

PROCEEDINGS

AGRI & FOOD PROCESSOR'S CONCLAVE

Finance - Technology - Market

8th March 2019, FTAPCCI, Federation House, Hyderabad



THE ASSOCIATED CHAMBERS OF COMMERCE AND INDUSTRY OF INDIA



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-Finance, Technology, Market

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INTRODUCTION

The Food Processing sector in India is one of the largest in terms of production, consumption, export and growth prospects. Apart from providing vital linkages between industry and agriculture it creates synergy between the two and has potential for providing jobs in far flung areas of India.

Telangana is the Leading Food Producing States of India Largest Cultivator of Turmeric and Sweet Orange. 2nd Largest Producer of Dried Chilies and Maize, 3rd Largest Producer of Eggs. The Agro-climatic Zones in the State Provide a Favorable Ecosystem for Cultivation of a Multitude of Crops, Vegetables and Fruits Round the Year.

It is evident in fast changing macro-economic environment as well as markets, staying up dated on technology front provides an edge in the competitive market. Therefore, food processing sector in India requires technology up-

gradation to tap global markets as well as strengthening its position in domestic market. However this sector is dominated by large number of SMEs who requires finance to meet their modernization demands. On the other hand there are technology providers, innovators and financial institutions that are looking for buyers of their technologies and financial services. Creating a platform where Food SMEs, technology providers, banks, government officials etc. interacts for providing boost to the growth of food processing sector will be apt for growth.



To address this subject matter of national importance and to collect recommendations and suggestions from the Food Processing stakeholders, ASSOCHAM is conducting the the conclave on **“AGRI & FOOD PROCESSOR'S CONCLAVE: Finance, Technology, & Market” in Hyderabad.** The Conclave will see participation of stakeholders from Food Processing Value Chain namely bankers, technology providers, farmers producers organizations, self-help groups, retail companies, etc.



The objective of this conclave is to understand various schemes of central, state governments, bankers and other agencies focusing on infrastructure development (like food parks, cold chains etc.) To understand the trend in requirements for research & development, technology transfer, finance and lending in food processing sector. To strengthen the food marketing linkages in value chain especially food growers, processors, wholesalers, retailers, and foodservice establishments. To provide enabling platform for networking to strengthen Food retail & increasingly linking farmers to market. To abreast the business world in general and delegates in particular about emerging opportunities for investment in food processing sector in India. To discuss the prospect of Food Processing and opportunities available in the respective states.

INAUGURAL SESSION



10:00-11:30 Hrs	INAUGURAL SESSION
Welcome Address	Shri Arun Luharuka, President, The Federation of Telangana and Andhra Pradesh Chambers of Commerce and Industry (FTAPCCI), Hyderabad
Theme Address	Shri Srikanth Badiga, Chairman, ASSOCHAM Telangana Council
Special Address	Shri Bhaskar Reddy, FTAPCCI Food Processing Committee Head
Inaugural Chief Guest	Sri C. Parthasarathi I.A.S, APC & Principal Secretary to Govt. (Agriculture Cooperation Dept. Govt. of Telangana)
Vote of Thanks	Shri Srikanth Badiga, Chairman, ASSOCHAM Telangana Council

Welcome Address

By

**Shri Arun Luharuka, President,
The Federation of Telangana and Andhra Pradesh
Chambers of Commerce and Industry (FTAPCCI),
Hyderabad**



Mr. Arun Luharuka welcomed dignitaries. The whole idea of food processing is deriving form to sustainability. Agri business is the practice of activities with backward and forward associations related to production, processing, marketing, trade and distribution of raw and processed food, Feed and Fibre including supplier's inputs and services for these activities with structural transformation of the economy. The share of agricultural production is decreasing and that of processing distribution centric is increasing with

thriving disposable income reflected in the purchasing power. Growing nuclear family the demand for process food would raise substantial issues. These factors are further inducing the need for sophistication in various segment AGRI business such as procurement, storage, transportation, distribution, etc., the demand to feed the growing population and that emerging global market opportunities shall provide additional trust to the sector. At presently the eight mega food park functional currently. The ministry of food processing industries has plan to start 42 mega food parks in the country. The Government of India the goal to increase the level of process foods from the current 10% to 20%. Targeting today the processing they will of perishable 6% to 20% and raise India share in the global processing industries from 1.5% to 3%. But 2020 given that overall goal perfectly 4% in AGRI GDP cannot come from the grain segment. The government policy must shift to high value. Shift the focus high value products. Supply chains are the plots are currently long and fragmented. Leading to large wastages and this proportionate capture of value add on middle man. This comes under the expense of producers get lower price and consumers pay a high price. This situation must change to create value supply lines needs to be compressed in order to connect farmers directly to organised processors. It will also a exporters. Only by making this value chain more efficient can farmers and consumers get better deal there in the case today. Telangana State ranks top in the case of doing business in India and is an ideal place for setting up food processing units. The present



conclave aims at giving a thrust to the food economy in the State that helps improve the farmers` income and provides a platform to connect with various stakeholders and collaborate. He urge the Government of Telangana to promote farmer groups and encourage them to set up food processing units in the State.

Theme Address
By
Shri Srikanth Badiga,
Chairman, ASSOCHAM Telangana Council



Farm to focus has a consumer it would to happen to us. But what about the main producer. What is happening the farm level? What is happening the agricultural level. Is he able to sustain. He is able to do. That is what they bothering about. Year on Year there is a development. Whenever we conduct this type of seminars, conventions will take most of the farmers in practice. We also deal with academic and university field. We exchange program international level. What we are observed is certain gaps, certain areas still, we are not say failed to do, still upgrade ourselves. They were the

government really appreciate the kind of effort put by government state especially. The government of Telangana, if you see the last four five years after new state as form. The kind of support the government extended to this kind of agricultural sector. Whatever form it may be, so things cannot be changed overnight. Agriculture is the sector which depends not only in your finance it also depends upon your seasonal changes and lot of factors. Where do we do some kind of preparedness? This particular seminar probably will throw light how prepared are we, how can we support farmers. In agriculture sectors Arun ji is trying to tell us forward supply chain and forward integration which is a global need. We need to explore the area, we need to go up with the global market wherever the opportunities. People like a corporate involvement are also equally important. So why can't we get it into the corporate involvement and also getting into these and helping farmers. As our main slogan also says "Jai Jawan Jai Kissan." Jai jawan we are talking about why we are not talking about Jai Kissan. The main backbone of Indian economy. See I am just talking to few people heard that like the rice bowl of India. The combine state of AP and Telangana are the rice bowl of India. What is the present status? A few people said a joke. In Punjab and Haryana people ploughed their farming fields with Audi cars. That means they have so much of money getting through this sector. The followed integration which called food processing in India if see what is happening. In the past we have seen lots of food processing industry been along with ministry or government of India. But what will be the end result. The end

result is the person what setup the industry. He is making money. He is getting into the exports. That is the ground reality. The ground reality, the waste and excess produce whatever it will be it is the way he should do. I am the technical session throw light on that how would be really accumulate this kind of things all together. The forward intimation we have to talking about. Similarly we have so many further financial possibilities from the central government and state government. Thanks to the Telangana government also coming up with some guidelines and policies which should not only help the farmer but end on fade will go to the farmer. But we also appreciate very shortly. Mr. Parthasarathi Sir throw light more on that. How this government helping the farmer? Coming back to next level of this. Where do we place our self? Where do we see our self? That is also a challenge. Academically I saw lots of students be here. Here main intention is not to restrict to the business model. It should be beyond that. Whatever the innovations you being to introduce in agriculture? I am not sure, how many of you from agriculture university? Where into development on this , best practices in agriculture but you should concentrate. Israel is the one of the best country is talk about best practice in agriculture. They implemented, they practice and lot of things. Other most important thing probably FTAPCCI and ASSOCHAM work together. ICRISAT, I personally visit there. Three years back a company called 360 degree. This people wanted to with the same thing. Talk about the supply chain, forward integration and how to support the farmer. The concept is farm to focus fine. The ICRISAT was doing lot of research on the



particular agriculture. But I failed to understand why they're not helping or giving the rendering the service to regions and India especially in particular areas in Telangana. So probably FTAPCCI can join with ASSOCHAM and talking to them and conduct more session. I think ICRISAT not go to that region but bring farmers to ICRISAT and teach them good practice to how to farming. I will like to once again welcoming all and sure the technical session will be thought provoking and helpful.

Special Address

By

**Shri Bhaskar Reddy,
FTAPCCI Food Processing Committee Head**



Food processing is the one of the fastest growing industry in the country with the annual growth rate of 11%. Last 3 years itself it moved into 40 billion dollars to 60billion dollars. So you can see the growth rate of the industry. So food processing industry is very important role to play in linking farmer to consumer. Given the natural advantage of our country with worried and look dramatic zones look most 11zones are there and very large raw material base. The devised food base and 1.3billion people to consume. So we are about to enter a golden era into food processing.

So if you just see not long ago. If just before independence, if see our forefathers. The farm business is very high in the rural areas in India. Basic farm labours are used to consume. 95% of his plate enough for the energy giving just pulses, grains, wheat and some millets. Not much of nutrition. Many peoples are used to eat with pickles and salt or milk also. The main source of this is energy and just to satisfy hunger to keep working in a farm wherever they are.

Slowly post-independence, lots of changes has to place lot of interventions, Government policies, Green revolution, and white revolution. So when slowly we are become very self-sufficient and suddenly our plates are looking very colorful. We went on vegetable, fruits, eggs, meats, nutrients. Now the modern India is completely diverse like people are conscious for healthy foods. Peoples are conscious about nutrition, vitamins.

So the energy giving us come down as 50%. So just observe these changes as become us wealthier our nutrition become richer. Today we are second largest farm producing country in the world. Number one in milk, number one in banana, Number one in mango and many fruits. In grains we are number two. Fruits and vegetables we are number two in the world. Still 68% of the people lived in rural India and rural India is the production base. So now we have one end production base is there and opportunities are getting created day by day. Urbanization, changing conceptionisation

pattern, people are becoming more conscious. People are working, women are working, double income groups. Slowly entire demographic are changing their need is to be linked with the farmer and consumer very effectively without any losses. So this life chain changing trends is giving a wonderful opportunities with the food processing industries. There is a huge opportunities for food processing sector. So this further helped by improved logistics, connectivity, retail revolution. If you go to any super market, you see the food is occupying in maximum space, Variety of foods are available.

Agri and food processing another factor it is a very diverse. Thousands of products are both in raw materials and end products and bridging to various technologies and various opportunities will be available for this food processing sector. Another factor is the country is geographically very centrally located between Europe, South East Middle East. And very soon the country will become the food factory of the world. Because there are issues with in the surplus producing, farmers supporting US government and China already enough issues are there and they almost supply chains are cut and very wonderful opportunities all over Indian food process sector to become the food factory of the world. So another thing is become the priority sector for financial institutions and financials are liberally available for this particular sector and Government of India announced 100% of DIA in this sector. So all this things, variety of raw materials, huge rural production base, large consumption, high growth and high profit in sector. So women's potential is there. Everything looks good but here comes the real challenge.

So in our country production is happening at rural and small base. So it is a scattered, it is fragmented. So the cost of the agriculture very high. So there is one end a farmer is produce and put his hard work and whatever best in his preview but he unable to reach in the market, he unable to reach the consumer in the right way. Similarly if you take aggregator, his challenge to fill a one truck of food, he has roam around 50 to 60km radius which is economically not payable.

Each KG of food bringing from farmer to consumer has asking as high as 10 to 12%. In developed countries it is 1%. And all this component on both farmers and consumers are losers. So we need to address this and all the stakeholders including bodies like us, government and farmer producer's organization and also universities.

Telengana government have enough potential but facing the same problem. Now Government of Telengana ready to work at the clusters and actively work with farmers. There is an opportunities to develop the clusters and organised supplier into the right way. But unfortunately these have to say, last government he worked a lot and developing the food processing. It about to roll out but election was declared for six months and the code and conduct will come and the policies is kept aside and again new government has come and lots of news thoughts again and discussions are going.



I heard the code of conduct is coming tomorrow for three months for this parliament election. So I request Government of Telangana, Principal Secretary C. Parthasarathi here. He is very helpful. So sir please speedup the policies. Because as an agri and food processor industries we don't need money and we don't need any incentives or grants. We need good quality raw materials and proper supply chain to chain these materials. So unless government drives on this policies and we are willing to work with government with the quality parameter and technology. So ultimately we all are working with farmers and consumer and industrial benefits out of it. So today's seminar is prospectus and opportunities in food processing industries and skill development and financial linkages. Lot of eminent speakers are there from government, technology side and industries. I wish all the best for the success of the seminar.

Inaugural Address
By
Sri C. Parthasarathi I.A.S,
APC & Principal Secretary to Govt. (Agriculture
Cooperation Dept. Govt. of Telangana)



He thanked ASSOCHAM for organizing and conducting program at Hyderabad. This is was right moment to talk about the policy and this sector. This sector by large has being ignored and from few years it gain its own recognition in the market and being emerging sector now. Last few year value addition, food processing, post-harvest management in agriculture. Food Processing occupies 32% percent of food market in our country. CII

report tells that in next 10 years the likely investment to take place in Food processing is 2.3 lakhs crores. It is the potential sector now.

We have sustained the bound full resources, farmers, fisherman, Shepard etc. Due to rapid urbanization and fragmentation of holding and global market we are facing huge challenges and inturn we also find huge opportunities. Government of India and State Government policy the aggressiveness one engages with other stakeholder is very crucial.

This will help the farmer in getting better price and help in surplus management. We could see that this years the Telangana has recorded peak production in paddy of 61 lakhs metric tonnes and procurement is 40 lakhs metric tonnes by Government of India. He thanked the Government of India Policy for the same in supporting staple food like paddy and wheat. Telangana is surplus is in food grains. Telangana stands on unique forte, in next 3 to 4 years we going to totally cover more than 1 crore of acres under irrigation. Any project means assured irrigation and assured water.

Telangana is working on cropping barter in case of assured water available. Food processing is a ray of hope for farmers. This country has the potential to the entire world, but we do really able to match the quality, production and standards.

In Global competition there are standards followed by other countries. Pesticide residue is becoming the major challenges government is facing during exporting of agro products. Labour problem is becoming acute

problem now. It helps in connecting industry with farmers, bringing good synergy between farmers and industry. It helps in developing alternate market.

Entrepreneurs is willing to start the processing units. He is doesn't have sufficient produce for procurement. There is lot of gaps between farmers and food entrepreneur. Formulating FPO policy alongwith processing policy. Contract farming is the potential. Linkages between the farmer, industry and FPO to be made strong.

Telangana state interacted with all the stakeholder in developing draft food processing policy which is beneficial to farmers. This draft policy is prepared by Industry Department of Telangana. Based on state agri statistics, department to arrive and developing processing industry. The board framework and policy is being prepared in keeping state farmer in mind. The food processing policy should benefits the Telangana farmers.

To promote mango in the state, different varieties of mango to be started so that processing can take place. The state produces highest turmeric crop. The future is going to see processing of turmeric which is high help for pharmaceuticals. But there are certain post-harvest issues. Better varieties of turmeric to be brought to do more processing. Telangana state is trying to connect the gap between the food processing industry and state farmers to make the agri industry has the most organized sector.



The challenges in food processing industry is seasonality. Integrated kind of units where there is a complex where there is varieties of processing can be done in the entire year irrespective of seasons. Arriving at the matrix is important.

Government of Telangana is helping self-help group for developing units like cluster development. Fiscal incentives and schemes from Government of India are positive side for the development of food processing Industry. Interstate trading in enam platform.



Q & A Question Session with Secretary



Technical Panel Discussion: I

Technical Session – I Prospects and Opportunities in Food Processing



11:45 – 13:00 Hrs	Technical Session – I Prospects and Opportunities in Food Processing
Chairperson:	Sri Akhil Kumar Gawar , Director, Telangana State Food Processing Society,
Shri Kiran Gubba , CEO, Gubba Cold Storage	
Shri Nagpal C Lohakare , AGM, APEDA	
Shri Sohail Razzack , Managing Director, Gandour India Pvt Ltd	



Panel Address by Sri Akhil Kumar Gawar, Director, Telangana State Food Processing Society, Government of Telangana

Mr. Akhil welcomed all the panelist. I am very happy that I have a very distinguish and capable team here that will be able to address the issues course the value chain of the entire industry

Let me start by sort of taking queue from morning session where we discussed about various challenges of food processing industry. It is not a very sort of straight forward things to do when one wants to establish food processing because there are various nuances to the industry which are very typical to the industry seasonality being one, volatility in terms of prices in terms of availability being to nothing is very clearly predictable lot of it is dependent upon sessions and lot of it is dependent upon various others factor which are not under control and therefore there is high amount of volatility and therefore high amount of risk which is associated in terms of doing this business. Food processing also Intel's very high level of working capital and fact that the produces that your handling with that high working capital is also perishable and also doesn't help daily that's an additional challenge which gets presented to the industry and I mean we can go on visiting the issues and challenges that the industry faces to day and the entrepreneur of



space when try to and they were into the food processing sector but what I would like to do in the session with help of the eminent panelist is that instead of trying to just talk about the problems we will try to bring out and we will try to talk about what are the ways of getting around those challenges and how can we convert those challenges into opportunities and sort of value creation prospects that bring the theme that I would proposed to the panel in terms of talking about the issues and challenges and how can we solve those challenges and create opportunities out of those challenges. There are so many dimensions to running a business it is not straight forward it is not a simple things to run a cold storage for that matter. This is again some of the key challenges that they are in associated with perishable industries and food industries and the various issues around it.

Panel Address

by

Shri Kiran Gubba, CEO, Gubba Cold Storage

WELCOME



CHALLENGES & THREATS OF PRESERVATION IN COLD STORAGE



RACK SUPPORTED EURO PALLET COLD STORAGE



BLOCK STACKING MULTI LEVEL COLD STORAGE – 2 TON JUMBO BAG



MECHANISED HANDLING SYSTEM



STOCK AUDITING

Monthly Inventory Audit



TEMPERATURE MAPPING

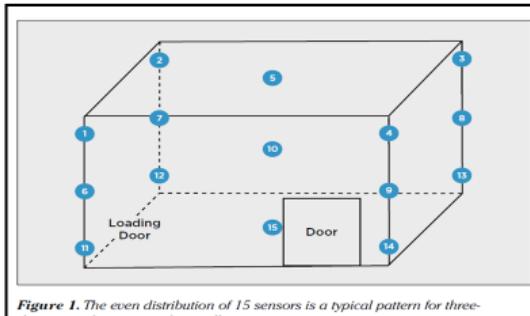


Figure 1. The even distribution of 15 sensors is a typical pattern for three-dimensional mapping of a small space.



SINGLE FLOOR BLOCK STACKING 2 TON JUMBO BAG COLD STORAGE FACILITY



REPORTS

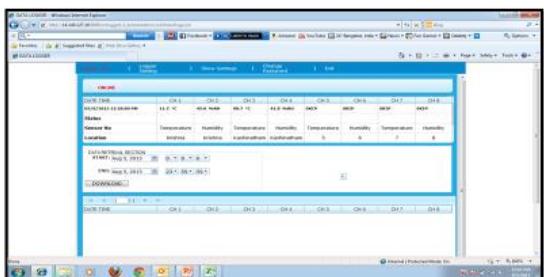
- Product Expiry Report
- FIFO Report
- Automated Previous day Transaction reports
- Stock report (Daily/Weekly/Monthly)
- Space Utilisation Report
- Transaction Mail/SMS
- Monthly Audit Report
- Air Monitoring Report
- Temperature Mapping Report



THERMAL TRACKING



REAL TIME ACCESS OF TEMERATURE & HUMIDITY



GUBBA
FOOD COLD STORAGE

PHONE APP TO CHECK TEMPERATURE & HUMIDITY



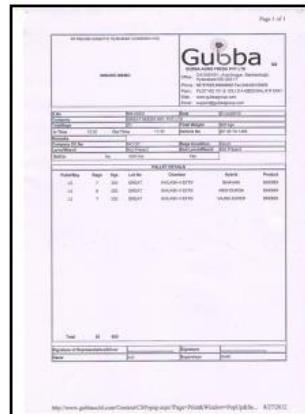
GUBBA
FOOD COLD STORAGE

RODENT MANAGEMENT



GUBBA
FOOD COLD STORAGE

PHYSICAL INSPECTION



GUBBA
FOOD COLD STORAGE

CERTIFICATIONS

- ISO
- OHSAS
- HACCP

GUBBA
FOOD COLD STORAGE

GUIDELINES

- **GDP (Good Distribution Practices)**

GUBBA
FOOD COLD STORAGE



SAFETY CULTURE



Thank You



Panel Address

by

Shri Sohail Razzack, Managing Director, Gandour India Pvt Ltd

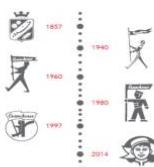
Gandour®



Our History

Founded in 1857

After being established in Beirut, Lebanon as a factory-store in 1857, Gandour has expanded both its reach and product offerings across the MENA region and beyond. It has established factories in Saudi Arabia, Egypt, Lebanon and India, and added a variety of new product categories to its portfolio, including chocolate and confectionery, oils and cooking oils, and cooking ingredients. Today, Gandour remains to be one of the largest confectioners in the region, commanding great influence and power in the market.



Our Presence

Global View, Local Actions

GCC
Operating in Saudi Arabia, Bahrain and UAE

Number of Factories: 2
Number of Employees: 1,218

Lebanon
Operational Since 1857

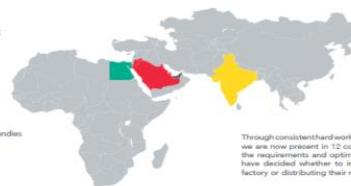
Number of Factories: 1
Number of Employees: 418

Egypt
Producing Chocolates, Biscuits, Wafers & Candies

Number of Factories: 1
Number of Employees: 252

India
Operating in Hyderabad Since 2008

Number of Factories: 1
Number of Employees: 618



Through consistent hard work and effort of expansion we are now present in 12 countries. Depending on the market potential and growth opportunities we have decided whether to invest in constructing a factory or distributing their neighboring countries.



Worldwide Factories
12

Total Employees
Over 2,500

Our Products

Through consistent hard work and effort of expansion



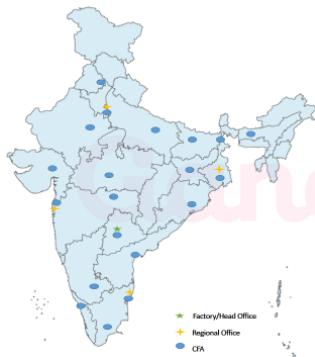
We benefit from 160 years of heritage and strong experience in creating a variety of nutritious and flavoursome snacks. Our range include chocolates, cakes, biscuits, gums, candies, snacks, wafers and cooking oils. Our brands have been developed for all types of consumers, with a wide variety of products that will satisfy any member of the family and allow them to create enjoyable and memorable snacking moments!



Celebrating 160 Years of memorable snacking moments!

India Business Overview





- Gndour India launched its operations in India in 2010 and the key products which Gndour sells in India are – Safari, Toflik, & Yamama.
- Gndour India also exports to countries like Thailand, Malaysia, Philippines, Bangladesh, Bhutan & Nepal.
- India has 4 Regional offices, 20 state warehouses & an annual turnover of 127 crs in 2015 at a CAGR of 40%.

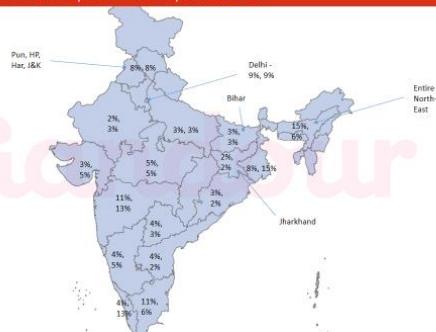


Yamama – 35% Contribution to Topline

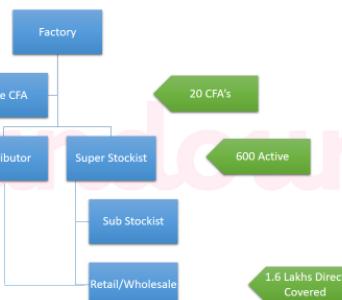


Choco Squares – 9% Contribution to Topline

Statewise Contribution to Topline – Cakes, Chocolates



Distribution Overview



Manpower Overview



Wafer Coated with Chocolate





Wafer coated with chocolate(moulded)



Chocolate bar with filling



Moulded Chocolate Capability



Biscuit coated with Caramel and Chocolate



Layer Cakes



Manufacturing Best Practices



GMP – HYGIENE IN PRODUCTION

Signs with pictures of good practices displayed in areas where applicable
Operators are trained and understand basic food safety principles and maintain a high degree of personal cleanliness and good hygienic practices to prevent food contamination
Hairnets and beard covers worn to assure food product integrity
Clean uniforms, aprons, that are put on after the employee gets to work help minimize contamination
Equipment are cleaned to standard and hygienic environment maintained throughout process

TRAINING





Panel Address by Shri Nagpal C Lohakare, AGM, APEDA



As the APEDA's major the Agricultural and Processed Food Products Export Development Authority which is mandated for the promotional development of agri exports from the India to various country. Currently what we are facing challenges and issues at the international level that is the quality that is major issue which is already covered by Parthasarthy ji. Pesticides and residue free is being the major concern is pesticides major consignment has been rejected just because of this high risky levels and this code we address at the appropriate well by the state authority when supposed this central insistent boards register some chemical for particular ex commodity but when same chemical is registered for selling into the stake level the agri input dealers says this is also applicable for that group that's why this issues



are coming that means the non-judicious use of agri chemicals other than registered crop that care should be taken by the state authority if the appropriate regarding the level claim which is available for crop so that could be addressed at the appropriate level then the secondly recently government of India announced the agro export policy with aiming that the doubling the exports from 30 US billion dollar to 60 US billion by 2020-22.



Technical Panel Discussion: II

Financial Linkages & Linking Value Chain with Market



14:00-15:30 Hrs	Session – II Financial Linkages & Linking Value Chain with Market
Chairperson:	Shri Surendra Kumar Sood, (Retd. Prof), Food Technologist
Shri Satya Gopal, AGM, State Bank of India	
Shri P. Venugopal, DGM, Canara Bank	



Panel Address by **Shri Satya Gopal, AGM, State Bank of India**

State Bank of India is pioneer in setting up of ADP (Agri Development Branches) long ago may be before I joined the bank in 1966 and banking are doing lot of effort to proving the Agriculture sector and after that Bank Branches is increased in every look and corner we are having branches even in villages we have branches even almost all the branches are providing Agriculture facilities. Last 2 days back attending Agriculture farmers and fraternity there and going through lot of problems and talking to the people who have ATL Terminals. Coming to the today's topic the Value Chain how much you can do in Agri Processing so that entire nation get benefited. SBI like any other Bank are participating in each stage of Financial Linkages staring from the Farmer and we are giving ATT Farm Loans and even Farm Mechanization has improved like harvesting and also Farmers High Mechanization is also happening now and secondly preservation of Food Products Foods and Vegetables those very much perishable immediately and many places ware house facility is opened loan facility of Rs 6000 Crore has extend so far and the Food Processing is other thing before that even the Marine Feed and all feed plants also funded across the country more so in Marine belt area and also processing plants were also given there is loss of Food is happening that's more important we need to conserve that Food because it is going to be unfit for human consumption if we do that lot of

value addition will happen our production will increase and more so productive will improve and employment will happen.

So my Food processing advance of 60,000 crore is given and banks main aim is to establish ware house and cold chain where that infrastructure is limited in many places as of now so we have to start from that level in fact so Farmer is likely to benefit in that and other factors which I would like mention is we are involved in self-employment area also we have regional 151 training centers are there they are equipping all this man power in most of the Farming Agro related activity almost giving training every year to 1 lakh 50 Thousand training in the country. After equipped with training bank will be given funding facilities and we have certain ADF facilities also in Farm Machinery and Dealers Tractors and all those any collateral but some collateral we are taking without much collateral but they are Dealer Funding then are getting reduced Interest rates so they can give more discount to Farmers so our main aim is that more infrastructure has to be provided and for any Bank for that matter the schemes are there and it is not ultimate thing actually schemes are hybrid things we can mould them and credit committees are available and happy to sanction such kind of a thing SBI has research in Gachibowli area and we are encouraging cluster development so they are doing lot of research in addition to that we have competency cell where they take care many things internally we have a competency cell they will be doing entire bigger project studies.



Panel Address

by

Shri P Venugopal, DGM, Canara Bank

It is Happy to represent from Canara Bank to this conclave. Starting with value addition of food processing and want to express concern in this forum talking schemes of central and state government. Agri processing sector is a High tech Sector intensive sector is not growing a crop it requires skills at all levels in bank level also. In Canara Bank we have started a new initiative called Agriculture Innovation Center in Canara Banks head office and with the new idea of Entrepreneurs we will prepare a project report from the point of Finance and Banking Prospective and this is open to everybody not only to Canara Bank Customers. Canara Bank Innovation Center has prepared 20,000 projects involving a nearly Rs 1 crore most of them are in the Process. Term loan scheme for granting loans to food processing industries for technology up gradation, establishment, expansion and modernization of units under the centrally sponsored scheme National Mission on Food Processing (NMFP) of Ministry Of Food Processing Industry (MOFPI).

Technical Panel Discussion: III

Technology Upgradation & Skill Development



15:45-16:45 Hrs	Session – III: Technology Upgradation & Skill Development
Chairperson:	Shri Dayakar Rao , Ph.d(Agri Econ) FNADS, Principal Scientist & CEO, ICAR – Indian Institute of Millets Research (IIMR)
Shri Surendra Kumar Sood , Food Technologist	
Dr. Shivaprasad , Agribusiness Skill Development Consultant	
Smt Prof. Vijaya Khader , PhD, Former Dean, Acharya N. G. R. A University.	



Panel Address

by

Shri Dayakar Rao,

**Ph.d (Agro Econ) FNADS, Principal Scientist & CEO, ICAR
– Indian Institute of Millets Research (IIMR)**

Government of India is come up new development in Skill Development in Food Processing. India is highest in youth development. The Challenges is still exist in skill development. Agriculture has rural outlook and the connection between food processing, agriculture and nutrition to be made more meaning ful. Skill development and technology up gradation play very important role here. The challenges we see in MSME sector which dominant industry here.



Panel Address
by
Smt Prof. Vijaya Khader, PhD,
Former Dean, Acharya N. G. R. A University

She is happy to share her experiences and thanks ASSOCHAM. Food Processing is need of the hour. How to achieve the benefits. Entrepreneurs is one who conceive conceptualize and capitalize the opportunities. Entrepreneurs is a performer. Risk management very important here. To articulate Tradition, Technology, Trade. Value addition in food processing is two percent. Food Processing Industry is going to be major industry of growth because of life style and natural resources. No proper bondage is required between producers, consumer and technology. She has done research in Product development economic empowerment, home based low cost foods, Mushroom cultivation. She is being doing training on transfer to technology in food processing industry. World Bank project on fisher women. Food Technology is the need of the hour, wherein the wastage reduction required.

Panel Address
by
Shri Surendra Kumar Sood, Food Technologist

Food processing industry is considered to be the Sunrise industry. Brazil is being processing 70%, Malaysia being processing 83% UK is being processing 78% but India is yet to be go for double digit. Mishandling and wastage is the reason. Now a day's new technology have been playing major role. Today we have technology called preservation and dehydration through ultrasound is being effective. Industry needs to switch over as per the availability of raw materials. Take challenges, make challenges and make it.

Recommendation

- Recommendation from Telangana Government, to increase the income to Farmers, the Food Processing Policy to be aligned to the Farmers of India.
- Tax rebate, Power Concession, FDI, By products utilization, Guidance on marketing and training programmes to be arranged area wise and zonal wise.
- Integrated kind of units where there is a complex where there is varieties of processing can be done in the entire year irrespective of seasons.



Benefits Derived

- Helped to understand the schemes of central, state governments and other agencies focusing on infrastructure development (like food parks, cold chains etc.)
- Through senior technologist able to understand the work going on in research & development, technology transfer, finance and lending in food processing sector.
- Helped us to understand the strengthening of food marketing linkages in value chain especially food growers, processors, wholesalers, retailers, and foodservice establishments
- Able to understand the need of hours strengthening the linkages and gap between farmers and industry
- Helped to understand new prospect of Food Processing and opportunities available in the respective states
- Able to create networking among R&D institutions, Corporate sectors, NGOs, FPOs, and SHG (Self Help Groups).



Follow – Up Action Taken /To Be Taken

After successfully organizing this Conference with a great participation from all walks of the sector like Telangana Government Stakeholders, Industrialists, Policy makers, Entrepreneurs, Manufacturers, Traders, Retailers, Growers, Progressive Farmers, Academicians, Researchers and enthusiasts etc. ASSOCHAM is aiming high to take this lead further. It has planned to take the following actions to help Processed Food Sector:-

In accordance with the recommendations of participants which entail a roadmap and recommendation by the state to the Government of India. ASSOCHAM will take up the recommendations with the respective state Government on a regular interaction basis. ASSOCHAM will work closely with the farming communities and groups for capacity building measures with a view to increase agricultural production so as there is no short fall in the supply chain of the sector. Constant interaction with participating members from Processed Food Manufacturers, Exporters, Trade Promotion bodies and other International organizations to provide support for the development of Indian processed food products exports, business & trade.

Post Event Coverage

equity share on a proportionate basis from the equity shareholders of the company, through the tender offer route.

Agri & Food Processors Conclave held: With the completion of the Kaleshwaram project another 10-15 lakh hectare will be added for agriculture production by next year, said C Parbat sarathi, principal secretary, agriculture cooperation department, Telangana at the inauguration of the Agri & Food Processors Conclave held at Hyderabad. The event organised by FTAAPCI and Assocham will bring all stakeholders together to discuss challenges and opportunities in the agri sector.

VSoft Technologies launches Contactless payment kiosks: City-based IT player VSoft Technologies, that primarily offers solutions to financial

Food processing policy awaiting cabinet approval

PAR B INVESTIGATES

Food processing Secretary of Agriculture, Department of Agriculture, Dr. R. M. Parsons, has said that the Food Processing Policy, which has been under consideration for some time, will be presented to the cabinet for approval in the near future.

"We are expecting the policy to be announced after cabinet's next session, which could happen after the polls — **PAR-PARTHAWAL**

potential of producing rice, corn, maize, millets, sorghum, etc., and the state could not fully utilize this potential. The state has adopted a value added production policy, which will help in increasing the production of these crops. The state has also adopted a policy of encouraging integrated food processing industry, which will help in increasing the production of these crops, as the unit cost of production will be reduced during the peak months, for and

Registration Sheet

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Mathi Reddy	Hyderabad
P Sudha	Hyderabad
Rakesh Kumar	Hyderabad
Praveen Akkapally	Hyderabad
M Seshu Sai	Hyderabad
Aditya	Hyderabad
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S Ragini	Hyderabad
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Sudha	Hyderabad
K Venkateshwar	Hyderabad



Sachin Nikumbh	Hyderabad
Dr. M.D. Shakal Ahmed	Hyderabad
Venkata Suresh	Hyderabad
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Shiva	Hyderabad
Ameen lakhani	Hyderabad
Dany A John	Hyderabad
Nithin	Hyderabad
Tranthi Kumar	Hyderabad
Sudhakar	Hyderabad
Ravinder	Hyderabad
Raghu	Hyderabad
Ranadeep	Hyderabad



Surender	Hyderabad
Saju	Hyderabad
M. Seshu	Hyderabad
N S Rao	Hyderabad
C. N. Manoj	Hyderabad
Biju	Hyderabad
Suresh	Hyderabad
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Mr. Thomas Ninan	Hyderabad
SSGK Selvaa	Hyderabad
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M. S. W. Mani Melvettom	Hyderabad
Roy	Hyderabad



Kiran	Hyderabad
Ravi Verma	Hyderabad
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M Achyuthi Reddy	Hyderabad
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K Raja	Hyderabad
P Sridhar	Hyderabad
Nitish Kumar	Hyderabad
Bilwant Singh	Hyderabad
M K D Prasad	Hyderabad
Ravi Verma	Hyderabad
Radha Rani	Hyderabad
Dharmendra	Hyderabad
M Sapnesh	Hyderabad



ASSOCHAM

THE KNOWLEDGE ARCHITECT OF CORPORATE INDIA

Evolution of Value Creator

ASSOCHAM initiated its endeavor of value creation for Indian industry in 1920. Having in its fold more than 400 Chambers and Trade Associations, and serving more than 4,50,000 members from all over India. It has witnessed upswings as well as upheavals of Indian Economy, and contributed significantly by playing a catalytic role in shaping up the Trade, Commerce and Industrial environment of the country.

Today, ASSOCHAM has emerged as the fountainhead of Knowledge for Indian industry, which is all set to redefine the dynamics of growth and development in the technology driven cyber age of 'Knowledge Based Economy'.

ASSOCHAM is seen as a forceful, proactive, forward looking institution equipping itself to meet the aspirations of corporate India in the new world of business. ASSOCHAM is working towards creating a conducive environment of India business to compete globally.

ASSOCHAM derives its strength from its Promoter Chambers and other Industry/Regional Chambers/Associations spread all over the country.

Vision

Empower Indian enterprise by inculcating knowledge that will be the catalyst of growth in the barrier less technology driven global market and help them upscale, align and emerge as formidable player in respective business segments.



Mission

As a representative organ of Corporate India, ASSOCHAM articulates the genuine, legitimate needs and interests of its members. Its mission is to impact the policy and legislative environment so as to foster balanced economic, industrial and social development. We believe education, IT, BT, Health, Corporate Social responsibility and environment to be the critical success factors.

Members - Our Strength

ASSOCHAM represents the interests of more than 4,50,000 direct and indirect members across the country. Through its heterogeneous membership, ASSOCHAM combines the entrepreneurial spirit and business acumen of owners with management skills and expertise of professionals to set itself apart as a Chamber with a difference.

Currently, ASSOCHAM has more than 100 National Councils covering the entire gamut of economic activities in India. It has been especially acknowledged as a significant voice of Indian industry in the field of Corporate Social Responsibility, Environment & Safety, HR & Labour Affairs, Corporate Governance, Information Technology, Biotechnology, Telecom, Banking & Finance, Company Law, Corporate Finance, Economic and International Affairs, Mergers & Acquisitions, Tourism, Civil Aviation, Infrastructure, Energy & Power, Education, Legal Reforms, Real Estate and Rural Development, Competency Building & Skill Development to mention a few.

Insight into 'New Business Models'

ASSOCHAM has been a significant contributory factor in the emergence of new-age Indian Corporates, characterized by a new mindset and global ambition for dominating the international business. The Chamber has addressed itself to the key areas like India as Investment Destination, Achieving International Competitiveness, Promoting International Trade, Corporate Strategies for Enhancing Stakeholders Value, Government Policies in sustaining India's Development, Infrastructure Development for enhancing India's Competitiveness, Building Indian MNCs, Role of Financial Sector the Catalyst for India's Transformation.

ASSOCHAM derives its strengths from the following Promoter Chambers: Bombay Chamber of Commerce & Industry, Mumbai; Cochin Chambers of Commerce & Industry, Cochin; Indian Merchant's Chamber, Mumbai; The Madras Chamber of Commerce and Industry, Chennai; PHD Chamber of Commerce and Industry, New Delhi.

Together, we can make a significant difference to the burden that our nation carries and bring in a bright, new tomorrow for our nation.

Udaya Kumar Verma
Secretary General
sg@assocham.com

The Associated Chambers of Commerce and Industry of India

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