



Empowering the Farmer

LEADERS' CORNER

RAM MUDHOLKAR, Business Director
– South Asia, DuPont Crop Protection



"It would be good to see government ramping up the enforcement measures against counterfeits. There is a lot of room for training across the value chain, and government intervention and support to farmers, retailers and local communities will go a long way in improving the overall farming practices, helping the farmers grow more and safer food."

SAMIR SHAH, MD & CEO, NCDEX



With over 25 FPOs actively associated with exchange traded forwards, NCDEX offers national market access to farmers in a regulated environment, without having to give up their comfort of trading in contracts customized to their needs. This helps reach untapped segments and creates value in agricultural markets.

RAJVIR RATHI, VP, Public & Government Affairs, Bayer CropScience Ltd



India needs a conducive and predictable policy environment that supports need based research combining seeds & traits, integrated crop and pest management, usage of modern technologies and a strong focus on farmer capacity building. Further,

information support through effective extension services holds potential to create a robust path forward on a sustainable basis.

L P SEMWAL, Founder – Director, Annamrit Farmer as Owners Foundation



We need to work tirelessly to bring about transformation of marginal farmers into becoming owners of their agricultural value chains, thus, promoting rural prosperity and introducing reverse migration amongst the hill communities of Uttarakhand. Our 'Partnership Model'

between farmers, businesses, technology providers, government and NGOs has proved to mitigate the gaps across the value chain.

SOWING THE SEEDS OF SUCCESS

THE ECONOMIC TIMES KRISHI VIKAS SUMMIT SEEKS TO GROW THE ALWAYS IMPORTANT AGRICULTURE SECTOR BY HELPING IMPROVE THE FARMERS LOT



> Left to Right: From left to right: Ram Mudholkar (Business Director – South Asia, DuPont Crop Protection), Gurbachan Singh (Chairman, ASRB), Ram Iqbal Singh (Chairman, NACOF LTD), Ajay Kakra (Director, Agri & Natural Resources, PwC India), Chhavi Rajawat (Sarpanch, Village Soda, Rajasthan), Rajesh Sinha (CEO, NCDEX eMarkets Limited (NeML) and Rajvir Rathi (VP, Public & Government Affairs, Bayer CropScience Ltd)

As India marches boldly into a bright, new future with industrialization taking centre stage, agriculture still remains a bulwark of the Indian economy both in terms of contribution to Gross Domestic Product (GDP) as well as a source of employment for millions across the Indian hinter-

land, with 58% of all rural households dependent on agriculture as their principal means of livelihood.

The Economic Times Krishi Vikas Summit brought together panelists such as Gurbachan Singh (Chairman, ASRB), Ram Iqbal Singh



(Chairman, NACOF) and Rajvir Rathi (VP, Public & Government Affairs, Bayer CropScience) to limelight the journey and remarkable achievements of states and private players in the field of agriculture. Speaking at the event, Shri Om Prakash Dhankar

Meeting the needs of farmers

Sandeep Sabharwal (CEO - SLCM) Talks about tackling two of the most prominent issues faced by farmers.

Farmers face 2 major issues after the crop is harvested i.e. Post-Harvest Storage & Credit Facility. Through Scientific Warehousing Processes termed as "Agri Reach", which works independently of the infrastructure, location or weather conditions, we have been able to resolve storage issues faced by the farmer. Thus, farmers can save on the cost of transportation of commodities as they can store any kind of agri commodity in a nearby location irrespective of its condition.



Kissandhan is a solution for Farm Credit that provides agriculture financing purely on crop as collateral. The success of the initiative can be clearly demonstrated with the fact that Kissandhan has disbursed loans worth Rs. 210 crores,

during one year of operations in 44 locations & on 5,000 storage receipts pan India.

ET Edge - SPEAK:

DEEPAK LAMBA, PRESIDENT, TIMES CONFERENCES LIMITED



>>> India continues to be a major agricultural power, but the sector has to respond to a number of challenges for better

growth figures both in terms of quality and quantity of the produce. Through the Economic Times Krishi Vikas Summit, we are recognising and felicitating individuals, associations and organisations who have come forward and contributed to the cause of agriculture in India.

We must, however, not forget even for a minute that no initiative in the agriculture domain can be considered noteworthy unless it propels farmers on the path of progress, even if it is just a few steps at a time. We need many more brands and marketing initiatives that are committed to making a real, holistic contribution to agricultural progress.

GURINDER SINGH SHEMBEY, Chief Executive Officer, Staragri Finance Limited



We are working towards becoming a trusted financial partner for India's farmers and agri-community, supporting them across their financial needs and enabling their

economic empowerment. By empowering farmers through post-harvest solutions, we can help the farmer immeasurably.

DR. SUPRABHA DAHIYA, IAS, Managing Director, Haryana State Warehousing Corporation -HSWC



Farmer should adopt multifaceted technology to make agriculture a profit making business. There should be a mechanism in making the agriculture a profession, thus

ensuring growth of this sector equal to other sectors of economy of the country.

DR. U.S. AWASTHI, Managing Director & CEO, IFFCO



"Innovative farming solutions in a vast country like ours are based on local climate, topography, soil, local traditional farming practices etc. Agricultural scientists and field officers spread across the length and breadth of

the country should work together with farmers to identify problem areas and then devise solutions to address their issues through farmer education & training programs and customized solutions."

KUMAR BIMAL, Sr. Vice President – Marketing, International Tractors Ltd



There is very high correlation between farm power and farm productivity. Tractors contribution to farm power

has increased from 20% to 50% in last 40 years. Tractors are the key driver of farm productivity in the country.