

5<sup>th</sup>  
edition



**AGRO  
VISION**

Workshops, National Expo & Conference

**26-29 December 2013**

**Reshimbagh Ground, Nagpur, Maharashtra, India**

**“Building Sustainable Livelihoods & Increasing Farmers’ Income”**

# REPORT



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## 5th AGROVISION REPORT 2013

Chief Patron



Shri Nitin Gadkar

"Agriculture is the backbone of Indian economy and Agrovision is working towards strengthening the same. This platform has been providing opportunity to the farmers to learn advancements, latest practices and new avenues in agriculture, thus making farming a sustainable and viable occupation".

Chairman,  
Advisory Council



Prof. M. S. Swaminathan

"Agrovision provides a peep into our agricultural future. It shows the pathway to achieve our national goal of a hunger free India."

Co-Chairman,  
Advisory Council



Dr. C. D. Mayee

"Agrovision has provided an excellent platform in Central India for revival of modern agriculture. It is a unique summit where a trio of exhibition, workshops and practical demonstrations are organised to educate farmers on technologies. Agrovision has already made an impact in agriculture development, particularly in dry land areas and has become an attractive feature where farmers await its arrival."

**Advisory Council Members :** M.K. Anna Patil, Dr. Raviprakash G. Dani, Rajendra Barwale, Y.B. Ramakrishna, Divakar Rao, Devendra Parekh, Vijay Kashikar, Dr. S. D. Sawant, Dr. K. P. Gore, Dr. R. K. Pal, Dr. Keshav Kranthi, Dr. V. J. Shivankar, Capt. Dr. L. B. Kalantri, Dr. Vivek Damle, Prof. A. K. Misra, Dr. S. K. Goel (IAS)  
**Convenor:** Girish Gandhi (Ex-MLC) **Organising Secretaries:** Ramesh Mankar, Ravi Boratkar

## Foreword

India is primarily an agrarian economy with the livelihood of millions dependent on it directly or indirectly. With the diverse climatic conditions and large areas of rich fertile land, India is the leading producer of a number of agricultural products. However despite this, the agriculture and related sectors have not been exploited to even half the potential it holds in our context. The lack of adequate knowledge of agricultural practices & advanced scientific methods, non availability of modern machinery, Inadequate electricity, dependence on weather, small or marginal land holdings, inadequate storage etc., all contribute to the present sad state of affairs of a large number of small farmers who constitute majority of the farming community.

Agrovision is one such initiative that plays a crucial role in connecting the farmers to the latest information, knowledge and gives them maximum exposure for their benefit. For the last five years Agrovision is contributing to the agri sector in its own small way with an objective to Educate, Encourage and Empower lakhs of farmers.

The 5th Agrovision not only witnessed the participation of farmers, scientists, agri experts, and academia but also industry captains from diverse agriculture related sectors like, Mr. R.D. Shroff, Chairman United Phosphorus and Crop Care Federation of India, Mr. Kishore Biyani, Founder Future Group, Mr. S. Shivkumar, Head Agri business, ITC, Mr. M. Prabhakar Rao, Chairman, Nuziveedu Seeds & NSAI, Mr. Vidyadhar Vaishampayan, Chairman, TJSB Co-operative Bank etc.

I am glad to inform that the 6th edition of Agrovision will be held at Nagpur in December 2014 and look forward for your continued support.

### Ravi Boratkar

Organizing Secretary, Agrovision  
Jt. Managing Director, MM Activ Sci-Tech Communications



**Mr. Kishore Biyani,**  
Founder of the Future group

"A great attempt to make farmers imagine big & create linkages from farms to the table, keep the good world!!"

### Mr. M. Prabhakar Rao,

Chairman, Nuziveedu Seeds and President, NSAI

"With the use of proper seeds, yield can be increased by even 50 per cent,"



**Mr. S. Shivkumar,**  
Chief Executive, Agribusiness Division, ITC

"Bringing world class technology to the small farmers is a very noble task. This is done brilliantly by Agrovision through exhibition & workshops. Wish them the very best."

## HIGHLIGHTS OF 5TH AGROVISION

- Central India's Largest Agri Summit | 200 exhibitors
- 4 Lakh visitors | 30 comprehensive workshops
  - Workshops attended by 50, 000 farmers
- One day Conference on Value added agriculture-Supply Chain Management & Dairy Processing in association with MEDC
  - Spread over 12,000 Sq.mts



## Inauguration

The 5th edition of Agrovision was inaugurated by **Shri. Rajnath Singh**, National President, BJP and Former Union Minister for Agriculture. **Shri. Nitin Gadkari**, Chief Patron, Agrovision presided over the ceremony. Prominent personalities from the agriculture field and agri corporate sector were on dais as Guests of Honour. They included **Mr. Kishore Biyani**, Founder and Group CEO, Future group; **Mr. M. Prabhakar Rao**, Chairman, Nuziveedu Seeds and President, NSAI; **Mr. R. D. Shroff**, Chairman, United Phosphorus Ltd. and CCFI. **Mr. S. Shivkumar**, Head, Agri-business division, ITC; **Mr. Vidyadhar Vaishampayan**, Chairman, The TJSB Co-operative Bank; **Mr. Ajay Sancheti**, MP; **Mr. Devendra Phadanvis**, BJP President, Maharashtra, MLA; **Dr. C. D. Mayee**, Co Chairman, Agrovision Advisory Council and former Chairman of Agriculture Scientists Recruitment Board (ICAR); **Mr. Girish Gandhi**, Convener of Agrovision; **Mr. Ravi Boratkar**, Organising Secretary, Agrovision & Jt. MD, MM Activ Sci-tech Communications, **Mr. Ramesh Mankar**, Organising Secretary, Agrovision.

**Mr. Rajnath Singh** in his inaugural address, stressed to make agriculture a lucrative carrier opportunity so that the youth would take this as an occupation. Mr. Singh elaborated on the steps required from soil testing to develop the market access to the products for sustainable livelihood of farmers. He suggested that every farmer should be provided with soil health card after testing the soil of his land at affordable cost and in every area of cities



and towns “**kisan bazars**” should be set up for the farmers to sell their produce directly to consumers. Emphasizing on promotion of organic farming, Mr. Singh said every district headquarter should have a laboratory and certifying agency to certify organic food. By development of quality agri products and their export, the Indian agriculture has potential to change the country's existing status of current account deficit to the current account surplus and make the rupee stronger.

**Mr. Gadkari** in his presidential address, shared various initiatives of the Purti group founded by him and said that Purti has decided the target of providing jobs to 50,000 youths and help farmers in generating income of Rs 1000 crore in the next two years. He said country's economic crisis is related to the agriculture crisis. But the challenges in agriculture can be met by converting waste into gold as nothing is waste now in this sector.

**Mr. Rajnath Singh** released the Agrovision Exhibitors' Directory and special Agrovision issue of *KrishiKalyan* magazine.





## Workshops

The most attractive feature of Agrovision are the free workshops for farmers. Year after year farmers' participation is growing as they are gaining knowledge and information. Scope of the subjects of workshops is ever expanding. The number of workshops were restricted how ever the duration of each workshop was doubled from 30 minutes to one hour.

The topics were selected under the guidance of Dr. C. D. Mayee, Co-Chairman, Advisory Council, Agrovision. In addition to this, special three-hour long workshops were conducted on horticulture, sugarcane cultivation and dairy development opportunities in Vidarbha. The sugarcane workshops were conducted on all the three days with participation of 2,000-3,000 farmers each day.

Over 60 experts from agriculture related fields, professors in agriculture universities, agriculture dept. officers, researchers and successful farmers conducted the workshops.

Workshops were not verbose. They were made interesting by using:

- **Audio/Video Presentation/Distribution of Printed Material**
- **Live Demonstrations** • **Case Studies/Success Stories**
- **Q & A Sessions**

The workshop witnessed overwhelming response of farmer who felt the need of such a knowledge sharing activity.



The topics of workshops included Apple Berry cultivation, Hi-tech floriculture technology, Group farming- opportunities & advantages, Soybean modern cultivation & processing technology, Guar gum cultivation & global market opportunities,

Weather-based farm management, Onion & garlic production technology, Turmeric & ginger modern cultivation technology, Lime cultivation & processing opportunities in Vidarbha, Agriculture finance and various

government schemes, Sustainable sugarcane farming, Opportunities in dairy farming in Vidarbha, Opportunities in poultry in Vidarbha, Fruit cultivation - export and processing opportunities, Goat & sheep farming, Fish farming in farm pond, Advantages of water conservation.

Workshops were attended by over 50, 000 farmers thus giving a new vision for futuristic farming.

### HIGHLIGHTS OF WORKSHOPS

- **30 workshops were conducted**
- **Participation of 50,000 farmers**
- **Conducted by over 60 experts from various background**
- **13 success stories shared by farmers**





## Round-table

**Cellulosic Ethanol - Enzymatic & Microbial Conversion Technologies, commercial viability & scaling up opportunities**



In view of the growing importance of Bio fuels/Bio energy/Bio mass, Agrovision every year deliberates on this topic. This year too, a round table discussion of experts was organized on "Cellulosic Ethanol - Enzymatic and Microbial conversion technologies, commercial viability and scaling up opportunities".

**Mr. Gadkari** pointed out that the effective use of Ethanol could substantially improve the economy of the country suffering from the huge burden of crude and gas import. He mentioned that diversification of agriculture and fuel will change the lives of farmers. The advancements made by Praj Industries in Ethanol production from bio-mass and Indian Cane Power Ltd (ICPL) in developing 100% Ethanol use automobiles were highlighted. ICPL, Ador Green Energy, Purti Group etc. also presented their technological developments.

- HIGHLIGHTS**
- Participation of over 15 expert
  - Narration of technologies & experiment
  - Resolution prepared for enhancing ethanol usage

The key participants were: **Mr. M.K. Anna Patil**, Former Minister of State for Rural Development; **Mr. Y.B. Ramakrishna**, Former Executive Chairman, Karnataka State Bio Fuel Development Board; **Mr. Divakar Rao**, Member, Karnataka Vision Group on Biotechnology; **Mr. Sudhir Dive**, MD, Purti Sugar; **Mr. Sampanna Mutalik** from ICPL; **Mr. Uday Kulkarni & Mr. Prashant Gokhale** from Praj Industries Ltd.; **Mr. V. D. Mansukhani & Mr. Sameer Joshi** from Ador Green Energy Pvt. Ltd.; **Mr. Kailash Patil** from Skyline Polycats Pvt. Ltd.; **Mr. Ravi Boratkar** and **Mr. Milind Kokje**, Sr. Journalist.

The experts passed a resolution suggesting 7 point action plan for enhancing Ethanol usage for submission to the PMO.

## Conference

**Value added agriculture: Supply chain management & dairy processing**

A conference jointly organised by MM Activ and Maharashtra Economic Development Council (MEDC) on 'Value Added Agriculture: Supply Chain Management and Dairy Processing' was held as a part of 5th Agrovision.

Dr. V. Prakash, distinguished scientist of CSIR, delivered the keynote address. He stressed that, we don't need only supply chain, but we need to develop quality supply chain for agriculture products and emphasized individual product-based mapping requirements of supply chain.

The President of technology transfer association, Mr. Y. H. Gharpure, that our process is slow which improved. the need approach.

**HIGHLIGHTS**

- Conference on crucial aspect of Indian agri sector
- Attended by over 150 delegates
- Association with MEDC for conference organization

He drew comparisons between Israel & Japan with Pune & Maharashtra in agricultural production. The Scientific officer of Bhabha Atomic Research Centre (BARC), Dr. Sanjay Jambhulkar, explained the successful experiments conducted by BARC in developing crops. Mr. R. B. Chalvade, DGM, Maharashtra State Agriculture Marketing Board (MSAMB) gave an overview of the facilities and incentives provided by them to farmers.

MEDC President Cdr (Retd.) Dipak Naik stressed the need for transfer of available technologies to the farmers. Supply chain was needed in areas like Vidarbha to transit from "Aatmahatya" (suicide) to "Aatmanirbharata" (self-sufficiency) to "Aatmavishwas" (self-confidence), he said. Deputy GM of NABARD, Mr. Sudhir Dhanvijay explained various schemes of NABARD for agriculture.

In the second session focused on ways to increase the productivity of the dairy industry in Vidarbha, Dr. Chandraprakash Malhani of Praj Industries shed light on ways to improve the performance of the dairy processing industry, mainly by increasing milk productivity and improving quality which would make dairy not just sustainable but profitable.





### Expo

Spread over a sprawling area of 8,000 square meters, the exhibition had stalls of various public sector enterprises, private companies, agriculture universities, central ministries, state



governments, NGOs, R&D centers etc. Virtually every important entity in the agriculture field had its presence at the 5th Agrovision Expo. Phenomenal response was received from sectors like Agro chemicals, Seeds, Irrigation, Farm Machinery & Equipment, Pumps, Pipes, Small Self-Help Groups etc. The exhibition had participation of over 200 exhibitors covering the complete 'Farm to Folk' chain in agriculture/food sector.

Lakhs of farmers were exposed to new products, services, technologies, irrigation systems, input, output, equipment etc.

It broadened their outlook and thought process. Response to the exhibition was overwhelming as over four lakh farmers visited the expo. For them it was an enriching and enlightening experience as they could take back with them abundance of knowledge to improve their farming practices.

Apart from the farmers of Maharashtra and nearby states of Madhya Pradesh and Karnataka, the expo was also visited by farmers for faraway states of Punjab, Odisha, Andhra Pradesh, Bihar, Chhattisgarh, Uttar Pradesh etc. making it a truly national event. The exhibitors were seen busy answering to queries from the enthusiastic farmers.

#### HIGHLIGHTS OF EXPO

- Visited by 4 lakh farmers
- Participation of over 200 organisations
- Food to folks' everything related to it were present
- Spread across 8,000 Sq.mts (5,000 covered hanger area & 3,000 open to sky)





## Participant's response

### Mr. Arvind Kumar, CMD, Lemken India

"Exhibiting at Agrovision was a great experience. This is an excellent platform to display our equipment and reach out to farmers directly."

### Mr. Anil Shinde, Mahyco

"Participating in Agrovision this year was a successful exercise for Mahyco. We were able to reach out and interact with so many farmers. It was a productive experience."

### Mr. Dhananjay Gavale, United Phosphorus Limited

"This is the third time we are participating at Agrovision and this year we were happy to see a much larger attendance of farmers. We were able to reach lakhs of farmers and educate them about our products."

### Mr. B. N. Jha, Dy. Director, Spices Board, Govt of India

It was a wonderful experience to disseminate the details of Spices to the farmers those who are in supply chain.

### Mr. Avinash Kondekar, L&TEBG, Nagpur

As compared to last year we have received very good feedback from all farmers.

### Mr. Nilesh M. Kute, Mahafeed Speciality Fertilizers

We have participated in Agrovision for 3rd time. Agrovision has become most important agriculture exhibition in Vidarbha region.

### Mr. Siddhesh Ubhare, Dhanuka Agritech Ltd.

At Agrovision, we were able to communicate with large numbers of farmers directly.

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## AGROVISION Secretariat

**Delhi Office :** 103-104, Rohit House, 3 Tolstoy Marg, Connaught Place, New Delhi- 110001

Ph. - + 91 11 43542737 Fax- + 91 11 23319388

**Nagpur Office :** 402, Govind Apartment, W.H.C. Road, Shankar Nagar Sq. Nagpur - 440 010

Ph. - + 91 712 2555246 Fax : + 91 712 2543982 Mobile : Manisha + 91 8007702022

### For More Details Contact

info@agrovisionindia.in www.agrovisionindia.in