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भारतीय कृषि एवं खाद्य परिषद्
INDIAN CHAMBER OF FOOD AND AGRICULTURE

Supported by



NATIONAL CONFERENCE ON AGRI EXPORTS

THURSDAY, 02nd JUNE 2022
NASC COMPLEX, PUSA, NEW DELHI

**Celebrating Achievement
of \$50 Billion Exports**



SOUVENIR

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The many faces of Chai

Chai cannot be described in just one word. Spicy, strong, malty, earthy – the list is never ending. Add a dash of cardamom, a hint of ginger, sprinkle some cinnamon, the possibilities are endless.

And the inimitable ingredient that makes this brew so special and versatile is, Indian Black Tea.
So the next time you're in the mood, any mood for that matter, grab a spiced-up cup of Indian Masala Chai.



NATIONAL CONFERENCE ON AGRI EXPORTS ORGANIZED BY INDIAN CHAMBER OF FOOD AND AGRICULTURE (ICFA)



Indian Chamber Of Food & Agriculture (ICFA) , in association with APEDA organised National conference on Agri Exports on 2nd June 2022, at NASC, New Delhi commemorating India's achievement of reaching \$50 billion mark in agri exports. The event marked gathering of with prominent personalities of Indian and global agriculture on one platform for discussion, deliberation and development of a road map for strengthening Indian agri exprots.

The conference commenced with a Lamp Lighting Ceremony, followed by the Inaugural Session. Dr. Tarun Bajaj, Director, APEDA, Dr. SK Malhotra, Former Agriculture Commissioner; Project Director DKMA, Dr. S Glory Swarupa, Director General - National Institute of MSME, Dr. MJ Khan, Chairman, Indian Chamber of Food and Agriculture, and Ms. Mamta Jain, Group Editor and CEO, Agriculture Today Group were among those who addressed the session.

National Conference on Agri Exports

SESSION AND SPEAKERS

Inaugural Session



Dr M J Khan, Chairman, Indian Chamber of Food and Agriculture

extended a warm welcome to the panelists. He talked about India's "new found confidence" after the commendable achievement of crossing the \$50 Billion mark in agri export. However, he cautioned that the road ahead is a long one and there are several milestones that India is yet to achieve. Talking about Agri exports, Dr Khan talked about how this subject is of importance at the state level, as there is little progress possible without due contribution from the states.

He underlined the need for maintaining the numbers India has successfully achieved in Agri Exports. Quality, he said, is a crucial component in terms of exports since quality production plays a key role in developing and meeting demand for the items produced.

He also discussed the crucial role that APEDA, as an organisation, has had in this enormous achievement.

Dr S K Malhotra, former Agriculture Commissioner ; Project Director DKMA

expressed his happiness on India's remarkable \$50 Billion Dollar worth of achievement in Agri export.

"This was an ambitious target, and we plan to achieve an even bigger number in the coming year". Over the past five years India's productivity has significantly increased, he said, as he talked about the need for increased production for India to maintain this status in Agri export.





Dr Tarun Bajaj, Director, APEDA

expressed his delight at India's achievements in the agri-export industry. He discussed how, despite meeting the needs of a huge population, India continues to play a significant role in world trade. It is a source of pure joy and pride.

Dr. Bajaj discussed the numerous variables that contributed to India's \$50 billion worth of agricultural exports. This huge achievement has been attained by the government, in collaboration with scientists, farmers, MSMEs, and organisations such as ICFA.

We must continue to develop while overcoming obstacles such as trade tariffs. Focusing on quality and traceability is as important as it is gratifying in order to move forward.

Dr S Glory Swarupa, Director General - National Institute of MSME

mentioned that MSMEs are doing a remarkable job. "They have no boundaries, they work on diverse sectors and their institutions host export facilitations. It works towards creating and promoting entrepreneurs, with a special focus on increasing the number of women entrepreneurs across the nation," she observed. She maintained that after Agriculture, MSME is the second most important in terms of its contribution towards the economy." It is a matter of immense pride to share the MSME was the first to have initiated the One district, one product idea which has now become popular.

People can reach out to MSMEs in order to help seek guidance to contribute towards enhancing the growth of agri sectors," Dr. Swarupa informed.



Session 1 : Role of the Industry and Institutions in powering the Export Performance



Mr Vijay Sardana, Chairman ICFA-Working Group on Agro Trade

said that there are a couple of reasons as to why India ranks number 2, after China, in terms of rejection of its consignments by the USA. "Presence of filth, pathogens, pesticide residues among other factors are often responsible for this. Product development may be a viable option in this situation. Export is not mere transaction, it calls for a need to understand the rules at the borders and the taste & eating habits across borders. Every region of India has its own distinct traditional food, which is typically nutrient-dense and very healthful. India may improve its export performance by focusing on high quality, product development, and business ethics.

Dr A K Rajput, Executive Director-All India Poultry Breeders Association

said that the export of poultry products from India has a huge potential. However, there is little support for poultry exports, and we trail behind in terms of free trade agreements.

"Quality is a crucial part of export; while considering exporting a product, we must examine its quality. Every state must take the initiative to promote its own unique products.



Mr Abdul Hameed, All Seasons Farm Fresh Company - Agri-EXPORT

stressed on the role of states in export. "The Honourable Prime Minister had launched agricultural initiatives, with a special focus on states like Jharkhand, Orissa, and the Northeast. The one district, one product scheme is the best aspect of the initiatives. Plans for a meeting in Jharkhand should be encouraged as well," he recommended



Session 2 : Quality Production – Key to Sustaining High Export Growth



Mr Ganesh, Shlokas Agro Pvt. Ltd, Pune

observed that India has a plethora of export opportunities. He said that the production, however, is the most crucial component of things, and hence we must concentrate on it. “Fruits like mango, avocado, and guava, to mention a few, have a multitude of processing options. Farmers should also endeavour to find and work on new opportunities wherever possible,” he opined.

Mr Debopam Datta, Sr. Deputy General Manager-AGI Milltec IB

indicated that at the state and federal levels, there is a lot of discussion over getting food from farm to fork. He observed that processing, storage, and value addition for items have a lot of potential. “Another sector with a lot of potential is technology. APEDA has played a key role in a number of initiatives by supplying the necessary technology and supporting the use of technology”.



Mr Pradeep Dwivedi, Managing Director, Nutrelis

suggested that there is a need to concentrate on product scope and quality, as they are the most significant aspects of export. “Quality improvement, value addition, and increased output should all be prioritised. Farmers should be provided with the necessary resources to help them produce high-quality products,” he opined.

Dr Rajaram Tripathi, Member, National Medicinal Plants Board,

shared his happiness of being present there to share his views and talked about the journey ahead, which, said Mr Tripathi, will be marked with a lot of opportunities and a few challenges as well. The \$50 Billion is a mega achievement for the nation, and the industry shall continue to contribute towards maintaining this mark.



Session 3 : Infrastructure and Value Chain Development For Export

Mr. Sudhakar Tomar, President-India Middle East Agro Trade Industry & Investment Forum

said that it was critical to comprehend the panellists' motivations for this session so that we may better comprehend the many continuing agricultural actions." This year, Agri Export set a new high, and continued work will be required to maintain or improve this figure".



Ms. Shital Somani Kasat, Co-Founder, S4S Technologies, Maharashtra

observed every region has an innovative farmer. Efforts should be concentrated on establishing a chain of such farms. Moving from a 0 to a 1 is always difficult. With the right amount of effort, though, the trip ahead can be rewarding.



Mr. Deepak Pareekh, CEO, Indie Grams

was of the belief that India is endowed with the ability to create unique products, and suggested that we must capitalise on this."We must concentrate on enhancing our individuality rather than being affected by how other countries choose to develop and what they grow," he said.



Mr. Ritesh Jain, Deputy Vice President - Corporate Sales, M1xchange

said that in certain ways, rural development helps in agricultural growth indirectly. Efforts to aid development in rural regions by investing in infrastructure are desperately required, to help improve export.



Mr Anand Chandra, Executive Director and Co-Promoter, Arya Collateral Warehousing Services Pvt Ltd

said that export success can be aided by a focus on infrastructure. "Investments should be directed on improving infrastructure in order to increase production.

Agriculture technology investments are also desirable," he suggested. He said that instead of following the Western world, India needs to focus on generating distinctive products that are unique to the various regions of the country.



Dr Saurabh Pandey, Co-Founder and Director, Imperial School of Agri Business, Greater Noida

said that in certain ways, rural development helps in agricultural growth indirectly. Efforts to aid development in rural regions by investing in infrastructure are desperately required, to help improve export.



Session 4 : Successful Models of Farmer – Industry Partnerships

Dr MJ Saxena, Advisor - Dabur Ayurved

said that to improve India's progress and achieve a win-win situation, efforts must be made to promote good for farmers, good in terms of value addition, and good for consumers. "When it comes to exporting, product quality is crucial. In today's world, the farmer's image also incorporates energy generation, such as biogas and compressed biogas, and there is a lot of room for improvement in not just this aspect, but in terms of improved production," he opined.



Mr Puneet Singh Thind, Director, Northern Farmers Mega FPO

stressed on value addition for export as it is both necessary and lucrative. "There are various regions where one cannot export due to tariff restrictions. This is where value addition comes in," he said. He was of the opinion that Indian exporters must maintain a high level of quality, and value addition is a critical step at this time. "Every year, various regions, such as Punjab, suffer from wastage. It is necessary to pay attention to this".



Sh Yudhvir Singh, National General Secretary, Bhartiya Kisan Union

Sh Yudhvir Singh, National General Secretary, Bhartiya Kisan Union pointed out that the West has a strong influence on India. He said, "We frequently allow ourselves to be influenced not simply by what they do or produce, but also by failing to recognise our own originality.

India is endowed with a great deal of potential, and we must work hard to develop our own distinct products".





Mr. Kanwal Singh Chauhan, Progressive Pharma - Mushroom Farming

said that natural farming has always been and will continue to be an important method for producing high-quality goods. Growing products without the use of chemicals is not only beneficial to export, but it is also beneficial to our health.

Dr Ankita Pandey, CEO-Exim Path, MP

said," We tend to focus on forward linkages; however, we must also focus on backward linkages and seek to create an ecosystem that will train and therefore develop our farmers. There is a need to work on quality, that can aid in the development of a brand name that establishes itself in the global market."



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