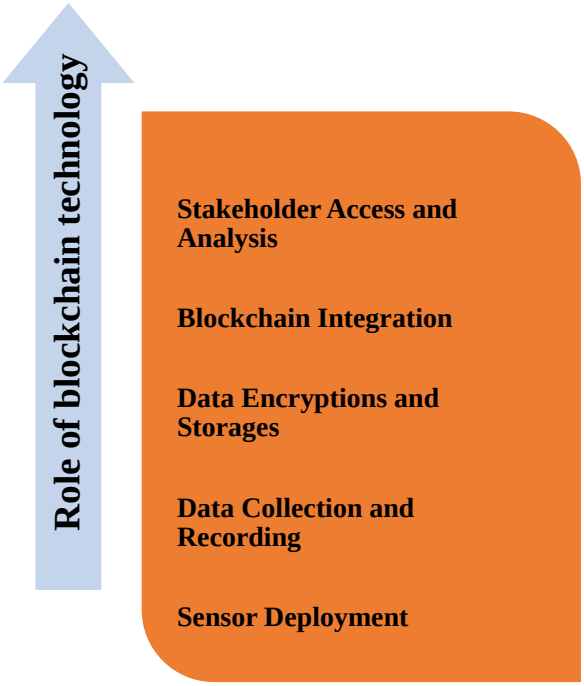

Fig. (1). Role of blockchain technology in environmental monitoring.

CHAPTER 3

Benefits and Challenges of Implementing Blockchain in Agribusiness

M. Vinaya Kumari[1], Kumud Shukla[2,*] and **Subin Thomas[3]**

[1] *Sam Higginbottom University of Agriculture, Technology And Sciences, Naini, Uttar Pradesh-211007, India*

[2] *School of Agriculture, Galgotias University, Greater Noida-201301, India*

[3] *a-IDEA, ICAR-NAARM Hyderabad, India*

Abstract: Agribusiness is ripe for the disruptive power of blockchain, as it has the power to rectify many of the long-standing challenges within the space. Inefficiencies, low transparency, high operational costs, and siloed data are often the standard features of traditional agribusiness supply chains. Blockchain, with its decentralized, secure ledger, can provide solutions around better traceability, transparency, and efficiency. The ability of blockchain to create real-time data related to the product origin, quality, and journey allows stakeholders to trace the source of products throughout the supply system, aiding in the prevention of fraud, ensuring authenticity, and boosting food safety. In addition, smart contracts can automate processes, making transactions smoother, minimizing paperwork, and also decreasing transaction costs by involving fewer intermediaries in the process. While blockchain has the potential to transform agribusiness, its use is accompanied by significant challenges. The need for high upfront costs for setting up technology infrastructure and training the respective stakeholders impedes the implementation, particularly for small-scale farmers. The problem of the scalability of processing agricultural data is enormous, as processing agricultural data in bulk can constrict networks of the open ecosystem, leading to latency and energy consumption issues. Moreover, the combination of blockchain with established legacy systems presents technological and operational challenges. A big problem is data privacy, as transparent blockchain networks could lead to the disclosure of sensitive farm and business information. Moreover, resistance against technology shift, particularly in villages with poor access to digital means, can hinder the stimulation to adopt. In addition, blockchain across regions can be further complicated by regulatory uncertainties and the need for clear international standards. Still, the long-term potential of blockchain in reducing costs, increasing sustainability, and boosting market access outweighs those initial hurdles. Crossing these hurdles will require cooperation between governments, technology providers, and agribusiness actors to develop a regulatory environment that weighs the pros and cons. This chapter

* **Corresponding author Kumud Shukla:** School of Agriculture, Galgotias University, Greater Noida-201301, India; E-mail: kumud.shukla@galgotiasuniversity.edu.in

Kumud Shukla, H. S. Gaur, Jyoti Yadav & Akhil Sharma (Eds.)

discusses the challenges and benefits of blockchain adoption in agribusiness and how this technology can help determine the future of global food supply chains.

Keywords: Agribusiness, Blockchain, Benefits, Challenges, Smart contracts, Technology.

INTRODUCTION

Optimal agribusiness is a crucial industry for every country, given the potential to grow through investments in research and technology, among other factors that may increase output. Agribusiness is an aggregate of the various inputs or product supply networks that function in a number of natural ecosystems. Ideally, the supply chains are enveloped in an institutional environment comprising institutions and agencies providing financial, research and development, and technical services that play a pivotal role in their performance [1].

The supply chain of a product or service is a chain of consecutive organizational operations that starts from production and goes through manufacturing and marketing. The supply chain refers to the whole range of activities, from producing on farms to distributing, trading, industrialising, and manufacturing inputs to the end consumer. National benefit may therefore be considerable and global, given the complexity, diversity, and dependence upon the configuration of every link in the productive chain and the changing nature of their interactions [2].

The farmers work in a unified, collaborative, and participatory system that is further connected within an expansive ecosystem of firms and cooperatives. In the grand scheme of things, owning a farm is a large node compared with other infrastructure, trade, finance, technology, labor relations, and public and private institutional apparatus. Their complexity, together with the number of parties and transactions, has been growing in time, taking into consideration a variety of national-specific economic, political, environmental, social, cultural, and hygienic norms and conventions [3].

A lot of resources change hands between the different actors in an agricultural supply chain. Financial resources are exchanged in the opposite direction; that is, in the opposite direction of the flow of goods and services. Information is a scarce resource today, and it can flow both ways. Information sharing has many pros and cons that depend on objectives, technology, trust, interest, and control. The asymmetric nature of information (and misinformation) makes it a daily chore for supply chain managers, and consumers demand traceable transparency, products, and safety information [4].

The IT development accelerated from the early 1990s could be owed to the public service platform for remote resources and services management, intended to mitigate supply and demand contention within corporations. Blockchain is a decentralized communication network where nodes can communicate with each other without a centralized data center. Data is stored and flows through all pulses, where there is no need for a central trusted third party that maps other business models. This idea was proposed by the unknown creator of Bitcoin, Satoshi Nakamoto, back in 2009 as a solution for avoiding double-spending. In short, Bitcoin network nodes collectively validate and replicate the blockchain, functioning as a distributed ledger—a digital book of cash that records transactions and identifies data owners on-chain [5].

Blockchain is considered a technological innovation that arises from the combination of existing technologies that enable anonymity, autonomy, and immutability of data. This has led it to become more prominent in recent years and has become an emerging scientific and business field. It is a distributed database, which means people can manage, record, and exchange the data to be used in different applications. It is globally interconnected *via* hardware and platform integration. It has been concluded that this technology is based on three technologies: Distributed consistency algorithms, Cryptography, and peer-to-peer networks (P2P). The idea behind this technology is a protocol that will not be influenced by human action. It is also offered with a smart contract, which intrinsically supports a transaction with that address but is not needed for blockchain-based solutions [6].

Blockchain refers to an online chain of blocks containing information, which forms an extensive database of information since it is possible to store different types of transactions, link to them, and read from them. Blockchains may be further categorized as public, private, or federated based on the permissions provided and the type of network administration software. Public Blockchain is an unprotected data network that allows any user to add data as transactions (units of identification data in the system, which can be checked and copied. These features lead to a hybrid of private and public blockchains, a federated blockchain. Private blockchain is a permissioned platform [7].

Decentralization, according to its supporters, is an inherent safety measure in blockchain that establishes consensus and trust in direct communication between two parties without intermediaries in the form of a trusted third party. It performs better in situations where identity management, privacy, and permissions are essential. Thus, the information exchanged between two or more participants in the context of a (single) transaction on the blockchain does not require third parties. It is written once and can only be seen by all relevant parties without any

CHAPTER 4

Regulatory Considerations and Legal Implications of Adopting Blockchains within Agribusiness

Vibhu Sahani[1], Kumud Shukla[2], Sunita[3], Shaweta Sharma[4] and **Akhil Sharma[3,*]**

[1] *LLRM Medical College, Meerut, India*

[2] *School of Agriculture, Galgotias University, Greater Noida-201301, India*

[3] *Department of Pharmacy, R. J. College of Pharmacy, Raipur, Uttar Pradesh-202165, India*

[4] *School of Medical and Allied Sciences, Galgotias University, Greater Noida-201301, India*

Abstract: Blockchain has the potential to revolutionise agribusiness by improving the transparency, efficiency, and trust of agricultural supply chains. However, the successful implementation of blockchain hinges significantly on navigating complex regulatory frameworks and addressing multifaceted legal implications. This chapter provides a comprehensive examination of the regulatory and legal landscape surrounding blockchain deployment in agribusiness. Key regulatory considerations also include data governance given GDPR and regional privacy legislation, food safety compliance with regulations like the FSMA, market transparency through AML and KYC controls, and environmental accountability *via* blockchain tracking of carbon emissions and sustainable reporting. The legal section discusses essential issues, including whether smart contracts are enforceable, how to manage intellectual property in decentralised systems, how liability will be allocated in supply chains that use blockchain technology, issues with cross-border jurisdiction, and the classification and regulation of digital assets used in the trade of agricultural commodities. In addition, the chapter explores implementation and governance issues, such as the current absence of consistent legal parameters, the necessity of interoperable technical standards, and the need to educate stakeholders. It highlights the importance that industry consortiums and governance models play in enabling data sharing with trust between stakeholders. Despite the usage of such disruptive technology in agribusiness being an ever-evolving space, learning about its regulatory and legal aspects is critical for compliance, risk mitigation, and sustainable development in the future. This analysis aims to guide policymakers, legal professionals, technologists, and agribusiness leaders toward informed decision-making and practical implementation strategies in the evolving digital agricultural ecosystem.

[*] **Corresponding author Akhil Sharma:** Department of Pharmacy, R. J. College of Pharmacy, Raipur, Uttar Pradesh-202165, India; E-mail: xs2akhil@gmail.com

Kumud Shukla, H. S. Gaur, Jyoti Yadav & Akhil Sharma (Eds.)

Keywords: Agribusiness, Blockchain, Cross-border trade, Data governance, Digital assets, Environmental sustainability, Food safety, Intellectual property, Regulatory compliance, Smart contracts.

INTRODUCTION

Blockchain is a decentralised, tamper-resistant digital ledger technology that allows secure and transparent recording of multiple transactions across nodes. Every transaction on the blockchain is encrypted, time-stamped, and linked to the previous transaction, making it both traceable and immutable. This decentralised approach eliminates intermediaries and creates a trustless environment between participants in a network. Industries such as agribusiness can benefit immensely from the use of blockchain, which will play a significant role in the ownership and tracking of global supply products to ensure food safety, authenticity, fairness, and sustainability [1, 2].

From seed to shelf, blockchain offers end-to-end traceability for agricultural goods in data that can be independently verified for origin, handling conditions, and transportation. Traceability in the food system holds potential for improving compliance with food safety, reducing waste, and responding quickly to contamination events. Smart contracts, self-executing agreements programmed on the blockchain, can automate payments, enforce quality standards, and streamline procurement and logistics. Furthermore, blockchain can support climate-smart agriculture by tracking carbon credits, sustainable practices, and environmental impacts. In the context of financial transactions, blockchain promotes secure payments, insurance claims, and access to credit for smallholder farmers through transparent digital records [3, 4].

Importance of Regulatory and Legal Implications for Successful Adoption

Blockchain, while allowing disruptive innovation in agricultural business, must be appropriately aligned with existing regulatory frameworks and legal structures. Without clear legal definitions and consistent global standards, blockchain applications risk non-compliance, legal disputes, and loss of stakeholder trust. Regulations affect the storage, access, and sharing of data across jurisdictions. To fulfil their secure and legal deployment, issues such as data privacy (GDPR-General Data Protection Regulation), digital contracts enforceability, token classification, and cross-border trade regulations, among others, should be solved [5, 6].

REGULATORY LANDSCAPE OF BLOCKCHAIN IN AGRIBUSINESS

Fig. (**1**) illustrates the key regulatory domains influencing the integration of blockchain technology in the agribusiness sector.

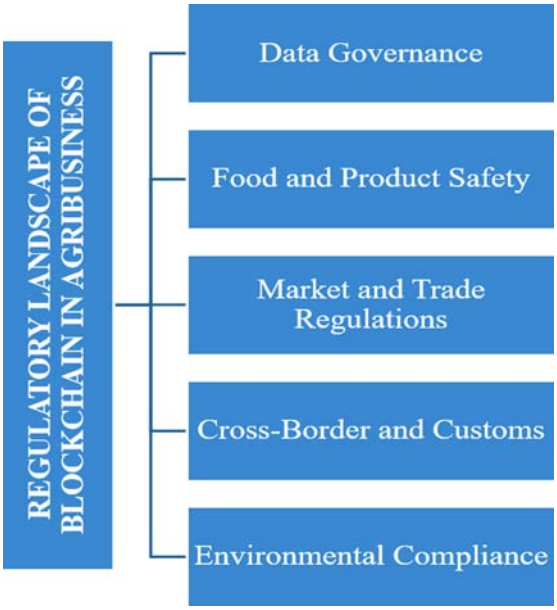

Fig. (1). Regulatory landscape of blockchain in agribusiness.

Data Governance

Analysis of GDPR and Regional Data Privacy Regulations

The GDPR is a major mover of blockchain adoption in agribusiness as it imposes stringent privacy requirements for users. Fundamental GDPR concepts like the oright to be forgotten, data minimisation, and purpose limitation are at odds with blockchain's immutable, decentralised architecture. Data recorded on a blockchain cannot be modified or deleted, and this can complicate regulatory compliance. Thus, global privacy laws, such as California's CCPA (California Consumer Privacy Act), Brazil's LGPD (General Data Protection Law), and India's PDP (Personal Data Protection) Bill, require the likes of informed consent, data portability, and breach notifications, complicating operations for agribusinesses with a global footprint [7, 8].

Blockchain solutions in agribusiness must be privacy-by-design to overcome these challenges. Privacy by design techniques such as pseudonymisation, encrypted keys, and off-chain storage of sensitive data further ensure that personal information is not directly present on-chain. Using permissioned blockchains,

CHAPTER 5

Market Intelligence on Blockchains: Predictive Analytics as a Tool for Decision Making in Agribusiness

Kumud Shukla[1], Shaweta Sharma[2,*], Subin Thomas[3] and **M. Vinaya Kumari[4]**

[1] *School of Agriculture, Galgotias University, Greater Noida-201301, India*

[2] *School of Medical and Allied Sciences, Galgotias University, Greater Noida-201301, India*

[3] *a-IDEA, ICAR-NAARM, Hyderabad, India*

[4] *Sam Higginbottom University of Agriculture, Technology And Sciences, Naini, Uttar Pradesh-211007, India*

Abstract: Blockchain in agriculture is being enhanced by predictive tools that offer real-time, data-driven market intelligence to stakeholders across the agricultural value chain. This opens up a world of possibilities for a range of industries, but particularly helps bring transparency, security, and trust, as well as accurate forecasting, better decision-making, and risk management. The immutable and decentralized nature of blockchain ensures that the data used in predictive analytics is accurate, reliable, and trustworthy at all times. Farmers, traders, and policymakers gain real-time visibility into price trends, crop yields, supply chain efficiencies, and climate risks. Smart contracts further automate decision-making processes, enabling fair trade, on-time transactions, and efficient payouts of crop insurance. AI and machine learning models (like time series forecasts, regression analysis, and neural networks) generate predictive analytics that offer actionable truths for the agribusiness. These models use IoT sensor data, satellite imagery, and market transaction data verified on blockchain to predict pricing, yield, supply chain disruptions, and consumer demand. Examples include blockchain-based systems in Colombia, India, Kenya, and Canada that are empowering farmers, streamlining supply chains, and fostering food security. Blockchain will continue to drive sustainable, intelligent agriculture as it seamlessly integrates with technologies such as IoT and AI. Government financial support, policy frameworks, and international standardization will be key to scaling up of such innovations. The future holds promise for decentralized, predictive market models that empower smallholder farmers, decrease food waste, and foster resilient agribusiness ecosystems.

* **Corresponding author Shaweta Sharma:** School of Medical and Allied Sciences, Galgotias University, Greater Noida-201301, India; E-mail: shawetasharma@galgotiasuniversity.edu.in

Kumud Shukla, H. S. Gaur, Jyoti Yadav & Akhil Sharma (Eds.)

Keywords: Agribusiness, Blockchain, Crop yield forecasting, Market intelligence, Predictive analytics, Risk management, Supply chain optimization, Smart contracts, Sustainable farming.

INTRODUCTION

The agricultural sector is witnessing a technological revolution driven by the need for greater efficiency, resilience, and sustainability. Some of the most transformative advancements in modern agribusiness are those that combine blockchain technology with predictive analytics to create valuable, actionable market intelligence. When combined with scalable predictive analytics, this integration builds an ecosystem that ensures data integrity, transparency, and trust via the blockchain, turning meaningful data into actionable insights that propel more intelligent decision-making across the entire agricultural supply chain [1].

Market intelligence, defined as the process of collecting, analyzing, and applying data for strategic decisions, is crucial for the success of modern agriculture. Predictive analytics can enable stakeholders to identify price trends, track changes in demand and supply, assess climate variability risks, and help make logistics and production operations more efficient. Though this analytics tool is not as productive without the use of input data that is not only of sound quality but also has to be authentic. Blockchain, with its decentralized and tamper-proof characteristics, becomes the solution to this challenge where agricultural transactions, environmental parameters, logistics data, and market trends are recorded and verified securely [2, 3].

Smart contracts can automate self-executing agreements to streamline agricultural operations by minimizing the need for intermediaries, ensuring compliance with trade standards, and executing payments instantly and conditionally. Integrating real-time data from Internet of Things (IoT) devices with satellite imagery and on-ground reports into blockchain networks also makes predictive models more dynamic and responsive. This results in accurate forecasts for crop yields, climate risks, consumer demand, and price changes, empowering farmers, traders, cooperatives, and policymakers to make better and timely decisions [4].

The integration shows real-world applications of this value. In Colombia, blockchain and Artificial Intelligence (AI) models assist coffee farmers in timing their sales based on indications of global price trends. In Kenya, the systems integrate blockchain-enabled, weather-based crop insurance that will automatically payout based on weather predictions and yield estimates. Blockchain also helps Indian dairy cooperatives monitor demand-supply trends

and align their operations, whereas Canadian wheat producers are using smart contracts for the transparent execution of trade [5].

Predictive analytics combined with blockchain can offer decentralized funding mechanisms and microinsurance schemes, which are critical in driving financial inclusion. Smallholder farmers get access to crucial insights that enhance profitability, decrease losses, and support more viable farming techniques. The system also builds trust between producers and consumers by providing traceable, transparent supply chains and verifiable proof of sustainability efforts [6].

The synergy of blockchain and predictive analytics growth will continue as AI, IoT, and edge computing complement this ecosystem. This not only enhances the accuracy and speed of market intelligence but also contributes to global objectives around climate resilience, food security, and sustainable development. Government support, standardized frameworks, and collaborative efforts across borders will help unlock the potential of these technologies and prevent fragmentation [7].

Predictive analytics powered by blockchain is a paradigm shift in agribusiness decision-making. When integrated, this approach achieves a data-driven, transparent, and fair agricultural ecosystem by preserving the integrity of farm data and enabling powerful analytical insights. It empowers all participants from smallholder farmers to global agrifood corporations to proactively react to market signals, maximize resource efficiency, and contribute to sustainable agrifood transformation [8].

ROLE OF MARKET INTELLIGENCE IN AGRIBUSINESS

Market Intelligence is the act of gathering, analyzing, and using data to inform decisions in agricultural supply chains. This involves tracking key elements, which are summarized in Fig. (**1**):

Market Demand and Price Fluctuations

Understanding market demand and price fluctuations is essential for effective decision-making in agribusiness. Market intelligence tools enable different stakeholders to gain insights into trends and variations in prices by analyzing historical data, the movement of commodities in trade, and consumer behavior. Agricultural commodities are particularly affected by seasonal changes, geopolitical events, and market speculation, making them highly volatile. Through accurate market intelligence, farmers and agribusinesses can sensibly plan crop production, storage, and sale to coincide with expected demand and revenue generation [9].

CHAPTER 6

Blockchain Technology Adoption in Agriculture: Startups

Subin Thomas[1], Avinash Sureshrao Pradhan[2], Vikas Singh[3] and **Kumud Shukla[4,*]**

[1] *a-IDEA, ICAR-NAARM, Hyderabad, India*

[2] *Sam Higginbottom University of Agriculture, Technology And Sciences, Naini, Uttar Pradesh-211007, India*

[3] *Department of Business Management, Veer Bahadur Singh Purvanchal University, Uttar Pradesh, India*

[4] *School of Agriculture, Galgotias University, Greater Noida-201301, India*

Abstract: The agribusiness sector is one of those sectors that are experiencing the transformation brought on by blockchain technology. Transparency, efficiency, and trust are improvements facilitated by blockchain across supply chains. This chapter introduces its use in the Indian agricultural domain, which faces several challenges such as high fragmentation of supply chains, price volatility, and lack of access to finance for small and marginal farmers. The technology's ability to generate secure and immutable records opens the potential to address these issues. Blockchain adoption has attracted startups that leverage blockchain technology to address problems ranging from supply chain transparency to access to credit for farmers, crop insurance, and market linkages. Case studies of startups such as AgriLedger, Agri10x, Stellapps, Arya.ag, and EcoChain illustrate how blockchain is being leveraged for supply chain efficiency, dairy traceability, warehouse receipt financing, and organic certification. The technology ensures traceability and convergence of international benchmarks, which causes rejections of agricommodities, hence promoting export facilitation. Apart from this, carbon emissions can be assessed using blockchain, which can improve the efficiency of crop insurance and empower farmers by providing them with real-time market data. Incorporating smart contracts and secure data flow, Blockchain improves decision-making in agri-input procurement, pricing, and supply chain logistics. Government initiatives like eNAM, AgriStack, and the pilot projects of blockchain-enabled traceability in spices and organic produce, among others, are encouraging adoption. Public-private partnerships and policy incentives can further accelerate blockchain implementation. The chapter concludes with strategies for scaling blockchain in agriculture, emphasizing digital literacy, infrastructure development, and cross-sector collaborations. The potential collaborations of blockchain and leading

* **Corresponding author Kumud Shukla:** School of Agriculture, Galgotias University, Greater Noida-201301, India; E-mail: kumud.shukla@galgotiasuniversity.edu.in

Kumud Shukla, H. S. Gaur, Jyoti Yadav & Akhil Sharma (Eds.)

technologies such as IoT, AI, and drones will play a significant role in forming an idea of a more transparent, robust, resilient, and effective agricultural economic sector.

Keywords: Agriculture, Artificial Intelligence, AgriStack, Agribusiness, AgriLedger, Agri10x, Blockchain technology, EcoChain, eNAM, Internet of Things, Startups, Stellapps.

INTRODUCTION

Blockchain technology is a distributed database or ledger that is shared among the nodes of a computer network. This ensures that changing or hacking information is virtually impossible, granting higher security and transparency. Blockchain can disrupt several areas in the agriculture industry by improving supply chain visibility, food safety, quality control, farmer empowerment, and sustainability [1].

Blockchain in agriculture offers many advantages, but the most important is that it can increase traceability and transparency. Blockchain protects food by tracing the source of agricultural products and securely recording every phase of the supply chain. This capability enables the fast tracking down and removal of infected food material, minimizing the probability of foodborne diseases. Moreover, blockchain streamlines supply chain efficiency by minimizing logistics inefficiencies, reducing food wastage, and ensuring timely delivery of goods [2].

Blockchain technology further enhances quality control and food safety by confirming the authenticity of agricultural products. It protects consumers from counterfeit or substandard goods and ensures they receive genuine, high-quality products. Blockchain records the essential information on farming practices, environmental conditions, and processing methods to ensure compliance with industry standards and regulatory requirements [3].

Blockchain gives farmers and consumers greater power through direct-to-consumer sales. This removes the intermediaries, enabling farmers to connect with end buyers directly and have better margins. Blockchain's transparency in pricing and supply chain processes ensures that farmers achieve fair pricing, minimizing exploitation by intermediaries. Detailed product information also enables consumers to make informed decisions about the food they buy [4].

Blockchain empowers sustainable agriculture by tracking the carbon footprint of agricultural products. This is great for encouraging eco-friendly behaviors and lowering the overall footprint on the environment. It improves resource management by optimizing water and fertilizer use, making farming more sustainable. IoT provides new solutions and opportunities for sustainable agriculture practices [5].

Internet of Things (IoT) in Agriculture Market Size and Growth

The need for IoT in Agriculture is becoming evident in terms of improving productivity and the sustainability of agricultural methods. The global market was valued at $27.1 billion in 2021 and is projected to reach around $84.5 billion by 2031, growing at a (Compound Annual Growth Rate) CAGR of 12.6% from 2022 to 2031. Another forecast projects the growth from 20.14 billion dollars in 2023 to 71.92 billion dollars in 2033, with a calculated compound annual growth rate of 13.6%. This growth is driven by increasing global food need combined with growing climate change impacts, both of which require efficient, tech-assisted farming practices [6].

IoT technologies allow real-time monitoring of soil, climate, and the health of crops. High-tech gadgets like re-engineered sensors, drones, and automated irrigation systems assist in resource optimization, waste minimization, and yield enhancement. Critical applications comprise precision agriculture, livestock monitoring, smart greenhouses, and aquaculture. Even more notably, small farms are becoming major adopters, made possible by reasonably priced and easily accessible IoT solutions [7].

Fig. (**1**) depicts how IoT systems in agriculture can optimize operations by merging sensors with cloud platforms and analytics tools. This transformation is crucial for tackling food security challenges while promoting environmentally sustainable farming methods, making IoT an essential pillar of modern agriculture.

The figure shows the core components of an IoT system. It consists of sensors (accelerometer, temperature, humidity, pressure) for data gathering. The Processing & Security module handles data processing with a microcontroller, AI, and security elements. Connectivity options include Bluetooth, Near Field Communication (NFC), Low-Power Wide-Area Network (LPWAN- Sigfox, LoRa, LTE-M, Narrowband (NB)-IoT), and Wireless Personal Area Network (WPAN) like Ultra-Wide Band, Zigbee. Battery management and DC/DC converters make it energy efficient. Signal Conditioning involves amplifiers and filtering for clean signals. GNSS provides positioning for location tracking [8].

Importance of Digital Transformation in Indian Agriculture

Digital transformation is changing Indian agriculture by improving decision-making and operational efficiency and extending farmers' access to the necessary resources. The integration of digital tools enables farmers to understand crop health, soil conditions, and weather patterns in real time. This data-driven app-

CHAPTER 7

Future Trends and Emerging Technologies Using Blockchains in the Agribusiness Industry

Kumud Shukla[1], Hari Shankar Gaur[1], Jyoti Yadav[1], Shaweta Sharma[2] and **Akanksha Sharma[3,*]**

[1] *School of Agriculture, Galgotias University, Greater Noida-201301, India*

[2] *School of Medical and Allied Sciences, Galgotias University, Greater Noida-201301, India*

[3] *Department of Pharmacy, R. J. College of Pharmacy, Raipur, Uttar Pradesh-202165, India*

Abstract: Blockchain is revolutionizing the agricultural world, enabling higher efficiency, transparency, and sustainability throughout the value chain. Blockchain technology offers a range of solutions to address growing demands for food safety, traceability, fair trade, and environmental stewardship. By facilitating end-to-end visibility, it helps track all agricultural products from farm to fork, thus improving authenticity, reducing fraud, and increasing consumer trust. Smart contracts facilitate transactions, reduce administrative burden, and guarantee timely and accurate payments to farmers. It creates the possibility of fractional ownership of agricultural assets, broadening access to finance, and bringing about significant changes for smallholder farmers. Several blockchain platforms are explicitly designed for sustainable agriculture by enabling carbon credit trading, environmental monitoring, and ethical sourcing. Its combination with IoT, AI, and robotics boosts its effect. IoT sensors assist with real-time data accumulation, AI enhances farm decisions, and robots increase precision and efficiency. While it faces challenges including regulatory uncertainty, interoperability, and digital literacy gaps, blockchain offers significant opportunities in terms of both innovation and inclusion. The chapter addresses the trends and how blockchain is transforming transparency, trust, and value generation in modern agriculture.

Keywords: AI, Agribusiness, Blockchain, Food safety, IoT, Precision agriculture, Smart contracts, Sustainability, Traceability, Tokenization.

INTRODUCTION

Blockchain technology can revolutionize the agriculture sector by bringing transparency, traceability, and efficiency to often opaque and complex supply chain processes. Blockchain is a decentralized, tamper-proof ledger system that

* **Corresponding author Akanksha Sharma:** Department of Pharmacy, R. J. College of Pharmacy, Raipur, Uttar Pradesh-202165, India; E-mail: akankshasona012@gmail.com

records and verifies transactions in real time. In the agricultural sector, this capability enables the seamless tracking of food products from farm to fork, ensuring that every stage of production, processing, and distribution is accurately documented. This level of visibility not only enhances food safety and quality assurance but also reduces the risk of fraud and contamination [1].

Blockchain enables trusted information sharing among stakeholders, including farmers, suppliers, distributors, retailers, and consumers, to create a single source of truth. It also allows the use of smart contracts, which are self-executing contracts that automatically fulfil their terms and conditions, streamlining payment processes and eliminating the need for intermediaries, thereby minimizing expenses and wait times. Traditional financial systems tend to overlook smallholder farmers, but tokenization and decentralized platforms provide access to new sources of financing for these populations. This powerful technology can help the sector modernise by enabling streamlined operations, reducing waste, and supporting ethical and sustainable practices in agribusiness and its supply chains. As food demands across the world continue to grow whilst supply chains become more complex, blockchain represents a transformative solution to the futuristic requirements of a digitised agriculture sector [2, 3].

Importance of Exploring and Embracing Emerging Technologies

The importance of exploring and embracing emerging technologies in agriculture is summarized in Table **1**.

Table 1. Importance of exploring and embracing emerging technologies in agriculture.

Aspect	Significance
Operational Efficiency	Enhances productivity through automation, precision farming, and real-time data [4].
Data-Driven Decision-Making	Enables informed choices using analytics, Artificial Intelligence (AI), and Internet of Things (IoT) data for better outcomes [5].
Market Access	Provides smallholder farmers with better visibility and access to global markets [6].
Financial Inclusion	Offers alternative financing options through tokenization and decentralized platforms [7].
Consumer Trust	Builds confidence through verifiable claims about product quality, safety, and origin [8].
Innovation and Competitiveness	Drives industry advancement and global competitiveness through technology adoption [9].
Resilience and Adaptability	Equips stakeholders to manage better risks like climate change and market fluctuations [10].

ENHANCED TRACEABILITY AND TRANSPARENCY

Supply Chain Visibility

Tracking Food Products from Farm to Fork

From the farmer to the consumer, blockchain technology is revolutionizing how we trace food products throughout the agricultural supply chain. Blockchain guarantees that data, including harvesting, processing, packaging, storage, and transportation, is captured and cannot be tampered with by recording all transactions and activities in an immutable digital ledger. This level of visibility allows stakeholders to accurately and confidently trace the journey of any given product [11].

Farmers, suppliers, distributors, and retailers would all work with a shared version of the truth, speeding up the detection of inefficiencies or irregularities. For the consumer, farm-to-fork traceability is the ability to verify the origin, quality, and handling of the food they eat. This transparency builds trust, promotes responsible production practices, and strengthens the integrity of supply chains. Fundamentally, blockchain technology improves end-to-end traceability, leading to greater transparency, security, and efficiency across the food value chain [12].

Ensuring Transparency and Accountability in the Supply Chain

A highly secure, distributed ledger of all transactions allows for unprecedented transparency and accountability in the agricultural supply chain. In contrast with legacy supply chains, where information silos and paper documentation create visibility issues, this technology ensures real-time access to accurate, verifiable data. Essential details such as crop origin, harvesting dates, processing methods, and transportation conditions can be entered and viewed by each participant, from the farmer to the consumer. All records remain in a shared ledger, preventing any one party from corrupting or hiding information, creating a process of mutual accountability [13].

Transparency is not just about keeping stakeholders informed; it also leads to compliance with regulatory requirements and ethical sourcing models. It can help reduce disputes and enhance cooperation as all participants share access to the same information. Ultimately, blockchain moves from a reactive to a proactive supply chain system where all actors are held liable for their actions, and transparency is an inherent attribute, not a reactive approach when needed [14].

CHAPTER 8

Transforming Agribusiness with Supply Chain Management Systems Based on Blockchain Technology

Jyoti Swaroop[1], P.K. Singh[2] and **Kumud Shukla[3,*]**

[1] *Horticulture, Krishi Vigyan Kendra, Sambhal (SVPUAT, Meerut), Uttar Pradesh, India*

[2] *Sardar Vallabhbhai Patel University of Agriculture & Technology, Meerut, Uttar Pradesh, India*

[3] *School of Agriculture, Galgotias University, Greater Noida-201301, India*

Abstract: There is a need to transform agribusiness by establishing advanced supply chain management systems to match the growing complexity and requirements of global agriculture. Inefficiencies and lack of transparency mar most conventional supply chains and are susceptible to fraud that can undermine operational performance and product quality. Utilizing blockchain technology provides a game-changing approach by facilitating secure, transparent, and real-time data exchange *via* a decentralized, tamper-proof ledger. This improves traceability, increases stakeholder confidence, and protects food safety from farm to table. Blockchain enhances resource management, minimizes waste, and streamlines logistics throughout the supply chain. However, barriers to adoption remain significant, particularly in rural and developing areas where technological infrastructure and levels of digital literacy are low. The high implementation costs and scalability issues represent further challenges to smallholder farmers and businesses. This poses a challenge to broader integration due to aspects like regulatory uncertainty and changing compliance needs. These challenges must be overcome through collaborative policymaking and enabling legal frameworks, especially regarding data privacy and the enforcement of smart contracts. Despite these challenges, there is tremendous potential for agribusiness to help make supply chains more transparent, efficient, and sustainable through blockchain, enabling a more resilient and trusted global food system.

Keywords: Agribusiness, Blockchain, Distributed ledger technology, Supply chain management, Water management.

[*] **Corresponding author Kumud Shukla:** School of Agriculture, Galgotias University, Greater Noida-201301, India; E-mail: kumud.shukla@galgotiasuniversity.edu.in

INTRODUCTION

The relationship between the agribusiness and the economic aspects of the food value chain is significant, as it lies between production and consumption. Nevertheless, there are a variety of challenges the sector must address to function smoothly and efficiently. The central issue is supply fragmentation, which often involves too many intermediaries, resulting in delays, higher costs, and lower overall efficiency [1].

This complexity makes it difficult for stakeholders to communicate and coordinate effectively. And there is also a new demand for transparency, with consumers more concerned than ever about where their food comes from and how it is produced. Traditional supply chains often do not have the transparency it takes to provide accurate information to consumers about food safety, quality, and ethical sourcing, and this can diminish consumer trust [2].

Concerns around sustainability are imperative, as agribusinesses are pressured into employing more eco-friendly habits. However, traditional supply chains remain inefficient, leading to food loss and waste and resource depletion, making it hard to achieve sustainability targets. There is also the challenge of market volatility, so agribusinesses are at the mercy of price changes, shifts in consumer tastes, and unpredictable shocks such as natural disasters or geopolitical tensions. This uncertainty often has drastic implications for supply chain stability and profitability. Food safety and environmental concerns have led to stricter government regulations, increasing the complexity of regulatory compliance. This complexity is especially amplified in fragmented supply chains, where establishing accountability becomes a challenge [3, 4].

Blockchain technology provides a potential solution to many of these challenges. Blockchain technology is a decentralized, distributed ledger technology (DLT) that allows for secure, transparent, and tamper-resistant recording of transactions and data sharing across a network of stakeholders. Some of its prominent features are decentralization that removes intermediaries, resulting in significant cost reduction; transparency that enhances accountability and establishes trust across stakeholders; immutability that guarantees that transactions, once recorded, cannot be modified or deleted; and smart contracts that automate and enforce transactions seamlessly on meeting pre-defined conditions [5, 6].

This allows stakeholders in the food supply chain to track the journey of food from farm to table, improving food safety and quality assurance. Agribusinesses can combine blockchain technology with supply chains to reduce inefficiencies, increase transparency, boost sustainability, and enhance risk management. With a continuously advancing industry, the profitable adoption of blockchain can lay the

foundation for more resilient and flexible supply chains in agribusiness, which is advantageous for consumers, producers, and the environment alike [7, 8].

BARRIERS TO IMPLEMENTING SUPPLY CHAINS IN AGRICULTURE

Implementing transparent supply chains in agriculture is fraught with challenges that hinder progress toward greater accountability and sustainability, and are summarized in Fig. (**1**).

Fig. (1). Barriers to implementing supply chains in agriculture.

Complexity of Supply Chains

Agricultural supply chains are complex and require the participation of a large number of stakeholders from farmers to retailers. Such complexity makes it hard to establish clear lines of accountability and traceability. Different standards and practices may be applied at each link of the chain, resulting in inconsistency in

SUBJECT INDEX

A

B

C

D

E

F

G

H

R

S

T

U

V

W

X

Z

Kumud Shukla

Dr. Kumud Shukla is an Associate Professor at the School of Agriculture, Galgotias University, Greater Noida. She holds a Ph.D. in Agri-Business Management from Sam Higginbottom University of Agriculture, Technology and Sciences, an MBA-ABM from Lucknow University, and an M.Sc. (Ag.) in Crop Physiology from Acharya Narendra Deva University of Agriculture and Technology. With over 13 years of experience across academia and industry (BRIATS, MAC Krishi Jagran, ISAP, ITSL, SVWS), her research and project work focuses on agri-marketing, tech-driven supply chains, agribusiness, rural development, and entrepreneurship. She has guided Ph.D. scholars, coordinated collaborations, published 92 publications, received multiple awards, and holds three Indian and two UK patents.

H.S. Gaur

Prof. (Dr.) H.S. Gaur serves as a Distinguished Professor in the School of Agriculture at Galgotias University. With an M.Sc. and Ph.D. from IARI, New Delhi, and LL.B. from the University of Delhi, he is an eminent nematologist, teacher, researcher, and manager of higher education institutions. During the past 49 years, he has advanced fundamental and applied nematology and adopted digital technologies for documentation and knowledge transfer. He was a Visiting Scientist at Rothamsted Research, England, and has held key managerial positions as Project Coordinator, Dean & Joint Director, ICAR-IARI; Vice-Chancellor, SVPUAT, Meerut. He has over 350 publications to his credit. Dr. Gaur also helped in establishing agricultural universities and institutes in Afghanistan, Myanmar, and Nigeria.

Jyoti Yadav

Dr. Jyoti Yadav is currently serving as an Assistant Professor in the School of Agriculture, Galgotias University. She holds a Ph.D. in Plant Breeding and Genetics from Sri Karan Narendra Agriculture University and an M.Sc. (Ag.) in Genetics and Plant Breeding from Chandra Shekhar Azad University of Agriculture and Technology. She has around six years of academic and research experience, including applied research at Rajasthan Agricultural Research Institute. Her expertise includes crop improvement, wheat genetics, hybridization, heterosis, combining ability, and heat susceptibility studies in wheat. She has published research papers in reputed journals, including Q1 publications, and holds a patent in sustainable agro-waste management, reflecting her innovation-driven agricultural research.

Akhil Sharma

Dr. Akhil Sharma, M. Pharm., Ph.D., is presently working as Professor and Principal at R.J. College of Pharmacy, Raipur, Aligarh, U.P., India. He completed his Ph.D. in 2016 from Teerthanker Mahaveer University, Moradabad, U.P., India. He has been serving the profession of Pharmacy for more than 15 years. He has published numerous research papers in Scopus-indexed journals, presented at national and international conferences, and filed multiple patents. As an editor and author of several books and book chapters with leading publishers, he actively contributes to advancing pharmaceutical education, innovation, and healthcare technology.