FACE
RETROSPECT 2016-17

Research Studies and Project
Food Safety and Quality - Building Capacity and Creating Awareness

Make In India and Export Promotion
Strengthening Techno-culture in Agriculture

Advanced Technologies Reshaping Agriculture
Food and Agriculture Policy Dialogue

Surakshit Khadya Abhiyan
Building Global Partnerships in Agriculture and Food Processing

Business4nutrition
Food and Agriculture Policy Dialogue -

Focus: Doubling Farmers’ Incomes

1. Interactive session with Dr Ashok Dalwai, CEO, National Rainfed Area Authority (NRAA), Ministry of Agriculture and Farmers Welfare and Chairman, Inter Ministerial Panel on Doubling Farmers Incomes
   August 12 2017

To take forward the agenda of ‘doubling farmers’ incomes’ an interactive session with Dr Dalwai was organized with the Members of CII National Council on Agriculture on 12th August 2017. The idea was to understand the Government’s Blue Print on Doubling on Farm Incomes & the perceived role of Private Sector.

Some of the areas that were discussed during the interaction were - a. policy reorientation towards post production aspects to help farmers make informed marketing decisions; b. rethinking a new model to make agri growth sustainable; c. treating agriculture as an enterprise; d. strengthening post production infrastructure and e. increasing private participation in agriculture.

FACE also provided the Inter Ministerial Panel on Doubling Farmers Income detailed inputs for the DFI reports chapter on ‘Agricultural Price and Marketing Policies - Strengthening Private Sector Engagement in Staples and Horticulture’. The recommendations analyzed the current agricultural policies related to price, food grain management and marketing of high value agriculture, particularly horticulture; trends in public sector participation; and the scope for strengthening the policy measures and creating a larger role for the private sector in delivering higher incomes and income security to the farmers.
2. Expert group on Doubling Farmers Incomes

CII has constituted an expert group on the agenda of Doubling Farmers’ Incomes with key industry members. The group has identified increasing capital formation and strengthening access to technology and market linkages as key prerequisites for enhancing farmers’ incomes. The group is ready with a set of actionable recommendations which will now be presented to the concerned policy makers.

3. Presentation to Dr Balram Committee

The Ministry of Agriculture & Farmers Welfare proposed a price control mechanism (on the lines of Drug price Control Order- DPCO) on 181 crop protection products (crop protection chemicals) and imposition of quota system/restictions on Pesticides Imports. Both these raised significant concern across the industry with regards to the impact on innovation and investment in the overall agriculture sector and the agro chemicals sector in particular.

CII submission was that the price control mechanism will seriously affect the introduction of innovations and product stewardship. Likewise seeking quarterly/annual “approvals” for imported pesticides would impact adequate and timely availability of crop protection chemicals for farmers. Restricting imports is bound to increase the price of pesticides to the farmers thus impacting farmers’ incomes and the submission was to work on removing the impediments to make indigenous production competitive, rather than restrict imports.

As of now, implementation of the public notice proposing price control has been withheld until further orders. Also the Gazette notification regarding import restriction is made available to the public for objections / suggestions and further action on this is awaited.

4. Advocacy on GST

A pre requisite for doubling farmers’ incomes will be the development of agriculture and food processing sector. Hence, it is the essential that the agriculture related inputs and food products costs are reasonable and processing is not taxed disproportionately.

Basis this, CII has proactively advocated for rationalization of GST rates in agriculture and Food processing industry. This would help facilitate the inclusive growth of farmers’ income, give a flip to rural economy and more importantly farmers will receive a better price for their crops while ensuring the processing of fruit and vegetables which otherwise may go waste.

5. CII NCDEX Roundtable on Connecting Farmers to Regulated Markets: Challenges and Opportunities

March 24 2017

Market access is one of the important enablers for improving farmers’ incomes. Strong links to markets for smallholders is essential for increasing agricultural production and generating economic growth in rural areas. Improving these links creates a virtuous circle by boosting productivity, increasing incomes and strengthening food security. Better access by small producers to formal regulated markets means that they can reliably sell more produce at higher prices.

This in turn encourages farmers to invest in their own businesses and increase the quantity, quality and diversity of the goods they produce.

Mr Samir Shah, MD & CEO, National Commodity and Derivatives Exchange ; Mr. S Sivakumar, Chairman CII National Council on Agriculture & Chief Executive – ABD, ITC Ltd; Dr. B.B. Pattanaik, Member, Warehousing Development & Regulatory Authority
Given this background CII, in partnership with NCDEX, organized a one day Roundtable discussion on Connecting Farmers to Regulated Markets: Challenges and Opportunities at New Delhi on 24 March 2017. The roundtable aimed at understanding the progress made so far by FPOs, identifying critical challenges and policy implications towards connecting them to regulated markets.

The participants generally agreed that FPOs have the potential to impart economic growth to farmers though there is need to support FPOs on various fronts. Five strategic imperatives – capacity building for farmers and FPOs, restructuring the ownership and management of FPOs, involving private players in the ecosystem, simplifying legal and regulatory process and integrating different markets – were identified to be developed further.

6. 7th National Cold Chain Summit  September 25 2017

Considering the importance of the cold chain sector and also to develop a roadmap to steer towards creation of a robust food value chain, FACE in association with Ministry of Food Processing Industries Ministry of Agriculture, and National Centre for Cold Chain Development (NCCD) organized the 7th National Cold Chain Summit on 25th September 2017, in New Delhi.

The theme of the cold chain summit was: Cold Chain: An enabler for doubling farmer’s income was an attempt to analyze the status of cold chain in India and understand the impact of cold chain systems in doubling farmer’s income.

The summit served as a platform for all the stakeholders and witnessed over 200 delegates from Government organizations, state government representatives from Tamil Nadu, Haryana etc, academicians from renowned universities, private players from top food processing companies, Cold chain equipment manufacturers, logistics players, international delegates from countries like Netherlands, Belgium, Japan, Australia, United Kingdom, Spain to name a few.

7. National Food Processing Policy

India’s food processing industry has the potential to drive rural economic growth as it brings about synergy between the consumer, industry and agriculture. There is a need for a comprehensive Policy which will catalyze investments and optimize the sector’s growth. Given this background, FACE in consultation with the Ministry of Food Processing Industries (MoFPI) prepared a draft National Food Processing Policy.
Despite achievements in production and policy support at different levels, the Indian dairy sector faces several challenges in emerging as a global leader in dairy exports. While rising disposable incomes, rise in availability of variants and an increase in the preferences have resulted in increased spending on dairy food products in India, issues related to sourcing and logistics and milk prices remain a challenge to meet the rising demand and to emerge as a key export market.

Given this background a “Brainstorming session on promoting exports of dairy and value added dairy products from India” was organized by APEDA and CII on 5th May 2017 at New Delhi. The session discussed the potential of the sector, scope for promoting exports, issues to meet the productivity challenge as well as steps to minimize the milk production cost.

Developing a concrete action plan for the sector, bilaterally negotiating standards acceptable in the international markets, enhancing domestic support from Govt to promote dairy exports, generic campaign for promotion, product development building on strengths and customizing the value added products as per the specific needs of the importing countries etc were some of the key action items that emerged from the discussion.
World Food India 2017, with the theme of ‘Transforming the Food Economy’ was inaugurated by Prime Minister Narendra Modi on 3 November in New Delhi.

World Food India 2017 manifested the country’s commitment to take its food processing industry high in the global value chain, leveraging its huge potential to generate employment, boost the rural economy and promote inclusive growth.

The three-day mega show, organized by the Ministry of Food Processing Industries, with CII as the National event Partner, effectively set in motion the transformatory process of the Indian food processing industry, giving the sector the much-needed boost, by bringing together delegates, exhibitors and representatives from over 60 countries and 28 Indian states to showcase successes, discuss challenges, and prepare a strategy roadmap for the future of the sector.

The massive World Food India exhibition, spread over 40,000 sqm showcased the best flavors of the global food industry, spanning the entire value chain in the food sector.

World Food India 2017 took significant steps towards achieving two critical goals of the Government - doubling farmers’ income by 2022 and reducing post-harvest losses, by bringing together global and Indian leaders to collaborate and co-develop solutions across India’s food value chain.

**Ingredients of WFI 2017**

**India showcased as the preferred investment destination in the Food Processing sector**

- Prime Minister Modi launches ‘Nivesh Bandhu’, an Investors’ Portal

**Prime Minister Modi releases a commemorative stamp on Indian cuisines**

**The President of India terms World Food India ‘the Kumbh Mela of Indian Food’**

- 50 MoUs worth $11.25 billion signed by the Ministry of Food Processing Industries. various states also sign MoUs worth $2.5 billion

- 7,000 delegates, 800 exhibitors and representatives from 60 countries and 28 States

- 5,000 B2B meetings

- 35+ knowledge sessions
Arun Jaitley, Minister of Finance and Corporate Affairs - ‘India has the agricultural produce base and the requisite ecosystem to become a major food processing nation of the world. The need of the hour is to create an enabling environment for this sector to flourish.’

Radha Mohan Singh, Minister of Agriculture and Farmers’ Welfare - ‘At the time of India’s Independence, per capita of milk supply was 130 gm per day for a 34 million population. Today, it has increased to 337 gm per day for 134 million people! This is an incomparable achievement.’

Sadhvi Niranjan Jyoti, Minister of State of Food Processing Industries - ‘The exhibition at World Food India 2017 has special focus on ingredients that can be sourced from India. An entire area is devoted to highlighting the organic potential in the North Eastern States of India. We are also looking at connecting sourcing teams directly with the farmers for seamless transactions.’

Nitin Gadkari, Minister of Road Transport and Highways, Shipping and Water Resources, River Development and Ganga Rejuvenation - ‘Logistics, water, transport and communication issues are all getting resolved. It’s a golden opportunity for investors.’

Suresh Prabhu, Minister of Commerce and Industry - ‘The food processing industry holds immense potential across the value chain. India is uniquely poised in this sector.’

Paul Bulcke, Chairman of Board of Directors, Nestle - ‘Top priority should be given to building agriculture capacity amidst the challenges of scarce natural resources, rising population and growing food demand. Nestle has set up an institute in India to support food safety.’

Amanda Sourry, Global President, Unilever - ‘The world is looking towards India. The opportunities for food in India are huge. We at Unilever are excited about these opportunities…rich agri-resources in India present an optimal opportunity to scale up the processing industry here.’

Pieter Boone, COO Metro AG and CEO Metro Cash and Carry - ‘The recent policy decisions to improve ease of doing business coupled with demonetization and GST are now driving positive overhaul in the economic environment. This is boosting prospects for retailers and wholesalers like Metro.’

Noel Tata, MD and Chairman, Tata International - ‘There is a need for significant new investment to increase our scale in food processing. With a population of 1.3 billion and strong international demand, food processing is an extremely attractive ‘Make in India’ opportunity.’
Awareness Workshop on cold chain development

On behalf of NCCD (National Centre for Cold Chain Development), stakeholder workshops have been conducted to create awareness about the various schemes of the Government of India related to cold chain. Till date, 12 workshops have been conducted in 12 different states of the country benefitting a target audience of 1500+ including farmers, industry and entrepreneurs. Banks and State Horticulture department of states have also participated to promote development of integrated supply chain. This initiative of NCCD along with FACE has been applauded and appreciated by many state governments.

Completed Workshop in 2017

- Uttar Pradesh - Lucknow
- Tamil Nadu - Periyakulam
- Karnataka - Mysore
- Bihar - Patna
- Andhra Pradesh - Tirupati
- Gujarat - Surat
- Chhattisgarh - Raipur
- Jammu & Kashmir - Jammu
- Tamil Nadu - Trichy
- Haryana - Sonipat
- Uttarakhand - Dehradun

WORKSHOP ON “Awareness Program on Cold-Chain Schemes”
Andhra Pradesh Mango Project

Under the stewardship of the CII Cold Chain Task force, FACE in partnership with the Department of Horticulture, Government of Andhra Pradesh, has initiated a project titled “Strengthening of Post-Harvest Value Chain Management for Development of Mango Industry in Andhra Pradesh”.

OBJECTIVE

- The project aims to address the challenges along the mango value chain that are hampering the growth of the sector, catalyze investments in post harvest infrastructure management, promote value addition and create brand value for mangoes from Andhra Pradesh.

IMPLEMENTATION

- A Memorandum of Understanding (MoU) was signed for targeted interventions under the project.
- A FPO (Farmer Producer Organisation) with 100 farmers located in Bhimavaram village, Prakasham district has been identified for targeted intervention.
- District will be supported for backward integration to enable scientific production of mangoes.
- Several activities including setting up an integrated post harvest infrastructure facility activities will be piloted with the identified FPO to develop a replicable model.

Promoting North Bengal as the Agribusiness Hub for West Bengal

To position North Bengal as an Agribusiness hub CII FACE prepared 6 sectoral reports on Horticulture, Maize, Seed, Dairy, Meat & Poultry and Cold Chain. The sectors were selected based on their potential for catalyzing investment in North Bengal.

There reports were released during the ‘Agro business Synergy – Focus North Bengal’ on 18-19 May 2017 at Siliguri. The summit was organized by CII in partnership with the Department of Industry, Commerce and Enterprises in collaboration with Departments of Agriculture, Agri Marketing, Food Processing & Horticulture, Animal Resource Development, Food & Supplies, Fisheries, Biotechnology, North Bengal Development Department and Jalpaiguri Development Authority. Around 435 entrepreneurs participated in the event. A total of 178 investment proposals of the value of Rs 1702 crore was submitted by entrepreneurs participating during the event.
40th Session of Codex Alimentarius Commission  
**July 17–22 2017**

CII was a member of the Indian Delegation at the 40th session of The Codex Alimentarius Commission (CAC) held in Geneva, Switzerland from 17th to 22nd July 2017. The delegation was led by chairperson, FSSAI, Mr. Ashish Bhuguna and included representatives from Indian Industry. Various emerging issues were discussed such as Anti-Microbial Resistance to examine the use of antibiotics as growth promoters/supplements in intensive farm practices like poultry industry, Alignment of codex work with SDGs and Announced 7th June as world Food Safety Day.

**India’s Achievements and Interventions**

India had deliberated the following concerns with sound scientific and technical justification which were got adopted by CAC with overwhelming support from majority of countries:

- **Draft Standard for Cumin and Pepper**  
  Indian is Host country for Spices & Culinary Herbs (CCSCH). The commission agreed and adopted the standard & related text as it is (as proposed by the CCSCH committee). This was supported by various member countries.

- **Amendments in Dairy Permeate Powders Standard**  
  The commission adopted the standard with an alternative name change as suggested by India (lactose-rich deproteinized powder).

- **Regional Coordinators for Asia**  
  India was re-appointed as Regional Coordinator for Asia (CCASIA) to hold office from the end of CAC40 until the end of the first regular session of the Commission scheduled for CAC42 (2019) with unanimous support from all the members from Asia region.

- **Proposals for new work**  
  The Commission agreed that new work on dried chilli peppers would be considered by CCSCH.

CII is working with FSSAI to represent India’s position in CODEX on these issues, thereby creating a conducive food regulatory ecosystem.
Food Safety and Quality – Building Capacity and Creating Awareness
12th CII Food Safety, Quality and Regulatory Summit and 8th CII Awards for Food Safety 2017
December 4-5, 2017

Sharing Global Best Practices

The 12th CII Food Safety and Quality & Regulatory Summit in association with Food Safety and Standards Authority of India (FSSAI) was organized on 4-5th December 2017 in New Delhi on the theme ‘Synergising Food Safety, Quality and Regulatory Dimensions for Excellence in the Food Ecosystem’ to share global updates. More than 250 Food Safety & Quality professionals and about 50 speakers of national and international repute gathered for the Annual Flagship event. Besides the Chairperson and CEO FSSAI, Mr. Ashish Bahuguna, and Mr Pawan Agarwal, the summit had the special presence of Dr Guilherme Antonio Costa Jr. Chairperson, Codex Alimentarius Commission and Mr Mike Robach, Chair, Global Food Safety Initiative Board of Directors along with members of codex committees and reputed institutes from across the globe this year.

Stimulating Best in Class Food Safety and Quality Practices – CII Food Safety Award

Recipients of Award for Outstanding Performance in Food Safety

- Abbott Healthcare Pvt Ltd – Foodstuffs intended for particular Nutritional Uses
- Metro Cash & Carry DC 11, Bangalore – Warehouse and Wholesaling
- North East Nutrients Private Limited – Bakery
- United Breweries Ltd., Nanjangud – Alcoholic Beverages
- Varun Beverages Limited, Bazpur – Beverages

Mr. Ashish Bahuguna, Chairperson FSSAI, gave away the Awards at Award Ceremony during the 12th CII Food Safety and Quality Summit. He was joined by Mr Pawan Kumar Agarwal, CEO, Food Safety & Standards Authority of India, Dr Guilherme Antonio Costa Jr. Chairperson, Codex Alimentarius Commission and Mr Mike Robach, Chair, Global Food Safety Initiative Board of Directors.
This year, 70% of the applicants were from the Small and Medium Food Sectors. Assessors were drawn from a pool of 368 CII trained Food Safety Professionals. The growth in Award applicants has been more than 11 folds since its inception in 2010.

Reaching out to 20 sectors, 2-3 tier locations, including niche sectors, with new inclusions of Evaluation Criteria: Organic Food and Primary produce Dairy in 2017
New initiatives under Surakshit Khadya Abhiyan (SKA)

Pan India Food Safety Awareness and Capacity Building Campaign to Strengthen Nationwide Actions on Safe Food for All.

Surakshit Khadya Abhiyan is a Multi-stakeholder Approach for a Nationwide Awareness and Capacity building Programme on Food Safety under the chairmanship of Mr S Dave, Chairman, FAO / WHO Co-ordinating Committee for Asia and Former Chairman, Codex Alimentarius Commission.

SKA Focus Segments of 2017

The impact of Surakshit Khadya Abhiyan stems from its wide multi-stakeholder approach. Industry, government, consumers, farmers and even street food vendors are all on board to take awareness and expertise on food safety far and wide.

The 3 focus segments of Surakshit Khadya Abhiyan (SKA) during 2017 were Food Safety Capacity Building of Micro Small Medium Enterprises (MSME), Student Community and the Midday Meal Service Providers. In this regard, the following programs were carried out.

1. MSME Food Business Operators Connect

- SKA was the first mover in launching the Food Safety and Standard Authority of India’s (FSSAI) Food Safety Training and Certification Scheme (FoSTaC)
- Conducted Training of Trainers (ToT) and Food Safety Supervisors (FSS) training for Small and Medium Industries on Advances Manufacturing level 2, followed by Trainings on Bakery and Catering as FSSAI’s FoSTaC approved Training Partner CII-SKA
- 95+ programs were completed in 28 cities covering 2900 participants during 2017
- CII - SKA has been recognized as one of the Star Performers in the category of FoSTaC Training Partner and Trainer by FSSAI
2. Student Connect
As part of its Students Connect program, CII- SKA launched the first ever Food Safety Quiz Contest for colleges in Delhi during 2016. Subsequently, in 2017, CII-SKA in partnership with FSSAI launched the National Food Safety Quiz Contest for colleges. It reached out to 20 states covering 68 colleges in 39 cities. The Grand Finale was organised on 4th December 2017 on the sidelines of the 12th Food Safety Quality and Regulatory Summit.

3. Mid Day Meal Providers Connect
Conducted 18 trainings for Mid-Day Meal Service providers
Covering 400 + participants in 17 locations in 2 and 3 tier cities
ACHIEVEMENTS

1. 3000+ participants and 1000+ Food Business Operators have been reached out through CII-SKA Food Safety Trainings, Assessments and In-Company Interventions during 2017 including FSSAI's FoSTaC Training programs.

2. 4 National Level Resource Persons selected for FSSAI’s FoSTaC Training from the FACE Food Safety and Quality team.

3. CII- SKA in partnership with FSSAI conducted the Food Safety Quiz Contest for Colleges reaching out to 20 states covering 68 colleges in 39 cities.

4. Assessors for the Food Safety Award were drawn from a pool of 368 CII trained Food Safety Professionals. The growth in Award applicants has been more than 11 folds since its inception in 2010 with 70% participation from the Micro Small & Medium Businesses.

5. The following Food Safety publications were released:
   - FSSAI-CHIFSS Sector specific FSMS Guidance Document/ Manual on Edible Vegetable Oils & Fats, Bakery and Jams, Jellies and Marmalades were released. These have been uploaded on the CHIFSS Website for the benefit of the industry
   - CII-GS1 Survey on Food Traceability in India

12th CII Food Safety, Quality and Regulatory Summit on Codex Website

Engagement with Codex, GFS1, FSSAI Chairpersons: Addressing the Awards Ceremony & Giving away
The Synergistic approach of Surakshit Khadya Abhiyan, addressing all stakeholders has helped create an effective, result oriented implementation model on capacity building of food business operators, primary producers and the youth across the country.

Ashish Bahuguna  
Chairperson,  
Food Safety and Standards Authority of India

Education, enforcement, monitoring and assessment is a formula for giving us a logical and practical approach to implement any programme with good results. The CII Award for Food Safety is a great example of thus.

Guilherme Antonio Da Costa JR  
Chairperson,  
Codex

Thank You CII for raising the bar for Food Safety in the Country.

Pawan Agarwal  
CEO,  
Food Safety and Standards Authority of India  
on CII Food Safety Award  
Advertorial in One Nation  
One Law What's App Group

I am greatly impressed with the coverage of 20 sectors through the Award for the entire food value chain and the criteria of evaluation comprising Social, Statutory Regulatory Requirements, Product Specific GMPs/ GAP/ GRPs, PRPs, HACCP, Food Safety Management Systems and Initiatives to manage change. These are also what goes into GFSI recognized Product and Process Certification. It is indeed heartening to see the Best In Class in Food Safety in the country being recognized here today.

Mike Robach  
Chairperson,  
GFSI
Key components of the program

<table>
<thead>
<tr>
<th>Innovation &amp; entrepreneurship</th>
<th>Integrating global trends &amp; technology</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agri Innovation &amp; Incubation</td>
<td>Global Dialogue on Digital Pathways in Agriculture</td>
</tr>
<tr>
<td>Agri Hackathon AgHACK 2016</td>
<td>India – Israel Collaboration on Precision Agriculture</td>
</tr>
</tbody>
</table>

Global Dialogue on Digital Pathways in Indian Agriculture

The aim of the Conference was to discuss the opportunity before India is to grow more in a sustainable manner – ensuring optimal utilization of resources through better access to information and hence smart decision making power of the farmers. It aimed at facilitating common platforms for farmers, cottage industry and rural consumers to engage with corporates, international companies integrating technological advancements, environmental friendly sessions & other new practices for the consumers to enhance rural income opportunities. The Conference brought together over 30 International experts and practitioners from Greece, Israel and Malaysia working in Agriculture landscape.
Global Dialogue on Digital Pathways in Agriculture

Session Themes

<table>
<thead>
<tr>
<th>Integrating advanced technologies in mainstream agriculture in India</th>
<th>Building Capabilities For New Technologies In Agriculture</th>
</tr>
</thead>
<tbody>
<tr>
<td>Digitizing farms for effective utilization of inputs</td>
<td>Innovation &amp; entrepreneurship—driving the next change in Indian agriculture</td>
</tr>
</tbody>
</table>

Key Speakers

- Fraunhofer, Germany
- Rivulis Irrigation, Israel
- Tel Aviv University, Israel
- Mahindra & Mahindra, India
- NCDEX, India
- Tata Consultancy Services, India
- CropIn, India
- Stellapps, India
- Nubesol, India
- Agriculture Research Organization, Israel

Left to Right: Dr Yosi Shacham, Professor, Centre for Nano Science & Nanotechnology, Tel Aviv University; Dr Ioanna Roussaki, Assistant Professor, National Technical University; Mr Rohtash Mal, Chairman and Managing Director, EM3 AgriServices; Mr Richard Klapholz, CEO, Rivulis Irrigation; Mr Samir Shah, Managing Director & CEO, NCDEX.

Fourth India-Israel Roundtable: Precision Agriculture: The IOT Revolution and Irrigation

The deliberations focused on the current needs of Indian agriculture; scope of partnership specific to crops, value chain and geographies. This platform also explored the role of industry – academia linkages across India and Israel to leverage the mutual strengths. Held in Chandigarh, India on 20th November’16, the roundtable brought together Industry & Academia, Industry and Industry from both countries to deliberate on the potential and barriers of digitizing Indian farms and application of Precision technology in Indian agriculture ecosystem.
Focus Areas

• IoT applications in Agriculture
• Precision Farming
• Micro electronic applications for farm monitoring
• Advanced Irrigation
• Digital Farms

Experts at the Roundtable

India
EM3 Agri Services, PI Industries, Mahindra & Mahindra, Omnivore, I-Farm Venture Advisors Pvt. Ltd., Force Motors, HDFC, Tata Sons, IIM-A

Israel
Rivulis: Advanced Precision Irrigation, Sol Chip: Energy efficient Internet of Things (IoT) systems, ATPLabs, Tel Aviv University, Agricultural Research Organization | Volcani Centre, Start-Up Nation Central

Key Takeaway:
Taking the India-Israel partnership on Advanced Agriculture forward by focussing on selected technology from Israel for demonstration on Indian farms

As discussed, CII’s Food and Agriculture Centre of Excellence (FACE) will work with Tel Aviv University and Start-up Nation Central to develop the framework for moving forward on the implementation plan.
The Innovators Pavilion & Pitch

Young entrepreneurs and innovators were provided an opportunity to showcase their technology accompanied by a session wherein participants pitched before a Distinguished Jury to mobilize funding and secure potential incubation opportunities. FACE organized a workshop leveraging the presence of experts from the agribusiness sector, investors, academia and policymakers, interactive sessions, one-on-one interactions was created for the innovators to help them access useful information, establish contacts and network effectively. A wide spectrum of technologies participated related to ICT solutions, sensors to ascertain soil moisture and temperature conditions for efficient irrigation, drones and bio mimicking to improve human capacity in farming, virtual marketplaces and platforms for easing of trading in agriculture.

Parallel Sessions held for the Innovators at the event:

- One on One Interaction with Mentors
- Workshops on Business Plan Development, Finance & Accounting
- Expert talk on barriers to technology adoption in India
- Sessions on Commercialization of Technology
- Investors speaks on How to Get Funded

Indian Innovators winning an exposure trip to Israel.
CII AgHAck 2016

One of India’s first Agri-Based ideation platform invited young innovators/researchers/students to solve real-world problems plaguing Indian agriculture sector, had participation from universities, including IITs and IIMs. The three day Hackathon put forth several interesting ideas with definite technology solutions related to agri marketing, crop and soil health, crop insurance, data analytics to dairy farm management.

Unleashing the Productivity Potential of Young Minds

Objective
Driving young minds to create app-based solutions for real world problems impeding agricultural development in India

Hackathon
- Team-Based, 20 hour event to build mobile apps from scratch using the latest mobile application development platforms
- Simultaneously create effective business plans

Participants
- 4 members teams with students from premier business, technology and agriculture universities across India:
  - IITs, BITS
  - IIMs, ISB
  - PAU, MANAGE, NIAM, IARI

Recognition
Top 3 teams were recognized by CII with Prize Money and an opportunity to avail further mentoring and incubation services

The winning teams provided solutions on Crop insurance, Data Analytics and Agri Marketing.

Winners of AgHack 2016 providing solutions on Crop Insurance.
Under the nutrition vertical of CII–FACE the key areas of work are policy advocacy, building a consumer connect, capacity building and knowledge creation. In the year 2017, the vertical set up the National Committee on Nutrition under the chairmanship of Ms. Vinita Bali. The committee also has two sub-core groups which work on the specific areas of advocacy and fortification. The committee is working closely with NITI Ayog, various ministries like Woman and Child Development, Food Processing and Consumer Affairs on aligning its actions with the National Nutrition Strategy and contributing to tackling the problem of Malnutrition. We had significant achievements under the CII-GAIN: National Edible Oil Fortification Project which works closely on the three pillars – Advocacy, Awareness Creation and Technical Assistance. In the coming year, the vertical will focus on having new initiatives - work in collaboration with TATA Trust, FSSAI, UNICEF and more bilateral agencies to take the agenda forward. The focus will be on building activities around - Sustaining efforts of the National Alliance on Edible Oil Fortification, developing an Online Compendium on Private Sector Nutrition Initiatives in Industry, launch consumer awareness campaigns and also have more publications - white papers, case studies, policy briefs and newspaper articles in the area of nutrition.
The CII-HUL Initiative on Food Safety Sciences (CHIFSS) was set up with the purpose of driving science based food safety to strengthen consumer protection and a healthy growth of the food sector while ensuring an innovation friendly environment for the sector. At the launch of this initiative on 24th June 2016 in New Delhi, the Food Safety and Standards Authority of India (FSSAI) entered into a MOU with CHIFSS. In 2017, two FSMS Guidance documents/Manuals have been released on Bakery and Bakery Products, Edible Vegetable Oils and Fats and Jams, Jellies and Marmalades. Additionally, two Public Lectures and a Technical workshop for the general population and scientific community were conducted in New Delhi on Predictive Microbiology and Food Borne Illnesses by Prof Mark Tamplin, Centre Leader, Food Safety Centre University of Tasmania, Australia and Dr Henk Bekedam (WHO Representative to India) respectively. A Training Package on bakery was also released and has contributed to the Specialised Training Content under FSSAI’s FoTaC (Food Safety Training and Certification) for Bakery.

Promoting Science behind Food Safety
June 24 2016

June 24 2016

R to L: Dr Nimish Shah, Co-Chairman, CHIFSS Scientific Advisory Panel & Director, Strategic Science Group Safety & Environmental Assurance Centre, Hindustan Unilever Limited; Dr Henk Bekedam, WHO Representative to India; Shri Ashish Bahuguna, Chairperson, FSSAI; Shri Pawan Kumar Agarwal, CEO, FSSAI and Dr Indrani Ghose, Strategic Advisor – Food Safety & Quality, Confederation of Indian Industry
CII in partnership with IADSA (International Alliance of Dietary/Food Supplement Associations) launched a Resource Centre for Health Supplements & Nutraceuticals “ReCoHN” on 26th July 2017 at New Delhi with a vision to “Drive Science based Food Safety inputs on Nutraceuticals and Health Supplements for ensuring Consumer food safety while fostering an Innovation friendly environment for the sector and a culture of Food Safety and Quality among Manufacturers, Businesses, Consumers, Regulators and all stakeholders”

The objective of this initiative focuses on three main areas:

- **Support best practices in science based approaches to regulation and its implementation:** To assist companies in the application of the Health Supplement and Nutraceuticals Regulations and ensure consistency of practice across India and to consider the international regulatory perspective on issues where an interpretation issue may arise

- **Capacity Building of the FBOs to facilitate effective implementation of Standards and Food Safety Management Systems:** To provide the foundation level requirements/practices for manufacturing within the Indian food safety system based on the core elements of Indian standards and international best practices, achievable for all companies in the market, whether small or large

- **Comprehensive Policy Formulation through measuring the contribution of Nutraceuticals & Health Supplements to society:** To Share global best practices regarding the use of botanical in health supplements and nutraceuticals

This initiative is also supported by companies like Amway, Herbalife, Sunpharma and DSM.
Cold chain Knowledge Hub-(Cool Idea)

In order to overcome the challenges faced by the cold chain industry and to strengthen the agriculture and food supply chain, CII-FACE announced launch of Cold chain Knowledge Hub-(Cool Idea). Hub aims to overcome the challenges through innovation, development, exploration and accentuate by catalyzing investment through state and produce specific interventions with focus on branding and marketing of the crops in both domestic and international market.

MoU was signed for the first project under knowledge hub which is integrated cold chain pilot project at Pune with Covestro India Ltd.
The Confederation of Indian Industry (CII) works to create and sustain an environment conducive to the development of India, partnering industry, Government, and civil society, through advisory and consultative processes.

CII is a non-government, not-for-profit, industry-led and industry-managed organization, playing a proactive role in India’s development process. Founded in 1895, India’s premier business association has over 8,500 members, from the private as well as public sectors, including SMEs and MNCs, and an indirect membership of over 200,000 enterprises from around 265 national and regional sectoral industry bodies.

CII charts change by working closely with Government on policy issues, interfacing with thought leaders, and enhancing efficiency, competitiveness and business opportunities for industry through a range of specialized services and strategic global linkages. It also provides a platform for consensus-building and networking on key issues.

Extending its agenda beyond business, CII assists industry to identify and execute corporate citizenship programmes. Partnerships with civil society organizations carry forward corporate initiatives for integrated and inclusive development across diverse domains including affirmative action, healthcare, education, livelihood, diversity management, skill development, empowerment of women, and water, to name a few.

As a developmental institution working towards India’s overall growth with a special focus on India@75 in 2022, the CII theme for 2017-18, India@75: Inclusive. Ahead. Responsible emphasizes Industry’s role in partnering Government to accelerate India’s growth and development. The focus will be on key enablers such as job creation; skill development and training; affirmative action; women parity; new models of development; sustainability; corporate social responsibility, governance and transparency.

With 67 offices, including 9 Centres of Excellence, in India, and 11 overseas offices in Australia, Bahrain, China, Egypt, France, Germany, Iran, Singapore, South Africa, UK, and USA, as well as institutional partnerships with 355 counterpart organizations in 126 countries, CII serves as a reference point for Indian industry and the international business community.

FACE is CII’s Centre of Excellence dedicated to building efficiencies across the agricultural value chain from farm to fork.

FACE is charged with the mission of improving competitiveness of India’s agriculture and food sector by catalyzing innovation, building capacity and enhancing productivity across the value chain. FACE works with farmers, companies, development institutions and the government to:

- Improve on and off-farm productivity through the dissemination of best practices and technological innovation
- Invest in capacity building initiatives and skill development for supply chain participants across the value chain
- Strengthen linkages across the value chain through market access initiatives, thereby reducing losses and increasing farmer incomes

FACE’s service portfolio comprises commodity specific value chain assessments and supply chain advisory services for food and agri businesses, training and consulting services in the area of food safety, and sectoral research across different market segments. FACE also works on projects in PPP mode, to develop business models that are scalable and replicable across geographies.

For further information, contact:
**Meetu Kapur**  
Executive Director  
CII - Jubilant Bhartia Food and Agriculture Centre of Excellence  
Confederation of Indian Industry  
IGSSS Building , 3rd Floor  
28 Institutional Area  
Lodi Road, New Delhi-110003, India  
E: face@face-cii.in info@face-cii.in