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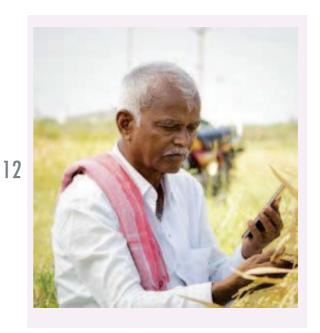
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contents

eatures

Anybody cares to remember 05 Agriculture? Agricultural sector is ready for 06 tech-enabled makeover 12 Laxminarayan Srinivasiah Bettadha Budadha Thota Palaneeswar Rajarathinam 15 CEO, Jeypee Biotechs Siva Rao Kshirasagara 18 Mushroom Cultivation Enthusiast **Anant Poddar** 21 Founder, Poddar Farms 24 Jose Jacob Managing Partner, Homegrown Biotech 27 Raam Mohan **Umapathy Coconut Hybrid Centre** 30 Dr.Rema J Crop Improvement & Biotechnology - ICAR 34 Ms.Milan Sharma CEO, Revnar Foods, Vijay Bhaskar Reddy Dinnepu 37 Founder / CEO, AqWiQ Technologies



46







PUBLISHERS NOTE

Indian Media and Foreign Media

Global Britain and Little England?
What we have to learn and discard from the British media industry?

Yes, there are comparisons and contrasts!
When the Corona Virus hit India, all vulnerabilities of the Indian media scene came to be exposed!

We saw India's many hidden weaknesses were brought out. The world media came out in all fury and called India all names. Even, the FT carried a "big read" feature! Till then, we used to see the Indian media, both print, and electronic media were rather mild and differential to the authority. It is another thing that we didn't have a really free pass or rather our information authority was rather highly bureaucratic. The Broadcasting Authority is a remote entity and for the vast majority of small and medium newspapers is almost a hidden entity.

There are all India-level bodied and the Editors. Guild and other bodied don't stand up and protest the infringement of the freedoms of the editors and reporters. The living conditions of the average newspaper reporters and correspondents are rather very poor or almost nonexistent. And this sort state of affairs you can see if only you had traveled abroad and lived for some time in the UK or USA. We are not so familiar as we are in the UK which has been the home of traditional establishment pass.

Even newspapers like The Guardian had survived the long-established practice of radicalism and the other establishment press had all almost disappeared.

The recent passing away of the long-standing editor of the Sunday Times, Sir Harold Evans' life and times were the golden era.

I had interacted with some of the great editors. In particular, I had interacted with Kingsley Martin, the redoubtable editor of the Socialist Weekly, The Newstatesman, a name that could stir no feudal courage, moral courage and stirred a whole generation of young men and women, why, a newer of anti-colonialism and spread out all over Asia and Africa. You can always see a few Asian and African students loitering in front of the Newstatesman's office in London and the British colonial era press was a true awakening of press freedom in the then world.

Now, coming to the present times, it is a measure of some strength that of all the growth of democracy and equally the anti-democratic authoritarian governments today, in the Asian and the rest of our own times there is the question of the press freedoms and much else.

Unfortunately, there is this erosion of press freedoms and freedoms of expression. The British press is no friend of the Indian democracy and we are not helped by the traditional British press. The BBC is also not a friendly institution.

In fact, it is also an irony that the British press has become more light and playful. A media, compared to the Indian TV scene. We have some 1,000 odd TV channels, most of the poor quality, and also we have not seen the many weak spots in the Indian media scenario.

On the other side, we have a vigorous film industry that fills up the entertainment space. We have to write and comment on the weak spots in the Indian media space. Indian democracy has many weak spots as well. The Prime Ministers used to give a press conference, in Jawaharlal Nehru's time this was a regular feature of our polity. Both Dr.Monmohan Singh and Mr.Narendra Modi have discontinued this great tradition of press freedom. Also, mails and medium newspapers use to have some special patronage. This space must be attended to.

One more important feature of a new India is our role in the Commonwealth and also what we have to learn in disengagement with the new Britain.

We have to emerge as an independent nation. Britain is no more a Great Britain. It is already a reduced entry. A Little Britain.

We have to evolve into genuinely independent people. Commonwealth was once justified. As a defender of democratic values and conventions. This, we, Indians, have to do and not take the old imperial mindset we see even now in many of the habits and actions of the British establishment decisions, be it extradition requests and other similar issues etc. In the end, the Indian media also must learn to stand up speak for the genuine freedoms of the citizens.

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es, the world is facing a very difficult time now. There is this historical Corono Virus pandemic and yes India is the most affected country right now. How the world would overcome this crisis is anybody's guess?

To look at Indian agriculture in this situation of many complexities is not a happy exercise.

As it is the government machinery is stuck and nothing seems to be moving and as we write it looks only the judiciary seems to be running the show. Every city is panic-struck and we don't know when we will get the call for our second vaccination! The supply of oxygen is so uncertain and erratic that we see the daily queues seem unending. And the scenes on the TV screens are unbearable. So is the misery of the common man, the poor and the people at the bottom end of society.

In this scenario the one sector that is hard hit is of course the unsolved agriculture sector where the miseries of the long suffering farmers who are concentrated for how many months, we don't know is indescribable. How long the farmers would be left abandoned by the government no one has clue.

There is any number of reports from any number of international bodies we have lost count and they all paid a picture of total abandonment of the poor and the hungry. Two or three international reports, including one or two by the international agency, we believe the UN ones included that say that some 30 million and more people would be left to survive on poverty levels below two dollars a day and such scary reports have by now multiplied in this Corono Virus times. It is really very scary and no one of any consequence from the UN bodies cares to pursue this emerging poverty mountain any further

Of course we all know that among the poverty mountains India looms large as we have the largest population mountain and poverty and India go together and when we don't have any close to the exact data from China -- it is one big nation with a modicum of exact data and so we leave at this point the gigantic level of solving the Indian poverty index.

One distressing point is the level of political governance in India. Mr.Narendra Modi, the Prime Minister was for the most part of his time in power. Was very vocal and confident in solving great many issues, the last state level elections in five crucial states saw his party, the Bharathiya Janatha Party (BJP) ride rough shod on Opposition —ruled States, now there seems to be set back for the PM as he saw his herculean attempts to defeat the most enlightened. State, West Bengal, one of the culturally enlightened State which didn't oblige his rhetoric and otherwise very powerfully organised campaign didn't produce the desired results. The West Bengal state Assembly elections gave a very unpleasant shock to the powerful "Bullymen", as one major newspaper described the highly organised ruling party leaders. The otherwise diminutive Mamata Banerji, as the incumbant Chief Minister is called, otherwise endearingly a Mamata Di (Di means sister and she had her life's revenge by defeating this one of the modern India's bloody and violent democratic country's election results).

Bengal has many issues of national and international implica-

Anybody cares to remember Agriculture?

Agriculture in the time of Corona Virus and at a time of tough states' elections.

tions. The State had produced two famed Nobel Prizes, one if won by the State's International personalities, none other than Prof.S. Amartya Sen who is rooted in the Bengali culture and who also represents the deep Bengali intellectual types, well-versed in Bengali language, literature and Sanskrit learning etc.

He was nominated as the new Chancellor and intellectual guided to the Central Government's newly created Nalanda University sponsored by the Indian External Affairs Ministry. The idea had a great significance for the Indian people. But the new Government of the BJP removed Prof.Sen because of the intellectual's unkind remark on the new BJP government.

So, now in the present more complicated times while Corona is threatening the whole country, not many people are happy with the current scenario.

In the current election there were many gifted persons nominated for election contest. Some were elected and many others defeated politicians, singers, artists and film people even pure intellectuals.

Most of them had won but few had been defeated. The Hindutva philosophy of religion had you off many voters. Anyway, Mamata Di had proved that India won't easily fall for the rightwing party. As in other state like the Southern ally, Kerala too had proved.

Otherwise, the progressive States like West Bengal and Kerala are in fact industrially backward and unemployment is high. But then the streak of liberalism is fairly widespread and this is a gift of the Nehruvian era.

How the agri sector in the rest of India would fit into this scenario is anybody's guess.

Scenario and with all predictions of poverty rising in the world, Indian agriculture, a predominantly rained economic activity, India is self-sufficient in food production and India is a number one agri exporter in rice and wheat.

Indian agriculture needs much investment and modernisation practices.



Agricultural sector is ready for tech-enabled makeover

griculture is the main source of livelihood for 58 percent of the Indian population and it represented almost \$300 billion of gross value add in FY20. However, the annual growth in this gross value add is a mere 3 percent. This represents the lack of innovation that this critical sector has experienced over decades, however, it also represents the huge opportunity for innovation and technology.

Farmers face fundamental issues including lack of information on farm inputs, unorganised credit, and absence of market linkages. To put things in perspective, most farmers are compelled to use the traditional channels to purchase raw materials such as seeds, fertilisers, and other farming products. Moreover, almost 30-40 percent of the total harvest gets wasted at various levels of the distribution or supply chain, which amounts to very low earnings for farmers.

Thus, the sector is ripe for technology intervention which can morph the agricultural landscape of the country for the better. Cutting-edge technology in the agriculture sector has become the need of the hour. It will not only help modernise the sector and increase yields, it will also make it more cost-effective at the same time.

In fact, tech-based solutions may further help in addressing structural problems such as the presence of numerous middlemen, bringing the farmers closer to the consumers, improving yields per acre, picking the right crops for better earnings, the efficient use of resources such as water, and improving quality with the right inputs. This will also support newer farming methods such as

Cutting-edge technology in the agriculture sector has become the need of the hour; it will not only help modernise the sector and increase yields but will also make it more cost-effective and improve livelihood for farmers



vertical farming, hydroponic farming, and so on. Innovation can also improve storage, distribution/supply chain, food processing, and packaging.

Today, the country is seeing a plethora of agri-tech startups that are addressing these problems. They are bringing in layers of data analytics to drive efficiency and informed decision making. The companies have leveraged Artificial Intelligence (AI), data science, Internet of Things (IoT), drones, robotics, building automated supply chains, and to build the next layer of data analytics to drive efficiency. Further, AI-based use cases such as automated weeding, agricultural robots, pest prediction and prevention, crop yield estimation, and so on, can help in enhancing farm productivity as well as empower farmers to improve operational efficiency while cutting down on manual labour.

For instance, a Kochi-based agri-tech startup—Farmers Fresh Zone—has introduced unit-level traceability for all products that help consumers track the origin of a product. For farmers, the startup is providing the right mix of price and products while improving their earnings and reducing wastage. This approach is implemented to bridge the gap between the consumers and the farmers.

Like Farmers Fresh Zone, there are

hundreds of other agri-tech startups in India that have taken centre stage to solve the current problems that farmers face. From educating them about different agricultural practices; weather forecasting, to equip them with the right techniques and tools to grade, assort; to sell their produce online, these startups are playing a gamechanging role in modernising the agriculture system in India. Interestingly, these companies are not only technology-based but are also driving device and hardware innovation.

In a nutshell, agri-tech startups are gradually but surely changing the face of the Indian agriculture sector. Closer engagement between stakeholders, government, and startups to provide infrastructure and policy support is imperative. It will enhance the development of tech-enabled solutions across the sector.

These technological interventions in providing low-cost farming solutions, backed by numerous public and private funding as well as a strong digitised infrastructure, have the potential to further bring in transparency in the supply chain and transform India's agriculture sector in the upcoming years.

The writer is a Founding Partner of IAN Fund

Source: www.forbesindia.com



bout 14,491 hectare (ha) area in Andaman and Nicobar has been certified as organic, the first large contiguous territory to be done under a government scheme, Agriculture Ministry said on Tuesday. After Andaman and Nicobar (A&N) Islands, Lakshadweep and Ladakh are proactively taking steps for the transformation of their traditional organic areas to certified organic, it said.

There are traditional areas in Himachal Pradesh, Uttarakhand, north-eastern states and tribal belts of Jharkhand and Chhattisgarh and desert districts of Rajasthan which can be transformed to



certified organic, it said. The organic certification has been given under the Large Area Certification (LAC) Scheme of the PGS-India (Participatory Guarantee System) certification programme.

Under LAC, each village in the area is considered as one cluster/group. All farmers with their farmland and livestock need to adhere to the standard requirements and on being verified get certified enmass without the need to go under conversion period.

Certification is renewed on annual basis through verification by a process of peer appraisals as per the process of PGS-India.

In a statement, the ministry said it is working to identify traditional organic areas to transform them into certified production hubs. "The Government of India has certified 14,491 ha of such area under Car Nicobar and Nancowry group of islands in A&N Islands," it said

An expert committee has verified their organic status and recommended for declaration of the area as certified organic under the PGS-India certification programme, it said, adding that this

Over 14,400 ha area in Andaman & Nicobar becomes first large territory to get organic certification

area becomes the first large contiguous territory to be conferred with organic certification.

According to the ministry, Car Nicobar and Nancowry group of islands have been traditionally organic for ages. The administration has also banned the sale, purchase and usage of any chemical inputs of genetically modified seeds in these islands.

The administration of Union Territory in collaboration with local communities prepared the island-wise and farmer wise database of land holding, practices being adopted, input usage history among others.

Stating that there are still traditional organic areas in hills, tribal districts, desert and rained areas in India that continue to remain free from chemical input usage, the ministry said, "With little efforts, such traditional/default organic areas can be brought under organic certification almost immediately."

The ministry said it is, in consultation with states, working to identify such areas, transform them to certified organic and facilitate the marketing of area-specific niche products through branding and labelling.

Additionally, to bring isolated individual farmers to the certified organic fold, the ministry has also launched an organic certification support scheme under PKVY (Paramparagat Krishi Vikas Yojana).

Under the scheme, individual farmers can avail financial assistance for certification under any of the prevailing certification systems of NPOP (National programme for organic production) or PGS-India. Assistance will be available as reimbursement of certification cost directly to certification agencies through the states, the ministry said.

The organic certification will help farm-

ers get direct access to the emerging organic food market of the country.

India now has more than 30 lakh hectare area registered under organic certification and slowly more and more farmers are joining the movement.

As per the international survey report (2021) India ranks at 5th place in terms of area and is at the top in terms of total number of producers (base year 2019), the ministry added.

Source : https://economictimes.india-times.com/

India recorded 30% increase in agricultural export last year in comparison to 2019-20 despite Covid situation

India has recorded 30 percent increase in agricultural export last year in comparison to 2019-20 financial year despite Covid situation. Talking to AIR News, Chairman of Agricultural and Processed Food Exports Development Authority (APEDA) M Angamuthu said that 1.3 lakh crore rupees of export business was recorded last year in comparison to 1.1 lakh crore rupees in previous financial year.

He said that the pandemic gave an opportunity to India to provide reliable food and nutritional support to the world. Dr. Angamuthu hoped that the country would see 20 to 30 percent better growth in this section this year. APEDA Chairman said that there was also 40 percent increase in export of organic products this year in comparison to last financial year. He said that there was huge demand for herbal and medicinal products in Europe, US and Middle East and APEDA is all set to explore all the options.



- Agriculture accounts for 26% of all greenhouse gas emissions.
- Tractor fuel, fertiliser and methane from cattle are some of the main contributing factors.
- Tilling soil by breaking it up with ploughs also exposes carbon buried in the soil to oxygen in the air, allowing microbes to convert it to CO2.
- New research has explored the possibility of no-till farming, which found it produces up to 30% lower emissions

erhaps because there are no chimney stacks belching smoke, the contribution of the world's farms to climate change seems somehow remote. But agriculture accounts for a staggering 26% of all greenhouse gas emissions. Tractors running on diesel release carbon dioxide (CO2) from their exhausts. Fertilisers spread on fields produce nitrous oxide. And cattle generate methane from microbes in their guts.

Even tilling the soil – breaking it up with ploughs and other machinery – exposes carbon buried in the soil to oxygen in the air, allowing microbes to convert it to CO2. Farmers usually do this before sowing crops, but what if they could avoid this step?

In newly published research from farms across the UK, we discovered that an alternative approach called no-till farming, which does not disturb soils and instead involves placing seeds in drilled holes in the earth, could slash greenhouse gas emissions from crop production by nearly a third and increase how much carbon soils can store.

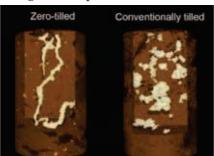
The neat rows of raised soil on tilled fields might seem like an inevitable part of farming, but no-till agriculture has already become quite popular in other parts of the world, especially the US. Only one machine is needed to drill the

small seed holes required and it's driv-

en over the field just once. Compared to conventional methods where farmers use a range of equipment to till, harrow, sow and firm in the seed, the amount of soil disturbed during no-till farming is very small.

Tilling the soil in conventional farming creates large air pockets which fill up with oxygen, prompting microbes to turn carbon in the soil into CO2. We compared the soil on tilled farms with fields prepared using the no-till approach by scanning them with X-rays – the same technique used in hospitals to examine broken bones.

The fields without tilling had fewer and smaller air pockets, which is why they generated less CO2. Most of these pockets were created by burrowing earthworms and roots that thrived in the absence of ploughs and other tools disturbing the soil. There was still enough pores to let the soil drain well and allow roots to grow deeper in search of water though – an important additional ben-



efit as droughts become more frequent under climate change.

By keeping excess oxygen out of the soil and away from the microbes that live there, no-till farming ensures the carbon that builds up when plants die and decompose remains buried underground. The farms we studied that used the no-till approach accumulated more carbon in their soil over time, and the longer the soils were left undisturbed, the more carbon was stored.

It's clear that undisturbed soils release less CO2 to the atmosphere. But microbes in farmland soil can generate methane and nitrous oxide too, and these gases can be even worse for the climate. Methane is more than 20 times as effective at trapping heat in the atmosphere as CO2, and nitrous oxide is about 300 times as effective.

In our study, we combined measurements of all three greenhouse gases from traditionally tilled soil and fields managed using the no-till approach. We found that the latter produced 30% lower emissions in total, with the greatest reductions seen on farms that had been using no-till for the longest – around 15 years.

Not having to till the soil has other benefits, especially for farmers as there's less preparation to do. It can dramatically reduce how much diesel farms need to burn, as farmers need less heavy machinery. That amounts to fewer costs overall. Despite these advantages, farmers in the UK and across Europe have been slow to adopt no-till farming.

Read full article @ https://bit. ly/3xNiuZI

Source: www.weforum.org

Online Meetings



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Upcoming events

MAY 11, 2021

3:00 pm

Ms. Rishya Pankaj Kapil on "Technological advancement in the field of agriculture by taking the example of the smart farm of IFFCO Kisan in Bijnor"

05.00 PM

Mr. Malik Kumar Meena on "Agritech startups in India Different categories, problems they are solving and their operations"

MAY 12, 2021

3:00 pm

Mr. Upendra Singh on "Eco-Tourism - A Step towards doubling the farmer's income"

05.00 PM

Dr. Yugraj Yadava on "Improvements in value chain in the fisheries sector"

MAY 13, 2021

3:00 pm

Mr. R. Dinesh on "Guidelines for good on-farm shrimp feed management"

05.00 PM

Dr. Sharanabasappa Deshmukh on "The fall army worm (FAW) - Effective management strategies and future action"

MAY 14, 2021

3:00 pm

Mr. Rajender Kumar on "Profitable vegetable cultivation in tropical dry regions"

05.00 PM

Venkataswami Reddy Surasani on "Our experience -Agri retail space with Hub & Spoke model of supply chain"

MAY 17, 2021

3:00 pm

Mr. Priyanshu Jain on "How hydroponics (soilless farming) is changing the dynamics of Agriculture in India and globally"

05.00 PM

Dr. Vijay Kumar Arora on "How to manage soil health for be0er yield"

MAY 18, 2021

3:00 pm

Dr. Priyabrata Das on "How smart devices, AI/ML will revolutionize modern agriculture"

05.00 PM

Dr. Deborshi De on "Role of integrated radical farming in sustainable agriculture"

MAY 19, 2021

3:00 pm

Mr. Mandar Vasudeo Athalekar on "Business opportunities in integrated agri-food supply chain – Farm to Fork models"

05.00 PM

Dr. B.J. Pandian on"Water Management conservation in agricultural crops"

MAY 20, 2021

3:00 pm

Prof. (Dr.) Kumaraswamy S on "Integrity of Soil Ecosystem Services: Social-Construct Perspectives"

05.00 PM

Mr. BK Menon on "All about turmeric and curcumin"

MAY 21, 2021

3:00 pm

Mr. Narendra More on "How we produce high quality dutch roses, red rose, pink rose, white rose and gabriel rose"

05.00 PM

Mr. Narayanan Alwar on "Vertical axis wind pump for small irrigation"

MAY 24, 2021

3:00 pm

Dr. Lakshmi Damaraju on "Use of herbal supplements in dairy farming"

05.00 PM

Dr. Navin Nainwal on "Ideas for horticulture development in Himalayan mountain states"

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Meetings in Archive

Mr. Shyam Bhadane on "Hydroponics cultivation of Japanese strawberry"

Mr. Shyam Bhadane is the Head Grower at Hydrobaccus Initiative Pvt. Ltd., in Pune, Maharashtra. His interests are ontrolled environment agriculture-CEA / Greenhouse projects, Hydroponics, Vertical farming. To know more view https://bit.ly/3atX21J

Mr. Subrata Das Adhikari on "Agriculture nutrition garden"

Mr. Subrata Das Adhikari is an Executive-Projects at Semina Agro in Ranchi, Jharkhand. His interests are agriculture nutrition garden, like home nutrition kitchen garden, school nutrition garden and rooftop nutrition garden.

Mr. Surinder Singh Shekhawat on "Jojoba cultivation, economics and marketing techniques"

Mr. Surinder Singh Shekhawat is the Chief Operations Officer at Rajasthan Olive Cultivation Limited in Jaipur. His interest is tree borne oilseeds cultivation. Mr. Surinder Singh Shekhawat says jojoba (Simmondsia chinensis) is tree borne oilseed plant, which grows in arid and semi arid areas. The oil has versatile industrial applications. To know more view https://bit.ly/3vGcdNN

Mr. Nagarasan Chinnasamy on "All about Aloevera - from plantation, processing till marketing"

Mr. Nagarasan Chinnasamy is the Proprietor at Imperial Infra and Technology in Trichy, Tamilnadu. His interest is plantation of herbal plants. They are having 5 acres of aloevera sapling and have about 20 years of experience in aloevera plantation. They guide on plantation, marketing strategy, provide machineries to extract aloevera gel and give all types of guidance about aloevera.

Mr. Shoury Reddy Sigareddy on "Fish cultivation in farm ponds and water body renovation"

Mr. Shoury Reddy Sigareddy is the Executive Director, Bala Vikasa Social Service Society has done Masters Degree in Social Work and also a Diploma in Community Development from St. F.X. University, Canada. He is working with Bala Vikasa since its inception in 1991 and has played a key role in making Bala Vikasa a globally influencing organization.

Dr. Vijayachandra Reddy S. on "Information and communications technology through mobile applications in agriculture"

Dr. Vijayachandra Reddy S is Assistant Professor in Agricultural Economics at University of Agricultural Sciences, Raichur, Karnataka. His area of interests are in the field of agricultural economics such as supply chain, value chain, marketing management, impact studies, especially on intervention approaches. Dr. Vijayachandra Reddy is also interested in writing review articles on emerging topics in agriculture and allied sectors. To know more view https://bit.ly/3moRTNI

Dr. A. Ramalingam on "Entrepreneur development in agriculture"

Dr. A. Ramalingam is the Principal at S.Thangapazham Agricultural College in Vasudevanallur, Tenkasi District, Tamilnadu. His interests are updating knowledge on the recent technologies of agricultural education; entrepreneur development in agriculture; developing & promoting innovative ideas among students and advanced production technologies for maximizing co'on production.

Mr. Vihar Pancholi on "Smart & Green Village Program"

Mr. Vihar Pancholi is the CEO of Maverik Inc., in Vadodara, Gujarat. His interests are Rural Sustainable Project, Smart Village Development Programs, Renewable Energy Projects, Waste Management, Biomethanation Projects, Domestic Waste Water Treatment & Recycling Schemes, Bio-remediation of Lakes, Water Body & Aquifer (for Cleaning) and Organic Farming Inputs. To know more view https://bit.ly/31rsHw7

Mr. G A Balakrishnan on "Spices/Value addition and importance of quality from farm to customer"

Mr. G A Balakrishnan is the Chairman of Bhoomi Natural Products and Exports Pvt. Ltd., in Cochin, Kerala. His interests are Spices / Herbs — Value addition & scope, sales & marketing, administration & management and quality management.

Mr.Vijaya Raghavan Palat on "My experience in building a successful agri value chain company from scratch"

Mr. Vijaya Raghavan Palat is the CEO of Lawrencedale Agro Processing India Private Limited (LEAF) in Ooty, Tamil Nadu. LEAF Is India's premier fresh produce supply chain company. With support from LEAF, farmers can earn more by increasing their yield and bypassing intermediaries. To know more view https://bit.ly/3w2Jwv5

Mr. Anil Patil on "Designing profitable horticultural farms"

Mr. Anil Patil is the Managing Director of Shresta Seeds Pvt. Ltd. in Bangalore, Karnataka. He is also a Consultant at Agriprojects Consultants who holds a Master's in Horticulture and a Post Graduation in Business Management. Mr. Anil Patil has been into Agri. Project Consultancy for the past 40 years. His interests are high tech agriculture project consultancy and techno economic appraisal of agriculture project

Dr. Chandra Kiran Sant on "Beliefs of new entrepreneurs in Dairy leading to failures"

- Dr. Chandra Kiran Sant is the Dairy Advisor at Livestock Management Centre in Mumbai, Maharashtra. He is also associated with
- 1) Gomati Cooperative Milk Producers Union, Tripura as Expert Dairy Development for improving the milk quality & quantity as well as oversee installation of 40000 LPD Dairy Processing Plant.
- 2) Trainer (for Dairy Farming) in Indian Dairy Association West Zone: covering Maharashtra ,... To know more view https://bit.ly/3dAjWqq