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## Editorial: Shaping the Future of Social Sciences and Agribusiness Management

I am delighted to present this special issue of *AgriTech Today*, it is my honour to present a curated collection of thought-provoking articles that explore the evolving and interconnected domains of Social Sciences and Agribusiness Management. This edition reflects the critical role these disciplines play in addressing the complex challenges of agriculture and rural development in today's rapidly changing world.

In an era marked by technological disruptions, climate variability, shifting consumer behaviour and socio-economic transitions, the agribusiness sector requires a comprehensive understanding of not just the biological and technical aspects of agriculture, but also the human, behavioural, institutional and economic dimensions. Social sciences provide the lens through which we can analyse and improve the efficiency, equity and sustainability of agribusiness systems.

This special issue presents a diverse range of articles highlighting key themes in Social Sciences and Agribusiness Management. It covers gender and community empowerment, institutional innovations like FPOs and GI tagging and policy interventions such as Kerala's base price scheme. The edition also explores digital transformations in agriculture, including the Agri Digital Mission, vertical farming and digital literacy among livestock entrepreneurs, alongside insights into market volatility and reforms in digital education.

Together, these articles underline the importance of cross-disciplinary collaboration, demonstrating how insights from social sciences can enhance the effectiveness of agribusiness strategies, policies and innovations. The synergy between disciplines offers powerful tools for improving food security, farmer livelihoods, rural entrepreneurship and sustainable agricultural systems.

I extend my heartfelt gratitude to all the contributors, reviewers and editorial collaborators who made this issue possible. Your valuable insights and dedication to knowledge dissemination have enriched this publication. I also thank our readers for your continued support of *AgriTech Today*. Your engagement motivates us to keep exploring and sharing cutting-edge developments in agribusiness and social sciences.

I invite you to delve into the wide array of ideas and research presented in this issue. May it spark new thinking, meaningful dialogue, and impactful collaborations toward building a more resilient and equitable agribusiness landscape.

Happy Reading!

With warm regards,



Kiran Kotyal