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UTTARPRADESH AGROVISION - 2021



ith the fast changing economy and increasing impact of WTO on Indian agriculture, the significance of quick information access and exposure to latest products, technologies and marketing opportunities is of prime importance. AgroVision 2021 provided an opportunity for participants to showcase products, services, schemes and technologies to potential users and farmers. The Development Meet proposed as part of the event on the theme "Investment opportunities and growth potential in agro sector in Uttar Pradesh" helped in formulating a comprehensive policy to promote growth and investment in this sector. Recognizing the importance of an International level agri event in the country's largest state, Uttar Pradesh, and the overwhelming response from the industry and the Government of Uttar Pradesh, ICFA in consultation with all the supporting bodies organized AgroVision 2021 in Lucknow (India) from December 16 - 18, 2021 at the campus of Indian Institute of Sugarcane Research.

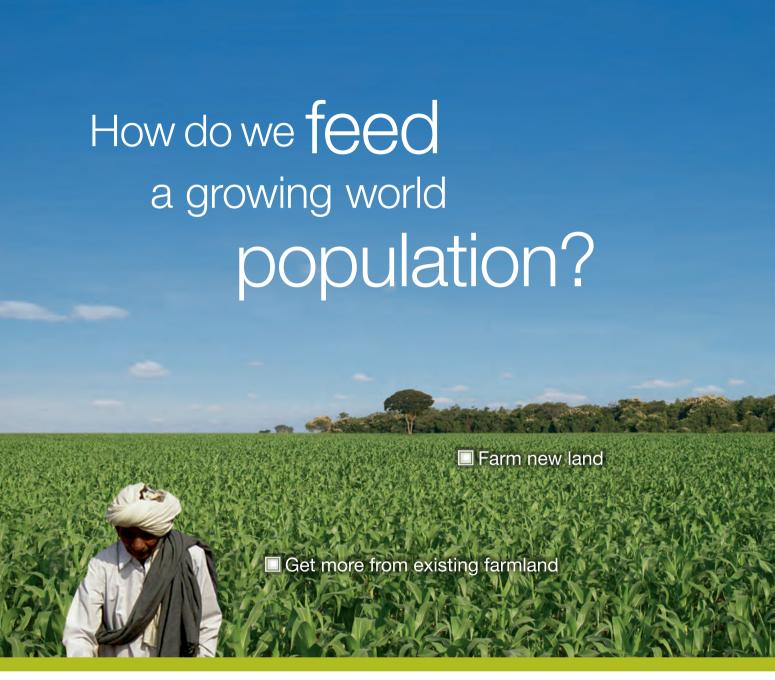
The event was organized with the support of the Government of Uttar Pradesh, and in technical collaborations with a large number of industry associations, national institutes and research organizations. Agro food industry experts, agri-specialists and key stakeholders in food, agriculture, horticulture, animal husbandry, fisheries and allied sectors from across the country shared their prized insights on available technologies, trade and business models and sector-specific innovations.



Objectives of AgroVision

- To provide exposure to farmers about the latest agri-input products, technologies, farming practices, government schemes, marketing and post-harvest management.
- To provide better awareness among the key stakeholders, industries and investors about the agricultural
 potential of the state, business opportunities available and the scope for investment.
- To provide platform to the national and international organisations in food, agriculture, animal husbandry, horticulture, agribusiness and rural development for linkages and partnerships.
- To provide a unique opportunity to reach out to over 50,000 progressive farmers from the State and other key stake-holders in food and agriculture sector of the country.
- To provide valuable opportunity for interaction with the top Government officials of India and the State government and policy makers to discuss issues and explore business opportunities in the State.
- To provide inputs for formulating appropriate farm and agro industrial policy for enhancing competitiveness, increasing productivity, improving post-harvest management, processing and infrastructure and agro exports.







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Inaugural Session (Date: 16th December 2021)

Dignitaries:

- 1. Shri Surya Pratap Shahi, Agriculture Minister, U.P.
- 2. Mr. Vivek Kumar, Director-Agri, Govt. of UP
- 3. Dr. Hira Lal, IAS
- 4. Dr. AD Pathak, Director, IISR
- 5. Dr. NK Dadlani, Advisor, ICFA
- 6. Dr. MJ Khan, Chairman, ICFA

Dr. MJ Khan welcomed all the guests and thanked govt. of UP for their support for organizing this event successfully. He pointed out that we have been importing oil seed crops and there is an increase of 33% in various seed crops production. He commended the State Government for procuring oil seeds under MSP.

Dr. NK Dadlani during his address wished that Agriculture minister may continue his tenure in the new government too so that UP's agri sector continue its pace and maintain its momentum.



Dr. Hira Lal believed that farmers are playing a significant role during these times. He discussed about the importance of FPOs and agribusiness. He said that central and state government are relying on FPOs to make agriculture and agri business more remunerative.

This was followed by book launch. The book, "Greenhouse Farming- Production and Conservation' by Naved Sabir was launched at the event.





Surya Pratap Shahi, Agriculture Minister during his address, thanked Dr. MJ Khan for organizing such mega event in capital of UP. Welcoming all the farmers in Lucknow, he mentioned that during covid period, the importance of villages and farmers have enhanced. He said that farmers worked hard to improve the production and productivity of commodities which helped in feeding the population during Covid. He also applauded the efforts of central government in the past 6 years to develop agriculture in the country. He pointed out that there was an increase of farm machinery in the state and the state has developed 4600 custom hiring centres. He stressed on the need to improve agriculture with best available technology. He thanked farmers of UP for producing record commodities in current financial year since independence. He mentioned that state government is providing latest seeds, farm machines, solar pumps on subsidy and developing ponds for the benefit of farmers.



He also presented his thoughts on "per drop more crop" and FPO formation. 90 FPOs were provided seed processing plant, worth of Rs. 60 lakh by UP government. He said continuous efforts have resulted in providing the best price of production to the farmers. He also discussed about the importance of organic/ natural farming. The government has regulated the supply of DAP and urea in the state. Irrigation system is also



developed, he added. State govt. has been honoured with various awards for their schemes and work done to improve agriculture. He said, the plain area of UP is irrigated by various rivers like Ganga, Yamuna, which is proposed to be the best plain for production in world. He added, sum of more than Rs. 2,53,000 Crore is directly transferred to bank accounts of farmers under PM- Kisan Samman Nidhi Yojna. He also presented his wishes for upcoming year.

Dr. A. D. Pathak, Director, IISR, presented vote of thanks and welcomed all the dignitaries and farmers at IISR premises.





DEVELOPMENT MEET



"Investment opportunities and growth potential in agro sector in Uttar Pradesh"

Library hall, IISR (16th December 2021)

Business Meet of all the important stake-holders was also held on December 16, 2021, which discussed the policy initiatives by India and importantly by the Uttar Pradesh State in farm and agro sector. The Business Meet focused on promoting private investments in farm machinery, production systems, animal husbandry, food processing, storage, marketing, agricultural services and agri infrastructure. The Government of Uttar Pradesh assured their assistance with project guidelines in the high business potential sectors such as fruits, vegetables, sugar and its byproducts, dairy, milk and milk products, processed food, poultry, biotechnology, storage, post-harvest, mechanization, seeds production and several other areas.

Setting the tone for the Development Meet, **Dr. MJ Khan, Chairman, ICFA** welcomed all the dignitaries and opened the discussion on Various Developments that needs to take place in Agriculture & Allied sector in the state of Uttar Pradesh. He started discussion and introduced all the dignitaries to each other.

In the introductory remark, **Sh. Alok Sinha, APC,** Agriculture shared his views on the development of Uttar Pradesh and presented his views on how to double the farmer's income by 2025. "Various schemes for the development of infrastructure, input growth were not found reaching the farmer's efficiently," he observed. He shared an idea on a model Product wise value chain,





where every Agriculture product has its own value. He suggested that farmers need to know and develope complete value chain process for their agriculture produce on their own. Further he was highly impressed with the growth of FPOs. "Only 6% of the farmers are utilizing Food Processing policies and it can go upto 20% in the next five years, through which we can increase exports and then income of farmer will automatically increase which will contribute towards GDP of Indian economy," he said. He concluded with his vision of joining markets and farmers and the mission to transform every Farmer into Entrepreneur.

Dr. S. K. Malhotra, Agriculture Commissioner, GOI presented his various insights for development of Uttar Pradesh through Virtual Mode. He expressed his concerns about safety and quality of the food that is available in the nation. He shared his various views, that how elimination of hunger is possible and shared various methods for ensuring food and nutritional security. He also encouraged farmers to utilize all the programmes, schemes and marketing infrastructure like Machinery, which are coming up with latest technology. He also urged farmers to use sustainable and integrated farming by which farmers can maintain their flow of

income by utilizing available resources. He encouraged farmers to get trained and implement practices like Apiculture, as there is increase in demand of honey. In the end he suggested farmers to implement more sustainable and Good agriculture practices for obtaining better results.

Mr. D. Narain, VC and MD, Bayer Cropscience Ltd., was impressed with the outstanding performance and growth exhibited by the Indian farmers. He urged farmers to adopt mechanization for making agricultural activities easier. He was concerned about water level, and he pressed to take action for increasing ground water level and sustainability. He also expressed his views on how digital agriculture technology can change the current Agriculture practices. He said Bayer Cropscience is also coming into Drone Technology in Agriculture where it is in high demand and can alter things very efficiently.



Dr. R K Tomar, Director, **Horticulture**, discussed about various methods for doubling farmers' income in state of Uttar Pradesh. He suggested that farmers give their attention to seed production of various crops which will eventually help them financially. He also briefed about various support and subsidy programnes on Seed



production for farmers offered by Government of Uttar Pradesh. He also brought attention to a new trend seen among farmers in UP. Their new interest on raising orchards of Jackfruit, Bael..., etc. is a welcome trend.



He stated that farmers are getting support through subsidies for diversification in agriculture. For Apiculture, Mushroom cultivation etc., 40% of assistance will be supported by Government of Uttar Pradesh. He recommended use tissue cultured banana saplings for getting better results. Along with banana he also suggested farmers to have Guava plantation and also said that they are going to have two centers of excellence in potato especially in Seed production. In the end he concluded with" if you want to see CULTURE See AGRICULTURE, if you want to see COLOURS see HORTICULTURE".

Dr. Anup Kalra, MD, Ayurvet limited emphasized on Diversified Agriculture. He said currently all the farmers are required to imbibe the traditional methods of farming along with current scientific methods. He encouraged farmers to engage in cultivation of medicinal crops considering the increasing demand for the same. While closing his speech he said he is ready to start a campaign to train and support Farmers on

Cultivation of medicinal crops along with Buy-Back guarantee.

Sh. Dhananjay Kumar Singh, Member, NCDC highlighted various problems faced by the farmers of UP. He acknowledged that the increasing cost of inputs was becoming a burden for the farmers. For the support of farmers he said that they have started Primary Agriculture cooperative society between two villages where farmers are getting exposure to trainings and support. He shared that in UP the major challenge for Export of produce is Logistics. He said if this challenge can be overcome then the Export of UP farm Produce will automatically rise. He informed that he had a discussion with the Chairman of NABARD and Chief Minister of Uttar Pradesh regarding direct export to international market along with the support of Government.

Ms. Khairul Nessa, ED, World Trade Centre shared her views on MoU signed, according to which world trade center will now have access to various Markets and universities for research purposes. She shared her extreme interest to work in Uttar Pradesh for the development of Agriculture sector. She also shared that currently WTC is connected with one billion businesses. She expressed her aim to take the advantage of present





technology where they can transform farmers into Entrepreneurs. She also highlighted that by 2030s, 811 million people will be facing hunger so, she will be taken upon herself the mission to feed the hungry. In the end she shared that the major challenge that she observed in Agriculture Marketing Trade is lack of infrastructure.

Mr. Sudhakar Tomar, President, Indo UAE Chamber of Commerce shared his views of doubling farmers' income gradually. He shared his views on farming techniques and asked farmers to implement past 500 years ago practices along with current technology. He said that if there are more FPOs, then they can connect this FPOs directly to Market.



Dr. Soumitra Das, India Director, International Zinc Association mainly highlighted that farmers need to pay high attention to soil nutrition. He said he observed that 40% of Indian soils are deficient in Zinc and 1/3rd soils of Uttar Pradesh are zinc deficient. He advised farmers to implement organic products with traditional methods. He shared that micronutrients are having higher taxation. He found major challenge in maintaining quality of food, he guided farmers to produce quality food for future generations.

Dr. Anil Kakkar, CEO, Sumitomo India Ltd shared views on how farmers can implement healthy agricultural practices for better results. He said farmers can take best example and implement the green technology which is being transferred from Japan to India. He believed that both Central Government and

state Government should work together for the benefit of Farmers which is the most important aspect for doubling farmers' income. He also urged farmers to maintain balanced farming practices towards obtaining better results. He also shared that farmers need to take note of each and every aspect of farming and also need to use Bio fertilizers and bio stimulations for eco farming.



Mr. C.V Singh, APEDA pointed out that major challenge of farmers is to Market their produce. He said they are currently supporting 50 FPOs in the state of Uttar Pradesh and is ready to support more. He guided farmers to grow more exportable products which can be exported at higher rates. He has taken highly exported products like Black Salt, Black Rice, Vegetables to European markets. He also mentioned a major problem for current Farmers is not having true seeds where the whole ecosystem is disturbed. He shared that they currently linked 7 FPOs directly to international buyers and also mentioned they are ready to join more also.





Mr. Niraj Subrat, Director, E&Y shared a presentation on how E&Y are benefiting people in various sectors. He also highlighted that producers need to emphasise on nutrients which are getting transferred into produce, which ultimately will be transferred to consumers. He also supported the organic practices and bio fertilizers for reducing usage of chemical fertilizers. He also shared that UP FPO Shakthi portal is helping farmers.



ICFA also signed two different MoUs during the Development Meet with World Trade Centre and Pratishta Industries.





Dr. M. J. Khan delivered vote of thanks and special dinner program for the CEOs of various eminent corporates was hosted at Hotel Renaissance, Lucknow.







Farmer's Workshop

Multiple free Farmer's Workshops were also conducted for farmers for all 3 days. The major discussions during these workshops were held on:

- · Pranam Kisan
- FPO: Role in Indian, sponsored by Sammunati Financials
- · Use of green chemicals, sponsored by Bayer.

Each workshop was attended by approximately 500 farmers.



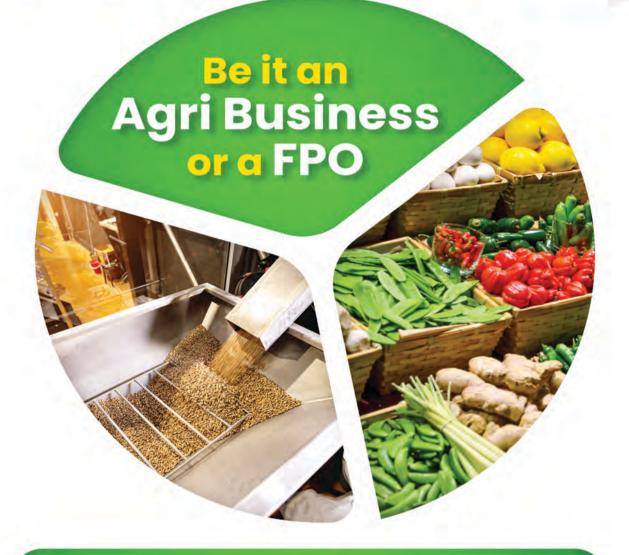


Exhibition

Being organized in an agriculturally significant state of the country, a large turnout, both of individual visitors and of exhibitors from across the country was witnessed. Over 10,000 farmers and rural functionaries, extension workers, government department officials, scientists, industry executives and VIP categories participated in three day event. The State Government mobilized a large number of progressive farmers to the event from different parts of the state. Approximately 10,000 farmers and visitors visited the exhibition.







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Concluding Session (18th December 2021)

AgroVision was concluded on 18th December, 2021 at IISR, Lucknow, Uttar Pradesh. It was aimed to enlighten the different areas of farming industry. It focused on challenges in agriculture industry and to transform the farmer's vision towards agriculture.

Dignitaries who attended the program were:

- Mr. Devesh Chaturvedi, ACS-Agriculture, Government of Uttar Pradesh.
- Dr. AD Pathak, Director, IISR
- Mr. HS Grewal, MD, Heavenly Farms
- · Dr. Narendra Dadlani, Advisor, ICFA
- Dr. M.J. Khan, Chairman, ICFA

Mr. Tushar Sharma, Director, ICFA, presented the bouquet to dignitaries.

Narendra Singh Tomar, Minister of Agriculture and Farmer Welfare, attended the concluding ceremony and was honoured.

Dr. MJ Khan, Chairman, ICFA discussed the future prospects in agriculture. He welcomed Narendra Singh Tomar, Minister of Agriculture and Farmer Welfare, and



thanked him for joining the ceremony. He talked about the value chain and supply chain. His speech was focused on the chain system in agriculture. He said that as branding is increasing, so there is increase in value addition and farmers should think of value condition. He talked about the FPOs and their benefits. He said that climate change has a major impact on agriculture system and it is a major topic of concern. He campaigned for Climate Resilient Agriculture. He urged tor a climate literacy program to be organized. He said that, 2023 will be regarded as Year of Millets, and this will be a great opportunity for Indian Agriculture as India is a major producer of Millets in the world. Increase in millet demand will lead to increase in revenue for India and better price for millets producers.

Narendra Singh Tomar, Minister of Agriculture and Farmer Welfare discussed on the agriculture in UP state.



He said UP is a major state in geographical, population, and agriculture point of view. He said he is happy to see UP is a major producer in field of agriculture and food. He pointed out that PM Kisan Samman Nidhi benefited 11.5 Crore farmers, out of which 1 Crore are from UP.



Through this scheme, Rs. 162000 Crore was credited to farmers account all over India, out of which Rs. 37000 Crore was credited to UP state farmers. He said that GOI has increased the MSP and created better marketing channels to the farmers. He also talked about the benefits of PM Fasal Bima Yojna and its characteristics. He said that UP Government has taken useful steps for the betterment of farmers of UP state. He said, previously no investor wanted to invest in Uttar Pradesh and but now investors are eagerly investing in Uttar Pradesh. He addressed the various challenges Indian Agriculture is facing. He also focused on climate change. He gave the example of Bundelkhand and said that previously this area was facing major challenges due to unfavourable conditions for farming, but now with the adoption of new technologies in agriculture, farmers are overcoming the challenges. He said that there is a need of expansion of horticulture opportunities in the UP state. He also talked about the marginal farmers and highlighted their challenges in agriculture. FPOs are emerging to prevent marginal farmers from facing financial issues in agri input. During his speech, he also talked about KCC ABhiyaan, announced by Prime Minister, Narendra Modi. During KCC Abhiyan, more than 2 core farmers were included in it and amount of Rs. 2 lakh 44 thousand Crore was provided as credit to the farmers. He also asked farmers to adopt micro irrigation technologies for

THE STATE OF THE S

efficient use of water resources in agriculture. He said to build better infrastructure for the farmers and the expansion of their opportunities. Atma Nirbhar Bharat and various areas focused under it also found mention in his speech. He mentioned budget sanctioned in various areas under this project. He illustrated the opportunities of organic agriculture, efficient water management and advanced agriculture, betterment of cows. He said Agrovision has worked for betterment of farmers and rural development.

HS Grewal, MD, Heavenly Farms congratulated ICFA for organising the event. He applauded the display of new technology especially drones which have multiple benefits like saving time and resources. He said more innovations are needed in farm machinery sector especially for weeding. He told about practical aspects



of organic farming. He suggested that amendment in food law 2011 is needed to avoid many clashes in agriculture. Chemicals complying with food laws should be allowed and recommended. He lamented the lack of research on organic agriculture in any University. "There should be some trainings on organic farming. There is totally vacuum on organic seeds", he said. He also suggested to avoid taxes on organic inputs. There is no provision for processing of organic products which is again need of hour. He also mentioned about global warming and how it can be controlled by organic farming.



Mr. N.K. Dadlani, Advisor, ICFA mentioned that all the inputs whether seeds, insecticide, fertilizers, along with latest technology like drones and credit institutions were present during AgroVision. He said that event was



farmer centric and there is need to plan more such events to benefit farmers.

Mr. Roshan Lal Tamak, ED and CEO- Sugar& Ethanol, Business, DCM Shriram said that sugar industry is now generating clean power and now contributing to government schemes for clean energy. Central and state government has developed the scheme very well and we will witness the result of this in upcoming 3-4 years. He talked about Satat Scheme of Central Government and urged for production of Bio-CNG as sugar industry can play major role in this. He said, sugar industry can be developed as agri processing hub because now-a-days, 40-50% sugarcane



is produced and inter cropping can be done along with sugarcane production. He also discussed about various schemes planned and run by DCM Shriram to double the farmer's income. He thanked Dr. MJ Khan & ICFA for bringing all major stakeholders on a single platform.

Book Launch:

Success Stories- A Journey of Stakeholders in Protected Cultivation by Naved Babir.



MoU Signing:

Mr. Tushar Sharma, Director, ICFA & Mr. K. Yadagiri Rao, Director, Techno Commercial.



12.

Pusthaahar



Best Stalls Awards:

1. Farm Machinery Display: Shaktiman 13. Services: Namami Gange and Rural Drinking 2. Overall Open Display: TAFE Water 3. 14. Farmer Mobilization Support: Department of Technology Products: Innotera Tech 4. Crop Protection: Bayer Crop Science Agriculture, Govt. of UP 5. Seed Company: Nuzivedu Seeds 15. Agro marketing: Mandi Parishad, UP 6. Soil & Plant Nutrition: Dyal Group 16. Processed Food through NGO: KVIB 7. Horticulture: Dept. of Horticulture, Govt. of UP 17. Farmers Partnership: Sumitomo 18 8. Agri Financial Institutions: Sammunati ICT in Agriculture: Elcomponics Financials 19 Host Institution: IISR, Lucknow 9. Non-agro sector: Indian Oil 20. Innovations: Syngenta 10. Central Govt. Organization: APEDA 21. Best Rural Bank: SBI 11. State Govt. Organization: Dept. of Agriculture, 22. Farmers Initiatives: Dhanuka Agritech Govt. of UP 23. Research and Development: Corteva

24.

Bio-agriculture: Neuglobal Upjavardhak



Programmes & Schemes of Govt: BalVikas





Mr. Devesh Chaturvedi, ACS, Dept of Agri, Govt. of

UP thanked all participants who had displayed their products in Expo. He also thanked Mr. HS Grewal, Dr. NK Dadlani & Mr. Tamak for giving thoughtful suggestions. He said state government is making various policies to uplift farmers to double farmers' income and to resolve the issues faced by them. He informed about new initiatives under Agriculture Infrastructure Fund. He added that whether FPO, individual farmer or Mandi



Parishad, 3% extra interest subsidy will be provided by the State Govt. which means total 6% interest subsidy for 7 years. He said new 600-700 FPOs to be formed every year by state government to benefit farmers. He said Rs.4 lakh was sanctioned for each 1500 cooperative society to develop infrastructure. He said FPO shakti will be developed in next 5-6 weeks. It will provide information about number of farmers, surplus production, etc.

Mr. NK Dadlani was invited to present Memento to Mr. Devesh Chaturvedi, Mr. H.S. Grewal and Mr. RS Tamak.

Ceremony was concluded by Vote of Thanks, delivered by Dr. MJ Khan.



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