



PHD CHAMBER
OF COMMERCE AND INDUSTRY

Supporting Partners



Multani KUKA



ATMANIRBHAR BHARAT - ATMANIRBHAR KRISHI

WEBINAR SERIES ON **STRATEGIES FOR DOUBLING FARMERS' INCOME-** MARCHING TOWARDS AN INCOME REVOLUTION OF FARMERS

THE GROWTH ENGINE OF PRESENT DAY AGRICULTURE

HORTICULTURE, LIVESTOCK, FISHERIES, SECONDARY AGRICULTURE, EXPORT

18th January, 2022 | 3:00 PM to 5:00 PM



Background

India's commitment for doubling farmers' income is a major policy initiative, which demands emphasis on diversification, secondary and specialty agriculture, supported well by value chain for efficient post-harvest handling, rural based primary processing and marketing, including resilient agriculture, well supported by smart policies, strengthened and relevant institutions, capable human resource, and an overall enabling environment for both public and private sector investment and performance. Only then, resilient and sustainable agriculture sector would be able to end poverty, ensure household nutritional security and improve the livelihood of millions of smallholder farmers in India. Also, considering the enormous potential for agricultural exports, there is a need to harness the benefits of globalization, establishing linkages with potential importing countries and to maintain international food safety and quarantine standards.

The Government of India (GoI) has accorded high priority to agriculture and has come up with several policy and safety net related measures to enhance farmers' income, i.e, (i) institutional policies such as facilitation of farmers collectives like Farmer Producer Organizations (FPOs) with proper legal framework, credit to the farmers and formation of processing clusters, market reforms, micro-irrigation, machine rental services, etc.; (ii) research policies aimed at promotion of agro-ecological based planning, research for agro-processing and value chain promotions, new funding models for encouraging research by state government; (iii) price policies fixing higher minimum support price (MSP), inclusion of efficiency, compensation for risk and ecosystem service; and (iv) policies for more investment in agriculture rather than subsidies, and promoting private investments. Further, several existing GoI missions, schemes, and other programs are operating to address major areas in agriculture. These missions, schemes & programmes under related ministries need to work together with the same goal.

The target to Doubling Farmers' Income by 2022 has brought a major change in the focus of the agricultural sector from the traditional production orientation to income orientation and created renewed interest among the industry and other stakeholders. With this objective, the PHD Chamber of Commerce (PHDCCI), is launching a Webinar Series on "Strategies for Doubling Farmers' Income – Marching towards an Income Revolution of Farmers". In each webinar of the webinar series, experts, industry, Government officials and other stakeholders will discuss and address strategies and next steps for the topical issues.

Stakeholders and Participants

Agricultural research community; policy makers; state authorities; extension agencies; private players; industry professionals; the farming community; youths & students; Agricultural and Processed Food Products Export Development Authority (APEDA); Ministry of Commerce and Industry; Ministry of Food Processing Industries; Ministry of Agriculture & Farmers Welfare; Ministry of Cooperatives; Ministry of Rural Development; Ministry of Corporate Affairs; Ministry of AYUSH; Ministry of Environment, Forest & Climate Change; Indian Council of Agricultural Research (ICAR); Krishi Vigyan Kendra (KVKs); State Agricultural University (SAUs); Food and Agriculture Organization of the United Nations (FAO); Food Safety and Standards Authority of India (FSSAI) and all major stakeholders in the country.

WEBINAR SERIES 1

THE GROWTH ENGINE OF PRESENT DAY AGRICULTURE

HORTICULTURE, LIVESTOCK, FISHERIES, SECONDARY AGRICULTURE, EXPORT

18th January, 2022 (3:00 PM to 5:00 PM)

Registration link-

https://www.phdcci.in/event-participate-form/?event_name=12104&type=webinar

About the Speakers



Dr. Ashok Dalwai, IAS

CEO, National Rainfed Area Authority &
Chairman, Empowered Body, Doubling Farmers Income
Ministry of Agriculture & Farmers Welfare, GOI

Dr. Ashok Dalwai, is a post-graduate in Agricultural Economics and has a Ph.D. in Economics. He has also received Honorary Doctorate from the University of Agricultural Sciences, Dharwad and from the Karnataka State Rural Development and also from Panchayati Raj University (KSRDPRU) for his contributions to rural & tribal development and agriculture. He has served as Secretary and Principal Secretary in the Departments of Industries, Steel, Mines and Textiles, besides holding various tenures as Chairman and Managing Director of PSUs, Research and Academic Institutions. He has drafted the Model Agriculture Produce & Livestock Marketing (Promotion & Facilitation) Act, 2017; Model Contract Farming & Services Act; Guidelines for Gramin Rural Agriculture Markets (GrAMs) etc. He is also leading the initiatives on transforming India's pulse, oilseed, and millet segments. As the

Chairman of the Inter-Ministerial Committee on Doubling Farmers' Income, he has submitted a fourteen-volume strategy with specific recommendations to Government, which affects a paradigm shift in agriculture by treating it as an enterprise and emphasises on income security & welfare of the farmers. In his capacity as the Chairman of the Empowered Body, he has now been tasked with overseeing the implementation of the recommended strategy. He has also received a number of awards and honours.



Dr. HP Singh

Chairman, Confederation of Horticulture Associations of India (CHAI)
Former DDG (Hort.) ICAR; Vice Chancellor; Horticulture Commissioner, GoI

The architect of the Horticultural transformation, referred as 'Golden Revolution' and a social activist for Right to Technology and technology led development. With a rich experience in research, development, academics and corporate governance, Dr Singh is providing guidance and direction for technology-led development of horticulture/agriculture through integrated efforts of all the stakeholders including industry, academic institutions and farmers. He has received peer recognition in the national and international community. With a PhD, and DSc. Degree, he is a rare combination of scientific excellence, conscientious administration, dynamic management skills and academic depth of par excellence. He has provided a motivational leadership to horticulture and agriculture research, education and development, in a career spanning about 49 (41+9) years, with a focus on modern technologies. Dr Singh has served the country in various capacities, as DDG (Hort.), Vice Chancellor, Commissioner (Hort.), Chairman, Member

Secretary, Director, Dean, Professor and Scientist. His exceptionally outstanding contributions have earned him 3 international and 41 national awards and 11 fellowships including a Fellow of NAAS. He has authored and edited 67 books, 30 bulletins, 40 reports, and over 350 scientific papers. His efforts have provided a strong foundation for horticultural development, and he is often referred to as 'Doyen of Horticulture'. His past efforts have impacted the livelihood options of millions of farmers after conceptualization and implementation of Technology Mission on Horticulture, popularly known as National Horticulture Mission, including coconut. He continues to work for rural transformation through technology led development.



Dr. RK Singh

Former Director-cum-Vice Chancellor
ICAR-Indian Veterinary Research Institute (IVRI), Uttar Pradesh
Indian Council of Agricultural Research

Dr. R.K. Singh has more than 32 years of experience in synergistic research, teaching, extension, administrative and management experience in the area of academics, research & development, extension, technology development/technology commercialization, and policy making for the Veterinary & Animal science sectors. Other than as Director, IVRI, he has also served as Director, ICAR-National Research Centre on Equines (ICAR-NRCE) Haryana; ICAR-National Research Centre on Camel (ICAR-NRCC), Rajasthan; Director, ICAR-Central Institute for Research on Buffalo (ICAR-CIRB), Haryana. He has a rich blend of teaching and research experience in the fields of biotechnology, microbiology, and virology. He has developed many vaccines, of which three have been commercialized. He has developed more than 30 diagnostic PCRs & ELISAs for various diseases of cattle, buffalo,

sheep, goats, horses, mules, donkeys, camel, etc. He served as Chairman of the Board of Management, Research Advisory Committee, Academic Council, & Extension Council IVRI, and other committees. He has published many research articles, filed many patents, 4 patents have been granted to him. He has also received many awards, including Rafi Ahmad Kidwai Award.



Dr. Sudhanshu

Secretary, Agricultural and Processed Food Products
Export Development Authority (APEDA)
Ministry of Commerce & Industries, Government of India

Dr. Sudhanshu is a PhD in Commerce and a post-graduate in Business Administration and Computer Applications. He has rich experience of more than 30 years in agri-sector. He looked after the IT activities of the organization, traceability projects, export promotion of fresh horticulture produce and processed food products, and livestock products. He has led the conceptualization, development and implementation of the traceability system for the export of grapes (GrapeNet), groundnuts (Peanut.net), and pomegranates (AnarNet) to EU countries and TraceNet for the export of organic products by APEDA. He has also received National Award (Gold) for E Governance.



Dr. L. Narasimha Murthy ARS

Senior Executive Director, National Fisheries Development Board
Department of Fisheries
Ministry of Fisheries, Animal Husbandry and Dairying, GoI

Dr. L.N Murthy has earned his PhD in Fisheries Science in the field of Fish Processing Technology. He has received appreciation for his contribution to the Fisheries Sector, including the appreciation for setting up Mini Fish Processing Facilities in the three States, Arunachal Pradesh, Manipur and Meghalaya. He is a member of the Assessment Panel of Experts (APE), Expert Panel of Agribusiness Incubation Centre, and the Board of examiners for the evaluation of PhD & MSc. students. He has published more than 50 research papers and has authored 6 books and 9 book chapters.



PHD CHAMBER OF COMMERCE AND INDUSTRY

About PHDCCI

PHD Chamber of Commerce and Industry (PHDCCI) has been working as a catalyst for the promotion of Indian industry, trade and entrepreneurship for the past 116 years. It is a forward looking, proactive and dynamic PAN-India apex organization. As a partner in progress with industry and government, PHDCCI works at the grass roots level with strong national and international linkages for propelling progress, harmony and integrated development of the Indian economy.

PHDCCI, acting as the “Voice of Industry & Trade” with a large membership base of 1,50,000 direct and indirect members consisting of large, medium and small industries, has forged ahead leveraging its legacy with the industry knowledge across multiple sectors to take Indian Economy to the next level.

At the global level, we have been working with the Embassies and High Commissions in India and overseas to bring in the International Best Practices and Business Opportunities.

PHDCCI has special focus on the following thrust areas

- ADR & ODR
- Agri Business & Food Processing
- Economic & Corporate Affairs
- Education
- Environment
- Healthcare
- HR & IR
- Housing & Urban Development
- ICT
- Innovation & Start-up
- Industry Affairs
- International Affairs
- MSME's
- Power
- Skill Development

DIAMOND SPONSORS



GOLD SPONSORS



PLATINUM SPONSORS



SILVER SPONSORS

