



भारतीय कृषि एवं खाद्य परिषद्
INDIAN COUNCIL OF FOOD AND AGRICULTURE

AIFA

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ALL INDIA FARMERS ALLIANCE

SOUVENIR

2nd All India Progressive Farmer Convention 2019

...Cultivating Pride

अखिल भारतीय प्रगतिशील किसान सम्मेलन

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2ND ALL INDIA PROGRESSIVE FARMER'S CONVENTION

DAY 1 INAUGURAL SESSION

1. Dr. M J Khan, Chairman, ICFA-



Dr. Khan commenced by giving a warm welcome and expressed deep gratitude to all the dignitaries present, and to all farmers from across 14 states who took the time out to share their success models and experiences. He said that one of the main objectives of this event is to make it possible for all farmers from

different regions become familiar with success stories and models and learn from the experiences of their fellow farmers. He also encouraged the farmers to start viewing farming as a profitable business and to start thinking and working like entrepreneurs.

He then gave the audience a brief introduction about the event and the key concerns that were going to be discussed and deliberated upon in this event spread over two days. Some of the major concerns that he pointed out were marketing challenges in farming and farmers' income.

He pressed on the importance of the coming together the industry stakeholders and the markets for the benefit of the farmers, and connecting the farmers with the right technologies and institutions to take the Indian farming sector to the next level.

Dr. Khan also highlighted the need to deliberate upon the various ways of applying management and accounting tools and systems in farming, the different ways to boost profitability, and to maintain clarity about where and how to cut and increase costs. He went on to express his concerns about the farmers' income and how for a long time now they have been trapped in a vicious cycle of poverty. Our government has envisioned to double the farmers' incomes by the year 2022, and Dr. Khan suggested that all stakeholders come together and work to convert this vision into reality.

2. Dr. Raja Ram Tripathi, National Convener, AIFA-

Dr. Tripathi started by congratulating and thanking ICFA for its contribution towards the agriculture sector of India and for bringing everyone together on one platform.

He then went on to say that he has very often been asked by people why he tends to find faults in things, that he finds shortcomings even in the best of policies and schemes. According to him, audits and people who find limitations play a crucial role, be it in literature, or any other subject in question.

ICFA and AIFA have been holding such gatherings for a few years now, where in stakeholders from different states come together and raise critical concerns. However, Dr. Tripathi believes that this has lead us to become successful in trying shift the focus of the country's central government on this issue. However, he feels that the schemes have various limitations, be it the Pradhan Mantri Beema Yojana or the announcement of the quarterly distribution of INR 2000 to the farmers. He feels that these schemes seem insufficient.

Dr. Tripathi said that due to the constant and persistent raising of this issue, there has been one positive outcome, that is, the farmers are now also being offered the facilities and benefits that were earlier only offered to artists, and other workers. In other words, the government has now started taking into consideration to the welfare of the farmers.

In his opinion, agriculture is not just limited to the farm, but goes beyond it. It is a composition of good seeds, good manure, sufficient storage, latest and advanced farming equipment. All of these elements combined make agriculture a successful venture. He then expressed his gratitude to Dr. M J Khan, who has been dedicatedly working to bring together



and presenting this on one platform.

He then added that in the elections that have gone by, and in the forthcoming elections, the polarization of farmers' votes have a critical role to play.

Dr. Tripathi stated that until and unless the government formulates policies after consulting with the farming institutions, the schemes would not have the expected impact.

Keeping in mind that India is a diverse country, one scheme is not sufficient enough to deal with all the issues faced by this sector. Each state has a different set of requirements, priorities, objectives, and concerns that need to be taken into consideration. Therefore, different policies need to be designed for each state, that best fits its requirements and objectives.

Another concern Dr. Tripathi raised was the fact that there has not been much investment in the Indian agriculture sector. No trader, no industrialist wants to invest in a sector where people are committing suicide. The ones who are willing to invest and earn out of farming are being harassed by the Income Tax Department.

He concluded by putting forward his request to the farmers and to the government to work to make farming a profitable sector. Since the government has the right intellect, the manpower and the requisite think tank, he suggested that proper training should be given to the farmers, and that they must get offered the right price for their commodities and easy access to the latest technologies.

3. Sh. Sunil Kumar Singh, Additional Managing Director, NAFED-



Mr. Singh started by introducing himself and NAFED, and the objectives that NAFED works to achieve. He stated that NAFED (National Agricultural Cooperative Marketing Federation of India Ltd.) was set up with the object to promote Co-operative marketing of agricultural produce to benefit the farmers.

Agricultural farmers are the main members of NAFED who hold the liberty to have their say, in the form of the General Body in the working of NAFED.

He then went on to discuss a new model that NAFED has recently been experimenting with. Mr. Singh stated that onions are one such commodity that is sold at Rs. 8 or at times at Rs. 80, which in its extremities, has a negative impact on both, the farmers and the buyers. Keeping this scenario in consideration, NAFED consulted with the farmers in Maharashtra, and formulated a new model.

NAFED has identified 25 such places in consultation with the local FPOs, where the majority of farmers are onion growers.

Storage houses with a capacity of a 1000 metric tonnes are being built for those farmers, keeping in mind their convenience in terms of distance and transportation. In this particular model, there will be a 26% financial investment by the memo farmers of the FPOs, 27% financial support from NAFED, and about 47% initial investment from the government institutions in the form of a grant.

This model will have a positive impact on the farmers as it will help cut down distress selling. The farmers will not have to sell their produce at lower prices anymore. Instead, they will have the facility to store their produce in local warehouses which would be managed by the FPOs. The record of the amount of onions being stored and the number of farmers storing their onions will be maintained by the farmers themselves.

In the end, he added that NAFED is also attempting to tie up with a bank so that the farmers can be paid upto 50%-60% of the market price of their produce there and then, so they can fulfill their financial needs, and they will also have the liberty to sell their produce in the markets.

4. Dr. Ashok Dalwai, CEO, NRAA-

Dr. Dalwai stated that a major chunk of India's population is dependent on agriculture to make a living. However, the contribution of the agriculture sector in the GDP has not been very great, due to the inadequate attention that has been given to this sector over the years.



When looking at agricultural growth, he added, our focus has always been on the amount of commodities being produced, and no importance has been given to the condition of the produces of these commodities, the farmers. He said that it is important for people to understand that while agriculture is crucial for our country, the farmers are equally significant. Once we change our thinking and focus more on the welfare of the farmers, it will have a positive impact on policy making.

He stated that our constitution says that we must focus on the welfare of the consumers and the citizens. However, it's about time we started worrying about the welfare of the farmers as well. According to Dr. Dalwai, farmers' welfare means economic welfare.

It is a well known fact that no respectable man wants to depend on the government, or an organization or take support from someone else for a living. In such a situation, even the farmer would wish to earn enough to support himself and his family, fulfill his financial needs.

It is therefore important to determine the income of the farmers and how we can work to increase their incomes so that they can enhance raise their standard of living. He insisted that, along with the economic welfare, we must also

focus on the social welfare of the farmers, which would include tourism, culture, education, etc.

He claimed that the policies must be formulated keeping in mind that the welfare of the farmers will only improve once there is harmony between their economic and social welfare. Dr. Dalwai believes that while the formulation of policies, it is important to consult with the farmers and take into considerations their suggestions and requirements, which in today's date, has been made very convenient due to advanced technologies.

Dr. Dalwai further expressed his concerns about the kind subsidies being offered to the farmers and asserted that we must shift from kind to cash subsidies. Since India is a vast country and extreme diversity in the agriculture sector, cash subsidies would prove to be more beneficial, in his opinion. One policy/scheme would not be sufficient or applicable to the various situations prevailing across the country. With a shift to cash subsidies, the farmers will have the freedom to use the cash to suit his immediate needs. In this regard, he appreciates the recent historical step taken by the government to provide a cash subsidy worth INR 6,000 per year to the farmers.

5. Shri Pravin Srivastava, Director General, ICFA-



Mr. Srivastava started by addressing the audience and giving them a warm welcome to the event. He expressed his gratitude to all the farmers who had come to attend the event from across 14 states. He then added by expressing his gratefulness towards ICFA for organizing such an event, for

bringing everyone together on one platform and giving everyone a chance to hear the hear about the farmers' success stories, models and their experiences about the challenges they faced and how they overcame them.

He concluded by saying that he sincerely hopes that this convention proves to be beneficial for all the people present.

SESSION 01: SHARING AGRIBUSINESS MODELS AND FARMERS' SUCCESS STORIES

1. Dharampal Tyagi, Progressive Farmer from Faridabad-



He started by saying that he joined farming as a profession when he was 12 years old. Ever since then, he has put all his heart, blood and soul into farming. He has worked so hard that he's been able to provide for himself and to make a name for himself.

He further went on to express his

disagreement with the fact that the farmers are going into losses and that the government is to blame for the same. It is time for the farmers to take responsibility and not completely rely on the government for profits and increased incomes. He believes that only the hard work and efforts of the farmers and scientists themselves can make farming a successful venture.

He's of the view that farmers need to change their ways and their marketing strategies in order to get significant profits. They need to increase their awareness about the needs and preferences of the consumers, i.e., family size, consumption value, etc. He insisted that farmers start maintaining the quality of their produce. It's not just the government's job to make the farmers aware of all these factors and information. It is up to the farmers and farm scientists to conduct proper research and utilize the technologies at their disposal to determine what kind of soil, manure, and urea to be used and in what quantities, to get the desired results.

He says that if the farmer doesn't have the courage, the strength, and the will power to put in the required effort and do the hard work, he will not succeed. By giving his own examples, he demonstrated and asserted that the farmers need to learn to nourish and nurture their farms like their own children.

He further added that the government will step in whenever any assistance is needed from them. However, completely depending on the government bodies for their success is unfair. Farmers need to step up and take charge as they are the ones who can help India achieve the agricultural growth that we have been working to accomplish.

He suggested that the farmers must sow their crops in 5 phases, keeping into consideration their financial requirements. They must be aware of the quantities in which the crops are to be sown in order to avoid surplus production and more loss.

Another major cause for concern is that there are various stray animals like pigs, cows, buffalos, etc., and they're destroying the farms, leading to more losses for the farmers. He requested the government to find potential solutions for this issue.

He concluded by pointing out another major concern of the farmers, i.e., difficulty in maintaining savings. He urged the farmers to start doing thorough planning and keeping accounts of where they can cut and reduce costs and expenses.

2. Mr. Raju Narsimhan, Progressive Farmer from Tamil Nadu-

He started by complimenting and appreciating the initiative taken by ICFA and AIFA to work together for the benefit of this sector.

He reiterated the reason that everyone



had gathered together for, and that is to discuss the challenges faced by the farmers in our country and to deliberate on potential ways to help double the farmers' incomes. He then talked a little about the 50 acres of land that he purchased. The land is fully mechanized. He has grown 42 acres of alphonzo mangoes, 5 acres of bananas, and various kinds of intercrops. He claimed that he benefitted a lot from the land, where he also installed 2 water pumps and storage facilities. He further went on to state that he has always grown and treated his trees like his own children. He mentioned that he has been selling his mangoes for Rs.160 per kgs, whereas in other places it's sold for Rs.20/Rs.30 and that too of poor quality. He encourages the people present to indulge in similar practices as they're a great source of income.

He then went on to talk about the importance of farm certification. The most important benefit to being certified is access to certain markets. Producers, governments, retailers and various other international organizations are becoming increasingly interested in the market for certified products. Traditional low input farmers may expect productivity gains in the long term when implementing organic methods, but these are frequently accompanied by higher production costs, mainly in the form of higher labour demand. In such cases, access to premium markets through certification usually results in increased net profits.

Next, he suggested that the farmers be given proper training as to what to do and what not to do, and that they must be given practical demonstrations, for the future generations. Modernization must be inculcated into the farming practices. He then encouraged the farmers to be dedicated to their profession by giving his own example. He said that he works on his farm from 6 am to 7 pm without rest. Change can only be brought about if everyone devotes their 100% time and effort to their job. He encourages the farmers to be proud of what they do and of their contribution to the economy of the country. He concluded by saying that he is proud to be a farmer and of what he has accomplished.

3. Harinder Rana, Progressive Farmer-



He started by giving a brief introduction about himself. He is a retired aeronautical engineer in the Indian Airforce and he is now involved in organic farming at the age of 57. Even though he gets an income from the Indian Airforce, he still wants to continue to work as a farmer and make

his contribution to the agriculture sector.

He said, in the books of law, farmers are looked at as 'unskilled labour', meanwhile the farmers are capable that

they can tell where you can find the water under the ground just with a single touch.

In today's date, the farmers are so tied up in the 56 conditions by WTO which go against the farmers. However, he refused to go into the details of these conditions.

He went on to say that they have established a food processing plant called Sun 19 Farms, in Buland Sheher, Utter Pradesh, wherein they are the producers as well as the sellers. The objective of this plant is to buy the produce of the farmers at better rates than the market price and then to sell the produce to the consumers at lower rates than the retail prices. At the end of the day, whatever amount of produce that is left unsold goes through processing in the food processing plant, thereby extending its life and then is brought back to the market to be sold. The goal is also to use minimum amount of chemicals, and instead increasing the price of the product.

Through this plant, they seek to help the farmers as he believes that they are very capable and just need our help in bringing out their full potential.

He feels that for a long time, the farmers have been overlooked by the system. Since we can't fight the system, he concluded by urging the farmers to take charge and find ways to increase their income. The government may be approached as and when the need emerges.

4. Gaurav Takait, Bharatiya Kisan Union-



He started by saying that he would like to draw everyone's attention to the need of the hour, i.e., to place emphasis on working out different ways in which the current situation of the Indian farmers can be improved.

He suggested that the government must offer the farmers the right price

for their produce, that the farmers work so hard to sow and grow. He also insisted that the government help the farmers in establishing food processing units by offering them easy access to various bank loans and other financial aid options. He urged that farming needs to start being treated as a profitable business. Additionally, the farmers need to learn to start conserving our natural resources and lower their consumption rate in order to avoid the exhaustion of these resources and to get the maximum use out of them.

He concluded by saying that this is the first time he has attended such a seminar and that he is extremely grateful to ICFA for having him along with the other honorable dignitaries and farmers together on this platform.

5. Mr. Anit Kasana, Progressive Farmer-



He expressed his gratitude towards ICFA for having him on this platform and giving him the opportunity to share his views. Though such seminars offer a great platform to discuss and deliberate upon certain issues and challenges faced by the farming sector, Mr. Kasana is of the belief that not all aspects of farming can be

discussed on one platform. It is therefore important to have a special commission dedicated solely to the farmers where in all aspects and all challenges faced by this sector, and their potential solutions can be discussed.

He stated that a lot of research is being conducted on the different kinds of seeds, soil, manure, and technologies used in farming. However, people have completely overlooked the one major cause of worry for the farmers- natural disaster.

In case of a disaster, no matter how good the soil or the manure or the seed is, all of the produce is destroyed and the farmers suffer a huge loss. This issue is yet to be addressed by the government. As there is no solution for this particular problem yet, many farmers are forced to opt out of this profession and take up other jobs in order to be able to feed their families.

He added that all the governments have failed to address this issue. The political parties have only been using farmers for their own political purposes and instead of working to improve the quality of life of the farmers. He therefore appreciates the efforts of ICFA for organizing such events where such critical issues can be raised.

He concluded by saying that he would like to still place emphasis on the formation of a special commission for the farmers. He urged the government to take full responsibility of the produce of the farmers, no matter how big or small the farmer is, by providing them storage facilities in order to avoid loss of unsold produce.

SESSION 02: FOSTERING MARKET LINKAGES: FARMER-INDUSTRY

1. Mr. Farid Ahmed, DGM Marketing (Asia, Pacific, Middle East, Africa), Apollo Tyres-



He appreciated the efforts made by ICFA and AIFA for organizing such an event where all the concerns of the farming sector can be heard on one platform and reach the government. He expressed that he was honored to be present at the convention and to listen to all the stories and experiences

shared by the farmers.

At the outset of his remarks, he pointed that when one talks

about seeds, they talk about chemicals, soil, tractors, etc. However, there is no mention of tyres.

He added that when talking about the use of tyres, the different types of tyres play a crucial role. While tractors are crucial for farming, tyres have a significant part to play in the functioning of tractors. Along with new farm machinery, there are new tractors that are being introduced as well.

In today's date, tractors aren't just used for sowing and harvesting, but for various other farming procedures.

He claimed that Apollo Tyres is trying to comprehend the problems and challenges and to accordingly design tyres to best suit the needs of the farmers.

He then briefed the audience about the company. He mentioned that Apollo Tyres is India's no. 1 tyre company and ranks 12th in the world. They aim to be among one of the top 10 companies around the globe. In this regard, he stated that this is the first time that a company has established a plant outside of India, in Hungary.

In the context of the current scenario of the Indian farming sector, the sole objective of the company is to help increase the farmers' productivity through tyres.

He went on to introduce their recently launched products.

They have introduced radial tyres for farming purposes, called "Farmking". It is the no.1 radial tyre. This product has a long life, of up to 5-6 years of service. These radial tyres offer suspension, comfort, and effortless operation of tractors. As tyres are heavy machinery that cause soil compaction, radial tyres help distribute the weight of the machinery and reduces soil compaction, thereby leading to enhanced crop yields.

Another one of their products is called Krishak Gold Tyre. It's suitable for all types of fields and soils and can be used for all farming purposes. It works efficiently on both hard and soft soil. It's got a better grip and has lower chances of punctures. He concluded by saying that they offer a 7 years standard warranty to farmers, like no other tyre company. They also offer a Tyre Suraksha Beema in which no premium is required, and it lasts up to 3 years. In this scheme, if due to any accidents the tyres are harmed, they will only charge 10% of the original cost of the tyre and replace the damaged tyre with a fresh one.

2. Mr. Lokesh Rampal, Product Marketing Manager, CNH Industrial-



Mr. Rampal briefed the audience about New Holland, one of the latest brands of CNH Industrial. New Holland Agriculture has been helping farmers to improve their productivity and efficiency since 1895. Today, they offer a complete agricultural equipment product offering specializing in livestock, hay & forage, small seed crops, orchards and vineyards. They have

more than 400 models in over 100 product lines. Their commitment to supporting the sustainable development of agriculture is at the root of our Clean Energy Leader® strategy, launched in 2006. This promotes the use of renewable fuels, systems to reduce emissions, technological tools and sustainable agricultural practices. Through their strong dealer network they stay close to farmers all over the world and offer a full suite of complete business solutions. New Holland is the reliable partner of every farmer worldwide.

They have a department called Crop Solutions wherein they offer solutions ranging from field irrigation to post harvesting. They have a total of 13 brands, 65 plants worldwide, 3 of which are in India. They make all sorts of tractors for all agriculture purposes. One of their plants manufactures combine harvesters and sugarcane harvesters. Each of their plant designs 1 particular product and supplies it worldwide. They offer Crop Residue Mechanisation facilities to the farmers. They understand the time restraint on farmers as they have to clear and prepare the field for sowing the next crop. In Crop Residue Mechanisation, they harvest the crops and burn the residue. Total crop residue in India is 540 M T, that accounts for the potential production of 10,000 M W electricity (10% of electricity shortfall in India). They offer a rake machine that collects the crop residue for the windrowing and lining of dried crops.

This product is being looked at as a potential solution for the smog situation in cities like Delhi, where smog is causing low visibility and other health hazards. This product has also been looked at as a Pioneer in crop residue management in India.

3. Ms. Daxa Jani, Manager, Product Management Team (Agri), MCX-



She started by thanking ICFA for bringing MCX and all the farmers together on this platform. She then gave a brief introduction to MCX- Multi Commodity Exchange of India Ltd., stating that it is an online trading company.

She then talked about the general perception of people that a farmer will forever remain a farmer. However, after joining hands with MCX, farmers can also become entrepreneurs by directly selling their products online through MCX, and for this no extra financial investment is needed. She feels that the farmers work so hard to grow the crops, and when the time comes to take their yields to the market to sell, they don't get the right price for it, as there are no standardized systems for it.

Meanwhile, with MCX, the farmers can collaborate with multinational exporters and sell their produce after value

addition, at competitive prices. The best part about this is that they can do all of this from the comfort of their own homes, and conduct business worldwide and earn the income they deserve.

4. Mr. Rajiv Arora, Guest Speaker, ASPEE-



Mr. Arora expressed his gratefulness towards ICFA for bringing everyone together on this platform along with the progressive farmers from different states.

In 1946, the Chairman of ASPEE group of companies, Nandu Bhai Patel, came to India from Africa. He was serving as a teacher in Africa. Even during his time in Africa as a teacher, he would constantly be concerned about the welfare of the farmers and would worry about how he can contribute towards the growth of the Indian agriculture sector.

At that time, the farmers would suffer from huge losses due to their crops getting infested with insects. He then bought this company which was the first to manufacture insecticides spraying techniques while placing emphasis on maintaining the health and quality of the produce. This spraying technique proved very beneficial for the farmers and offered them much needed relief.

Since then, the ASPEE group of companies has been bringing about various changes in their spraying techniques based on their thorough research, and also keeping in mind the changing requirements of the farmers.

He then urged the successful farmers to come forward and spread awareness to the farmers who are yet to reach that stage, about the need of high quality and spraying techniques produced by ASPEE, for the safety of their crops.

SESSION 03: CONNECTING WITH INNOVATIONS AND TECHNOLOGIES: FARMER-SCIENTIST INTERACTION

1. Mr. Jagdish Dhanani, Digital AgriMedia-



He appreciated the efforts made by ICFA and AIFA for organizing such an event where all the concerns of the farming sector can be raised and discussed on one platform.

He then went on to state that all the problems that had been discussed up till that very point regarding the farmers not getting the right price for

their produce, or any other information for that matter, is available on your mobile phones with the help of the application AgriMedia. Essentially, through this application, farmers can buy anything, sell their produce, get answers to

all their questions and queries, just with one touch, no matter where the farmers are located. The application also contains the success stories of various progressive farmers, and important information about the various government schemes related to farmers. To add to that, this application is absolutely free of cost and is available in various languages like Hindi, English, and Gujarati.

He concluded by encouraging the farmers to make use of this application and its easy accessibility.

2. Dr. P. K. GUPTA, DIRECTOR, NATIONAL HORTICULTURAL RESEARCH AND DEVELOPMENT FOUNDATION (NHRDF)-



Dr. Gupta shared with the audience his experience in the horticulture industry. He has worked under the government of India. He stated that a major chunk of onion produce that people consume comes from NHRDF. They have produced about 16 varieties of garlic, out of which 12 have been notified by the government. They have also produced 12 varieties of onions out of which 6 have been notified by the government. Whatever varieties they produce; they try to make the seeds of these varieties available to the farmers.

With permission from the government, some businessmen have been exporting their onion seeds, and NHRDF also happens to be part of it. Most of the varieties of seeds exported is unnotified. He said that since onion is one of the most important crop which is widely used in each and every household, it is extremely important to focus on the quality of the onions.

NHRDF, through their centres in different states, offer services to the farmers, including quality demonstrations, and seminars etc.

He then went on to point out that onion is the second largest commodity which is being exported, but there are no records of the varieties that are being exported. NHRDF, with the assistance of the government, is trying to identify which variety to be exported to which country so that the farmers can be guided to produce only those particular varieties, in order for them to get the desired price for their produce.

The last point he raised was about Precision Farming, i.e., the urgent need to figure out ways to get maximum benefits with minimum investments.

3. Dr. K.L. Chadha, President, Horticulture Society of India-

Dr. Chadha is an Indian horticultural scientist, author, and a former National Professor of the Indian Council of Agricultural Research. He was honored by the Government of India, in 2012, with the fourth highest Indian civilian award of Padma Shri.



He started by commenting on the global population scenario. He said that by 2050, the population might reach up to 10 billion, and we need to be able to feed them.

He then pointed out that numerous people are moving from their villages to urban cities and their eating lifestyle is gradually transforming. Due to these changes, there is a lot of pressure being put on our natural resources.

He underlined the issue of shrinking water reserves. The water resources are shrinking and the withdrawals for agriculture account for 70% of all withdrawals. Asia, particularly India and China use about 20% of their renewable freshwater resources, whereas Latin America and sub-Saharan Africa use only a very small percentage.

He then commented on the global climate change. The rise in global surface temperature due to the depletion of the ozone layer is altering the composition of incoming radiations. The extent of snow cover is deteriorating. Deforestation and land degradation have led to increased greenhouse emissions.

He then talked about the declining crop productivity. He pointed that yields in cereal crops show tendency towards plateauing. The increased demand of food is creating more intense competition for natural resources resulting in increased greenhouse gas emissions, water scarcities, soil depletion, environmental degradation, deforestation, etc.

He then urged that emphasis needs to be placed on horticulture produce. Agriculture production is required to increase by 70% to meet global food requirements. With time, the concept is gradually making a shift from food security to nutritional security, addressing both food energy deficiency and micro nutrient malnutrition. A minimum of 400 gm fruits and vegetables per person are recommended.

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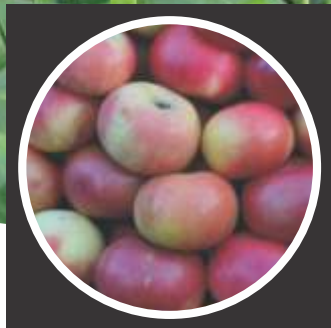
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2ND ALL INDIA PROGRESSIVE FARMER'S CONVENTION

DAY 2

SESSION 01: GOVERNMENT FLAGSHIP PROGRAMS: FARMER OFFICIALS INTERACTION-

1. Shri Hukum Chand, Padmashree Awardee-



He started by complimenting and appreciating the initiative taken by ICFA and AIFA to work together for the benefit of this sector.

Food safety ensures that each and every citizen of the country must have food to eat. However, it does not ensure whether the food that the citizens are consuming is safe and of

good quality. As a result, many people who fall below the poverty line are getting food of very poor quality which is greatly affecting their health. Seeing all this, Mr. Hukum Chand initiated a program called Beej Se Bazaar Tak in which they only used natural resources to produce fertilizers and insecticides for farming, and the crops produced were purely organic.

This utilization of natural resources has also helped bring down the cost of production, which in turn has helped in increasing the incomes of the farmers.

He went on to encourage the farmers to give shelter to the stray cows in their homes.

This will not only ensure the safety of the cows but will also provide the farmers with pure and safe milk to feed their families and also to sell to others.

2. Mr. Aleen Mukherjee, Executive, Vice President, NCDEX-



He started by thanking ICFA for having him on this platform and he then congratulated the awardees.

He stated that the Beej Se Bazaar Tak initiative explained by Mr. Hukum Chand is a good initiative. However, the problem comes when the farmers go to the market to sell their produce, they don't get the desired value for their

produce, and this is largely due to the demand and supply mismatch. To address this issue, NCDEX has started Fayada Bazaar, where the farmers will know the price of their produce 2 month in advance, and once the price of the crop is locked, any drop in the market price of the crop will have no effect on the locked price that the farmers will be receiving. Fayada Bazaar also ensures complete safety in financial transactions as this agency is regulated by the government. Since Fayada Bazaar works in association with FPOs, Mr. Mukherjee urges more and more farmers to get associated with the local FPOs so as to avail the benefits of this initiative.

3. Shri Kamal Singh Chauhan, Padmashree Awardee-



He expressed his gratitude towards ICFA for having him on this platform and giving him the opportunity to share his views. He briefly suggested that the farmers stop using chemicals in farming and make a shift towards organic farming.

He urged the progressive farmers and organic farmers to work in association with Krishi Vigyan Kendra which is there in every village, and ICRA to encourage and train more and more farmers to indulge in organic farming. Food safety can only be accomplished when the food being provided to the citizens is safe and of good quality.

4. Dr. Bhim Singh, Additional Chief Project Co-ordinator Lupin Foundation-



He started by thanking everyone for coming together and for working towards a better future of Indian Agriculture. He reiterated the fact that the farmers must take charge of their own situations and find possible solutions to their problems by themselves instead of sitting back and relying on the government to do the same.

He emphasized on keeping a positive approach in the face of

all challenges. Getting defeated by these problems will only need to more suffering. Lupin foundation is working with this positive approach by making the best use of the resources available.

SESSION 02: ENHANCING INPUTS, CREDIT AND INSURANCE OUTREACH

1. Dr. Dinesh Chauhan, CEO, International Agriculture Consulting Group (IACG)-



He started by congratulating all the awardees from different parts of the country. About IACG, he said that they work globally, towards promoting new technologies. They work in collaboration with worldwide corporations to help the farmers gain access to these technologies.

He then underlined that agricultural credit is an indirect input. It has been used indirectly in farming. Just because the agricultural credit is increasing, doesn't necessarily mean that the farmers' income is increasing. He pointed that credit allocation among the farmers is not uniform. The credit has been allocated mostly in the Southern part of India in comparison with the eastern. There is a shortage of manpower in rural banks. He then raised the question about how we can make the credit reach the end users and help in its uniform allocation.

He claimed that technology has a huge role to play in this and that we must utilize it to its last mile. Farmers' data must be digitized, rural infrastructure must be worked upon, and lastly, insurance structure needs to be strengthened.

2. Mr. Virendra Mehta, Horticulture and Nursery Expert-

Mr. Mehta introduced himself as a law graduate who has a land of 25 acres, out of which 10 acres is wheat, and the rest is vegetables. He suggested that the farmers should make a slow move towards organic farming. He urged that the farmers quit relying on others and realize that it is the farmers themselves who will have to work their way out of the challenges that they're facing. He pressed on the need for farmers to try new ways, new techniques and strategies, and to experiment. It is up to them to work hard, to find the right market for themselves, to fight to get the right price for their produce, to find various ways in which they can diversify their production in order to increase their profits.



3. Shri C.P. Shoran, Executive Director, Indian Council of

Food and Agriculture-

Mr. Arora expressed his gratefulness towards ICFA for bringing everyone together on this platform. He started by explaining why we had to implement the industrial model in agriculture. He stated that at the time of independence in 1947 our population was about 330 million. We were self-sufficient in feeding our people through traditional farming methods but around 1970, our population doubled and it became difficult to feed the entire population. This was the main reason why the industrial model had to be implemented in order to increase the production. That was the need of the hour. Today we are at a stage where in spite of natural disasters or lack of monsoon, our production is surplus and he then applauded the farmers for their hard work.

He mentioned that at the rate at which the population is currently growing, it is not possible to turn completely organic because organic farming is an expensive venture. However, we must keep making efforts to make the shift and maintain a balance between both organic farming and farming with chemical fertilizers.

In today's date, farming has become very scientific wherein results will only show once a good amount of fertilizers and pesticides are used.

He urged the farmers to maintain records of everything they purchase and/or sell.

That's how they will be able to save more and increase their incomes. He then suggested that the government should get together with scientists, and farmers and consider building more storage facilities, cold chains, post harvest technologies, and better irrigation technologies. The scientists should work towards developing such medicines that can be used to increase production from organic farming.

4. Mr. Kamal Kumar, Advisor, Dhanuka Agritech Ltd.-

He expressed his gratitude towards ICFA for having him on this platform and giving him the opportunity to share his views. He displayed some data to the audience to show that in many aspects, the agriculture sector in India is way ahead of China. Indian farmers are more enterprising than the farmers in any other country in the world. Our villages hold great potential of showing growth in this very sector. In today's date, our agricultural production of food grains is higher than any other country. Today India stands at



no. 2 in the world and the horticulture department has had a major contribution in this growth.

The issue that concerns him the most is how the investments will come in this sector. It can either be done by the government, by businessmen, or by financial institutions that are run by the government. The biggest financial institution is NABARD- National Bank for Agriculture and Rural Development. The Bank has been entrusted with matters concerning policy, planning, and operations in the field of credit for agriculture and other economic activities in rural areas in India.

Unless there is investment in this sector, the farmers can not grow.

SESSION 03: TRANSFORMING FARMER INTO FARM ENTREPRENEUR

1. Yudhvir Singh, Bharatiya Kisan Union-



He appreciated the efforts made by ICFA and AIFA for organizing such an event where all the concerns of the farming sector can be raised and discussed on one platform.

He then went on to state that for two days people have been discussing the various ways in which the economic condition of the farmers can be

improved. Even though it is claimed that much has been done for the upliftment of the farmers, many members have shared that in the last 20 years, close to 3 lakh farmers have committed suicide. This deterioration did not happen in a day. It all started in 1965 after the green revolution, when the industrial model of Europe and America was implemented in India. Earlier the farmers used to save seeds, used natural fertilizers, and families used to work in farms resulting in zero cost of production. But after the implementation of the industrial model, farmers were made addicted to the use of chemical fertilizers, pesticides, imported seeds, which lead to increase in the cost of production, and thereby lowering the price of the produce. As a result, the farmers got poorer. Mr. Singh is of the view that the farmers will not be uplifted for as long as the industrial model continues to be implemented.

2. Dr. Jitendra Mandrah, Key Account Manager, India-Global Gap-

Dr. Mandrah stated that the topic of discussion in this session revolves around working out the different ways in which farming can be turned into a profitable business, such as- use of good pesticides and fertilizers, good seeds, good



techniques and technologies, and maintaining written records of the produce. However, there is one question that still remains unanswered: how may one get all of this information and how may one identify whether or not the produce of good quality in case one wants to export?

He appreciated the initiatives started by ICFA wherein they are providing complete information and direction to farmers so that they can achieve the maximum benefits. There are also several agencies that provide the certifications required to authenticate the quality of the produce in case the farmers want to export.

3. Dr. Krishan Bir Chaudhary, President, Bharatiya Krishak Samaj-



Dr. Chaudhary appreciates the efforts and initiatives taken by ICFA for the welfare of the farmers. He talks about the various government schemes and how farmers can become farm entrepreneurs. The government has taken various initiatives to help the Indian farmers grow and expand their business through several schemes

like soil health card, various subsidies in irrigation. Kisan credit cards, and has provided assistance in promoting the fishing sector.

Appreciating the efforts made by the government, Dr. Chaudhary suggested that the government must ensure that the farmers are in direct interaction with the consumers, so as to avoid suffering at the hands of any middlemen. He also urged the government to initiate various pilot projects in packing, grading, cooling chains, and storage in every remote village.

He also urged the government to use the NIFTEN institute, which is doing exceptional work at international levels in the agro-processing sector. The students studying at the NIFTEN institute should compulsorily spend 1 month in rural areas to process the raw material produced there.

NIFTEN must also organize various educational camps in these rural areas. Such initiatives by the government will definitely help the farms succeed in their venture of becoming farm entrepreneurs.

4. Shri Sudhir Gupta, Advisor, Millenium Alliance, Director Alignus-

He started off by saying that the farmers are already entrepreneurs in the making, owing to the overproduction. Be it milk, mangoes, or pomegranate, India has the maximum production of these commodities.

He feels that the growth that the country has seen over the years, is majorly because



of the farmers and the work that they do, their contribution to the growth of the economy. However, sadly, they still do not get income that they deserve, that they work so hard for. For this situation to improve, it is very important for the farmers to start thinking like entrepreneurs. They must not settle for whatever they are getting. They need to be more goal driven, ambitious, and they must gather the courage to fight for what is owed to them.

He believes that one aspect where the farmers are going wrong is that they are not maintaining proper records and accounts how much money is coming in or going out, the amount of produce sold, etc. They also need to find the right market and then grow crops accordingly, keeping in mind the requirements of the market, and set the prices accordingly. He then urged the farmers to learn from their fellow farmers' success stories and take inspiration from them. Once the farmers are willing to take charge of the situation and make a difference, nothing can stop them.

CONCLUDING SESSION

1. Dr. Ashok Bajpai, Member of Parliament



He started by appreciating the two days seminar for progressive farmers which was successful in bringing forward the challenges faced by the farmers and possible solutions to how the standard of living of the farmers can be raised. He added that many of the intellectuals and scientists present at the event not only shared their views

but also offered practical solutions to these problems. He then acknowledged the efforts of ICFA for applauding the progressive farmers by awarding them, including the Padmashree recipients and also the government to identify and honor the people related to farming in rural areas who have done exceptional work in this field. He also appreciated Dr. M.J. Khan for his exemplary work in organizing such conventions and seminars from time to time involving farmers, which not only underline the welfare of the farmers, but also help create awareness among the farmers regarding the latest initiatives, innovations, schemes, policies, and technologies in the sector.

He concluded by expressing his gratitude towards the honorable Prime Minister, Narendra Modi, for constantly working towards easing out the struggles faced by the farmers by announcing financial support of INR 6,000 per year to the small farmers.



2. Dr. Rajaram Tripathi, National Convenor, AIFA-

Dr. Tripathi thanked Dr. Khan for conducting such seminars, and thanked all the panelists belonging to the various sectors related to agriculture and farming for sharing their views and experiences with everyone. He expressed his

gratefulness to all the farmers who had gathered at the convention from over 14 states, especially the farm leaders who were successful in bringing the many challenges faced by the farmers into the central focus.

Dr. Tripathi then applauded all the progressive farmers who were awarded for their exemplary achievements in farming against all odds and urged them to become the lighthouse for other farmers.

He thanked the organizers and specially Dr. Khan who has been relentlessly worked for 15 years to raise critical issues encountered by the farmers.

3. Mr. Farid Ahmed, DGM Marketing, Apollo Tyres-

He thanked ICFA and AIFA, and all the panelists and farmers present at the convention, on behalf of Apollo Tyres. He added that when he was approached by ICFA to participate in the program, he was a little apprehensive about how it will unfold, and whether or not it will be a success, but he still agreed to participate.



However, towards the end of the seminar, he expressed his appreciation towards the efforts of the organizers of this event, for providing such a great platform to the various innovators in the farming sector to come together share their success models and stories with the farmers, and to help bring about a ray of hope in the otherwise intense atmosphere of the farming sector.

3. Shri Rapolu Ananda Bhaskar, Member of Parliament-

He appreciates to Dr. M.J Khan, Raja Ram Tripathi ji, Ashok Bajpai ji and farmer and farming industrialization in India. He said it is another panel in the gap of farming industries, ICFA in alliance with the AIFA and he appreciate to awardees and said that things are gradually changing that farming sector is also gaining respect.



However, towards the end of the seminar he expressed that we need two things for helping the farmers i.e., Low cost of sprinkler-irrigation, drones and artificial intelligence support system on smart phones in all languages. He thanks to ICFA teams and said it is greater deeper interaction between farmers and farming industries.

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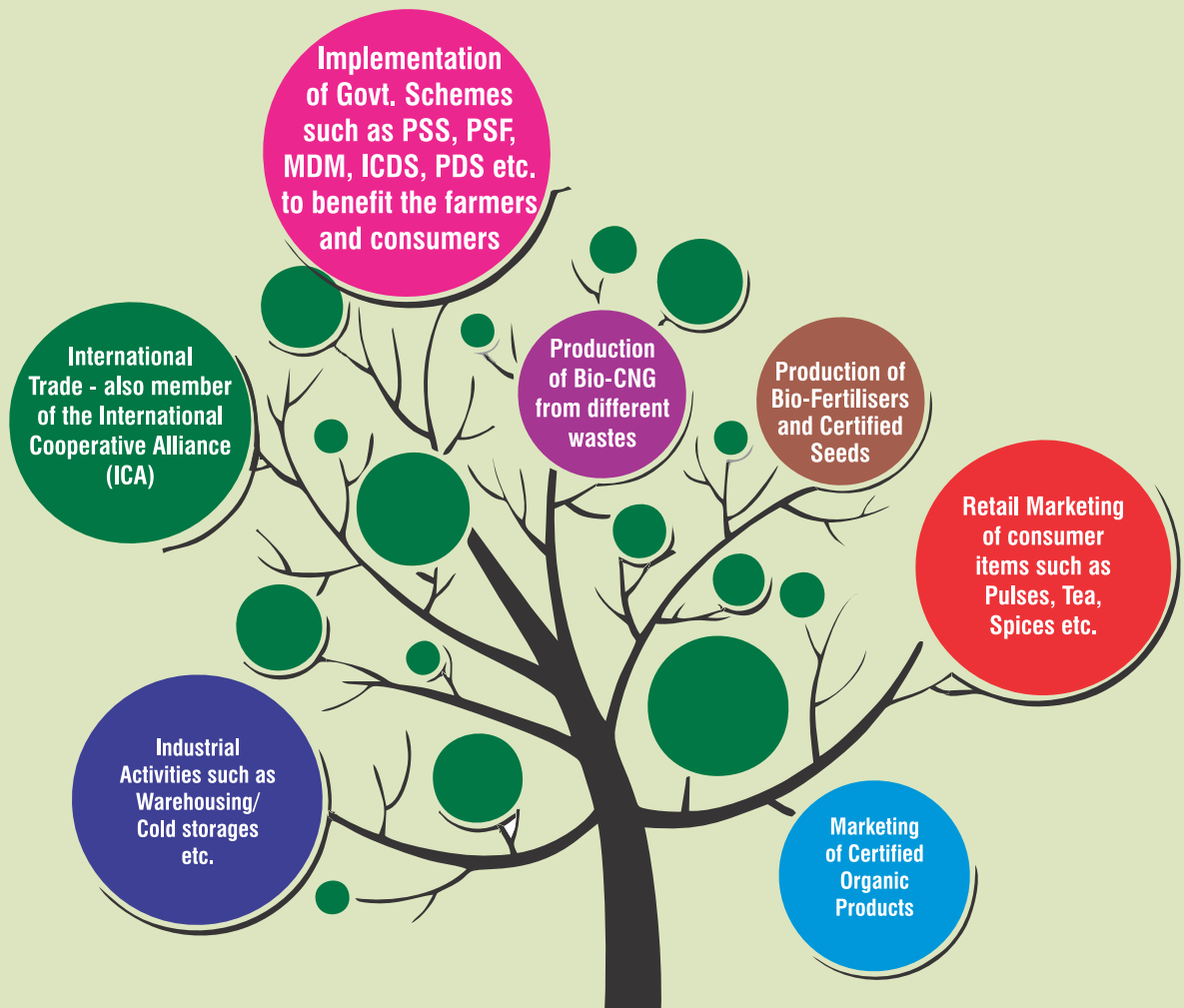
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Glimpss



ICFA Progressive Farmer Awardees 2019

NAME	STATE	AWARD CATEGORY
Shri P.R.M. Ravichandran	Tamil Nadu	Farm Extension
Shri Deepak Kumar	West Bengal	Agri Business Leadership
Shri Subhash kakade	Maharashtra	Farm Leadership
Real Orgo Farmers Producer Company Ltd.	Maharashtra	Best FPO
Shri Navnath Ashok Garud	Maharashtra	Contract Farming
Shri Sukhjeet Singh	Punjab	Farm Level Processing
Shri Genabhai Darghabhai Patel	Gujarat	Innovations in Farming
Col. Deshwal	Uttar Pradesh	High Tech Horticulture
Smt. Sukuntala Talukdar	North East Region	Organic Farming
Shri Banamali Sasamal	Odisha	Integrated Farming
Shri G.N Sharma	Bihar	Medicinal and Aromatic Farming
Smt. Toral Patel	Gujarat	Precision Farming
Smt. Ruchi Arora	Uttar Pradesh	Ag Tech
Smt. Metta Sujatha	Andhra Pradesh	Poultry Farming
Shri Akash Chourasiya	Madhya Pradesh	Sustainable Agriculture



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THE BACKGROUND

Agriculture is the largest employer in India @ 50% and a pre-dominant sector of India's economy with an annual output of \$ 370 billion. While India ranks 12th in manufacturing and 11th in services sector, it is the 2nd largest agricultural GDP in the world, \$90 billion more than USA. Agriculture is deeply embedded into Indian culture, festivals and life philosophy, being the principal economic activity for the majority of our population. Indian Agriculture has undergone a momentous metamorphosis from the days of 'ship to mouth' and now exporting agri produce worth \$ 40 billion. Our farmers have made India proud with their zealous and diligent hard work, supported by government policies and technologies from the industry.

However, in the last two decades there is a paradoxical situation emerging. On one hand, there are massive scale success stories and innovative agribusiness models, powered by policies and substantially enhanced engagement of the industry, banks and government institutions. On the other hand, natural resources are depleting, rural urban income gap is widening and farmers suicide deaths continue unabated. A silver lining, nonetheless is that educated youth understand the potential and are engaging in farm ventures and agribusinesses, progressive farmers in many parts of the country are innovating conventional practices to become successful farm entrepreneurs by leveraging upon the strengths of the markets, industry and institutions.

Indian Council of Food and Agriculture envisions to provide exposure to farmers by sharing successful agribusiness models and sensitize them with policies, schemes, technologies and markets. Rewarding evolution will be evident when farmers themselves become role models for fellow farmers. With this aspiration, ICFA along with All India Farmers Alliance is organizing the 2nd All India Progressive Farmers Convention on 28 February to 01 March 2019 in New Delhi. The forum aims to establish a national level platform for progressive farmers to share their success stories and connect with the industry and key stake-holders for collaboration and growth opportunities.

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