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AT TURNS 25

It is with immense pride that I write this editorial. When I started off in Agriculture Today 15 years ago, I did not have the faintest idea what it had in store for me. Each year was a learning experience for me. When I look back, I do not regret the choices that I had made and I am happy with what I have become.

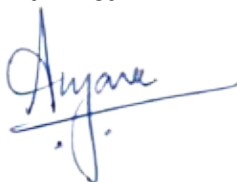
Agriculture Today engendered a knowledge led growth in agriculture. It changed the perspective of what an agriculture based magazine should be. AT treaded a different path than what used to be the norm. When most of them dealt with what fertilizer should be applied, what pesticide should be sprayed; we talked about policies, trade and markets. AT looked at those aspects in agriculture which until then was rarely viewed as part of agriculture, and demonstrated that the agricultural community as a whole has a say in policies and management.

The panel discussions that AT has engineered were highly successful and impactful. The sharing of ideas, success stories, new developments and research paved the way for holistic development. Exploring market trends, discussing opportunities and analyzing international developments paved the way for collaborations. These events brought forward a number of opinions and issues that had the potential to revolutionize the pace of agriculture development in India. Our sector specific, state focused and issue centered editions were very successful. We showed that there was space for every one to voice their opinions.

Whatever AT is today is because of our patrons, our readers and our team. What makes AT different is its contents. From the initial phase too, we were stickler to quality, and I have to thank our contributors who helped us to maintain that. It is not easy to survive steadily in a field like agriculture journalism for two and a half decades without a strong base. It takes commitment to quality, true content and most importantly loyalty to the field.

Agriculture Today has maintained a long and healthy relationship with its readers. Our readers have been the guiding light and have helped us to improve tremendously. I thank each one of them for their loyalty and faith in us. I would like to thank Dr MJ Khan for his guidance and support. I would like to thank my team Vinita Singh, Zaman Almas, Ayati Singh, Abdul Rehman, Ankit Kumar, Anil Azad, Tanya Kalra, Akash Bharadwaj, Asif Ali and Md Aijaz Afridi for their unstinting support and determination.

Thank You All!






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THE INCREDIBLE JOURNEY OF 25 YEARS OF AGRICULTURE TODAY

India has been predominantly an agrarian economy. Agriculture in India has been powerful engine for economic growth and rural transformation. From the Harappan civilization until few decades back, this primary sector has served as main source of livelihood for majority of population. Even now in two third of the under developed and developing countries of the world, agriculture is the mainstay of economy and providing livelihood to the majority of population. While India has grown leaps and bound in technology and services sectors in recent times, and its overall economic growth has been incredible, rising from 10th position to 5th in the last 10 years. It is racing to be the 4th largest economy by 2030, from its current level of \$4 billion. While, growth in industrial and more importantly the services sector, the contribution of agriculture to the GDP has come down to about 12% from 50% plus 50 years back, but the population dependent on the primary sector continues to be close to 50%. As such, agriculture continues to be critically important for the nation.

Transformation of Agriculture

Agriculture has been identified largely with the farming, which is central component of agriculture. However, the role of policy making, research and technology, extension system, marketing, inputs production and delivery, logistics and post-harvest management, and non-crop segments, such as animal husbandry and fisheries etc., and trade and agribusinesses, farm services, credit and insurance, and programs, entrepreneurship and administration etc. is equally important. All these stakeholders play important role in making farming productive and profitable. Looking at the phases of development to Indian agriculture, it can safely be described as traditional way of farming until the advent of the era of green revolution in late sixties, when the use of high yielding varie-



Dr. MJ Khan

Founder and President,
Agriculture Today Group

ties of seeds and chemical fertilizers led to quantum jump in production. Immediately, started the large-scale adoption of crop protection chemicals and farm machinery, soon followed by development of irrigation projects. With this started the journey of modern agriculture.

With farmers started getting quality seeds and inputs, and extension services and farming technologies, soon agriculture transformed from being merely a source of subsistence to profitable enterprise. It also brought prestige to India from being

ship to mouth situation during the first two decades after independence to soon the warehouses started overflowing with food grains. Today, India's agro exports at \$55 billion far outweigh imports at \$23 billion. In this journey of transformation, each segment from policy makers to research and academic to extension agencies and banks to marketing institutions and industries to public administration, all played important roles.

Launch of Agriculture Today

The sector continued to face absence of a convergence platform and a knowledge product, to provide timely and adequate information to creating awareness and opinions and to bringing the stakeholders to common understanding of issues and challenges, and influencing the decisions. While universities and ICAR system started technical journals and also news bulletin for farmers by DD and AIR, however, the need of a comprehensive publication, reporting from field to policy makers, and from industries to markets, and from technology institutions to trade and global developments, remained unaddressed, till Agriculture Today was launched as India's first news magazine on agriculture in 1998.

Launching the magazine, the then Agriculture Minister, Sh. Sompal said that the magazine should not only provide the





credible information, but, also play role in creating awareness and opinions, and in bridging the gap among the stakeholders. Within a year of its launch, Agriculture Today hosted the first ever Round Table on Farmers Issues and Agriculture Policies, participated by 25 plus Members of Parliament, and chaired by Sh. Sompalji himself, now as Member, Planning Commission. Dr. KL Chadha, DDG Horticulture and Sh. Pratap Narayan, then then DG Fertilizer Association of India, both of whom, who were part of the magazine's launch program, were also present in that RTC. How fortunate we are that all three of them are part of the silver jubilee celebrations today in New Delhi.

State Special Issue

While, we brought out few special issues on horticulture, seeds, farm mechanization, dairy etc., but, our immediate goal was to reach out to the states, as agriculture is the state subject in India. Soon we landed in Hyderabad in July, 1999 to bring out the special issue on AP Agriculture. The first meeting with then Chief Minister, Sh. N Chandrababu Naidu, transformed into a personal bond and relationships that we cherished till date. The Minister of Agriculture, Sh. VS Rao, who had attended our



Policy RTC in Delhi in April 1999, played important role in facilitating the special issue. This was followed up by another special issue, this time on Uttar Pradesh, and another Policy RTC in the year 2000 in New Delhi, again participated by over 2 dozen MPs and a number of ministers, including the environment minister, Sh. Suresh Prabhu. The relationship with Sh. Prabhu became

AGRI NEWS SERVICE

Realizing the importance of digital platforms in providing quick information in easy format, Agriculture Today started in 2005 the Agri News Service, a compilation of news from public sources, and sharing by email to the large database, and in the year 2017, the Agri news Network, a video and text format news coverage, disseminated through social media platforms. The network of reporters from across the country forms the primary source of information for ANN.

intensely close, and we continue to cherish it till date.

We started our third major program of organizing National Convention of Farmers, and the first one was organized in the year 2001 at IARI in New Delhi. Same year we brought special issue on Gujarat agriculture. The then Secretary of Agriculture, Gujarat, Dr. PK Mishra, who was the key person in the success of this endeavor, became the Secretary of Agriculture, Government of India in 2008. Today, as the Principal Secretary to the Prime Minister, he is the only Cabinet Minister rank officer in the country, and playing central role in

shaping the future of the country.

Country Special Issue

After institutionalizing the annual events of policy round tables and the farmers' conventions at New Delhi, and special issues on different themes and on different states, it was time to focus on global agriculture. And soon in the year 2002, we headed to Israel for a special issue on that country, to report on its advances in irrigation management, agtech and precision agriculture. The success of this initiative was so much that we decided to bring out special issues on other agriculturally important countries. And thus we initiated engagement with other countries and so far, we have brought out special issues on US, Denmark, France, Italy, Spain, Germany, Netherland, Belgium, Poland, China, Japan, Taiwan, Thailand, Turkey, Chile among others.

Events Coverage

Agriculture Today has also been part as Media Partner to various national and international events, and as exclusive coverage partner to different programs and as invitee to different policy consultation meetings. Agriculture Today team has also been extensively moving in the field to bring the news and stories from the farmers fields, from the market places and from the offices of the officials and important institutions. Agriculture Today's engagement with the industry has been very extensive and deep, working so closely with almost every company from seed to fertilizers to crop protection to farm machinery, irrigation to food processing and logistics. The magazine also cultivated close relationship with research and academic institutions to banks and developmental bodies, and from bi-lateral to multilateral institutions.

Leadership Awards

In the year 2008, Agriculture Today Group took another major decision of starting leadership awards in agriculture to recognize the important stakeholders for their outstanding roles. Series of long consultation meetings took place with none other than the father of India's green revolution, and beloved to all of us, Prof. MS Swaminathan. Together



we conceptualized, Agriculture Leadership Summit, and Leadership Awards, as part of the program. The Summit OC was chaired by Prof. Swaminathan himself, while Awards Committee was chaired by the Governor of Haryana, Dr. AR Kidwai.

In the 1st Leadership Summit, we had who's who of Indian agriculture. While the inaugural function was graced by the Governor, Haryana, Dr. Kidwai and the Governor of MP, Sh. Balram Jakhar, the Awards were presented by the then Speaker Lok Sabha, Sh. Somnath Chatterjee. Among the recipients were Father of Green Revolution, Prof. MS Swaminathan; the Father of White Revolution, Dr. V Kurien; Father of Horticulture Revolution, Dr. KL Chadha and Father of Pusa Basmati, Dr. EA Siddiq; former DGs of ICAR, Prof. VL Chopra and Dr. RS Paroda; the pioneer of seed industry in India Padmashri Dr. BR Barwale, Chairman, Mahyco and pioneer of precision agriculture in India; Padmashri, Bhanwar Lal Jain, Chairman, Jain Irrigation, NABARD as an institution; and the Minister of Agriculture, Sh. Raghuveera Reddy, who received the Award on behalf of the State of Andhra Pradesh. We also launched the 1st Year Book on Indian Agriculture, which was compilation of the important articles, authored by eminent personalities, and analysis of trends and data to coverage of the important developments in agriculture during the year.

The journey of bringing special issues,

and covering important news and interviews, bringing out Agriculture Year Books, organizing annual policy round tables and farmers conventions, and holding the Agriculture Leadership Summit, renamed as Conclave in 2019, is still continuing. And today, we are part of 14th Agriculture Leadership Conclave, and also the 25th anniversary of Agriculture Today. The memories of the launch function in April 1998 at India International Centre, are still so fresh in my mind, as if this event happened only few years back. I am happy to see Sh. Somplaji, Sh. Pratap Narayan ji, Dr. KL Chadha, who were part of the launch function and the first RTC the very next year and also the first Summit, are also part of the silver jubilee. I am fortunate to have got whole hearted support of large number of people from all walks of life in the 25 years journey of Agriculture Today. Many of them are present on this occasion, and we are happy to felicitate some of them today, as we celebrate silver jubilee of the magazine. I am also thankful to all those who worked with agriculture today in the last 25 years and those being part of the current team. But, there is notable loss of Dr. Balram Jakhar, who remained solidly with Agriculture Today from the very beginning till his last. And our beloved Prof. Swaminathan. He is not with us today. But, his love and affection, his vision and guidance, his support and encouragement, continues to inspire and guide us.

A BENCHMARK FOR AGRICULTURAL JOURNALISM

I extend my warmest congratulations to the entire team at Agriculture Today on reaching the remarkable milestone of 25 years of dedicated service to the agricultural community. Agriculture Today has undoubtedly played a pivotal role in disseminating knowledge and fostering a sense of community within the agricultural sector. The publication has been a beacon of diversity, ensuring that every sector associated with agriculture receives the attention it deserves.

Over the past 25 years, Agriculture Today has been a faithful chronicler of the remarkable advancements in farming practices, the integration of cutting-edge technologies, and the promotion of sustainable approaches. These piv-



Ravinder Grover

Regional Coordinator- Asia,
Harvestplus-IFPRI

otal changes have not only shaped the industry but have also been eloquently captured and shared through the insightful pages of your esteemed publication.

The magazine's commitment to stay-

ing at the forefront of industry trends and developments has undoubtedly contributed to its success. The dedication to keeping the agricultural community informed and inspired has made Agriculture Today an indispensable companion for professionals, enthusiasts, and stakeholders alike.

As we reflect on this journey, I want to express my appreciation for the significant role Agriculture Today has played in fostering positive change within the agricultural sector. This commitment to excellence has set a benchmark for agricultural journalism, and I am confident that the magazine will continue to be a guiding light for the industry in the years to come.

CELEBRATING 25 YEARS OF SOWING KNOWLEDGE, HARVESTING WISDOM, AND CULTIVATING EXCELLENCE IN AGRICULTURE

In 1998, Dr. M. J. Khan, the visionary Chief Editor of Agriculture Today, embarked on a journey to cultivate knowledge and innovation in the agricultural landscape on behalf of the Centre for Agriculture and Rural Development. As a proud member of the governing body, I am delighted to witness the remarkable milestone of Agriculture Today completing 25 years of impactful service.

Agriculture Today has not only become a cornerstone for scientific research but also a vital resource for individuals engaged in agricultural businesses. The magazine's insightful content spans agricultural policy-making, roundtable discussions, and serves as a trusted advisor to the Government of India and international institutions seeking Dr. Khan's expert guidance.

Dr. Khan's unparalleled contributions to the agricultural sector and his extraordinary service to farmers have left an indelible mark. Agriculture Today extends its reach beyond scientists



Parsu Raman N.

Principal Scientist
M. S. Swaminathan Research
Foundation

and policymakers, making a significant impact on the younger generation within the agricultural fraternity.

In a recent development, Dr. Khan has initiated the ICFA, drawing recommendations from esteemed figures like Prof. M. S. Swaminathan and other senior agricultural scientists in India. The annual awards presented by Dr.

Khan recognize the outstanding contributions of scientists, business leaders, and policymakers in the field of agriculture, truly exemplifying his dedication to the farming community.

The international dialogues organized by Dr. Khan, featuring eminent personalities from various international organizations, showcase his commitment to fostering global collaboration. The introduction of the "World Agricultural Prize" in 2018, with its inaugural presentation to Prof. Swaminathan by former Vice President M. Venkaiah Naidu, and the establishment of the "M. S. Swaminathan Sustainable Award," awarded to Dr. William Dar, former Agriculture Secretary of the Philippines, highlight Dr. Khan's vision for recognizing excellence and sustainability in agriculture.

Congratulations to Dr. M. J. Khan and Agriculture Today for a quarter-century of dedicated service to the fields that feed our world!"

A BEACON IN THE AGRICULTURAL LANDSCAPE

Warmest congratulations on reaching the remarkable milestone of 25 years! As you reflect on this journey of unwavering commitment and transformative impact, I want to express my heartfelt admiration for the invaluable contributions made by Agriculture Today Group to the agricultural community and agribusiness industry. As we celebrate this remarkable silver jubilee, Agriculture Today Group India stands as a beacon in the agricultural landscape, embodying a commitment that goes beyond mere reporting.

Over the years, Agriculture Today has evolved from being a knowledge aggregator to a multifaceted entity—a knowledge disseminator, a policy advocate, a think tank, facilitator, collaborator, and a unifying force in the realm of agriculture. Its diverse content reflects not only sector-specific issues but also encompasses different states and countries, showcasing progress and offering



Dr Nutan Kaushik

Director General

Amity Food & Agriculture Foundation

valuable insights for emulation at national or regional levels.

Recognizing the complexity of a nation marked by diverse agro-ecological regions, crops, and languages, Agriculture Today has positioned itself as a central hub. The close relationship maintained by its working groups with farmers, industry stakeholders, and bureaucrats has been instrumental in identifying sec-

tor-specific challenges and advocating for them at the government level.

The establishment of the Agriculture News Service (ANS) and Agri News Network (ANN) underscores Agriculture Today's commitment to timely information dissemination. The annual Agriculture Leadership Summit, a cornerstone event since 2008, has consistently brought together key players to chart the course for sectoral growth.

A significant contribution has been the Agriculture Yearbook, initiated in 2008. Covering a wide array of topics, from policy issues and technological breakthroughs to business and market trends, environmental challenges, and global developments in farm and agribusiness, the Yearbook has become an indispensable resource.

Wishing you continued success and prosperity in the years to come.

Agriculture Today Group has become one of the leading thought leadership forums in the country. Agriculture Today magazine has been playing a critical role in highlighting the core issues of the sector. The annual leadership awards has been one of the most sought after event in the country and has been recognising people who have been contributing significantly to the agriculture growth story. The group has also been playing a key role in shaping the policy framework for the growth of the sector. I take this opportunity to compliment Shri. M J Khan and his team for the yeomen service for the growth of Indian agriculture. The various events organised by the group in the states have paved the way for not only discourse on key opportunities but also introduction of new technologies.



Dr.K C Ravi

Chief Sustainability Officer, Syngenta India; Chairman, Crop Life India



Padma Shri Dr. M.H. Mehta

(Chairman – National Working Group on Eco Agri / Organic Farming – ICFA, Chairman – The Science Ashram / Gujarat Life Sciences, Ex-Vice Chancellor – Gujarat Agricultural University)

It is heartening to know that Agriculture Today is 25 years old now. It has been making excellent tangible and intangible contribution in this vital sector of agriculture. The various articles, news items and interviews are the source of valuable information and motivation to all sections including Farmers, Researchers, Industries and Policy Makers. I have watched the progress and continuous improvement of Agriculture Today and hope that you will keep contributing with greater enthusiasm in the time ahead.

A NOTABLE CHANGE MAKER

Agriculture Today has always been on the forefront in giving voice to the agriculture stakeholders for the last 25 years. During this remarkable journey, the magazine has graduated to a unifying force in the field of agriculture.

The magazine has always been diverse with respect to its contents, making sure the sectors within agriculture is dedicated an entire edition where the stakeholders voice their opinions.

While Agriculture Today was primarily involved in dispersal of information, the magazine forayed into conducting events which brought together agricultural community onto one platform facilitating communication and collaboration. The various summits conducted by the ATG catapulted the magazine into a notable change maker. The annual Agriculture leadership summit organized by the group since 2008 has transformed into an important event in the national agricultural scene.



Dr. Inderjeet Singh
Vice Chancellor, GADVASU

Organisation of awards recognising the contributions and achievements of the doyens of agriculture sector is another commendable initiative of Agriculture Today, inspiring and motivating people who play seminal roles for bringing about a change in the existing system.

ATG has maintained close association with international community, helping to present India's agricultural achievements to the outside world and at the same time presenting opportunities

for Indian side to collaborate and cooperate with the world outside. The working groups associated with AT have been able to maintain a close relationship with farmers, industry and bureaucrats.

Agriculture New Service (ANS), Agriculture Yearbook and Agri News Network (ANN) have further augmented the agricultural knowledge dissemination amongst masses.

In a nutshell, Agriculture Today has been instrumental in forging meaningful association amongst agri stakeholders. The magazine has helped in expanding agro businesses, linking agri stakeholders, widening the network of agripreneurs, expanding market opportunities and widening the horizon of the entire agri segment.

I congratulate Agriculture Today on its 25 years of uninterrupted service to the industry.

WISHING SUCCESS

The transformation of agriculture in the country from subsistence to nutrition orientation has turned the tables on technocrats to concentrate from yield enhancement to food and nutrition R&D. The Food industries, institutions, and government policies are expected to shape the kind and combinations of food available to the consumers. What is now urgently needed is more focus on food technology, and global partnerships in the food and agriculture sector. This will unlock the full potential of Indian agri-foods sector, leading to the nutritional benefits, entrepreneurship development, thereby transforming the health and economy of the country. Nevertheless, the growth rate of food production as well as emphasis on nutrition need to consistently increase in tandem with population growth rate to achieve the twin goals of



Dr. C Tara Satyavathi
Director,
ICAR-Indian Institute of Millets
Research, Hyderabad

food and nutritional security. Additionally, the progress should be friendly to the environment, while mitigating the effects of climate change. The growth in food production should use sustainable technologies and food processing technologies need to provide affordable and convenient nutrition. There-

fore, the need of the hour is to synergistically connect agriculture and food sectors from initial supply chain level till delivery to consumer in a harmonious fashion. This calls for technical interface among experts from agriculture and food sectors and the Agriculture Today Group's conclave is an important step in this direction.

The 14th edition of the Agriculture Leadership Conclave, I hope would provide a meeting ground for agriculture and food technocrats, policy makers and entrepreneurs for discussions and deliberations on the challenges, solutions and opportunities to chart a roadmap towards sustainability and food and nutrition security. I wish Agriculture Today Team for completing 25 years in agriculture journalism and wish them all the success in coming years.

BRIDGING THE KNOWLEDGE GAP

Agriculture R&D, policy interventions, schemes and programmes developed by the Governments, market information and trends if conveyed to agri stakeholders at proper time can help in improving agriculture production and productivity. Agriculture Today arrived at the scene when there was no enabler who could aggregate the information from diverse sources and present it to the beneficiaries. Agriculture Today magazine was able to identify this gap and played a key role in not only disseminating this information on a national scale but also to connect the stakeholders effectively.

Many Hats

Agriculture Today was always on the forefront in giving voice to the agriculture community. It became a prominent force in agricultural media and dedicated twenty five years for disseminating information in the agricultural space. Agriculture Today has evolved from being a knowledge aggregator to a knowledge disseminator, a policy advocate, a think tank, facilitator, a collaborator and most importantly a unifying force in the field of agriculture.

Diverse Contents

The magazine has always been diverse with respect to its contents covering each and every sector associated with agriculture and giving experts in the respective fields a space to convey their opinions. The interviews of important stakeholders and stories of farmers, startups and organisations have been helpful. The state and country specific issues highlighted the progress achieved by them and showed how those can be emulated at national level or by other states.

Organising events is also another forte of AT which brought together diverse stakeholders onto one platform thereby facilitating exchange of ideas. The round table conferences that were held on particular topics started a movement which saw convergence of ideas,



Dr. Praveen Malik

CEO, Agrinnovate;
Former Animal Husbandry
Commissioner, GOI

knowledge and flow of information. The annual Agriculture leadership summit organized by the group since 2008 has transformed into an event that is keenly look forward to by the sector. The panel discussions planned along the side lines of the summits have been able to develop a road map for the respective sectors and that has also set in motion several policy changes.

Recognising the Achievements

Awards instituted by Agriculture Today acknowledged and felicitated achievers in many sectors. Categories like Programme leadership, Policy Leadership, Develop-

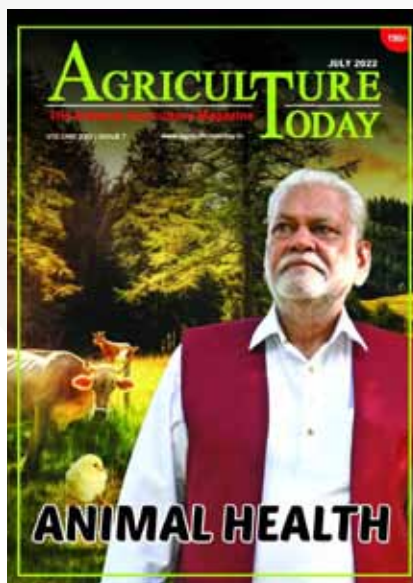
ment Leadership, Farming Leadership, Academic Leadership, Corporate leadership among many others were made the award ceremonies more comprehensive and meaningful. The awards recognised those who brought about transformational changes and touched the lives of many. These awards inspired and motivated people who were playing seminal roles for bringing about a change in the existing system.

Close Association with Stakeholders

The magazine has maintained a close relationship with all the stakeholders viz., farmers, industry and bureaucrats which has helped in identifying the problems associated with each sector and in turn has helped in campaigning for them at government level.

Also, the widely available Agriculture Yearbook has ensured wide coverage of topics related to a number of areas like policy issues, technological breakthroughs, business and market trends, trade and industry dynamics, environmental issues and challenges, global developments in farm and agribusiness, sector specific issues and analysis, emerging trends, future outlook, etc. The Year Books featured articles written by veterans on important subjects. The Year Book provided the readers with a creditable documentation of the year's achievements and an in-depth analysis of the agricultural scenario.

Last but not the least I would like to conclude with the fact that Agriculture Today has been an instrumental tool in forging meaningful association among agri stakeholders and brought about sweeping changes in agriculture domain.



A COMPASS GUIDING THE STAKEHOLDERS

"Agriculture Today" Magazine has been an invaluable resource that has significantly enriched my understanding of the dynamic world of agriculture. As a professional & working in Govt. sector, I have found this publication to be an indispensable companion in navigating the ever-evolving landscape of modern farming practices and technologies.

The magazine's in-depth articles provide timely insights into the latest advancements in agricultural science, sustainable farming methods, and emerging trends that are shaping the industry. The diverse range of topics covered caters to both novices and experienced agriculturists, offering a holistic view of the challenges and opportunities that define contemporary agriculture.

What sets Agriculture Today Magazine apart is its commitment to delivering accurate, well-researched content. The editorial team consistently engages experts and thought leaders, ensuring that the information presented is not only relevant but also backed by sound scientific principles. This dedication to quality has made the magazine a trusted source for



Dr. Arjun Singh Saini

DG Horticulture, Haryana

staying informed about best practices, crop management, and innovative technologies.

The magazine's emphasis on who's who have not only broadened my knowledge but also inspired positive changes in the service. It serves as a constant reminder that agriculture and environmental stewardship can go hand in hand, contributing to a more sustainable and resilient future.

The profiles of successful farmers, interviews with industry leaders, and on-the-ground reports bring a human touch to the content, making it relatable and inspiring. These stories serve as beacons

of motivation for those of us toiling in the fields, reaffirming that dedication and innovation can lead to prosperity in agriculture.

The magazine's commitment to embracing technological advancements is particularly commendable. The regular features on precision farming, agtech innovations, and the integration of artificial intelligence in agriculture have been very interesting. It has prompted me to explore and adopt new technologies on my farm, resulting in increased efficiency and productivity.

In conclusion, Agriculture Today Magazine stands as a beacon of knowledge, a compass guiding all type of stakeholders through the complexities of modern agriculture. Its commitment to quality content, sustainability, and technological innovation makes it an indispensable companion for anyone passionate about farming. I wholeheartedly recommend this magazine to fellow farmers, agribusiness professionals, and enthusiasts who seek a comprehensive and reliable source for navigating the ever-evolving world of agriculture."

A SEMINAL ROLE IN FOSTERING MEANINGFUL ASSOCIATION

Agriculture Today disseminated policy interventions, schemes and programs developed by the governments, generated reliable market information and showcased trends and global opportunities across India. Agriculture Today's role as a knowledge aggregator is commendable, and so also its role in giving voice to the agriculture community and the agribusiness industry. Covering diverse sectors in agriculture, different states and countries, Agriculture Today magazine also gave veterans, policy makers, scientists, entrepreneurs, corporates, NGOs, farmers and startups a space to voice their opinions. While Agriculture Today was primarily involved in dispersal of information, the



Dr. Pramod Kumar Rai

Director, ICAR - Directorate of Rapeseed-Mustard Research

magazine also made stupendous efforts in conducting events such as annual Agriculture leadership Summit which brought together diverse stakeholders onto one platform thereby facilitating communication in

real time. Development of Agriculture New Service (ANS) by Agriculture Today on a daily basis has given the stakeholders in agriculture a glance at the agriculture segment of any particular day with least effort. Agriculture Yearbook by Agriculture Today has provided the readers with a creditable documentation of the year's achievements and an in-depth analysis of the agricultural scenario. Overall, Agriculture Today played a seminal role in fostering meaningful association among agri-stakeholders, in expanding agro businesses, widening the network of agri-entrepreneurs, expanding market opportunities and widening the horizon of the entire agricultural segment in the country.

DIVERSE IN CONTENT AND PRESENTATION

Indian agriculture is undergoing transformation due to technological innovations, modern cultivation techniques, sprawling urbanization, shortage of labour and climate change. The labour availability in agriculture is also expected to go down to 26% of total workforce by 2050. Factors such as climate change, population growth and food security concerns have propelled the agricultural industry into seeking more innovative approaches to protect and enhance crop yield. These changes offer unique challenges and opportunities to transform agriculture to more productive, economically remunerative, socially equitable and environmentally sustainable through adoption of smart mechanization technologies.

Agricultural mechanization plays a key role in improving agricultural production in developing countries, and is considered as an essential input to Indian agriculture. Proper use of mechanized inputs into agriculture has a direct and significant effect on production, productivity and profitability on agriculture farms, along with labour productivity and quality of life of people engaged in agriculture.



Dr. C R Mehta

Director, ICAR - Central Institute of Agricultural Engineering, Bhopal

Agriculture R&D is a crucial determinant of agricultural productivity and production. So are the policy interventions, schemes and programmes developed by the governments. Market information, trends, global opportunities and trends together contribute to a productive and profitable agriculture. Agriculture Today magazine has played a key role in not only disseminating this information on a national scale but also to connect the stakeholders effectively. Slowly and steadily, Agriculture Today has gradu-

ated from being a knowledge aggregator to a knowledge disseminator, a policy advocate, a facilitator, a collaborator and most importantly a unifying force in the field of agriculture.

The magazine has always been diverse with respect to its contents and dedicated one entire issue on farm mechanization in which the veterans, policy makers, scientists, entrepreneurs, corporates, NGOs, farmers and startups are given space to voice their opinions. The annual Agriculture leadership summit organized by the group has transformed into an event that is keenly look forward to by the sector. AT also organised awards associated with agriculture sector. While the existing awards at national level honoured scientists, AT identified and brought forward many sectors that needed felicitation and acknowledgment. Hitherto unheard categories like Programme leadership, Policy Leadership, Development Leadership, Farming Leadership, Academic Leadership, Corporate leadership among many others were aligned to make the award ceremonies more comprehensive and meaningful.



www.agriculturetoday.in

FOSTERING A SENSE OF CAMARADERIE

Over the last 25 years, Agriculture Today has evolved from a humble knowledge aggregator into a powerful force shaping the narrative of Indian agriculture. In an era dominated by localized media, the magazine emerged as a unifying voice, bridging the gap between diverse languages, regions, and agricultural practices across 15 agro-ecological zones. From its inception, Agriculture Today went beyond mere information sharing and became a catalyst for change, transforming into a knowledge disseminator, policy advocate, think tank, and a crucial unifier within the agricultural landscape.

The commitment to showcasing every facet of agriculture dedicated entire issues to various sectors, giving voice to veterans, policymakers, scientists, entrepreneurs, and the farming community. These editions became treasure troves of insights, covering trends, policies, and the roles of both public and private sectors. Beyond print, their engagement expanded into live events, sparking vital conversations and collaborations. Round table conferences and summits acted as



**Padmashree
Prof. (Dr.) Arvind Kumar**

President, Society for Rapeseed Mustard Research,
Former Founder Vice Chancellor
RLBCAU Jhansi, DDG (Ag.
Education) ICAR. Director ICAR-
DRMR Bharatpur

platforms for convergence, driving tangible change through panel discussions that shaped sectoral roadmaps and influenced policy shifts.

Initiatives were also taken to recognize excellence within the agricultural sphere, introducing awards that celebrated trailblazers across diverse categories, acknowledging their transformative contributions. Collaboration with the interna-

tional community became a cornerstone of their efforts, fostering exchanges that showcased India's agricultural achievements while paving the way for global collaboration.

Agriculture Today stayed ahead of the news curve which led to the establishment of the Agriculture News Service (ANS) and the Agri News Network (ANN), ensuring conversations with stakeholders with minimal effort. The Agriculture Yearbook, introduced in 2008, served as a comprehensive documentation of the year's achievements, offering insightful articles by eminent personalities, data analysis, and an in-depth exploration of agricultural scenarios.

Above all, Agriculture Today has been instrumental in fostering a sense of camaraderie among agricultural stakeholders during the last 25 years, expanding businesses, connecting entrepreneurs, and opening doors to new opportunities, playing pivotal role in shaping the future of Agriculture.

My best wishes and congratulations on this occasion

"I am happy to learn that Agriculture Today magazine has completed 25 years. They remained the voice of the agriculture community for the past two and a half decades. With so much of diversity in climate, soil, cropping pattern, languages etc., Indian agriculture required a unifying voice which has been given by Agriculture Today.

It has played a key role in collecting and disseminating information effectively. The platform has connected the Agriculture fraternity i.e., Farmers Scientists, Industry, Government departments, Policy makers and also the media at National scale. It is admirable to note that Agriculture Today has maintained a close relationship



Dr Kalyan Goswami
Director General,
Agro Chem Federation of India

with farmers, industry, and bureaucrats since its inception which has helped in identifying the problems associated with each sector and in turn

has helped in lobbying for them at the policy level.

Apart from sector-specific issues, Agriculture Today has also covered different states and countries highlighting the progress achieved by them and highlighting how those can be replicated at the national level or by other states. It's irrefutable that Agriculture Today is the only Agriculture magazine that remained instrumental in amalgamating diverse stakeholders and helped in the growth of Agri business and also increasing productivity at farm level in the direction of achieving doubling farming income.

I wish the team of Agriculture today all the success."

RENDERING SERVICES FOR THE ALL-ROUND DEVELOPMENT OF THE AGRICULTURE SECTOR

It is heartening to say that Agriculture Today in the last 25 years has been able to spread its wing along the length and breadth of the country and made its presence felt among the farming communities and the agri industries. In just two and a half decade, the publication has seen a massive transformation i.e., from a humble knowledge aggregator to a knowledge disseminator for those associated with the sector and reaching the unreached. It has been able to highlight all relevant aspects of agriculture and allied sectors including breakthroughs in agricultural R&D, and their role in improving production productivity, profit ability and sustainability of farming practices; development and trends in the production and market value chains; trends and opportunities of the sector including income employment and market opportunities including export; schemes, programs and policy interventions of the governments and several others. It has



Dr. J. K. Jena

Deputy Director General
(Fisheries and Animal Husbandry)

been able to provide a platform for different stakeholders associated with the sector to share their expertise, experience and opinions. The covered stories of farmers, startups and organisations on the successful ventures are quite impactful and have been able to raise the confidence of other farmers and associated entrepreneurs. Of late, the magazine has also diversified its activity by conducting several events, thereby facilitating the stakeholders to deliberate on

key issues in physical platform. Further, the Agriculture Leadership Summit organised by the group annually for the last decade and a half, as an instrument of recognition of talents and achievers in different fields of agriculture and allied area has been something the stakeholders associated with the sector like to watch. The publication of agriculture year book in the last 15 years has been another significant output of Agriculture Today.

I sincerely believe that agriculture today will continue to render its services for the all-round development of the agriculture sector in the country through strong information outreach and forging linkage among the agri stakeholders through its expanded networks.

I wish all the best to the Editor, management team and everyone associated with the magazine Agriculture Today and its group

A STRONG VOICE OF THE AGRICULTURE AND FARM SECTOR

It has been a great pleasure knowing Dr. MJ Khan, Chairman – ICFA and President, Agriculture Today Group, a known figure in the area of agriculture and food sector. Our memories go down to the lane almost two decades ago, when Dr. MJ Khan was proactively working on Agriculture Today, a leading magazine to disseminate the knowledge, science and technology in the field of agriculture. He had planned similar initiative in the area of Livestock and Animal Health but could partially succeed, yet didn't lose hope and continued his journey in the animal health sector as well. The livestock awards served as a milestone in recognising him as one of the key players in this sector. The Agri-summits which Dr. Khan and his team have been organising clearly reflects his passion to create value to the Agriculture, Livestock and Food sectors. All Agri-summits have a strong presence of "PAT". The PAT here doesn't



Anup Kalra

Executive Director, Ayurvet Limited

denote Profit After Tax but presence of Political Administrative and Technical strong hold of our country and overseas.

As an organization, we have worked very closely with Dr. Khan in shaping several policies for the country which are now being actively pursued to bring value for the nation to improve the farm income. Dr. Khan also proactively participated in all the programs organized by our organi-



Mohan ji Saxena

Managing Trustee,
Ayurvet Research Foundation

zation including the Ayurvet Knowledge Symposium, KisanGoshti and shared his thoughts on rural economy and improving the farmer income through FPOs.

We wish to compliment Dr. Khan and his team for being a strong voice of the agriculture and farm sector for over 25years, which surely has helped in strengthening the sector. We wish & pray for success in all his future endeavours.

A COLLECTIVE JOURNEY OF MILLIONS OF FARMERS, ENTREPRENEURS, AND OTHER STAKEHOLDERS

With its vast arable land, India has long been recognized as an agricultural powerhouse. The sector feeds the nation and sustains a significant population, generating employment and contributing to the country's GDP. Over 70% of rural households depend on it for their livelihoods. However, the Agri community is plagued by several problems like global climate change, food security and nutrition, post-harvest storage issues, lack of proper farming equipment, inadequate infrastructure, credit accessibility, and thereafter widening the rural-urban income gap. It is therefore imperative to raise awareness about these issues and consciously address them on a public platform. This approach is also important to attract comprehensive investments that can contribute to the growth and sustainability of the agricultural sector.

Over the past 25 years, the Agriculture Today publication has been more than just a magazine; it has been a dynamic force contributing to the journey of the Indian Agri-sector. It has emerged as a mouthpiece for progressive farmers striving for innovation in farming techniques, turning conventional practices into successful agribusiness ventures. The magazine conducts analysis, covering a wide spectrum of the Agri supply chain & beyond like biotechnology, farm mechanization, seeds, fertilizers, farm credit, crop protection, horticulture, animal husbandry, food processing, agribusiness, research and extension, marketing, and high-tech agriculture etc. This pragmatic approach aims to tackle the key facets of the agrarian setup in India.

The magazine has played a crucial role in creating business networks and fostering connections among various stakeholders within the agricultural ecosystem. This collaborative approach has contributed to a more interconnected and dynamic agricultural community, facilitating the exchange of knowledge, ideas, and opportunities.



Anand Chandra

Co-Founder & Executive Director,
Arya.ag

Through its coverage of policy developments and insightful analyses, it keeps both agribusinesses and policymakers informed about each other's perspectives. This interaction has proven crucial in shaping policies that are not only farmer-friendly but also supportive of the needs and challenges faced by agribusinesses.

Highlighting "Success Stories" of farmers such as mastering the drip irrigation system, challenging gender norms by empowering women to become Agripreneurs and stories about re-integrating millet into our food chains, the magazine advocates for a sustainable and scientific

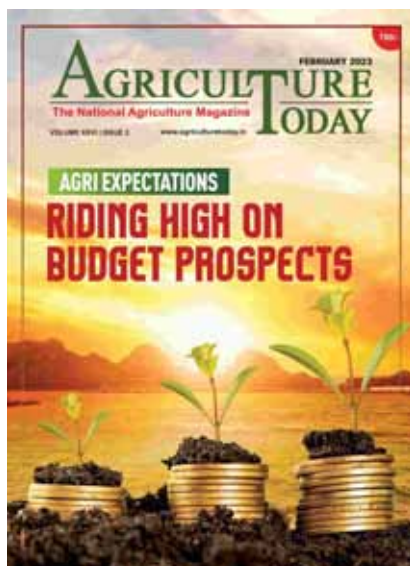
approach to Agriculture. It has featured stories and discussions on the successful adoption of organic farming methods, water conservation techniques, and eco-friendly pest control measures.

By showcasing these inspiring narratives, the magazine not only highlights the resilience and capabilities of women in the sector but also encourages a more inclusive and gender-equal approach to agriculture helping them to develop networks and increase confidence within the farming community.

Agriculture Today has always provided opportunities to Agri-tech startups like our Arya.ag enabling us to spread awareness and address the challenges prevalent in the agricultural ethos. A recent notable event was the "Hatching Hope for Economic Sustainability for Smallholder Farmers," where I discussed Arya.ag's role in boosting the growth of Farmer Producer Organizations (FPOs) by imparting crucial learnings through live cases & and facilitating working capital loans through commodity-based finance. These collaborations have seen remarkable success, with a noteworthy 4X growth in their revenue on a year-on-year basis.

The Group has also been tireless in its efforts to promote sustainable agri practices through seminars and conferences facilitating rational discussions across all spheres of the Agri domain. The Agriculture Leadership Awards, a yearly felicitation, stands as a testament to their dedication in recognizing and honouring the role models who have contributed to the sector's growth.

As Agriculture Today marks its silver jubilee, the journey is not just about the magazine itself but also the collective journey of millions of farmers, entrepreneurs, and other stakeholders.



AGRICULTURE TODAY – MY COMPANION

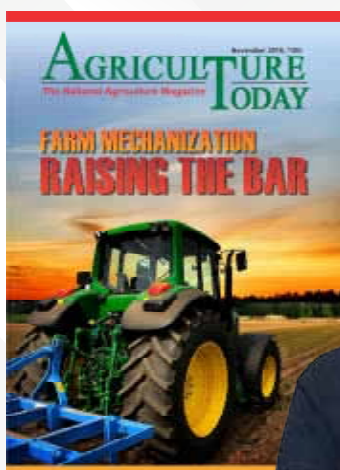
My tryst with Agriculture Today happened 15 years ago. I had completed my post-graduation in Plant Pathology from College of Agriculture, Vellayani, Trivandrum. I was not looking forward for a career that required me to be on field for the greater part of the day as my older son was still a toddler. I didn't want to be detached from the field either. I happened to find a vacancy for a copy editor in Agriculture Today in one of the online job portals. The job specifically mentioned that the candidate must be based out of Delhi, should be a graduate in agriculture and have good command over English. Staying in Kuwait and with no intention of relocating to Delhi any time soon, I applied anyway.

As it happens, AT has a special flare for gambles. It was not a time where options like Work from Home or Working at your own hours, existed. The industry was pretty much conventional and maintained 'in the office' routine, especially in fields like journalism. However, Dr MJ Khan took a chance and here I am, 15 years later, helming the affairs of AT!

At that time, I was based out of Kuwait and was given the option to work from there. My initial assignments were mostly restricted to content and I happily edited, wrote and created an office space in my living room. From Kuwait, I went to Brunei and from there I came back to India taking AT with me wherever I went. I travelled for AT and AT travelled with me.

My association with AT was long and eventful. We both grew together complementing each other and I became so used to AT, that I never thought of leaving. We became each other's companion. I evolved from being a copy editor to assistant editor, and then to Executive Editor and Group Editor. Dr Khan has always been a mentor and a guiding force for us in AT. His vision has kept AT alive. It is amazing to see how this sectorial magazine has spread its wings and reached enviable heights.

Throughout my career I met many



interesting people. Some were courteous enough to accommodate my requests on behalf of AT. Some were very appreciative of the work that we were doing. Some were apprehensive about what we were doing! The idea that we are publishing an English magazine in agriculture was hard to believe for many. Some even were curious to know the readers of this magazine. Besides those apprehensions we grew like a strong oak with deep roots to our readership base. Today we are circulating far and wide without any restrictions.

In this journey, I connected with many stakeholders in agriculture from farmers to ministers, from students to Vice Chancellors, from NGOs to Corporates and many others. The diversity of agricultural community baffled me. Their areas of interest were different. I have never seen any domain as agriculture with so much diversity and range. AT was able to satiate their curiosity in a large way. We catered to their needs and made this space smaller and easy to communicate.

The summits we organized were infact a cauldron from where knowledge, ideas and concepts were constantly churned out. The points that emerged from the summits if summarized and implemented could address many of the issues and challenges existing in the agri sector. The panel discussions, round table conferences and seminars were also a meeting point for the agricultural community aiding to develop camaraderie and connections.

What has made AT stand strong and steady in this space, is our commitment and a deep understanding on the subject. But most importantly I would consider, Dr Khan's deep understanding of the subject and sector, had a bigger role in it. His analyses and acumen have helped me and the magazine to focus on pertinent subjects, ask the right questions and bring forward the relevant topics for the stakeholders to ponder upon. It is always a possibility to drift away from the initial excitement and to settle in our comfort zones. But Dr Khan's constant engagement and interventions made sure that the magazine explored newer territories and AT constantly reinvented itself.

So here we are twenty five years later, strong as an ox and steady as a rock. AT has today diversified into many segments and we intend to do so further in years to come. We are not wary to tread new paths. We are not the ones to shy away from difficult premises.

We will remain so for many years to come. I thank Dr MJ Khan and my dear team to have supported me and imposed faith in me.

Anjana Nair
Group Editor,
Agriculture Today

A TORCHBEARER TO AGRICULTURAL COMMUNITY

Over the past 25 years, Indian agriculture has undergone a remarkable evolution, transforming itself into a dynamic and forward-thinking sector. This evolution has not only been evident in the agricultural practices on the field but has also extended its influence into diverse realms related to agriculture. The sector has emerged as a hub of thought leadership, pioneering innovative solutions to address contemporary challenges, and promoting sustainable practices. We, as a nation have come a long way from a scarcity driven policy making to a confident and aggressive mindset, resulting on one hand, the government assurance of free ration to 85 Crore Indians for years, now to an ambition to be a major supplier of food to the world. While, as a nation, we have a long way to go in growing agriculture, we see the future with a lot more optimism. As what we see today, the sector stands as a testament to the dedication and innovations of leaders who have significantly contributed to the nation's agricultural advancement. Our visionary leaders have played a pivotal role in shaping



Raju Kapoor

Director- Public & Industry Affairs,
FMC India

the landscape of Indian agriculture, driving progress, and fostering resilience.

The role of media cannot be underestimated in bringing the growth of the sector and giving it a voice, highlighting the various challenges and achievements in the 21st century. Publications such as Agriculture Today are among the most reputed media platforms in the country and have grown leaps and bounds in the past few years while bringing forth the intricacies of agricultural practices to a broader

audience. Beyond merely highlighting the challenges faced by farmers, Agriculture Today has been a torchbearer, showcasing innovative solutions developed to overcome these challenges. This way, it has played an extremely important role in touching upon the facets of agriculture that the world needed to see. The publication has been at the forefront of covering developments by industry leaders such as FMC India, shedding light on technological advancements that directly impact farmers. By doing so, the publication has not only kept the farming community abreast of the latest innovations but has also contributed to the larger interest of farmers by facilitating informed decision-making.

As we extend our warmest congratulations to Agriculture Today, on this significant milestone of completing 25 glorious years, we look forward to witnessing the continued success and influence of the platform in shaping the narrative of Indian agriculture for generations to come.

COMMITMENT, COLLABORATION AND PROGRESS

In a country boasting 15 agro-ecological regions, close to 130 million farmers, a rich tapestry of crops, diverse cropping patterns, and a linguistic diversity, the need for a unifying voice in Indian agriculture was evident. This need has been fulfilled by Agriculture Today for the past 25 years. Agriculture Today has stood at the forefront, amplifying the voices of the agriculture community and the agribusiness industry.

Today, evolving beyond its initial role, Agriculture Today has transformed into a knowledge disseminator, a policy advocate, a think tank, a facilitator, a collaborator, and, significantly, a unifying force in the agricultural domain.

Agriculture Today has played a pivotal role in fostering meaningful asso-



Deepak Pareek

Agriculture Economist & Founder,
HnyB Tech-Incubations Pvt. Ltd.

ciations among agri stakeholders and fostering camaraderie within the community. The magazine's impact extends to the expansion of agro-businesses, the establishment of crucial links among agri stakeholders, the broaden-

ing of the network for agripreneurs, the creation of new market opportunities, and the overall expansion of horizons within the agricultural segment.

As we celebrate 25 years of Agriculture Today, I would like to take an opportunity to congratulate the team and Dr. M J Khan for his vision. It is pertinent for all of us to recognize Agriculture Today's instrumental role in shaping the narrative of Indian agriculture, uniting diverse voices, and contributing to the growth and connectivity of the entire agricultural ecosystem. Cheers to two and a half decades of commitment, collaboration, and progress in the service of agriculture, and looking forward to many more years of continued success."

A VANGUARD IN DISSEMINATING INFORMATION

Agriculture Today Magazine is a renowned publication that stands at the forefront of delivering exceptional content for the Indian agricultural industry. They comprise a great team including passionate editors, writers as well as journalists, who are deeply invested in farming sector, and as a result consistently providing informative articles. Being India's premier agriculture magazine, it provides the updates on news and analysis on topical issues of national and international significance in agriculture. The magazine analysis sectorial concerns encompassing bio-technology, farm-mechanization, seeds, fertilizers, farm credit, crop protection, horticulture, animal husbandry, food processing, agribusiness, research and extension, marketing and high-tech agriculture concerns to tackle the key facets of agrarian set-up of the Nation. Through their diverse range of media platforms, including our digital products, agri-news network and online presence, they provide updates regarding relevant content on regular basis.

Agriculture Today organizes the prestigious Agriculture Today Summits, being the premier event in India's agricultural calendar with focus on different sectors thus bringing together a number of stakeholders like producers, policymakers, ministries, bureaucrats, experts, and industry leaders.

As the detailed prospects on the ad-



Dr. Ajeet Singh Tomar
President-R&D
Dhanuka Agritech Limited

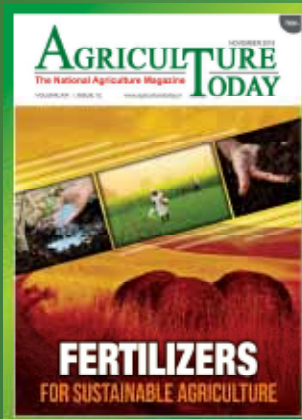
vancement of novel and innovative possibilities in the farm sector and its allied areas has become quite significant, the magazine helps in disseminating such information to the grassroots and to all such agencies, institutes, organizations and stakeholders in the industry, keeping them abreast with latest developments in the field of agriculture and agribusiness. Over the last 15 years, the magazine has addressed national issues simultaneously highlighting the problems related to climate change, cropping pattern, adverse prevailing conditions of agricultural laborers, use of poor quality seeds, agricultural marketing, comprehensive and inclusive policies backing farmers, agribusiness and rural development all around the globe. It has gained a readership base of over three lakhs and has successfully entered its twenty fifth year

of publication.

Agriculture Today has evolved to become one of the highly meaningful and ideal platforms for sharing comprehensive data on the market and industry, economic, national round table on farmer's issues and agriculture policies, scientific advances, new agri-input products, new technologies, and analysis on the developments in agriculture. The magazine acts a vanguard in highlighting all the contemporary issues like the consequential challenges on climate change, trade barriers for most of the consumer goods and dearth of cutting-edge technologies.

The readers comprise of policy makers, manufacturers, dealers, distributors of farm machinery, government officials, industry, research & academic institutions, embassies, extension agencies, financial and rural institutions, progressive farmers, agricultural experts and other stakeholders in agriculture sector.

We, Dhanuka Agritech Limited, one of the leading Agrochemical company is 24 amongst the other partners of Agriculture Today Magazine, through which we gain access to a highly engaged and receptive audience in the Indian agricultural community. Join Agriculture Today Magazine in effectively reaching and engaging with your desired demographic audience in harness order to the immense potential of the Indian agricultural sector.



A BENCHMARK FOR AGRICULTURAL JOURNALISM

My hearty congratulations to Agriculture Today Magazine for completion of Twenty Five Years of long committed service to Indian farmer through its updated news and providing a vibrant platform for all the agriculture fraternity in the country. The contribution of Agriculture Today in bringing out topical and contemporary issues to forefront not only helped farmers, scientists and extensionist but also influenced public representatives, policy makers and private sector to address challenges in agriculture.

The Agriculture Today Group has played a significant role in providing a platform to bring together all stakeholders in agriculture to brainstorm issues and make a way forward towards achieving atmanirbhar krishi. With dissemination

of latest information through a magazine on the one hand and advocacy for betterment of agricultural systems on the other hand since more than a decade with great commitment is really commendable.



Dr. P. Chandra Shekara

Director General
MANAGE

mendable.

We, at National Institute of Agricultural Extension Management (MANAGE), believe that Agriculture Today Group has immensely improved agricultural extension systems through its up-to-date information services, knowledge sharing conferences, high-level meetings and fostered public-private partnerships in agriculture sectors with its advocacy activities in the country. We also believe that Agriculture Today Group will continue the legacy and introduce innovative activities converging efforts of all players in agriculture. I congratulate Agriculture Today Group Team and its Leadership for celebrating Silver Jubilee Celebrations for their successful completion of 25 years of service to farmers in the country.

A KEY KNOWLEDGE DISSEMINATOR

Indian agriculture has made significant strides from being a begging bowl for food after independence to a net exporter of agriculture and allied products earning significant foreign exchange besides meeting the food requirements of the growing population. Total food grain production in the country was a record 315 million tonnes during the last year and the export earnings reached US \$ 50 billions. India is a global agricultural powerhouse. It is the world's largest producer of milk, pulses, and spices, and the second largest producer of rice, wheat, cotton, sugarcane, farmed fish, sheep & goat meat, fruit, vegetables and tea.

Rainfed agriculture in the country occupies 51% of the net cultivated area. Significant area under pulses, oilseeds, nutritious cereals, cotton is cultivated under rainfed situations. About 35% of area of fruits and vegetables is rainfed. Rainfed regions are home to two thirds of animal population and source of livelihood for millions in the country. The average productivity of several crops in India is quite low particularly under the rainfed

conditions. Providing enough and quality food for the ever growing population and ensuring respectable income for farmers are some of the major challenges.

There is a need for enhancing productivity and income from the farm sector. Efficient utilization of natural resources, cropping intensification in resource endowed regions, diversification to higher-value commodities, expanding agro-processing, developing value chains, etc., are some of the aspects requiring attention. Development of cutting edge tech-



Dr. Vinod Kumar Singh

Director
ICAR-Central Research Institute for
Dryland Agriculture

nologies with focused research efforts, strengthening the extension systems and innovative delivery mechanisms and effective use of information technology can help in technology development and their dissemination.

Aggregating the information from diverse sources and synthesizing it from the perspective of stakeholders is a key in today's world, and Agriculture Today magazine is effectively delivering the responsibility. Besides, the magazine is also contributing as knowledge disseminator, policy advocate, facilitator and creating platform for diverse players for exchange of information. I am glad to know that Agriculture Today Group is celebrating 25 years of its establishment and organizing 14th Agriculture Leadership Conclave-2023 on Sustainable Agriculture Systems for Food Secure Planet bringing key functionaries of Global and Indian agriculture systems on one platform to deliberate upon key issues and preparing a roadmap to sustainability and food security. I wish the group all the success.

A LEADER ON AGRICULTURAL TOPICS

It gives me great pleasure to contribute to this edition of agriculture today, a magazine that has been a leader on agricultural topics and which has contributed significantly in the dissemination of information on agriculture related topics for more than a quarter century.

The publication's association with the International and diplomatic community has made it possible, over the years, to further enhance co-operation between India and other countries in the field of agriculture. This collaboration is even more important today as we face a worsening global food security situation, being aggravated by climate change.

At the G20 meetings, under India's chairmanship this year, where Mauritius was a guest country we had a unique opportunity to address the challenges and to accelerate the transition towards a sustainable, equitable and inclusive agricultural system.

The launching of the "Millets And other Ancient Grains International Research Initiative" (MAHARISHI) under India's initiative at the G20 was indeed a laudable



H Dillum CSK

High Commissioner
Mauritius High Commission,
New Delhi

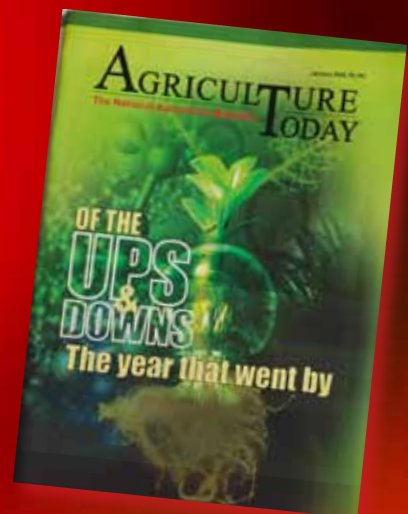
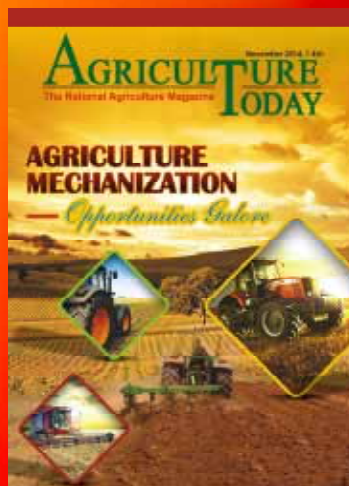
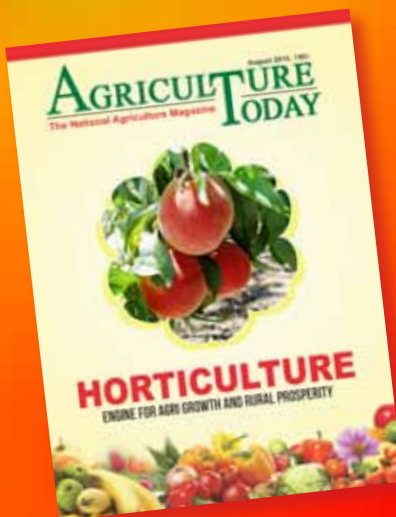
move to facilitate research and collaborative efforts on the climate resilient and nutrition grains as a way to find solutions the disruptions in the Global food supply chain.

Agriculture has played a major role in the national economy of our country since independence in 1968. All though it is no longer the largest contributor, the sector still contributes significantly to GDP, export earnings and employment. Over the years, the sector has evolved

substantially towards more modern and sustainable practices, where for instance, the sugar industry has graduated into the cane industry which includes production of refined and special sugars, alcohol and rum, while value added horticulture, fruits and vegetables and a variety of processed foods are now produced locally.

To face the challenges and food security, Mauritius has taken several initiatives towards import substitution, food processing, technology based farming and production of high end products. The Government of Mauritius aims at modernising the sector further through the adoption of latest technologies and enhancement of food quality and safety and the adoption of good agriculture practices and green agriculture concepts.

At the food coming Agriculture Leadership Conclave, Mauritius would be keen to established collaboration with stakeholders with a view to identify business opportunities in order to integrate new agriculture technologies that will boost efficiency and increase productivity in this sector.



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AT STATE SPECIALS

Agriculture Today has been particularly interested in showcasing the progress, achievements and developments taking place across the country. Bringing out state specific issues has not only helped in projecting the particular state's growth in agriculture on a national platform, but also helped other states to understand and emulate policies and schemes. Agriculture today has always played the role of a facilitator.

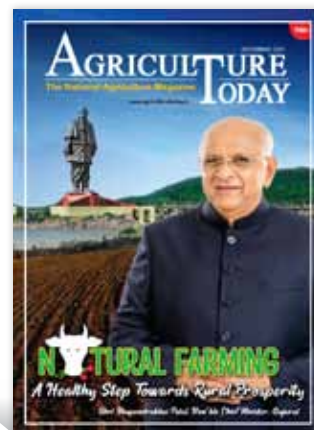


UTTARAKHAND EDITION

Uttarakhand is the first and only province in India which elaborated an organic farming policy. Their cooperative collective farming has also brought out some good results. The socioeconomic improvement initiatives by the Government of Uttarakhand in Horticulture, Medicinal and Aromatic Plants Cultivation, BAKRAW and UTTARA have become inspiring success stories. AT delved deeper into the state's agriculture scenario and brought out a rich and in-depth narrative.

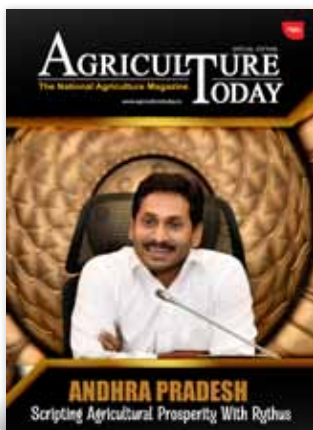
GUJARAT EDITION

The Gujarat edition focused on the promotion of natural farming initiatives for rural prosperity and health security. The state has made some exemplary overtures in the area of natural farming and is actively in the path of promoting the same.



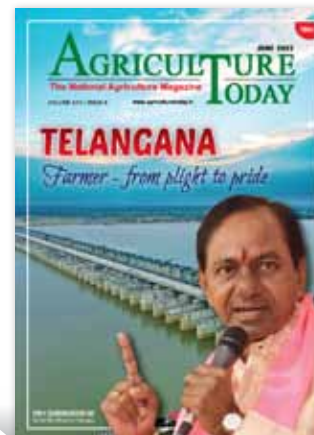
ANDHRA PRADESH EDITION

The edition focused on the phenomenal success story scripted collectively by the enterprising and industrious farmers, a supportive and encouraging state machinery and unique government initiatives like the RythuBharosa Kendra that are having an exemplary impact on farmers' prosperity and welfare. The RBK network with its Integrated Call Center and single window services to farmers has become a role model for other states.



TELANGANA EDITION

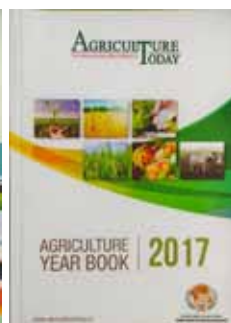
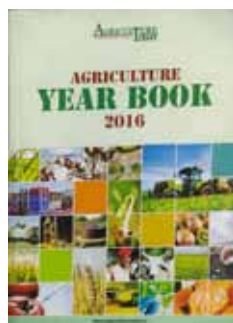
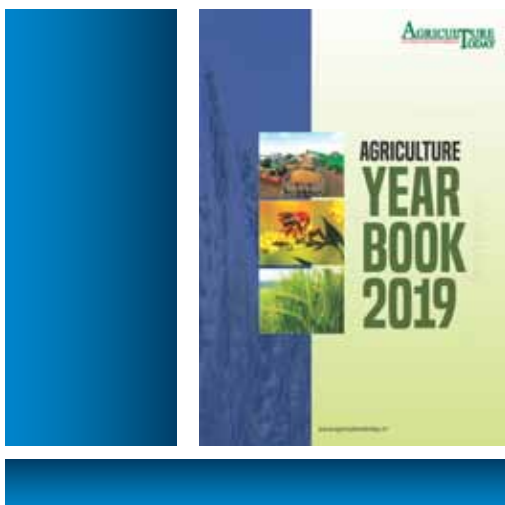
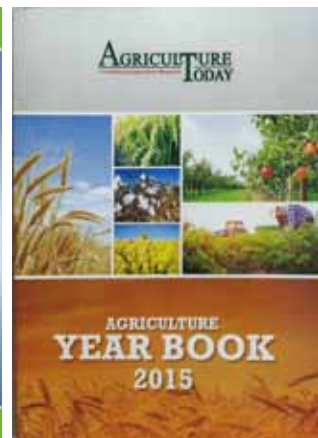
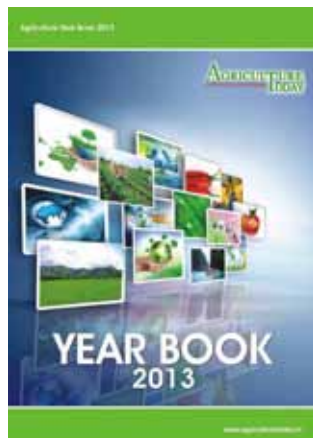
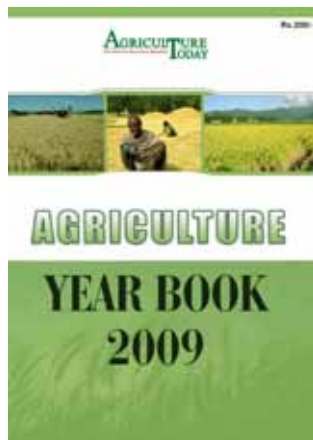
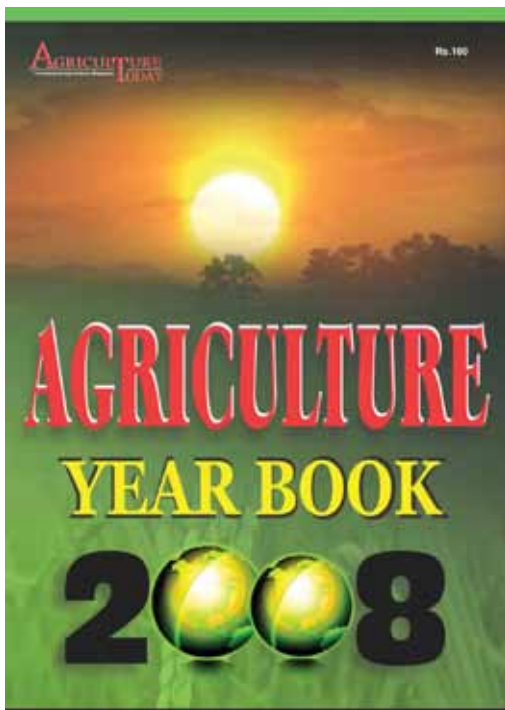
With KALESHWARAM project, Telangana has provided irrigation to 1.25 Crore acres to mitigate drought conditions and distress in agriculture sector, making rural economy vibrant and sustainable. RythuBandhu – a one of its kind DBT that provides investment support to farmers; and RythuBima, personalized life insurance to small and marginal farmers; Crop Loan waiver and door step level procurement of food grains, pulses, oil seeds and cotton are some of the initiatives that have emboldened Telangana's agriculture sector. RythuVedika - farmer interaction spaces - are a novel initiative by the government for providing training and information dissemination to farmers. Agriculture Today was able to bring forward the essence of Telangana agriculture for a nationwide audience.



AGRICULTURE YEAR BOOK

Agriculture Yearbook was another important contribution of Agriculture Today. Since its commencement from 2008, the Year Book has ensured wide coverage with topics related to a number of areas like policy issues, technological breakthroughs, business and market trends, trade and industry dynamics, environmental issues and challenges, global developments in farm and agribusiness, sector specific issues and analysis, emerging trends, future outlook, etc. The Year Book features articles written by eminent persons on important subjects, balanced by presentations of relevant data and analysis.

The Year Book is widely circulated among various stakeholders from policy makers to research system, developmental institutions, NGOs, industry and embassies to experts, and individuals in the food and agriculture system. The Year Book provides the readers with a creditable documentation of the year's achievements and an in-depth analysis of the agricultural scenario.



AT EVENTS

While Agriculture Today was primarily involved in dispersal of information, the magazine also forayed into conducting events which brought together diverse stakeholders onto one platform thereby facilitating communication in real time. This saw convergence of ideas, knowledge and flow of information. The various summits conducted by the ATG catapulted the magazine into a notable change maker. The annual Agriculture leadership summit organized by the group since 2008 has transformed into an event that is keenly look forward to by the sector. The panel discussions planned along the side lines of the summits have been able to develop a road map for the respective sectors and that has also set in motion several policy changes.

» AGRICULTURE LEADERSHIP SUMMIT

The Agriculture Leadership Summit which began in 2008 has year after year provided impetus to the agriculture development and growth. From corporates to farmers, From bureaucrats to researchers, from ministers to NGOs, the summit has seen exemplary participation and brought all key functionaries of Indian and global agriculture system on one platform to deliberate upon key issues and agenda, and prepare a roadmap to sustainability and food security.



Shri Suresh Prabhu and Shri Parshottam Rupala inaugurating the Agriculture Leadership Summit 2017



Shri Rajnath Singh speaking at the Agriculture Leadership Summit 2018



Former Vice President of India Shri Venkaiah Naidu at 8th Agriculture Leadership Summit

» INDIA ANIMAL HEALTH SUMMIT

Animals and animal products are critical components of the country's development in terms of food security, nutrition, and overall sustainability. Zoonotic illnesses have evolved as worldwide health hazards due to the intricate interactions among humans, animals, and the environment. Furthermore, food-borne infections and antimicrobial resistance (AMR) have increased the strain on the country's health system and economy. Given the re-emergence of old diseases as well as the emergence of new diseases, a call for comprehensive national animal health strategy is essential. Considering the significance of animal health towards the broader objective of the country's food and nutrition security, rural incomes and prosperity and overall economic development, Agriculture Today has been proactive in organising summits focussing on one health animal health management for long-term sustainability.



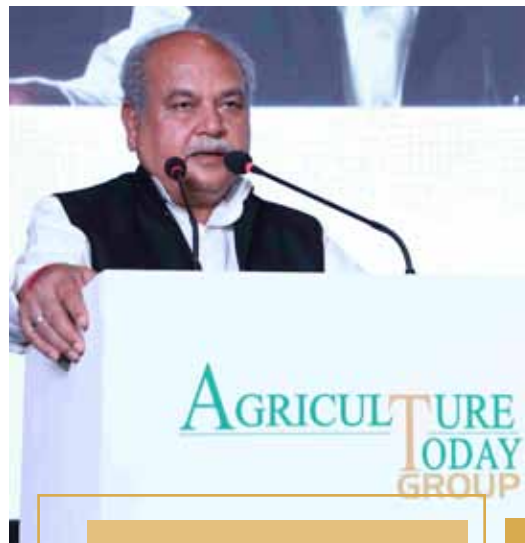
India Animal health Summit 2023

BIOAG SUMMIT

Agriculture worldwide has been experiencing the ill effects of indiscriminate use of chemicals. Soil degradation, soil salinity, chemical pollution, presence of chemicals in the harvested produce, emergence of new pests, extinction of certain species being some of them triggered a collective movement against the use of excessive chemicals. This has encouraged the development of biological options for meeting the nutrient requirements, plant stimulation and combating pest and diseases. BioAg Asia summits organized by Agriculture Today Group became an important platform for bringing all bio-stimulant and bio-input companies and other key stakeholders on one platform for an insight into the future trends and dynamics and to provide a dynamic platform to explore market opportunities and forge business linkages.



Shri Narendra Singh Tomar inaugurating BioAg Asia 2022 along with Dr William Dar, Former Agriculture Secretary, Philippines



Shri Narendra Singh Tomar, Union Minister of Agriculture and Farmers' Welfare, speaking at BioAg India 2023



Inauguration of Farm Tech Summit 2022 by Shri T R Kesavan, Group President at Tractors and Farm Equipment Limited.

FARM POWER SUMMIT

Farm Mechanization today represents an important segment in agriculture. Smart farming using precision agriculture and digital technologies well supported by artificial intelligence is powering farms across the world. The government has also attached considerable significance to smart farming and intends to digitize farming and many agricultural institutions in India are working on digital agriculture to address challenges in the sector. To further accelerate this development, Agriculture Today organized Farm Power Summits to discuss global and national policy, technology and business environment for smart agriculture, to facilitate partnerships, to share success stories and to providing platform for the stakeholders to ideate, showcase innovations and best practices, and discuss their replication.

PAST EVENTS

Agriculture Today was a credible partner in organizing events that were of relevance. Topics such as nutrition, seeds, economic sustainability of small holder farmers, crop health etc., have been discussed widely through these summits and many recommendations have been evolved which paved the way for all round development and collaborations.



Hatching Hope for Economic Sustainability of Small Holder Farmers 2023



Shri Parshottam Rupala addressing the audience in the summit, "Hatching Hope for Economic Sustainability of Small Holder Farmers"



Shri Narendra Singh Tomar inaugurating the Global Nutrition Conclave 2022



Participation of farmers in India Poultry Awards 2020

AT AGRI EXPOS

Agriculture Today has regularly organized agriculture expos which were meant to showcase innovation and technology. This has paved the way for collaboration and cooperation and wider acceptance of latest products and technology.



AT AWARDS

AT was also the first to organise awards associated with agriculture sector. While the existing awards at national level honoured scientists, AT identified and brought forward many sectors that needed felicitation and acknowledgment. Hitherto unheard categories like Programme leadership, Policy Leadership, Development Leadership, Farming Leadership, Academic Leadership, Corporate leadership among many others were aligned to make the award ceremonies more comprehensive and meaningful. The life time achievement awards felicitated the doyens of agriculture segment. The awards recognised those who brought about transformational changes and touched the lives of many. The awards were also instituted to inspire and motivate people who were playing seminal roles for bringing about a change in the existing system.



The then Hon'ble Vice-President Shri M. Venkaiah Naidu presenting 1st World Agriculture Prize to Prof. MS Swaminathan



Shri Rajnath Singh, Union Minister of Defence presenting the Agriculture Leadership Awards



Animal Health Awards 2022



Hon' Governor of Gujarat, Shri Acharya Devvrat presenting the Animal Health Awards



Agriculture Leadership Awards 2021



BioAg Asia Awards 2022



Global Nutrition Conclave Awards



4th Farm Power Awards



India Poultry Awards 2020



India Dairy Awards 2020

AT VISITS

Agriculture Today believes in reporting from the ground and has travelled across the nation in search of stories. This has not only helped in transmitting veritable accounts but also helped to grasp and acknowledge the diversities existing in the field. This has improved our presentation and perception of the ground realities





AT TEAM

A team is as good as only its weakest link. In Agriculture Today, there are no weak links which is what makes it a strong and persistent force. Each one of our team members contribute whole heartedly and their contributions have made the magazine one of the best and brightest. Meet our team:



DR M J KHAN

PRESIDENT, AGRICULTURE TODAY

A well-known face in political and agriculture arena, Dr. MJ Khan has made noticeable contributions to the Indian and global food and agriculture sector. Dr. Khan graduated in agriculture from Meerut University, post graduated in business management from AMU Aligarh and obtained Ph.D in agribusiness management from Prescott University, UK. During his two and half decades long career, Dr. Khan served the Government of Uttar Pradesh in Animal Husbandry department, global major Glaxo India in veterinary division, Indian conglomerate, EID Parry in Seeds business and the Indian Agrochemicals Association, before starting knowledge sector enterprise in agriculture. Dr. Khan launched Agriculture Today Group to provide knowledge led growth of Indian farm sector.



ANJANA R NAIR

GROUP EDITOR, AGRICULTURE TODAY

A post graduate in the discipline of plant pathology and a first rank holder, Anjana Nair joined Agriculture Today in 2008. Since then, she has been quite vocal about bringing science to agriculture. Her commitment to science remains deeply instilled in the way she has been projecting the different facets of the diverse fields of agriculture. In her editorial leadership, the famed Agriculture Year Books remains a favourite among different stakeholders.



VINITA SINGH

SENIOR MANAGER

A graduate in Agriculture, Vinita Singh's involvement in marketing, public relations, stakeholder management, and building brand visibility have translated into visible gains for Agriculture Today. An enthusiastic individual her astute eyes have helped in identifying potential affiliations and partnerships for AT.



ZAMAN ALMAS

MANAGER CONTENTS

A graduate in Agriculture, Zaman Almas has played a key role in coordination and managing contents. She has been a valuable member of the team in assimilating contents, coordinating for interviews and profiling. In charge of ANN, Zaman makes sure the readers of AT are kept abreast with the happening in agri sector.



AYATI SINGH

ASSISTANT EDITOR

A Masters in Agronomy, Ayati Singh has made important contributions in collecting content and agri related news. She is primarily involved in disseminating news and knowledge materials through ANN.



SANJAY KUMAR
EDITOR – AGRINEWS

Sanjay Kumar is the man behind collating and distributing the agriculture happenings of each day to the vast and diverse agriculture community through agri news service. His services have kept us abreast with the happening around the world in agri sector.



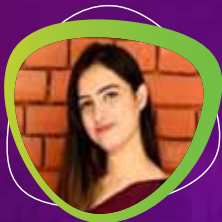
ANIL AZAD
HEADING THE IT & ADMIN DEPT.

A Masters in Computer with Distinction, Anil Azad helms the IT department. AT has gained from his rich experience in the social media space, online reputation management, content development, ideating campaigns, strengthening client relationships, brand building, brand awareness, crisis management, social media analytics, and metrics.



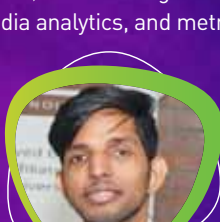
ANKIT KUMAR
SENIOR MANAGER, TRADE & EVENTS

Ankit Kumar undertakes a plethora of activities for AT including Client management, IT related functions, Marketing and Event operations. He seamlessly integrates technology expertise with impeccable event coordination. His commitment to innovation coupled with an eye for detail has ensured impactful AT events.



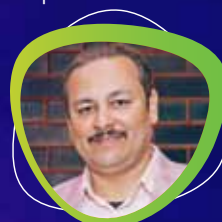
TANYA KALRA
DIGITAL MARKETING PROFESSIONAL

A commerce graduate, Tanya Kalra is an important member whose experience in managing Social Media, Marketing, SEO, Communication, and Research, has helped AT in getting accommodated in the ever-evolving landscape of social media.



AKASH BHARADWAJ
SENIOR GRAPHIC DESIGNER

Akash Bharadwaj helms the graphic department and his style has kept the different brochures, flyers and promotional materials of AT chic and attractive.



ABDUL REHMAN
GRAPHIC DESIGNER

Abdul Rehman, is the designer behind AT's unique style and presentation. His innovative styles combined with the classic elements have added the a charm and grace to the AT editions.



ASIF ALI
HEAD - ACCOUNTS DEPARTMENT

MBA in Accounts & Finance, Asif Ali keeps the accounts in place for Agriculture Today to keep it up and running. His good grasp in accounting has kept AT on tracks.



MOHD AIJAZ
SUBSCRIPTION IN-CHARGE

A commerce graduate Ajjaz Afridi keeps track of the circulation and subscription. He makes sure that the magazine reaches the readers on time.



RAHUL SINGH
WEB DEVELOPER

Rahul Singh is the man behind the interactive and useful website of AT. He also handles the numerous interfaces of AT and its sub domains.



KRISHNKUMAR SHARMA
DATA MANAGEMENT

Krishnkumar has the important role of managing data and records for AT



RAJ KUMAR
CIRCULATION IN CHARGE

Raj Kumar is in charge of circulation and makes sure every edition reaches our readers



SUMIT GAUR
FIELD EXECUTIVE

Sumit Kumar manages the field level activities of AT and helps in executing many events and activities of AT.



MS Swaminathan Global Dialogue on Climate Change and Food Security & 1st World Agriculture Prize

Agriculture has undergone metamorphic changes globally in the last few decades. In this journey of transformation from famine to food sufficiency, certain individuals and institutions played critical roles. Still there is a long way to go in making the planet free from hunger and malnutrition. Considering the ever-increasing population, changing climatic pattern, shrinking resource base and increased disposable incomes resulting in higher demand for safe and quality food, agriculture is continuously evolving to support the humankind. Developing and underdeveloped nations, in order to boost agriculture, need co-operation, collaboration and learning by global experiences. Youth are moving away from farming and educated class sees farming as last option. They need role models and inspirations. India has now taken leadership position in the world agriculture and is in a position to benefit the developing world with its experiences and diversity of learning. It is high time for India to recognize the efforts of doyens in agriculture and especially those who have contributed in promoting agriculture in third world countries.

With this vision to recognize the individuals, who have served the humanity through agriculture, Indian Council of Food and Agriculture has instituted World Agriculture Prize.

Pioneer of India's Green Revolution, Prof. M.S. Swaminathan received the first World Agriculture Prize instituted by ICFA on 26th October, 2018 at Vigyan Bhawan, New Delhi. The prize was presented by Hon'ble Vice President of India, Sh. Venkaiah Naidu at a special session organised by ICFA. Recognised worldwide for his basic and applied research in genetics, cytogenetics, radiation and chemical mutagenesis, food and biodiversity conservation, Prof. Swaminathan has been hailed by the United Nations Environment Programme as 'The Father of Economic Ecology' owing to his commitment towards the ever-green revolution movement in agriculture. His path breaking approach accelerated wheat yield in 1967-68 and transformed India's then image as 'begging bowl' to 'bread basket'.

The prize has been instituted by the ICFA with an aim to recognise individuals who have served humanity through agriculture. A high level international selection committee decided the World Agriculture Prize Laureate. The World Agriculture Prize is a single prize of \$100,000 and launched with a special session, named "Swaminathan Global Dialogue on Climate Change and Food Security", as part of the Global Agriculture Leadership Summit in New Delhi. The special session on climate change and food security

has been inceptioned with a thought to invite the laureates of food and agriculture world to participate in the World Agriculture Prize event and deliberate on this burning issue to come out with a blue print for climate resilient agriculture in a sustainable manner to safeguard the interests of our future generations.

Shri M. Venkaiah Naidu, the Vice President of India, called the eminent Agricultural Scientist, Prof. M.S. Swaminathan a Vishwa Guru in Agriculture, a teacher and a scholar who continues to leave his inspirational, ideational thought prints on the world. The Vice President said that Prof. Swaminathan ushered in green revolution and laid a firm foundation for India's food security. His vision and lucidity of expression have captivated more than a whole generation of agricultural scientists, he said. The Vice President called up on the policy makers to accord highest priority to agriculture as it provides employment to more than 50% of the population. He urged them to have positive bias towards agriculture and rural areas while allocating resources. Stressing on the need to re-think the development paradigm and see how we can make agriculture more economically viable and attractive, Shri Naidu called for regular and effective coordination between scientists, policy makers and farmers to make it sustainable. Concerned over the decrease

in number of people engaged in agriculture, the Vice President called for concerted, coordinated action to address a number of issues that impact the growth of agriculture sector and the quality of life of people who depend primarily on this sector. Talking on the ill effects of climate Change, Shri Naidu said that it is impacting every aspect of life including agriculture and asked scientists and policy makers to evolve strategies to cope with the changing climate, depleting resource base and increasing food demand. "This calls for policy



changes in agriculture sector. We should focus on developing climate resilient crops. We need to develop crops that can withstand extreme weather conditions," he said. The Vice President said that hidden hunger and nutritional deficiencies are major challenges before the world. He said that nothing short of an agricultural renaissance and an evergreen revolution with nutrition as the main component can make us realize this ambitious goal.

H.E. Mr. P. Sathasivam, Hon'ble Governor of Kerala pointed out the stark reality of malnutrition existing



in the world. He observed how India has achieved certain level of food security through great effort's like the green revolution in food production led by stalwarts like Professor MS Swaminathan which strengthened India's capability to fight against hunger and malnutrition. He also pointed at the post harvest losses and the effect of climate change on agriculture. He emphasised on using new varieties of crops and seeds which requires lesser amount of water. Pointing at the ill effects of soil erosion, he suggested a change from our current form of agriculture to sustainable means of farming with a little harm to our environment. Lastly, he emphasised that the agriculture of future must realise on environmentally sound practises to negate the effect of climate change. "Agriculture must also use technologies that depend on ecologically sound and responsive principles. While talking about the adoption of technology we also cannot ignore the need to encourage entrepreneurship in agriculture through skill development. We could raise army of agripreneurs who would make agriculture profitable," he said.

Sh. Suresh Prabhu, Hon'ble



Commerce Minister of India channeled his thoughts on the inevitability of climate change on today's world. "Today we have a serious challenge posed by climate change on agriculture of the world. Some parts of the world will benefit from climate change. But most part of the world is going to face serious challenges in agriculture and are under serious threat. Warming going beyond 2-3°C would put most of our staple crops, including wheat, under serious threat. Therefore, we have to now seriously think about how to deal with it. Water is also one of the serious casualties of the climate change. This is going to be major challenge for the world but also more for India because 17% of the world population is in India and we hardly have any water. Only 4% of the fresh water of the world is in India and most of the groundwater after Green Revolution, particularly in the Green Revolution belt, has been lost. And most importantly the Himalaya, which is providing water to 70% of the population to south Asia and on the other side to south-east Asia and China, and therefore we have a big problem we need to work on it seriously. Food security is a challenge which cannot be dealt with unless we deal with agriculture, and agriculture is a function of nature," he observed. Mr. Prabhu pointed out that we don't know the status of Paris agreement and we don't have a global framework to deal with climate change globally. "We have a real challenge on hand and we should take the leadership of Prof. Swaminathan to lead the battle and succeed as we succeeded in the Green Revolution," he concluded.

Sh. Suresh Prabhu, Hon'ble Minister of Commerce & Industry; H.E. Sh. P. Sathasivam, Hon'ble Governor of Kerala; Sh. OP Dhankar, Hon'ble Minister of Agriculture, Government of Haryana; Dr. Trilochan Mohapatra, DG, ICAR, Dr. MJ Khan, Chairman, ICFA and more than 200 farmers were present on this occasion.

Recommendations of Eleventh Global Agriculture Leadership Summit 2018



- Synergy of Technology and policy. Unless there is complete new technology development and new policies promoting it, it is difficult to connect farmers to markets.
- Developing and promoting technologies to increase agricultural productivity and farmers' income. New and existing technologies need to be promoted to combat biotic and abiotic stresses, raise crop and livestock productivity, improve soil fertility and make water availability. This can potentially increase the amount of food produced. Storage, refrigeration, transport and agro-processing innovations can address the dimension of food accessibility
- Promoting biotechnology. Biotechnology is a suitable avenue for incorporating changes in the genetic make up of the plants and for introducing quality attributes faster. Gene editing is an important genetic tool that need to be put in to harness these opportunities to resolve various pressing problems while overcoming its negative impacts.
- Creating enabling policy environment. The national government needs to create enabling policy environment for effectively translating the potential of agriculture through agribusiness, and empowering farmers.
- Collective efforts, taking on board the Governments, inter-governmental organisations, trans-national corporations, industry, NGOs, FOs, financial and technology institutions for increased flow of knowledge, technologies, investments and market access
- Organizing Global Summits for deliberations and policies.
- Capacity building through seminars, sessions, strategies and policy formulation with the financial assistance from the government and other institutional bodies.
- Skill development in terms of human resource and capacity building are very important for agriculture. The knowledge generated in agriculture needs to be translated at the field level. This requires professionals who are skilled and equipped to carry out this mammoth responsibility.
- Partnership of private and public sector is significant in the sectors of facility creation and infrastructure. Public private partnership will provide the right business environment to attract capital investment, and ensure that investments support national targets, such as upgrading research infrastructure; improving professional and technical competencies; and promoting entrepreneurship and innovation.

- Bring new policies for startups. The startups have a tremendous scope in agriculture sector. These startups are developing newer technologies which address the issues of farmers. New policies for startups will increase the collaborations that are happening in the industry and drive the growth of sector.

- Quality of the food also matters. Make sure the availability of food in terms of quantity and quality satisfy the dietary needs of individuals. The physical and economic accessibility for everyone, including vulnerable groups, to adequate food, free from unsafe substances should also be made a priority.

- Identifying high production systems and adopting practices that are both more sustainable and more profitable. Alongwith ensuring the safe food to all, the process of food production should not harm nature. To feed the world sustainably we need to produce more food with fewer resources. There is a need to combine high production agriculture in such a way that it pose less threat to climate change.

- Climate impacts on food security is a serious concern and thus more research is required that directly informs the actions needed to tackle food security challenges. While food systems will need transformative options in the coming decades, challenges can be identified. In order to meet these challenges, science must work hand in hand with practitioners and policy-makers, to devise sensible options that meet current needs and capacities. Crops with high resilience and high growth potential under climate stress need to be identified and popularized.

- Crop Diversification can play a significant role in doubling farmers' income. Farmers should not solely depend on their main crops rather should practice other economic



activities as well, simultaneously, such as animal husbandry, fishery, piggery, goat rearing etc., so as to earn extra income. High value agriculture commodities fetch a premium price in the markets.

- India should invest in post harvest operations to stem the loss of agricultural produce. The country loses farm produce worth Rs. One Crore annually due to lack of post-harvest infrastructure. Necessary safeguards must be adopted to stem this loss which accounts to 20-25 per cent of the produce. Better logistics and cold storage structures should be evolved based on the geographical and agronomic needs. Cold chains should be promoted by state governments through appropriate programmes and subsidies.

- Attracting and retaining youth in agriculture. Youth of the country is still not taking up agriculture actively and need to be inspired and motivated to take agriculture as an occupation.

- Aggregating farmers for scale and homogeneity through Farmer Producer Organizations, Cooperative, Self-help groups or Cluster farming can help the farmers in better price realization. Formation of commodity boards and federating

FPOs with commodity boards and incentives to farmers' organizations has also the potential to improve the profitability of agriculture.

- Incorporating ICTs for increased agricultural productivity and strengthening the agricultural sector which would entail timely and updated information on agriculture related issues such as new varieties release, emergence of new threats such as diseases, weather forecast, pricing control, warning alerts etc. With easy access to information, knowledge and experts support through ICT based information dissemination services, farmers would be able to improve their income and economic situation through better practice.

- Empowering women in agriculture. Work towards empowerment of women especially engaged in agriculture sector, given the fact that they form a major part of the workforce engaged in the sector. Gender sensitivity in policy planning and technology development can raise the agriculture productivity and income derived from agriculture.

- Value addition especially in horticulture, as it will not only increase the shelf life rather will significantly increase the income to the farmers.

4TH GLOBAL AGRICULTURE SUMMIT 2019

INDUSTRY-FARMER PARTNERSHIP FOR GROWTH



Left to right: Mr UP Singh, Secretary, Ministry of Water Resources; Dr MJ Khan, Dr. Purvi Mehta, Head of Asia for Agriculture, Bill & Melinda Gates Foundation, Dr. Ashok Dalwai, CEO, NRAA and Chairman, Task Force on Doubling Farmers Incomes, Dr. Douglas Ry Wagner, President, International Agribusiness, AlgaeEnergy, Spain, and Mr Pravin Srivastava, Director General, ICFA

In an effort to bring on a common platform the best practices, technologies, processing and marketing techniques that can help contemporary agriculture, agri and allied sectors, Indian Chamber of Food and Agriculture organized 4th Global Agriculture Summit 2019 and AgroWorld 2019 from November 5-8 on the theme "INDUSTRY FARMER PARTNERSHIP FOR GROWTH".

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

Speaking at the inaugural session of the 4th Global Agriculture Summit 2019 organized on November 5, Mr UP Singh, Secretary, Ministry of Water Resources, said that water footprint will be as vital as carbon footprint in the future discourse of development globally. Mr Singh said that European buyers are using the water footprint benchmark as the parameter for deciding on trade. Therefore sensitization on water footprint shall be the determinant for the export strength of Indian produce and products. Mr Singh said that time is fast approaching where Indians shall have to collectively undertake water budgeting to address concerns of water scarcity. Water budgeting shall be useful for farmers too, so that ground water and other water resources are not depleted to alarming levels.

Mr Ashok Dalwai, CEO NRAA and Chairman, Taskforce on Doubling Farmers' Incomes, said India needs strong focus on food supply chain management, and building global and efficient supply chains. Mr. Dalwai said that global dependence on fossil fuels shall have to end, and biological production systems were the solution to this challenge and create a circular economy for mankind.

Dr. Purvi Mehta, Head of Asia for Agriculture, Bill and Melinda Gates Foundation, said we need dual purpose in our production – use for domestic consumption and strengthen exports. Dr Douglas Ry Wagner, President, International Agribusiness, AlgaeEnergy, Spain, said micro algae has the potential to effectively address the big crisis of humankind.

The Agriculture Today Year Book 2019 was released on the occasion.



FarmerPlus: ICFA's support system for farmers

Setting the tone for the focus of the 4th Global Agriculture Summit, Chairman, ICFA Dr. MJ Khan said that industry-farmer partnership is essential for farmer prosperity. He said that these partnerships will catalyze growth in agriculture. Dr Khan said that with self-sufficiency in most agricultural sectors, it is essential to move the focus from production to post-production, in order to increase farmer income. Export focus will lead to price stability and improve the entire value chain.

Dr. Khan said that ICFA was focusing on creating a support system for farmers, called FarmerPlus. He said that about 25 corporate sector companies and institutions are coming together for the FarmerPlus program, helping the farmer in crop-specific programs, livestock-specific programs, safe food production, good agricultural practices, required certification and linking the farmers to the export markets.

Dr. Khan also spoke about ICFA's thrust on trade facilitation. He said that the Chamber is creating commodity-specific boards, and 25 commodities have been identified.

Dr. Khan said that the efforts were focused in the direction of how to link farmers with the global market, because exports will bring a lot of stability to the farming sector in terms of prices. "A strong export market would improve the production system and the entire value chain, and lead to quality enhancement through competition. New technologies like artificial intelligence, robotics, big data analysis, internet of things, blockchain would also play a vital part in the farming sector," Mr. Khan said that agtech start-ups were writing a new chapter in the growth story of modern agriculture.

HATCHING HOPE FOR ECONOMIC SUSTAINABILITY OF SMALL HOLDER FARMERS

Inaugural Session

Hatching hope for economic sustainability of small holder farmers' - a summit focussed on enhancing the livelihood opportunities of shareholder farmers was conducted on October 18 2023 at Holiday Inn, Aerocity New Delhi. Dr. Abhijit Mitra (Animal Husbandry Commissioner), Sanjeev Kumar Gautam- (Director, Small Farmer Agribusiness Consortium), Ms. Rina Soni(Executive director, Heifer India), Mr Nishant Gupta (Social and environmental Impact advisor to Walmart Foundation), Dr. Dipanwita Chakraborty, (Regional Director, Corporate Responsibility & Sustainable Development, Asia Pacific, Cargill) and Dr MJ Khan (Chairman, Indian chamber of food & agriculture) lighted the ceremonial lamp and set in motion the events for the day.

While welcoming the audience Ms Rina Soni reiterated the commitment of Heifer International towards small holder farmers and their communities and their resolve in uncovering opportunities for locally-driven, sustainable solutions.

Mr. Sanjeev Kumar Gautam shared the relevance of the government's flag-



ship programme of promoting formation of 10,000 FPOs and the progress achieved so far. He said that the Cluster Based Business Organizations were supposed to help in the formation of FPOs. He said that we should work for few problems that FPOs face like lack of logistics, right place to market the produce and packaging.

Dr. Abhijit Mitra, talked about Women empowerment. He observed that 70% of the total agriculture work force is com-

prised of women and 1/3rd of whole poultry industry is backyard poultry. He suggested that the organizations Instead of working on the same area should divide it and work on it differently. He also pointed out the relevance of biosecurity and the need to create market for linkages.

Mr Nishant Gupta stressed on the role of Walmart in creating impact in the small holder farmers ecosystem. He opined that FPOs are a great instrument and are becoming the bridges between the smallholder farmers and the market. He shared that they have committed to reaching about a million farmers by 2028.

According to Dr MJ Khan, FPOs are very powerful institutions created at the village level. He pointed out that have proved that smallholder farmers are more productive by unit of land and we can empower them with technologies. He also pointed out the need to enable farmers with the new developments.

Valedictory Session

Sh. Purushottam Rupala ji, Hon'ble Union Minister of fisheries, Animal Husbandry and dairy, Govt. Of India was the chief chief guest of Valedictory Function. Ms Rina Soni (Executive Director, Heifer India), Mr Prabhabharan Rajarathinam (Programme Director, Heifer India and Ms. Dipanwita Chakraborty (Regional Director, Corporate Responsibility & Sustainability Development, Asia Pacific, Cargill) were also present.

Mr. Prabaharan Rajarathinam- Program Director, Heifer India elaborated on the Accelerated Income Project, a groundbreaking initiative that addresses the challenges faced by small and mar-



THE SESSIONS CONDUCTED DURING THE EVENT WERE

Session1: "Leveraging poultry power in women entrepreneurship". The session panellists were Mr. Amit Kumar Patjoshi -CEO, Palladium; Mr. Suresh Chitturi-MD, Srinivas Farms; Mr Saikesh Goud-Co-founder & CEO, Country Chicken; Ms M Mahitha-Additional Director, SERP, Andhra Pradesh and Dr. Chandrasekhar -Manager- Marketing, Kemin Industries. The session moderator was Ms Dipanwita Chakroborty, Regional Director, Corporate Responsibility & Sustainable Development, Asia Pacific, Cargill

Session 2 - "Stories of success and struggle of FPOs". The session panelists were Mr D Ramesh- Deputy CEO, Andhra Pradesh Food Processing Society; Mr Rajshekhar- Small holder farmer & BOD, Rytu Nestam, FPO, Narpala; Ms Singaramma-Tribal CAVE- Rampachodavam FPO; Ms Rajeshwari- BOD, Pamidi FPO and Ms Maheshwari -BOD of Peddavaduguru FPO & MSME Entrepreneur. The session moderator was Anand Naik- Senior Program Officer - Business Development, Heifer India.

Session 3 – "Scaling up farmer producer companies and building sustainable ecosystem for FPOs". Panellists were Mr Nishant Gupta- social & environmental Impact advisor to Walmart Foundation; Mr Subhash Kiran, Deputy CEO, Andhra Pradesh Food Processing Society, Govt of Andhra Pradesh; Dr Dinesh Chauhan- Vice President, Dehaat; Mr Anil Pareek- Chief Strategy Office, Lead Connect Services Pvt Ltd and Mr. Anand Chandra- Co-founder, Arya Ag. The session moderator was Dr SK Malhotra- Director DKMA,ICAR.

Session 4 - " Role of corporate sector in building sustainable livelihoods for small holder farmers". Panelists were Mr Ravinder Grover -Regional Coordinator -Asia, harvestplus- IFPRI; Mr Gaurav Sharma- Global Agribusiness Research Lead, Agriculture; Mr Ajeet Chahal- Head Commercial Key Accounts & Community Lead Smallholder Initiative, India, Bangladesh and Sri-Lanka, Bayer; Mr Subhash Thakur- National Sales Head, IPL Biologicals and Mr Dhananjay M Edakhe- National Business Head, Inera. Mr Abhimanyu Sahu- Director, Schneider Electric was the moderator.

Session 5 - "Microfinance and beyond: Exploring Financial Solutions for Smallholders and Leveraging Technology to reach rural farmers". Panelists were Ashudeep Garg -Senior President, Inera; Mr Neelam Gupta- Head Agriculture , JB Boda Group; Ms Meenakshi Meena-AGM, NABARD; Mr Abhishek Shah- Digital Inclusion+South Asia, Mastercard and Ms Megha Desai -Lead-National Farmer's Forum Network, Sewa International. The session moderator by Mr Mashar Velapuratha-Managing Director, AFC India Ltd.

ginalized farmers in other countries. He remarked that the project has improved various aspects such as feeding practices 89%, shelter and poor construction adoption 92%, etiquette management and vaccination usage 77% and waste management practices 63%. He also said that a majority of FPO members have adopted breeding methods, improved egg collection and implemented biosphere methods. The project has also created employment and entrepreneurship opportunities.

Unveiling the special report by Heifer India on Hatching hope- Acceleration Income Sh. Parshottam Rupala ji- stated that, "All over the world, workers are paid hourly. But only our Indian farmers work throughout rigorously even after facing several losses. Such type of farmers can be found only in India and at no other place. Organisations should focus on how their company will benefit the small holder farmers." He also said that it is good to know that now poultry is also becoming organic with products like organic eggs and organic chicken.

FPOS PARTICIPATED INCLUDE

- Rampachodavaram Agriculture & Allied Producers Mutually Aided Cooperative Society Limited
- Gangavaram Agriculture & Allied Producers Mutually Aided Cooperative Society
- Addateegala Agriculture & Allied Producers Mutually Aided Cooperative Society
- Narpala Rythu Nestham FPCL
- Tanakallu Chaitanya FPCL
- Rolla Kamdhenu FPCL
- Pamidi Mahila Rithu Paraspara Sahayaka Sangam Ltd
- Peddavadugurumahila Rithu Paraspara Sahayaka Ltd
- Dulal Farmer Producer Company Limited
- Thakurmunda Farmer Producer Company Limited
- Maa Durgadevi Producer Company Limited

"Small farmers need technologies to link their products with the industries and we should focus and work on that. Farmers



are worried about their product's value. Organisations should work on solving this problem and if they need any help from Government, we are ready to provide that. Among all the high value crops like rice and maize, dairy itself produces the maximum profit. India itself produces approx 10lakh tonnes of milk and is the first one in terms of production and also in per capita availability."

He also facilitated the 10 FPOs from the states of Andhra Pradesh and Odisha working in the filed of poultry and goat-ery.

BIOAG INDIA 2023

APRIL 27 AT HOLIDAY INN, AEROCITY



BioAg India 2023, the second in the series was organized by Agriculture Today Group at Holiday Inn, Aerocity, New Delhi on April 27, for bringing all bio input companies from across the nation and other key stakeholders on one platform to explore market opportunities and forge business linkages. It also became a venue to discuss the policy, trade, technology, business and investments environment in the sector.

BioAg India brought a galaxy of important speakers through its one day meet who discussed and deliberated around several important issues in bioAg sector. Some of the speakers were Dr. Ashok Dalwai, CEO, NRAA; Dr Tarun Shridhar, Former Secretary, Ministry of Fisheries, Animal Husbandry and Dairying, Govt of India; Dr. MH Mehta Chairman - ICFA Working Group on Eco Agriculture and Gujarat Life Sciences; Dr. SK Malhotra Former Agriculture Commissioner Government of In-

dia; Mr Rick Riegner, Executive Vice President, Verdesian Life Sciences, USA; Mr GP Upadhyay, Chief Investment Commissioner, Government of Sikkim among many others.

Apart from discussions and deliberations, the event also hosted BioAg India Expo 2023 which extended a platform for BioAg industry display their products, technologies and techniques.

Inaugural Ceremony

Union Agriculture Minister Shri Narendra Singh Tomar unveiled the special issue of Agriculture Today on Bio Agriculture and felicitated the winners of BioAg India Awards 2023.

Speaking on the occasion, Hon'ble Minister highlighted the importance of the sector in the growth and development of the country. He further asserted, agriculture is the only sector which has the ability to survive and serve even in the difficult situa-



tions. Government is constantly trying to make the profession profitable through its various initiatives and schemes, he added. Shri Tomar observed that chemical farming has depleted the health of soils. He informed that Natural Farming was a good alternative and the government has allocated an amount of Rs 1500 crore for the promotion of natural farming and intends to train 1 crore people every year. In the meantime, he suggested that farmers use only recommended dose of chemical fertilisers.

Dr Tarun Shridhar, Former Sec AHD & F, GOI, observed that agriculture cannot be completely natural. However, he suggested that we can blend our traditional practices with new technologies and innovations to get better and sustainable results. Market linkages needs to be strengthened to facilitate the concept and importance among farmers, he added.

Dr MJ Khan, Chairman, Indian Chamber of Food & Agriculture, spoke about challenges existing in Indian agriculture sector despite India being one of the largest agriculture economies. He highlighted four major challenges – Malnourishment, Climate Change, Pest Build-up and depletion of natural resources. He said that addressing these issues was a must to achieve adequate food and feed production, safe and nutritious food and sustainable production. He urged Hon'ble Minister to increase and

encourage R&D in the sector to achieve the goals. He further added, we have successfully achieved food security and now we should train our focus to achieve nutrition security.

Session 1: Policy Initiatives for natural farming

Dr Tarun Shridhar, Former Secretary – Fisheries, Animal Husbandry and Dairying, Government of India moderated the session and emphasized on the need for innovative solutions in food production. He highlighted that organic agriculture enhances eco health and focuses on the use of off-farming goods. He stressed upon the importance of mov-

ing towards value and quality. **Dr PVSM Gouri**, Executive Director & CEO, Association of Indian Organic Industry (AIOI) discussed the condition of farming before the Green Revolution and how excessive use of chemicals led to problems. She suggested that adopting different techniques of eco agriculture that suit climate and environmental conditions is crucial now. **Dr Chandrashekhar Biradar**, Country Director – India, CIFOR spoke about how floods and droughts have wreaked havoc in agriculture. He discussed how farmers are adopting new technologies and getting value from it. He highlighted that crop diversification and agroforestry can play a crucial role in im-





proving the productivity, income, and bio agriculture practices.

Ms Komal Shah, Director R&D, SML LTD talked about the impact of fertilizers on the agriculture sector during the Green Revolution. She emphasized on the need to address production and soil health through bioagriculture and biosolutions. She stated that both quality and quantity should be targeted simultaneously.

Mr Vipin Saini, CEO, BASAI highlighted the government's efforts to promote organic farming and how they have identified different locations where natural farming can be encouraged. He suggested that one package of practices cannot be a bible for the whole country because different areas have different agro-climatic zones. He emphasized that existing policies should be studied holistically to frame new ones.

Session 2: Policy and regulatory ecosystem for biologicals

Dr SK Malhotra, Project Director DK-MA-ICAR & Former Agriculture Commissioner, Govt of India moderated the session. He emphasized that there is a need to assure safe production through innovative techniques like bioagriculture, organic farming, and biodynamics. Further evaluating the scope of the sector, he asserted, the bioagriculture market

in India is currently valued at 62 million thousand rupees and is expected to reach 97 million thousand rupees by 2038.

Mr Raju Kapoor, Director, FMC Corporation highlighted the need to increase production to meet the growing population's demand. He suggested that government regulators and companies should partner to change the ecosystem and adopt advanced technologies like other countries to make agriculture a profitable business.

Dr Gagnesh Sharma, Director, National Centre for Organic Farming shared that statistics that showed an increasing trend in organic farming and that the production of liquid biofertilizers has touched new heights last year. However, farmers need to move towards biofertilizers, and the government needs to push the use of these fertilizers.

Mr GP Upadhyay, Chief Investment Commissioner, Govt of Sikkim shared his experience of converting 17000 hectares of land into organic in 15-16 years. He shared that it takes time to adopt new policies, but with the support of the government, financial institutes, and government committees, they achieved their target. He suggested that everyone's support is required to achieve the set policy targets.

Mr Sahil Malik, Secretary, National

Bio stimulants Industry Forum suggested that the government should play an active role in facilitating the farm ecosystem where research can be done in a proper direction to utilize the ecosystem.

Dr. P.K. Gupta, Director, NHRDF emphasized that bioagriculture constitutes many things, and organic and natural farming inputs depend on many factors. He suggested that the government should consider factors like dosage to be given, height for the spray, etc., while introducing drones for pesticides.

Dr R Sudhakaran, Head Regulatory Affairs (Agri Inputs), INERA Cropscience Pvt Ltd suggested that there should be simplified guidelines for biostimulants. He emphasized that the government should enhance data protection and use APR for that. He also suggested that biostimulants are the future of bioagriculture, and we should not believe in the myths surrounding it.

Session 3: Technological advances in biocontrol and biostimulants

While moderating the session **Dr. Nutan Kaushik, DG, Amity Food & Agriculture Foundation** highlighted that food safety is a major concern and policies are being developed to address this issue. Biologicals are emerging as a useful tool to cover food safety and nutritional security in the world.



Dr. Vimala Prakash, Head, Technology and Innovation Centre, IPL Biologicals emphasized the need for innovation and technology in biocontrol and biostimulants. She pointed out that the shelf life of produce is important and what farmers produce and what is claimed for it is often different. The use of a consortium of microbes to act against pests is more effective than the use of single-stranded microbes. She also emphasized the need to make farmers comfortable with new innovations in the microbe's sector.

Mr. Mukesh Patel, MD & Co-founder, Agriland Biotech Ltd discussed the technologies developed at Agri land Biotech, mainly for biopesticides and biofertilizers. The use of surface technology for fungal bioagents and special rooms for mass production of fungus like *Trichoder-*

ma and *Metarhizium* were highlighted. However, he expressed concerns over the economic viability, transportation, and time required for the registration of new products.

Dr. Prashant Khare, Director, Xenesis, Absolute highlighted the challenges faced by the biopesticide sector such as shelf life, stability, pollution, and cost-effectiveness. He discussed the two platforms established at Xenesis - the Nature Intelligence Platform and the BCIT Platform. The Nature Intelligence Platform focuses on how pests and crops can communicate with each other and be controlled.

Mr. Debarata Sarkar, VP, Alga Energy discussed how biocontrol has been used since ages, and technological advancements are taking place. He empha-

sized that Europe is the continent where biocontrol and biostimulants are being used to develop a framework for this sector. Investment and technology will play a significant role in this sector, and a roadmap and framework are required to ensure its growth.

Session 4: CEO's Session on Roadmap for Sustainable Bioagri model for Evergreen Revolution

Dr. M.H. Mehta, Chairman - ICFA Working Group on Eco Agriculture and Gujarat Life Sciences the moderator of the panel, emphasized on the importance of eco agriculture and natural farming and suggested scaling up.

Mr. Praful Gadge, CEO, Biome Technologies Pvt Ltd stressed the significance of innovations and regulations in the agricultural sector. He pointed out that the Green Revolution taught farmers to use fertilizers but did not educate them about the right quantity to be used according to soil health and condition. In biologicals, application at the right time is crucial.

Ms. Renuka Diwan, CEO, Bioprime highlighted the need for a holistic approach and integration of pesticides with biologicals. She also stressed that technological innovations are required in packaging and delivery. There should be a system where farmers can make a better choice and use limited chemical pesticides.



Dr. Dinesh Chauhan, Director, Tropical Agrosystem pointed out that farmers rely on the knowledge of distributors and retailers for bioproducts. Therefore, there is a need to work on the bioproduct sectors and develop research centres.

Dr. Raja Ram Tripathi, Chairman at CHAMF INDIA "Central Herbal Agro Marketing Federation of India" expressed concern over the budget allocated to the chemical sector as compared to the organic sector. He suggested that proper funding is required, and the government should focus on policy framework, subsidies, and achieving proper results to make organic farming a success.

Mr Rick Riegner, Executive Vice

President, Verdesian Life Sciences, USA shared that only 2% of bioproducts are used in India, and 66% more fertilizers are used in India as compared to the USA. He suggested that awareness and education in biostimulants can be solved by the efforts of the stakeholders.

Mr. Rajan, MD, Privi Lifesciences emphasized the importance of reviving old practices. He also highlighted the impact of climate change and suggested that technology is a great healer for the problems we face. If the intent is genuine and the world comes together, then no hurdle is insurmountable.

BioAg India Awards 2023

The development in Bioag sector has

been possible by active support of policies, research system, commercial initiatives and farmers themselves. The experts, institutions and corporates, who have played seminal role in making bio-agriculture a success, need to be recognized for their tremendous contributions. The institution of the **BioAg India Awards 2023** a significant step in this direction to recognize the contributions of various stake-holders in bio-agriculture and bio-inputs sector. The awards were constituted in different categories to those individuals and organizations, who have made outstanding contributions in the fields of bio ag, bio-control, bio-stimulant research, extension, policies, production, delivery and commercialization.



AWARDEES

- Emerging Leader Award - INERA Crop Science Ltd
- BestbioAg Startup – Bioprime Agrisolutions Pvt Ltd
- Best Bio Pesticide Product - Agriland Biotech Ltd
- Best biostimulant Product – UPL Ltd
- Best Company in R&D - IPL Biologicals Ltd
- Best State in BioAg - Haryana
- Best Farmer Award- Dr Rajaram Tripathi
- Lifetime Achievement Award - Dr MH Mehta
- Best Company- Tropical Agrosystem India (P) Ltd
- Global Leadership Award - Verdesian Life Sciences LLC
- BioAg CEO - Debabrata Sarkar
- Innovation- Privi Life Science Private Limited
- Policy Leadership - Dr SK Malhotra
- Market Impact - Biostadt India Ltd

Roadmap for Overall Development of the Bioag Sector

The experts through the debates and discussions in BioAg India 2023 brought to the fore many important issues persisting in the bioagriculture sector. The suggestions collated from the discussions provide a roadmap for ensuring overall development of the Bioag sector and is presented here.

Research Level Suggestions

- Study of region specific Package of Practices and identification of Zonal level resources centres
- Innovative products by the combination of microbials and biostimulants
- Innovation required for increasing shelf life
- Development of consortium of biopesticides
- Inclusion of secondary metabolites in the formulations for knockdown effect
- Regulatory framework for commercialization of novel microbes
- Protection for the applicant on third party use of these microbes once they are deposited in a repository
- Framework for upcoming technologies like RNAi, aptamers etc
- Framework for development of biostimulant product specification and attributes for ultra low volume formulations for drone based spraying

Policy Level Suggestions

- Ensuring availability of bio agricultural harvest in a cost effective way
- Instituting buy back guarantee for produce cultivated through organic methods, subsidies for organic inputs and incentives for farmers cultivating organically
- Equal emphasis on quality and quantity of produce
- Combining agriculture forestry along with commercial farming with the involvement of FPOs for sustainable agriculture transition for green growth
- Incentivising producers of biological inputs
- Transparent traceability of produce
- Strict policy to eradicate spurious pesticides
- Awareness among farmers
- Budget for organic agriculture R&D

Regulatory Level Suggestion

- Regulations should move hand in hand or ahead of commercialisation
- Easing of regulations for technology imports to expand R&D base of India
- Guidelines for sprayable pheromones
- Simplification of guidelines in the registration of biomolecules. Reduce the time, energy and cost involved in commercialisation of bioinputs registration
- Protection of data of primary legislators

BIOAG ASIA 2022 ORGANIZED BY AGRICULTURE TODAY GROUP

TIMELY, SUCCESSFUL INITIATIVE



BioAg Asia 2022 was thus organized by Agriculture Today Group in New Delhi from April 20-21, for bringing all bio-stimulant and bio-input companies from around the world and other key stakeholders on one platform for an insight into the future trends and dynamics and to provide a dynamic platform to explore market opportunities and forge business linkages.

Objectives

- To provide a global platform to the industry, institutions and international bodies to showcase the potential, achievements, latest products, advanced technologies, bio-ag models, and to connect with the farmers and agri industries.
- To discuss the policy, trade, technology, business and investments environment for growth of bio-control, biofertilizer and bio-stimulant industry in India and Asian countries and sharing global success models, products, technologies and regulatory systems.
- To discuss the research and technology interventions happening globally, trends, development dynamics and their application in Asian countries through partnerships and collaborations.
- To discuss the opportunities and scope, and problems faced by chemical intensive farming in India and Asian countries, the issue of access and equity in technologies, policy and the challenges.
- To facilitate opportunities for global companies to explore potential businesses, trade and investments, technical and marketing



collaborations, exports and partnerships and signing of MoUs towards business expansion, trade and technologies for bio-control and bio-stimulants products.

Eminent Speakers

Bio Ag Asia brought a galaxy of important speakers throughout its two day meet who discussed and deliberated around several important issues in bioag sector. Some of the speakers are Dr. William Dar, Secretary of Agriculture, Government of Philippines; H.E. Dr. Manoj Nardeosingh, Secretary General, African-Asian Rural Development Organization; Dr. Trilochan Mohapatra Secretary – DARE and DG Indian Council of Agriculture Research Government of India; Dr. MH Mehta Chairman - ICFA Working Group on Eco Agriculture and Gujarat Life Sciences; Dr. SK Malhotra Agriculture Commissioner Government of India; Dr. Douglas Wagner President, International AgriBusiness, AlgaEnergy, Spain; Dr. K.V.S.S. Sairam Managing Director Prathista Industries Ltd; Mr. Prem Warrior Chief Operating Officer and Executive Member Board of Directors at Valagro; Prof. MS Reddy Chairman, Asian PGPR Society, Auburn University, USA;

BioAg Asia Expo 2022

Apart from discussions and deliberations, the event also hosted BioAg Asia Expo 2022 which was a chance for the Bio Ag input and service providers to display their products, technologies and techniques. A dedicated platform for bio agriculture, BioAg Asia Expo 2022, provided exhibiting opportunities for the industry, government and research institutions, agri services and development organisations.

BioAg Asia B2B Meetings

BioAg Asia 2022's objective to serve as an effective platform for B2B meetings for the Asian and global bio-control and bio-stimulant companies, research and technology institutions and services industry so as to collaborate for technologies, products and businesses



was also realised . These facilitated delegates to explore business and technology opportunities and maximize networking. Separate meeting rooms and trade tables adjacent to conference venue were provided for B2B meetings.

Launch of Asia BioAg Forum

There is rapid pace of development taking place in bio-control and bio-stimulant sector globally with a large number of technology start-ups as well as large groups in crop protection and fertiliser businesses entering this futuristic segment. There is need for seamless sharing of experiences, exchange of information, holding meetings, drive policy changes and fostering trade, businesses and partnerships to catalyse growth and unleashing potential of this sector among the Asian countries and collaborating globally. With these objectives, The Asia BioAg Forum was launched by the Agriculture Today Group.

BioAg Asia Awards 2022

Agriculture sector is undergoing a rapid transformation in India and globally. There are defining trends obtaining in favour of bio agriculture as central component in organic agriculture and safe food production strategies. This development has been possible by active support of policies, research system,

commercial initiatives and farmers themselves. The experts, institutions and incorporate, who have played seminal role in making bio-agriculture a success, need to be recognized for their tremendous contributions. The institution of the BioAg Asia Awards is a significant step in this direction to recognize the contributions of various stake-holders in bio-agriculture and bio-inputs sector. The awards were constituted in different categories to those individuals and organizations, who have made outstanding contributions in the fields of bio ag, bio-control, bio-stimulant research, extension, policies, production, delivery and commercialization.

BioAg Asia 2022 Outlook Report

BioAg 2022 Outlook Report was released at the inaugural of the BioAg Asia 2022. The BioAg outlook report by Agriculture Today Group is an attempt to provide readers with credible information and an in-depth profile of the Bio Agriculture sector viz. bio-fertilizers, biopesticides, bio-stimulants, amino acids, sea weed extracts, organic manures etc. The report will provide an insight into the global as well as national market scenario, market dynamics, trade and industry issues, policy, regulatory and technology environment and advances, R&D and innovations and challenges in bio-agriculture sector.

Union Agriculture Minister Shri Narendra Singh Tomar launched Asia Bio Ag Forum to boost adoption of sustainable agriculture practices



Union Agriculture Minister Shri Narendra Singh Tomar launched the Asia Bio Ag Forum to boost the adoption of sustainable agricultural practices in Asia that shall ensure food and nutritional security and farmer prosperity.

The Asia Bio Ag Forum was launched at BioAg Asia 2022, a two-day conclave organized by the Agriculture Today Group at National Agriculture Science Centre (NASC), New Delhi. During the conclave, agriculture experts from diverse nations in Asia shall brainstorm on ushering in the Evergreen Revolution for food safety without threatening food security.

Speaking on the occasion, Shri Tomar said that the government is in mission mode to bring greater prosperity to farmers. Shri Tomar highlighted that the government shall do away with the practice of middlemen in the agriculture value chain so that the farmers get the rightful price for their produce and do

not face discrimination in any way. Shri Tomar inaugurated the two-day conclave and also the impressive BioAg Exhibition organized on the occasion.

Speaking on the occasion, Dr MJ Khan, President of the Agriculture Today Group and Chairman, Indian Chamber of Food and Agriculture (ICFA), said that since the decades when India had to focus on food security, the entire curriculum of agriculture universities has been designed around chemical farming systems. Dr Khan said that there is need to reorient the curriculum so that the upcoming generation of agriculture professionals is geared towards organic, natural and allied environment-friendly farming systems. He added that the global learning in these sectors needs to be available to all nations and should be contextualized to local needs.

Dr KVSS Sairam, Chairman, Prathista Industries Limited said that BioAg Asia is a unique forum bringing eminent stalwarts from ICAR and other premier

research institutes, the bio agriculture industry, the farmers and others on a single platform to maximize the gains for all stakeholders.

Dr William Dar, Agriculture Minister of Philippines and Mr Hugo Javier Gobbi, Ambassador of Argentina in India and Dr Douglas Ry Wagner, Global CEO, AlgaeEnergy, Spain, stressed that cooperation between nations is key to the global adoption of sustainable agricultural practices.

Ms Mamta Jain, CEO of the Agriculture Today Group, said that the synergy between all stakeholders shall enable the shift to environment-friendly agricultural practices both nationally and globally.

On April 21, the BioAg Asia Awards 2022 were conferred on the various awardees by Dr Trilochan Mohapatra, Director General, Indian Council of Agricultural Research (ICAR). Dr Ashok Dalwai, CEO, National Rainfed Area Authority also graced the occasion.



Brainstorming at BioAg Asia 2022



Round Table Conference on Role of Media in Agriculture

Agri News Network (ANN) launched by Agriculture Today Group
www.agrinewsnetwork.com



Today, media receives significant share of our time and plays a crucial role in ensuring security, secularity and integration, boosting growth and development of a nation by giving knowledge, transmitting information, and raising voice as well as consciousness against wrong. The role and efforts of media are imperative as it helps in reforming, reshaping, educating and strengthening the society. The role of mass media continues to be crucially important for the development of agriculture sector. But, the agriculture media has not received the kind of attention that underlines its importance. Media can become instrumental in connecting farmers with global markets and empowering them for realization

of Hon'ble Prime Minister's vision of doubling their income. To deliberate upon the issues and challenges in farm sector and role of media in agriculture growth and farmers' empowerment, ICFA hosted a National Round Table on Role of Media in Agriculture on September 15, 2017 at India International Centre, New Delhi.

The conference was chaired by veteran journalist Mr. Prabhu Chawla and graced by Ms. Alka Bhargava, JS Marketing Ministry of Agriculture and Dr. SK Singh Advisor to Agri Minister. The event observed the presence of various eminent personalities from the relevant field specially media. In all forty five esteemed executive members of Government associa-

tions, media persons, scientists along with policy makers and corporate heads were present for the brainstorming session.

Dr. M.J. Khan, Chairman, ICFA, welcomed all the delegates, media persons and members and underscored this program as unique and emphasized the important role of media in sensitizing farmer's issues and generating awareness by exposure of trade and technology to farmers and by making them competitive in market place. He raised the pertinent question of lack of coverage of agricultural issues by media. Calling the media as the voice of farmers, Dr. Khan specified five key major inferences viz; enhancing the centrality of agriculture in national economic system,

increasing trade negotiation that impact agriculture, sensitization of agricultural issues, mandatory time allocation for farm sector in parliament and ministries and reflection of farmer perspective in many of the decisions keeping in view the ground touch and roots of farmers. He brought to light one small step undertaken by ICFA to bring big change formation of All India Farmers Alliance which comprises of 32 farmer organizations making it a national level interaction platform.

Prof. MS Swaminathan, tele-conferenced and stated that media plays key role and ensures to bring and highlight all the things like science, technology and agriculture. "Media played important role in making green revolution a great success and showing India's capacity to feed itself and do well in agriculture sector," he observed. He also congratulated media for doing great work and hoped that it will continue to work for empowerment of farmers and mobilize agricultural growth in the country.

Ms. Alka Bhargava, JS Marketing, Ministry of Agriculture, raised the point that agriculture is not in the main canvas of media in spite of potential role of media in realization of Hon'ble Prime Minister vision of doubling farmers' income. She said that a very big issue faced by India is that even after being self-sufficient in production and exporting large quantities, farmers are not receiving their share of profit. She spoke about how number of flagship programs by Government of India like e-NAM, committees on doubling of farmers income, soil health card scheme etc can be strengthened by support and backing of media.

Mr. Pushendra, Farmer Leader, discussed the positive role of different types of media in building relationship, sharing information and connecting with diverse audience. He said that media plays a vital role in spreading awareness or disbursing news to all therefore credibility of media could be challenged if balance between different kinds of news is



not maintained.

Mr. Alok Sinha, ICFA, stressed on the importance of agriculture as source of livelihood for more than half of India's population and how it is fault of every individual to not be able to look through farmer's eyes. He, therefore suggested that there is this growing need to introspect to make media all-inclusive and address the genuine problem at grassroot level.

Dr. SK Singh, Project Director DKMA & Adviser to Agriculture Minister, said that media has a potentially broader role as an effective player in success of agriculture revolution and agriculture development. "There is need for media to walk hand-in-hand with farmers and help in dissemination of information. Media is in quite a unique position, potentially being the voice of policymakers, the voice of farmers, the voice of researchers. So, they potentially can be quite a powerful catalyst for change. The essential role of the media is to create opportunities for farmers to express themselves directly on the air: this is the only way that they will have a say and therefore participate in the decision process. Media is an inseparable part of agriculture revolution," opined Dr. Singh.

Dr. VP Chahal, ADG Extension, ICAR-

focused on the need of collaborating media with scientists to improve the communications between media and other participants involved in agriculture and rural development. Similarly for farmers to understand the news and to be able to interpret the real message there is need for regional channel news in regional and local dialects, he suggested.

Mr. Harendra Garg, Agri Reporter, Krishi Darshan raised multitude of constraints like lack of time, lack of coordination, dearth of seriousness and lack of editor's interest, which holds them back from reporting effectively on agriculture. He said that consequently, many researchers and others have a negative view of the media's ability to report accurately on agriculture. So one of the activities is to work with journalists to inspire them, provide them with greater confidence and motivation to become better agricultural reporters. "There is blooming obligation to focus on joint relationships of media persons with every participant involved in agriculture as prosperity of nation is synonymous to prosperity of farmers," he said.

Mr. OP Yadav, Agri Reporter, DD News discussed that there should be coordination between media and scientist so that scientist will understand media's point of making con-



tent compact and covering all the points and media will learn things from scientists. Joint meetings between universities, media, agriculture ministry and industries should be held on frequent bases to make better coordination. Training should be organized with emphasis on regional rather than national level as it makes more relevance. Joint working will help to make things better and easier.

Mr. Vir Sain Malik, Assistant Director, All India Radio, focused attention on training program for scientists and researchers and formation of expert team of scientists for farmer knowledge in all aspect of agricultural development. "There should be increased face to face interaction between scientists and farmers so that scientist can appropriately pen down the emotion of farmers. Collaborative approach is needed to make the research of farmer reach to farmer in farmer way," he said.

Dr. Ranvir Singh, Senior General Manager, International Panaacea, observed that scientists lacked communication skills and experience in knowing how to 'package' the information relevant to the audience or in using people to do this for them. He suggested that

when recordings with the scientist are done, the preference for location should be filed with farmers present to ask queries.

Dr. Hari Shankar Gaur, former VC, SBPUAT, talked about the role of media in educating farmers about the latest agricultural techniques and to work as a two-way channel between various structures of Agricultural Department in India. Thus, orientation and interaction of media with all research and development institutes is of paramount importance for: (a) carrying out agricultural information to the farming community and (b) to get genuine problems of farmers as feed back to researchers. "Balance is to be created between scientist and media by organizing open discussion. Media should not lose its focus of conveying information and bringing facts to light," opined Dr. Gaur.

Dr. M Moni, Chairperson, ICFA Working Group on ICT, talked about the media alternatives to lead future extensions by examining the role of social media in agriculture and how we can take advantage of internet. "Social media is viewed as the most powerful tool to connect with millions of people and its role can be strengthened by quality mass media

content generation; Location specific and timely delivery of news; enhancement of program by continuous capacity building; increasing participation of agriculture extension professional in mass communication; training courses to strengthen agricultural extension in state agricultural universities, central agricultural universities and deemed universities irrespective of whether they are government institution or private institution ; discussion on one commodity daily in 22 languages in krishi channel or some other channel; force agricultural scientist to put validated information and providing email id to each and every farmer.

Dr. Lakshmi Murthy, Director Documentation, MANAGE, talked about orientation of media to agricultural knowledge by increasing number of programs on community radio and initiating online courses to reach larger number of audience.

Ms. Lakshmi, PTI, insisted that to increase the media participation there should be mandate for publishing agriculture news. "The main issue is to overcome the basic fundamental of recognizing the importance of agriculture and publishing it on first page. This is customer driven sys-

tem hence media needs demand to be able to supply the relevant information. Many countries have made mandatory to give one news about agriculture on cover page and same could be replicated by Government of India," she recommended.

Dr. VV Sadamate, Convener, ICFA WG on Agriculture Extension, spoke about performance of agriculture extension. "There has to be well structured media module by R&D and those modules need to be promoted largely by extension network. There are issues of management and monitoring of agriculture network both at state and national level, which needs to be relooked," he suggested.

Mr. Sandeep Das, Special Correspondent, Financial Express, stressed on communication by distinction between agricultural and non-agricultural issues. "We have to provide the hooks, the interest, the innovation and the achievement. We need message ambassadors and we need media for agricultural development to become a multi-dimensional process. Agriculture spends least on communication when compared with other sectors," he observed.

Ms. Swapna Merlin, Special Corre-

spondent, The Print, spoke on the wide gap of disassociation of agriculture and public. There is deepening lack in taking pride and responsibility when it comes to agriculture, a major reason behind backwardness of agriculture.

Ms. Aruna T Kumar, English Editorial Unit, ICAR, talked about the diminishing respect for farmers and why farmers are not covered on front page given the fact that India is an agrarian economy.

Ms. Sonali Bisht, Adviser, INHERE, dealt with the issue of space given to agriculture journalism and suggested that international debates and topics of agriculture should also be covered by media to create awareness, bring key issues to discussion and stimulate action from within public and private sector for increased awareness, investments and innovation practices.

Mr. Amit Khare, PR Manager, Dhannuka, summarized the 5 C's for building great relationship and foresight which are: concern, commitment, capability, communication and compromise.

Dr. Patil, Extension Specialist, focused

on the interplay between general media and agriculture media and advocated that both should work together as an indispensable communication tool for farmers to connect with each other and educate others about their industry

Mr. S. Makhija, Consultant, Jain Irrigation Systems Ltd, underlined the growing rural-urban divide which is imposing new challenges and the need of the hour is to understand these challenges. One of the major challenges is lack of information and this can be overcome by two way traffic between farmers' problems and government interaction.

Mr. Kapil Mehan, Managing Director, Adventz India Ltd, stressed on role of media as an agent of change by reshaping the public opinion through engaging heart and mind of a viewer. "It needs sensitization and capacity building in use and application for agricultural development. With increase in income of the people there should be acceptance of high price for agricultural commodities which will help the farmers earn better living. Another important factor is that there are very different expectations between the media and other development partners (e.g. researchers, policy-makers etc)," Suggested Mr. Mehan.

Mr. Prabhu Chawla, Editorial Director, The New Indian Express, added that communication for agriculture is not seen as a major priority at either national or international level and the role of media as an effective player in agriculture development is undervalued. "This is because agriculture is indeed not glamorous subject and media is based on readership and viewership and everybody wants everything to be reported but there is always lack of space. Packaging of news is very important as news must influence and change the reader's life, so matter of fact is to find leaders that generate stories that must change mind. Media considers three W for any news to be released, viz What to convey, Whom to convey and what is the objective underneath," said Mr. Chawla.



2ND INDIA ANIMAL HEALTH SUMMIT

UNVEILING THE VITALITY OF MANAGEMENT AND POLICY FRAMEWORKS



Agriculture Today organised the 2nd India Animal Health Summit at Holiday Inn, Aerocity, New Delhi on 26th July, 2023. The summit was organised in an effort to unify the different stakeholders of animal health sector on a single platform to discuss, evolve, measure and develop animal health strategies.

INAUGURATION

The inaugural function saw the participation of Dr Abhijeet Mitra, Animal Husbandry Commissioner, GOI; H. E David Pine, Hon'ble High Commissioner, New Zealand; Dr J K Jena, DDG Fisheries and Animal Science, ICAR; Dr Tarun Sridhar, Former Secretary, Department of Animal Husbandry, GOI; Prof KML Pathak, Former Vice-Chancellor Deen

Dayal Upadhyay University of Veterinary & Animal Sciences and Ms. Anjana Nair, Group Editor, Agriculture Today.

Dr. KML Pathak addressed the audience and welcomed everyone by giving a small insight of the 1st India Animal Health Summit. Dr. Pathak observed that after 2014 livestock sector has seen drastic changes due to in-

The National Commission on Agriculture (NAC) has recommended having one veterinarian for every 5,000 animals, but the ratio is almost 50% in most of the Indian states.

numerable initiatives of Government Sector. Budget allocation for Livestock Health has increased, new programmes were initiated, vaccine production has increased, mobile veterinary units were introduced etc. which in turn led to the fast growth rate observed in animal husbandry sector.

Dr. Tarun Shridhar conveyed his thoughts regarding animal health by emphasizing on its correlation with human health. He also said that from pre-historical days animal health was deemed important. In fact, World Health Organization was formed 24 years later to the formation of World Health Organization of Animal, which clearly shows how much importance to animal health was given.

Dr. JK Jena talked about the deficient areas in animal health. He noted that de-



velopment and proper use of cost effective vaccines, with importance to capacity building and proficiency development has to be emphasized upon. It is usually said that an individual can't make any difference but the fact is difference start from an individual.

H. E David Pine observed that how two different countries are collaborating. He discussed New Zealand's Dairy Industry and how the country was excelling in its milk production and productivity.

The summit was inaugurated by lighting of the lamp. The audience included delegates, panelists, invited guest and many other dignitaries.

PANEL DISCUSSIONS

Session :1 Policies and Regulatory Ecosystem in Animal Health

The session was moderated with Dr. Tarun Shridhar, Former Secretary, DAHD, GOI. The panelists included speakers Dr Abhijit Mitra – Animal Husbandry Commissioner, Govt of India; Dr PK Uppal – Former Advisor, Govt of Punjab; Dr JK Jena, DDG (fisheries), ICAR and Mr. Navneet Dhand, Consultant, Mott Macdonald.

Dr. Uppal suggested that an apex body should be established for coordinating the four pillars -Risk assessment, management and communication; Modern Animal Health Framework ; Biosecurity and Innovation and research along with adoption of modern animal health practices.

Dr. JK Jena put forward that technology needs to be simple like sending messages

from mobile with a unique Id which could be a mobile number and also like animal aadhar card.

Dr Dhand, advocated early detection of diseases and control of antibiotic usage. He also discussed about anti-microbial resistance and measures to counteract it.

Session-2: Animal Health for One Health Management

Dr. Praveen Malik, Former Animal Husbandry Commissioner, GOI & CEO Agri-innovate chaired the session. He set the session in motion by making complimentary remarks on Animal Health for One Health Management and introduced the panelists Dr. Stanley Fenwick, Technical lead for One Health & Global Health, Mott Macdonald; Dr. A Sahoo, Director ICAR-National Research Centre on Camel; Dr. Avinash Anand, Former CEO & MD, Uttarakhand Sheep & Wool Development Board and Dr. Arun Atrey, MD & CEO, Zenex.

Dr. A Sahoo pointed out that Implementation of one health needs collaboration of all the stakeholders. He pointed out that antimicrobial resistance was due to the misuse of antibiotics in animal health segment and urged that there should be an awareness about policies for proper use of antibiotics. Dr. A Sahoo opined that pastoralist should have animal health card while travelling as disease do transfer while travelling from one state to another.

Dr. Fenwick stated that zoonotic diseases and animal diseases can be addressed

by proper management. Animal health and management should be considered as same issue as human health. We look for animal health to cure human health. He also suggested that animals must be made climate resilient.

Dr. Anand observed that animal husbandry is an unorganized sector which needs to be organized into cooperative bodies. Sheep and Goat husbandry value chain reach upto export level. He addressed the initiatives introduced for dairy stakeholder's involvement in one health implementation. He also discussed about National Digital Livestock Mission which included farmer's aggregators and mobile vet van for 24X7.

Dr. Atrey's discussion was mostly centered on the myths surrounding antibiotics usage in animal health management. He pointed out that 75% antimicrobial resistance emerges from hospitals and rest 25% from humans in animals. In 2010 report it was observed that India uses 3% antibiotic and has 12% of livestock population of the world. He suggested to work in collaboration with researchers/scientists or veterinarians and should slowly move towards safer organic option.

Session-3 : Innovative Approach In Animal Health Delivery and Management

The session was chaired by Dr. GS Rajhoria, President, India Dairy Association. The panelists of the session were Mr. Aseem Rawat, Founder-Hetha; Ms. Shruti Sharma, Investment Specialist, Invest India; Dr. Naveen Kumar, Scientist-NRCE; Mr. Ravi Shiroom, Co-founder-Stellapps; Dr. B Sarvanan, President-Tamil Nadu State Veterinary Council.

Mr. Rawat introduced himself and his venture, Hetha which worked solely with Indigenous cows. He introduced his organization which had more than 1000 cows. He talked about his animal health management strategy and suggested animals should be tested for serious diseases.

Dr. Kumar focused his whole speech on vaccines and diseases. His discussion was centered on Lumpy skin disease and the vaccine he has developed. He said that people in other countries were looking towards Indian variant as it was cheaper compared

to European variant, which costs around Rs 250 per dose. He stated that technology was never a problem rather the regulatory measures create problem. He also cleared the misconception surrounding vaccination.

Ms. Sharma recalled that 15 startups were given opportunities to give sales pitch to some knowledge sharing also.

Mr. Shiroor explored the opportunities of advanced technologies in animal health management. He expected the technologies to create an interface for the farmers who can find solutions to their problems in their own language.

Dr. Sarvanan introduced NAMO's VET (National Animal Mobile Operation Veterinary) scheme. In his presentation, he introduced the veterinary schemes and programmes in Tamil Nadu.

Session-4 : CEOs Panel on the Roadmap for Making India a Global Power

The speakers included Mr. Neeraj Matiyani, India Head – Digital Native Business of AWS; Dr Sanjay Gavkare, Venkateshwara Hatcheries Pvt Ltd; Dr Bhushan Kumar Charpe, Group Product Manager, Dairy – AH, Provimi and Mr Sushanta Dey, Director – Marketing, Kemin Industries South Asia Pvt Ltd. The session was moderated by Prof KML Pathak, Former DDG(AS), ICAR & Ex VC DUVASU.

The discussions were centered on the

INDIA ANIMAL HEALTH 2023 AWARDEES	
1. Academic Leadership	Dr NH Kelawala
2. Program Leadership	Dr Avinash Anand
3. Extension Leadership	Dr Ajit Singh Yadav
4. Innovation Leadership	Stellapps
5. Technology Leadership	Dr A Sahoo
6. Corporate Leadership	Zenex Animal Health
7. Best Company in Animal Pharma	AIMIL Pharmaceuticals Ltd
8. Best Company in Animal Feed	Kemin Industries South Asia P. Ltd
9. Best Company in Vaccines	Venkateshwara Hatcheries Pvt Ltd
10. Best State in Animal Health Management	The State of Andhra Pradesh
11. Startup of the Year	Moofarm
12. Young Scientist	Dr Naveen Kumar
13. Life Time Achievement	Sh Atul Chaturvedi

potential of livestock and poultry in enhancing India's export market. It was a widely accepted fact that livestock sector is seeing an unprecedented growth and the panelists were of the united view that India has to tap into this. They agreed upon the fact that animal health becomes a defining point and we have to strengthen our ani-

mal health management strategies to make India a global power. Technology, farmer awareness, vaccination and proper use of antibiotics were also discussed.

AWARD CEREMONY

The award ceremony saw the participation of dignitaries like Prof KML Pathak, Shri Atul Chaturvedi, and Shri JK Jena. Relevance of animal health in livestock production was stressed upon during the address. It was widely emphasized that health and production go hand in hand and various initiatives and programmes of government of India were discussed that mainly aimed to maintain livestock health and thus enhance its production which in turn has helped in raising Indian Economy. Winners of 2nd India Animal Health Awards 2023 were felicitated.

Shri Atul Chaturvedi stated that the three big agriculture commodities in terms of export were meat, fish and basmati. They contribute to foreign exchange. He stated that "Any farmer who invest in livestock never resorts to suicide".

The ceremony concluded in a celebrity note and by vote of thanks by Ms. Anjana Nair, Group Editor- Agriculture Today Group.



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