



CO-HOST



Ministry of Agriculture & Farmers Welfare
Government of India



SMART AGRICULTURE MARKETING SOLUTIONS



NATIONAL SUMMIT

REGENERATING AGRICULTURE THROUGH SMART MARKETING SOLUTIONS

14 July 2017

FICCI, Federation House, New Delhi



BACKGROUND



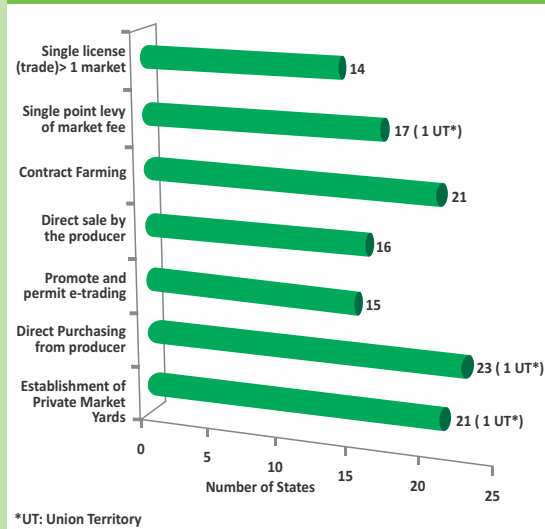
Indian agriculture significantly has become more robust with record production of several agriculture commodities. The year 2015-16 witnessed a remarkable performance with a production of 251.57 million tonnes food grains, 286.18 million tonnes horticulture produce. It's a well-accepted fact that Indian agriculture has left behind the era of production shortages and has emerged as surplus producer of many commodities.

With this changed scenario in production, agricultural marketing attains a centrestage. However, finding a market for the increased marketable surplus and getting fair price for farmers' produce is still a challenge. Till date the channels for marketing of agricultural produce remains long and fragmented, with four to six transactions from point of sale to consumers. The price spread between consumers and producers is large without a real value addition.

To respond to the supply and demand side issues in the sector, Government of India has announced various regulatory reforms that have the potential to tremendously impact Indian agriculture. Firstly, pressure has been building up across states to reform the prevalent Agricultural Produce Marketing Committee (APMC) Acts which were originally introduced with the intention of providing farmers with infrastructure and bringing transparency in price discovery. Secondly, Government of India boldly put forth the vision of creating a unified national market for agricultural commodities through the launch of the e-NAM initiative in April 2016. Thirdly, fruits and vegetables have been delisted from schedule 1 of APMC Act. These all are important steps in the direction to establish barrier free trading in farm produce across country.

However, there are more implementation solutions awaited to be put in place to unleash the full potential of such reforms. This year's Union Budget has set a highly progressive agenda with two major announcements (a) introduction of second version of model APMC Act (b) developing new model contract farming law. The government's ambitious vision of unified agriculture market inevitably requires a competitive environment, efficient marketing infrastructure and a favorable regulatory system. To advance progress towards this vision and develop a concrete roadmap that is explicitly linked to define a prominent role of each stakeholder, Federation of Indian Chambers of Commerce and Industry is organizing a National Agri Marketing Summit on 14 July'2017 at FICCI, Federation House.

Number of states- who adopted various Agri marketing Reforms



Source: Press Information Bureau, Government of India, Ministry of Agriculture, 04-March-2016





NATIONAL SUMMIT REGENERATING AGRICULTURE THROUGH SMART MARKETING SOLUTIONS

OBJECTIVE OF NATIONAL AGRI MARKETING SUMMIT



The National Summit seeks to bring to the fore the recent policy developments in agriculture marketing sector and the potential of implementation of such policy interventions on ground. The Summit would offer much needed opportunity to the related stakeholders and potential users to interact and deliberate on such policy developments and thus explore opportunity for development of agricultural markets and allied infrastructure & services.

SCOPE AND COVERAGE



The Summit will feature debates, presentations, experiences, panel discussions with special reference to

- Discussion on issues in enhancing farmer's income and delineating the strategy for enabling an effective integration of a farming community in the mainstream agriculture market developments.
- Develop a concrete action plan to bring together stakeholders and join forces to deliver collaborative and positive actions for development of policy framework on (a) regulatory measures (b) market infrastructure (c) agriculture price policy.
- Reviewing and creating awareness on the state of agri marketing reforms with special reference to developments at the National and State level, especially the discussion on Model APMC Act, 2017, draft model contract farming act and land lease act.
- Listen live to different stakeholder perspectives on
 - Technology and infrastructure preparedness in response to marketing reforms.
 - New generation agri retail models building new economies of scale.
- Era of agriculture themed mobile apps impact on Agri marketing.
- Farmer Producer organizations - high impact role in agriculture marketing.
- Discussion on constraints faced by various states in adopting new marketing reforms and brainstorm innovative ideas to bring better marketing environment.
- Presentations by Farmer Producer Organisations (FPOs) - challenges and scope for collaboration with the public and private sector.
- Create platform for Business collaborations in setting up infrastructure facilities for unified agriculture market in the country for perishables and non-perishables.
- Discuss the role of non-conventional marketing channels like direct sourcing, Commodity Exchange platforms, etc. in agriculture commodity trade and issues of concern to stakeholders.



WHY TO ATTEND



- Understand emerging opportunities in Agriculture marketing.
- Share perspective with Government on their major programmes and schemes on Agriculture marketing.
- Listen experience of various State Governments regarding adoption of various marketing reforms.
- Gain critical insights and reviews from leading Agribusiness experts - on smart agri marketing solutions.
- Opportunity for entrepreneurs, FPOs, startups new to industry to have their questions answered by leading experts.
- Meet and network with a wide range of stakeholders in agriculture sector.
- Share perspective with businesses already active in this sector on key issues being faced and mechanism adopted by them for addressing such issues.
- Opportunity for Mandi boards to understand the problems at farmers end.
- Listen international success stories in Agriculture marketing sector.

WHO SHOULD ATTEND



- Top level functionaries from **Central Government**
- **State Government** representatives and related agencies
- **Farmer's group** and progressive farmers
- **State Marketing boards** and their representatives
- **Agri commodity exchanges** and Agri commodity trading companies
- Agri produce **retailers and exporters**
- **Agri marketing** companies
- Agribusiness consultants
- Companies dealing in **contract farming**
- Senior Experts from National and International **Agriculture Universities**
- International Agriculture Institutions - World bank, FAO
- **Infrastructure developers** - Rural godowns, warehouse, Cold chain
- **Banks**, Agriculture Financing and Agriculture Insurance companies
- **ICT applications** and technology provider companies in Agriculture



Roundtable: Agriculture Marketing Reforms - The Way Forward



11 January, 2017, FICCI, Federation House

FICCI has been working strenuously over the past many years on agriculture policies. Over the years, considerable efforts have been put into devising policies & suggestions that would increase farm income, productivity and global competitiveness of Indian Agriculture. FICCI organized a Policy Roundtable on Agri Marketing Reforms on 11 January'2017. The objective of the Roundtable was to undertake a quick review the current state of agri marketing reforms and suggest possible steps that could be taken to further liberalize and modernize the agriculture produce trading scenario, so that marketing reforms can contribute towards the goal of doubling farmers' income. The roundtable saw representation from a wide range of stakeholders from central and state governments, mandi boards, academicians, farmer producer organizations, banks and agribusiness industry (trading, marketing, warehousing, farm machinery and collateral management).



Participants at Roundtable

- **Smt. Radha Singh**
Adviser-FICCI & Strategic Adviser-Yes Bank
- **Shri Pravesh Sharma**
Adviser-FICCI & MD, Sabziwala
- **Prof. Vijay Paul Sharma**
Chairman, Commission for Agricultural Costs & Prices
- **Shri Siraj Hussain**
Visiting Fellow (ICRIER) & Former Secretary, Ministry of Agriculture
- **Dr. Sudhir Goel**
Former Additional Chief Secretary, Government of Maharashtra
- **Smt. Neel Kamal Darbari**
Principal Secretary, Agriculture & Horticulture Department, Government of Rajasthan
- **Mr. Subhas Sharma**
Team leader, Small Farmers' Agribusiness Consortium
- **Shri Chandreshkhar Vashisht**
Deputy Director, MP State Agriculture Marketing Board
- **Shri J Ganesan**
Chief Administrator, Haryana State Agricultural Marketing Board, Government of Haryana
- **Mr. J.K Shahani**
Assistant General Manager, State Bank of India, Agri Business Unit
- **Mr. Prabhakar Bobde**
Senior Vice President, Commodity Business, HDFC
- **Mr. Rakesh Dubey**
GM- Policy & Industry Affairs, Monsanto India Ltd.
- **Dr. S Baskar Reddy**
Executive Director, Syngenta Foundation
- **Mr. Siraj Choudhary**
Chairman, Cargill India Pvt. Ltd.
- **Mr. Amit Mundawala**
Executive Director, Star Agriwarehousing and Collateral Management Ltd.
- **Mr. Atul Chhura**
Vice President-Research & Planning, Star Agriwarehousing and Collateral Management Ltd.
- **Mr. Vipul Mittal**
Head - Fruit & Vegetable, Big Basket
- **Mr. S K Singh**
Manager, Venkys
- **Mr. Sunil Jhavar**
Director, CR Comtrade Pvt. Ltd.
- **Mr. Yogesh Kumar Dwivedi**
Chief Executive Officer, Madhya Bharat Consortium of Farmers Producer Company Limited
- **Mr. Amrish Khurana**
Chief General Manager, Dev Bhoomi Natural Products Producers Company Private Limited
- **Mr. Sandip**
Special Correspondent, Financial Express

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*Exclusive of Taxes

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Delegate Participation Details

Delegate fees includes (conference registration, delegate kit, conference literature, networking lunch)	INR 2000/- per delegate*
For two or more delegates of the same company and FICCI members (10% discount)	INR 1800/- per delegate*
For 5 or more delegates of the same company and FICCI members (25% discount)	INR 1500/- per delegate*
For Academicians/Students participation	INR 1000/- per delegate*

*Exclusive of Taxes

It does not include airfare, hotel stay or any other incidental expenses.

All fees are payable by cash/cheque/demand draft in favour of "FICCI" payable at New Delhi.

You may also pay through RTGS/NEFT facility " Bank Name: Yes bank Ltd ", 56 Janpath, Connaught place, New Delhi-110 001,

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Please mention FICCI membership number in the Registration Form to avail the discount.

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