

7<sup>th</sup> Edition of

# Agri & Food Processing Growth Meet

Strengthening Rural Entrepreneurship || Promoting Innovation || Sustainable and Equitable Agri-Food Systems

23<sup>rd</sup> May 2025



## Background

The food processing sector is a key sector for India's economy, given that it has been one of the largest employment creators. It provides a boost to farm incomes, reduces massive Agri-produce wastage, enables value creation, and plays a key role in managing supply-side food inflation.

Backed by a steady growth in agriculture production, the Food Processing sector has been growing and is expected to reach US\$ 535 billion by 2025-26.

West Bengal is home to numerous food processing units, ranging from small-scale enterprises to large industrial setups. These units are involved in various activities such as rice milling, flour milling, fruit and vegetable processing, fish processing, poultry processing, and dairy processing.

### Agri, Horticulture and Food Processing Sector

The food processing and horticulture sector in **West Bengal** has been experiencing significant growth in recent years. The state government has taken several initiatives to promote food processing industries, attract investments, and boost agricultural and rural development.

Ministry of Food Processing Industries (MoFPI), in partnership with the States, has launched an all India centrally sponsored "**PM Formalisation of Micro Food Processing Enterprises Scheme (PM FME Scheme)**" for providing financial, technical and business support for upgradation of existing micro food processing enterprises.

The Scheme primarily adopts One District One Product (ODOP) approach to reap the benefit of scale in terms of procurement of inputs, availing common services and marketing of products. It provides the framework for value chain development and alignment of support infrastructure. The ODOP are identified by States / UTs based on the agriculture production, raw material availability, perishability of the product etc.

West Bengal's food processing industry also offers export potential for other processed food products such as biscuits, confectionery items, bakery products, spices, packaged snacks, and dairy products. These products cater to diverse consumer preferences and have the potential to capture international markets. State has facilitated the setting up of various 'Agro Clusters' of rice mills, honey processing, mustard oil, dairy etc. There are six Food Parks in the state out of which one is assisted by GoI and the rest by Govt. of West Bengal. These Mega Food Parks play a crucial role in providing essential infrastructure, establishing market linkages, and offering several other benefits, thereby significantly boosting the food processing industry in West Bengal.

Agriculture and allied sector play a major role in rural livelihood, employment generation and national food security. West Bengal is the largest producer of horticultural crops accounting for 9.8% of the total horticultural production in the country.

### Agri-entrepreneurship

Agriculture, the base of Indian economy provides employment to nearly 50 percent of work force, which again consists of 70 percent women. Agriculture sector employs 80.0 per cent of all economically active women; they comprise 33.0 per cent of the agricultural labour force and 48.0 per cent of self-employed farmers. In India, 85.0 per cent of rural women are engaged in agriculture, yet only about 13.0 per cent own land. Women **Agri-entrepreneurship** is a medium for women

empowerment by making them self-sufficient, economically stable, independent decision taking, better purchasing power, and socio-culturally more active. The women farmers need to be motivated by organizing them into cooperatives, Self Help Groups (SHGs), providing them land ownership, attracting them towards Micro, Small and Medium sized enterprises (MSMEs) and policy implementation by government to make agriculture more attractive and remunerative for them and the future generations.

The Indian government has also launched various schemes and programs to encourage and support women's entrepreneurship in agriculture. Indian policies related to youth entrepreneurship have evolved rapidly over the past decade. It is a recognition that the youth force, particularly in agriculture and allied sectors, is key to the effective inclusiveness and engagement of youth and women in improving the livelihood and long-term transformation of the agriculture sector. Further, given the recent policy reforms and the associated challenges, studying opportunities for youth in the agriculture sector becomes paramount to guiding the policy and program implementation process from the youth entrepreneurial perspective. Agripreneurship will help in reducing food costs, supply uncertainties and improving the diets of the rural and urban poor in the country. It will also generate growth, increasing and diversifying income, and providing entrepreneurial opportunities in both rural and urban areas

A recent study by the Council on Energy, Environment and Water (CEEW) found that less than 4% of Indian farmers have adopted sustainable agricultural practices and systems. Thus, sustainable agriculture is far from mainstream in India, with most sustainable agriculture practices and systems being practised by less than five million farmers. Scaling up sustainable agriculture would be critical to improve farm incomes and bolster India's nutrition security in a climate-constrained future.

Sustaining agriculture has the potential to help diversify farmers' sources of food and income, make farming climate-resilient, optimise use of natural resources and re-build ecosystems. It also offers a vital alternative to input-intensive farming. It is also suitable in drier regions of the country as it requires lesser water. Crop rotation is the most popular sustainable agriculture practices and systems in India.

Make sustainable agriculture visible by integrating data and information collection on sustainable agriculture practices and systems in the prevailing national and state-level agriculture data systems

**In this regard, ASSOCHAM proposes a day long conclave and exhibition with decision makers, influencers and key stakeholder to discuss:**

- Scaling-up microfinance initiatives
- Interventions for better livelihoods
- Linking FPOs, Marketing Agencies, Logistics Providers and Research Institutes.
- Promoting farm sector development
- Strengthening the off-farm sector
- To boost rural entrepreneurs, MSME's, start-ups, marketing, and branding
- To raise awareness among entrepreneurs on various state and national financial schemes.
- Encouraging banks for creation of long-term agriculture infrastructure and climate sensitive finance

- Supporting research and sharing knowledge on innovative and cost-effective technologies for stronger, self-reliant Bengal.
- International export opportunities and potential in food processing, agro, fisheries and livestock sector.
- Inclusive development through sustainable livelihoods

### **Way Forward**

Farmers can reap the benefit of increased agricultural productivity if an area and commodity-based value chains can be established with a strengthened rural marketing network.

- FPOs, along with Primary Agriculture Credit Societies can facilitate the farmers.
- In MSME sector, strengthening traditional cottage industries focusing upon GI tagging and improving quality standards for export are also some of the potential possibilities.
- Credit is an undisputable factor for achieving the Sustainable Development Goals. Deepening of financial awareness and literacy among the unreached will enable wider banking penetration and augment the credit flow, especially under priority sectors. Thus, the projections made for 2024 - 25 can only be realized through the coordinated approach of all the stakeholders associated with the promotion of the priority sector.
- Development being a multi-stakeholder driven process and requiring close coordination between the State Government, banks and financial institutions, it is imperative for all stakeholders to be in tandem with each other for sustainable and equitable rural development.

### **The Program is suitable for**

Food Processing Companies | Agri Entrepreneurs| FPOs| Self Help Groups | Manufacturer |Grower| Producers | Planters |Supplier | Bulk Producers Corporate | Retail Chains |Super Stores | Hoteliers | Auction Houses | Technologists| Quality Experts | Cross Border Trade Experts | Logistic Service Provider | Tea Exporters | Spice Promoters | |Wine Producers |Organic Product Makers |Equipment Manufacturers, Suppliers | Farm Owners |Orchid Owners | Horticulture Produce Dealers | Frozen Food Companies | Meat Processors | |Dairy, Live Stock, Poultry Companies | Animal Resource Firms | Floriculture expert | Seed Companies | Researchers |Chocolate Makers |Confectioners | Food Critics |Industry Expert

### PARTNERSHIP OPPORTUNITIES

#### **Conference Participation Opportunities**

Benefits and Deliverables to Partner Company	Platinum Partner (Rs. 5 lacs + GST)	Gold Partner (Rs. 4 lacs +GST)	Silver Partner (Rs. 3 lacs + GST)	Associate Partner (Rs. 2 lacs + GST)
<b>Speaking Opportunity</b>				
Inaugural Session	Yes	-	-	-
Panel Session	Yes	Yes	Yes	Yes
<b>Branding at the Venue</b>				
Corporate Video	Yes	Yes	Yes	-
Logo Display on Digital Wall	Yes	Yes	Yes	Yes
Exclusive Thank You Standee	Yes	Yes	-	-
Thank You Partner Standee	-	-	Yes	Yes
Company Standees	Yes	Yes	Yes	Yes
<b>ASSOCHAM Website &amp; Social Media Promotion</b>				
Social Media Handle	Yes	Yes	Yes	Yes
Partner Logo in Post Event Report	Yes	Yes	Yes	Yes
<b>Other Benefits</b>				
Company Literature in Delegate Kit	Yes	Yes	Yes	Yes
Delegate Passes	15	10	5	3
Exclusive Booth Space for Display	3(2 x 2 Mtr Octanorm Stall)	2(2 x 2 Mtr Octanorm Stall)	1(2 x 2 Mtr Octanorm Stall)	1(2 x 2 Mtr Octanorm Stall)



### Exhibition Stalls

Amount	Facilities
Rs. 50,000/- + 18% GST	<ul style="list-style-type: none"><li>• 3 X 2 Mtr Ready Octanorm stall</li><li>• Two chairs</li><li>• One table</li><li>• Four spotlights</li><li>• One dustbin</li><li>• One plug point</li></ul>

#### Banking Details:

All Cheque/draft should be drawn in favour of “ASSOCHAM Regional Office Kolkata” payable at Kolkata. Bank Transfer Details Account Number 00141110005388 IFSC Code HDFC0000014, Address: HDFC BANK, 2/6 Sarat Bose Road, Central Plaza, Kolkata – 700020.

For more details please contact: -

**Partnership Speakership and Exhibition opportunities exists.**

**For further information please contact:**

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## Glimpses of past events

