



3rd All India Progressive Farmers Convention

...cultivating pride in farming

अखिल भारतीय प्रगतिशील किसान सम्मेलन

23rd December 2024 | Constitution Club, Rafi Marg, New Delhi



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3rd All India Progressive Farmer Convention

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The Inaugural Session of the 3rd All India Progressive Farmer Convention and Awards was held on 23rd December 2024 at the Constitution Club in New Delhi. The event brought together distinguished guests and experts from the agricultural sector.

Welcome Address by Mr. Haris Khan, CEO, Agriculture Today Group

The session commenced with an inspiring Welcome Address by Mr. Haris Khan, the CEO of Agriculture Today Group. He expressed his gratitude to all attendees for their presence at the convention. Mr. Khan highlighted the importance of collaborative efforts in transforming the agricultural sector and emphasized that the convention would provide a platform for farmers to exchange knowledge, share their experiences, and find solutions to the challenges faced by them. His speech set the tone for an engaging and productive session.



INAUGURAL SESSION

Special Address by Sh. Bharat Bhushan Tyagi, Padma Shri Awardee, Progressive Farmer



The second address was delivered by Sh. Bharat Bhushan Tyagi, a renowned Padma Shri Awardee and Progressive Farmer. Sh. Tyagi, known for his outstanding contributions to the agricultural community, shared his personal journey and the vital role of progressive farming in shaping India's agricultural future. He emphasized the importance of sustainable practices, technology adoption, and the need for farmers to continually innovate in the face of climate change and market challenges. His words resonated deeply with the audience, offering inspiration and encouragement to adopt more sustainable and advanced farming methods.

Address by Mr. RK Goyal, Managing Director – South Asia, Verdesian Life Sciences LLC



Mr. RK Goyal, the Managing Director for South Asia at Verdesian Life Sciences LLC, delivered a detailed address on the role of innovation in agricultural practices. Mr. Goyal discussed cutting-edge agricultural solutions that enhance crop productivity, improve soil health, and

address environmental concerns. He shed light on the importance of using advanced technologies and scientific advancements to achieve better yields and sustainability. His address also highlighted how Verdesian Life Sciences has been a key player in promoting eco-friendly solutions for modern farming.

Address by Mr. Ajeet Singh Chahal, Rice Team Lead – Asia, Crop Science Division, Bayer

Mr. Ajeet Singh Chahal, the Rice Team Lead for Asia at Bayer's Crop Science Division, presented valuable insights into the rice farming and the evolving challenges faced by farmers.



Mr. Chahal spoke about the advancements in rice farming technology, including new seed varieties, pest control mechanisms, and water-efficient practices. He also discussed Bayer's efforts to develop sustainable farming solutions tailored to the unique needs of Asian rice farmers. His address showcased Bayer's commitment to supporting farmers through innovative solutions.

Address by Mr. Navneet Ravikar, CMD, Lead Connect

Mr. Navneet Ravikar, the Chairman and Managing



Director of Lead Connect, shared his thoughts on the role of technology and digital tools in transforming the agricultural landscape. Mr. Ravikar emphasized how digital platforms, smart agriculture tools, and data analytics are enabling farmers to make more informed decisions, reduce costs, and increase their productivity. He spoke about Lead Connect's initiatives to bridge the gap between farmers and technology, helping them access tools that improve efficiency and profitability in farming.

Special Address by Chief Guest, Shri Pilot Neeraj Sehrawat, National In-charge for Research & Policy at Kisan Morcha, BJP.



Mr. Sehrawat focused on the government's role in supporting farmers through research, policy, and infrastructural development. He detailed several government initiatives aimed at improving the economic well-being of farmers, including subsidies, insurance schemes, and loan facilities. He also spoke about the importance of policy reforms to ensure the long-term sustainability and growth of the agricultural sector. His address reflected the government's commitment to empowering farmers through both policy and practical support.

Vote of Thanks by Dr. Aakanksha, Executive Editor, Agriculture Today Group

The session concluded with a Vote of Thanks by Dr. Aakanksha, the Executive Editor at Agriculture Today Group. Dr. Aakanksha expressed her sincere gratitude to all the distinguished sponsors, speakers, guests, and participants for making the event a success. She highlighted the importance of continued dialogue and collaboration within the agricultural sector to overcome its challenges and seize new opportunities. Her words wrapped up the session on a note of optimism and collective responsibility towards the future of farming in India.



PANEL DISCUSSION

Session 1: Government Flagship Programs: Farmer-Officer Interaction Session

Session Chair : Dr. Kalyan Goswami, DG ACFI



The interaction session, chaired by Dr. Kalyan Goswami, the Director General of the Agro Chem Federation of India (ACFI), explored the critical role of government flagship programs in enhancing agricultural productivity and farmer welfare. Dr. Goswami provided insights into how government policies, initiatives, and flagship schemes like PM-KISAN, National Mission on Agricultural Extension, and Pradhan Mantri Fasal Bima Yojana have shaped the future of Indian farming.

Key Speakers :

Mr. Sanjay Chaudhary, VP – Strategic & Corporate Affairs, Indogulf Cropsiences Ltd.



Mr. Chaudhary shared his perspective on the synergy between government policies and private sector innovation in improving the agricultural ecosystem. He discussed how Indogulf Cropsiences, a leader in crop nutrition, aligned its strategies with government initiatives to promote sustainable farming practices and

help farmers increase their yield while minimizing the environmental impact.

Mr. Manoj Varshnay, MD & CEO, IFFCO-MC Crop Science Pvt. Ltd.

As the Managing Director and CEO of IFFCO-MC Crop Science, Mr. Varshnay spoke about the company's efforts to bridge the gap between farmer needs and technological advancements.



He addressed the critical role of fertilizers, crop protection, and the collaboration between government flagship programs and private sector innovations in ensuring food security and improving the livelihoods of farmers.

Sh. Kanwal Singh Chauhan, Padma Shri Awardee, Progressive Farmer

Sh. Kanwal Singh Chauhan, a Padma Shri awardee,



provided valuable insights from his own experience as a progressive farmer. Known for his pioneering work in agriculture, Mr. Chauhan shared his journey of adopting advanced farming techniques, and how government

initiatives supported him in transforming his farm into a model of success. He discussed the practical challenges faced by farmers on the ground and the need for government and industry to work in tandem for sustainable agricultural practices.

Mr. Srikanth Bollapalli, Progressive Farmer & Entrepreneur

A successful entrepreneur and progressive farmer, Mr. Bollapalli highlighted how government programs



empowered him to diversify and scale his farming operations. He talked about innovative approaches to farming and entrepreneurship, emphasizing on how integrating modern technology with traditional practices could enhance agricultural productivity and profitability.

His experience as both a farmer and entrepreneur shed light on the value of government initiatives in fostering innovation at the grassroots level.

Session Objectives:

- To discuss the role of government flagship programs and private sector innovation in transforming Indian agriculture.
- To explore the challenges faced by farmers and how government schemes could be enhanced to address them effectively.
- To identify best practices from progressive farmers and entrepreneurs who leveraged government programs to scale their operations.
- To foster collaboration between the government, corporate sector, and farming communities for sustainable agricultural growth.

The session served as a platform for meaningful dialogue, showcasing how farmer-officer collaborations led to better policy decisions, improved implementation of flagship programs, and enhanced welfare for the farming community.



PANEL DISCUSSION

Session 2: Enhancing Inputs, Credit & Insurance Outreach

The second session on "Enhancing Inputs, Credit & Insurance Outreach" was a dynamic discussion, expertly moderated by **Mr. RK Goyal, Managing Director for South Asia at Verdesian Life Sciences LLC.**



The panel featured a distinguished group of experts who explored ways to improve the outreach of essential agricultural resources such as inputs, credit, and insurance.

Dr. Radhika Trikha, CEO of iHub AWaDH IIT Ropar,



shared her extensive knowledge on how technology and innovation could drive agricultural transformation. She focused on the importance of fostering an environment conducive to sustainable agricultural practices, facilitated by technology that provides real-time data and insights for better decision-making.

Mr. Gaurav Sharma, Global Agribusiness Research Lead at Accenture Solutions Pvt. Ltd., provided an in-depth analysis of the latest trends in agribusiness. He discussed how digital tools, big data, and advanced analytics are shaping the future of agriculture, enhancing productivity, and creating opportunities for better credit and insurance outreach.



Mr. Anil Pareek, Chief Strategy Officer at Leads Connect, highlighted the pivotal role of fintech solutions in improving access to agricultural credit and insurance. He discussed the challenges faced by smallholder farmers in accessing financial services and how digital platforms are bridging these gaps by offering tailored financial products.



Mr. MJ Saxena, Managing Trustee of Ayurved Research Foundation, offered valuable insights into the relevance of research and practice in agriculture. He emphasized the importance of integrating sustainable farming methods with scientific research to create financially viable and eco-friendly solutions for farmers.



Sh. Mrinal Kanti De, General Manager of Farm Sector Development at NABARD, wrapped up the session by sharing insights into the initiatives undertaken by NABARD to enhance financial inclusion in agriculture. He spoke about the role of NABARD in providing credit facilities, promoting insurance schemes, and supporting farmers with the necessary resources to grow their businesses sustainably.



Session Objective :

- Explore strategies to improve access to essential agricultural resources: inputs, credit, and insurance.
- Discuss the role of technology and innovation in transforming agricultural practices.
- Highlight how digital tools, big data, and advanced analytics are shaping the future of agriculture.
- Address challenges faced by smallholder farmers in accessing financial services.
- Examine the role of fintech solutions in improving access to agricultural credit and insurance.



The session concluded with an engaging exchange of ideas on how the combined efforts of technology, research, and financial inclusion could revolutionize the agricultural landscape, ensuring better access to critical resources for farmers and enhancing their overall productivity.



PANEL DISCUSSION

Session 3 : Fostering Market Linkages: Farmer-Industry Interactions

Moderator: Mr. Vipin Saini, CEO, BASAI



The session on fostering market linkages and strengthening farmer-industry interactions was moderated by Mr. Vipin Saini, CEO of BASAI. The discussion focused on bridging the gap between farmers and the market by exploring the various opportunities and strategies that can facilitate smoother trade channels, access to better prices, and sustainable growth in the agricultural sector. Mr. Saini brought his wealth of experience in agriculture and business to guide the conversation around innovative market solutions and partnership models.

Key Speakers:

1. Mr. Arun Raste, CEO & MD, NCDEX

Mr. Arun Raste, the CEO & Managing Director of NCDEX (National Commodity & Derivatives Exchange), provided valuable insights into how commodity exchanges can help farmers achieve fair pricing for their produce. He



discussed the role of NCDEX in facilitating market linkages and how farmers can benefit from price discovery, risk management tools, and futures trading, helping them achieve stability in an otherwise volatile market environment.

2. Mr. Anil Pareek, Chief Strategy Officer, Leads Connect

Mr. Anil Pareek, Chief Strategy Officer at Leads Connect,



shared his expertise on how digital platforms are revolutionizing market linkages for farmers. He highlighted the role of technology in enabling farmers to access markets directly, improving transparency, and ensuring they get better returns on their produce. His discussion centered around the role of data and innovative digital tools in connecting farmers with buyers efficiently.

3. Ms. Rina Soni, Executive Director, Passing Gifts, a Subsidiary of Heifer International

Ms. Rina Soni, Executive Director at Passing Gifts (a subsidiary of Heifer International), discussed the



importance of social enterprise models in fostering long-term sustainability for farmers. She focused on how programs like Heifer's are working to build strong, mutually beneficial partnerships between farmers and markets, empowering farmers to create value chains and secure a better future through training, education, and market access.

4. Mr. Santosh Sahu, Director, Co-founder & CEO, GoGreen Warehouses Pvt. Ltd.



Mr. Santosh Sahu, Director, Co-founder, and CEO of GoGreen Warehouses Pvt. Ltd., provided a crucial perspective on infrastructure as an enabler of market linkages. He talked about how establishing efficient storage, logistics, and warehousing solutions could reduce post-harvest losses and improve market access for farmers. His talk emphasized the importance of cold storage facilities and advanced warehousing technologies in ensuring that farmers can store their produce and sell at optimal prices when market conditions are favourable.

5. Ms. Apurva Tripathi, Maa Danteshwari Botanicals

Ms. Apurva Tripathi, representing Maa Danteshwari Botanicals, highlighted the significance of niche markets,



particularly in organic and botanical products, and how farmers can tap into these markets through direct linkages. She discussed the rise of the organic sector, consumer demand for high-quality botanicals, and how her company has worked with farmers to ensure fair trade practices, quality control, and access to premium markets.

Session Objectives:

- To explore the role of market linkages in enhancing the profitability and sustainability of farming businesses.
- To discuss innovative solutions, including digital platforms, commodity exchanges, and social enterprises, that can help farmers access better markets.
- To emphasize the need for infrastructure improvements such as warehouses, cold storage, and logistics to connect farmers with distant markets.
- To foster collaboration between farmers, industries, and market players to create win-win solutions for all stakeholders.



The session proved to be an insightful discussion on the need for stronger market linkages in agriculture. It emphasized the importance of collaboration between farmers and industries to ensure fair trade practices, better pricing, and sustainable development for the agricultural community. Through technology, infrastructure, and social enterprise models, the industry can create efficient, equitable markets that benefit farmers and contribute to the growth of India's agricultural sector.

PANEL DISCUSSION

Session 4 : Understanding Future Farmers' Needs: Strategies for Sustainable Growth

The session on **Understanding Future Farmers' Needs: Strategies for Sustainable Growth** focused on identifying the evolving needs of farmers and the strategies required to ensure sustainable growth in the agricultural sector. With the global agricultural landscape constantly changing due to factors like climate change, market dynamics, and technological advancements, the session aimed to explore how farmers can adapt to future challenges and harness opportunities for growth. The discussion was led by prominent experts from government, industry, and agri-tech sectors.

Moderator:

Sh. Tarun Shridhar, Former Secretary, AHD&F, Government of India

Sh. Tarun Shridhar, former Secretary of the Department of Animal Husbandry, Dairying & Fisheries (AHD&F), Government of India, brought valuable government perspective to the discussion. He addressed the importance of integrating animal husbandry, dairy farming, and fisheries with crop production to enhance farm income. Shridhar spoke about policy frameworks and the government's role in supporting farmers through schemes that promote diversified and sustainable farming practices, while ensuring that future generations of farmers are equipped with the right tools and resources to thrive.



Key Speakers:

1. Mr. Ajeet Singh Chahal, Rice Team Lead – Asia, Crop Science Division, Bayer

Mr. Ajeet Singh Chahal, Rice Team Lead at Bayer's Crop Science Division, shared insights on how technology and innovative solutions are transforming the way farmers approach rice cultivation in Asia. He emphasized the significance of sustainable farming techniques, including integrated pest management and precision agriculture, in



improving productivity while maintaining environmental health. Mr. Chahal discussed how Bayer is working closely with farmers to introduce climate-resilient rice varieties and enhance the overall sustainability of rice production for future generations.

3. Mr. Dushyant Tyagi, CEO, Farmgate Technologies

Mr. Dushyant Tyagi, CEO of Farmgate Technologies,



focused on how technology and digitization are reshaping the agricultural value chain. He presented innovative solutions that Farmgate Technologies offers, such as online platforms that connect farmers directly with buyers

and suppliers, improving transparency and market access. Sh.Tyagi emphasized the importance of bridging the information gap between farmers and the market, helping farmers make informed decisions that lead to better income and sustainable growth.

4. Mr. Anand Chandra, Co-Founder & COO, Arya.ag



Mr. Anand Chandra, Co-Founder & COO of Arya.ag, shared how his company is building a robust agri-tech ecosystem that enables farmers to access better storage facilities, reduce post-harvest losses, and gain access to markets in a timely manner. He discussed Arya.ag's digital platform that facilitates warehousing and financing solutions for farmers, which is vital for increasing their earning potential.

5. Mr. Dinesh Chauhan, CEO & Head-Agribusiness & Innovation Platform, ICRISAT

Mr. Dinesh Chauhan, CEO of ICRISAT (International Crops Research Institute for the Semi-Arid Tropics), spoke about the importance of research and development in driving sustainable agricultural practices. He discussed how ICRISAT's work in developing drought-resistant crop varieties, water-efficient farming practices, and climate-smart technologies is helping farmers in arid and semi-arid regions achieve higher yields with fewer resources.



Sh.Chauhan underscored the need for future farmers to adopt such innovations to combat climate change and ensure food security for a growing global population.

6. Dr. Venkat M Shelke, Head of Technical Services at Kemin Industries South Asia Pvt. Ltd. , emphasized the importance of sustainable growth strategies. These strategies focus on enhancing productivity, reducing environmental impact, and ensuring long-term food security. To meet these needs, innovations in crop protection, soil health management, and livestock nutrition are crucial. Additionally, empowering farmers with knowledge on the latest technologies and sustainable farming practices will drive efficiency and resilience in the face of climate change.



Session Objectives:

- To identify the evolving needs of farmers in light of global challenges such as climate change, market dynamics, and technological advancements.
- To explore sustainable growth strategies, including climate-resilient crops, precision farming, and digital platforms, that can improve farmers' productivity and profitability.
- To emphasize the role of government policy, agri-tech innovations, and research in helping farmers build resilience against future challenges.
- To discuss the importance of training and empowering future farmers with the right skills, knowledge, and technologies for long-term sustainability.

INDIA PROGRESSIVE FARMER AWARDS 2024

The Awards Ceremony celebrated the achievements and hard work of farmers, industry leaders, and policymakers. The speeches delivered by the esteemed dignitaries emphasized on collaboration, gender equality, innovation, and sustainability as key factors in the future of agriculture in India. The award ceremony honoured the outstanding contributions of 17 farmers representing all the major states of India.

The award carried a memento and a cash Prize of Rs. 11,000/-. The dignitaries present during the award ceremony included Smt. Rekha Sharma, Member of Parliament, Rajya Sabha, and Former Chairperson, National Commission for Women -chief guest for awards –Chief Guest; Shri Sanjeev Chadha, Additional Secretary Department of Women & Child Development, GOI –Guest Of Honor; Shri Tarun Sridhar, Former Secretary DAHD, GOI- Guest of Honour; Shri Anil Pareek, Chief Strategy Officer, Leads Connect; Shri Bharat Bhushan Tyagi, Padma Shri Awardee, Progressive Farmer and Mr. Haris Khan, CEO, Agriculture Today Group



Awardees List

S. No.	CATEGORY	WINNER
1	Farmer Leadership Award	Sh. Bharat Bhushan Tyagi, Uttar Pradesh
2	Leader in Sustainable Farming	Sh. Narendra Singh Mehra, Uttarakhand
3	Best FPO Award	Rampur Krishak FPCL Uttar Pradesh
4	Farm Level Processing Award	Sh. Kanwal Singh Chauhan, Haryana
5	Fisheries Farming Award	Sh. Sultan Singh, Haryana
6	High Tech Horticulture Award	Sh. Raju Narsimman, Tamil Nadu
7	Regenerative Agriculture	Sh. Prem Singh, Haryana
8	Innovations in Farming Award	Sh. Lekh Raj, Himachal Pradesh
9	Precision Farming Award	Sh. Gurdit Singh, Punjab
10	Integrated Farming Award	Sh. Shubham Nevase, Maharashtra
11	Agri Business Leadership Award	Sh. Sukhjeet Singh Bhangu, Punjab
12	Natural Farming Award	Sh. Raghuv eer Nandam, Andhra Pradesh
13	Poultry Farming Award	Ms. Jayanti Mahanta, Odisha
14	Aromatic Farming Award	Smt. Meena Kumari, Himachal Pradesh
15	Women Empowerment and Sustainable Rural Development Award	Ms. Hema Dangwal, Uttarakhand
16	Women Farmer Excellence Award	Ms. Apurva Tripathi, Chhattisgarh
17	Best Agripreneur	Sh. Srikanth Bollapalli, Karnataka

Mr. Haris Khan, CEO of Agriculture Today Group,



during the awards ceremony commended the efforts of all the progressive farmers who had been nominated for the awards. He underscored the importance of recognizing excellence in agriculture to motivate others to adopt better practices. Mr. Khan highlighted that Agriculture Today Group's role that is to keep farmers informed about the latest trends, technologies, and innovations in the sector. His speech concluded by thanking all stakeholders for their contributions to the growth and development of India's agricultural landscape.

Shri Tarun Sridhar, the Former Secretary of the Department of Animal Husbandry and Dairying, Government of India,



focused on the pivotal role of animal husbandry in the agricultural economy, particularly in rural areas. Sh. Sridhar discussed the growth of the dairy and livestock sectors, innovations in animal health, and the importance of policy support to improve the livelihoods of farmers engaged in animal husbandry. He highlighted the sector's potential to drive income generation and improve food security for millions of farmers.

Chief Guest Address by Smt. Rekha Sharma, Member of Parliament, Rajya Sabha, and Former Chairperson, National Commission for Women

Smt. Rekha Sharma, in her speech, emphasized that the narrative of India should no longer be defined by poverty, as the country is evolving and moving forward. She highlighted the critical role of farmers in this transformation, stating that without farmers earning well and engaging in farming, the nation cannot progress.



She underscored the importance of investing in local agriculture instead of relying on imported food, as it directly impacts investments in other sectors like infrastructure. Sharma encouraged farmers to embrace digitalization and the internet, which offer valuable tools to understand climate changes and protect crops. She also mentioned the significant contributions of women in agriculture, noting that 70% of women work in the fields, performing tasks such as sowing, cutting, and operating tractors. She stressed that women's roles in farming are often overlooked and urged them to claim their rightful place in leadership, citing the success of initiatives like Drone Didis, where women, once unfamiliar with technology, are now contributing to agriculture through training in drone usage.

Recommendations

- Promote sustainable practices among farmers
- Enhance technology adoption by farmers
- Encourage farmers to innovate in the face of climate change and market challenges
- Help farmers to access tools that improve efficiency and profitability in farming
- Policy reforms to ensure the long-term sustainability and growth of the agricultural sector
- Integrate modern technology with traditional practices
- Provide real-time data and insights for better decision-making
- Fintech solutions in improving access to agricultural credit and insurance
- Provide tailored financial products
- Promote scientific research to create financially viable and eco-friendly solutions
- Enhance the role of commodity exchanges in facilitating market linkages
- Stabilize volatile market environment through price discovery, risk management tools, and futures trading.
- Empower farmers to create value chains and secure a better future through training, education, and market access.
- Establish efficient storage, logistics, and warehousing solutions to reduce post-harvest losses. Develop cold storage facilities and advanced warehousing technologies
- Integrate animal husbandry, dairy farming, and fisheries with crop production to enhance farm income
- Bridge information gap between farmers and the market
- Use of data analytics and AI to support farmers in optimizing crop planning, pest control, and resource utilization.

Glimpses of the Event





214-217, B-Wing, Naurang House, KG marg, New Delhi -110001 | Ph : 011- 41501465, 75

Email : info@agriculturetoday.in | www.agriculturetoday.in