

FACE

CII Food & Agriculture Center of Excellence

RETROSPECT 2023-24



Enabling Agrifood Systems Transformation

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About FACE

Enabling Agrifood Systems Transformation

CII FACE has been working towards enabling agrifood systems transformation thereby making it more profitable, sustainable, and competitive. Since the past 12 years, CII FACE has adopted multiple interventions including policy advocacy, capacity building, science led technical support and advisory, and evidence-based knowledge outcomes. CII FACE services a wide spectrum of the agrifood system - farming, post-harvest logistics, food processing, food safety and regulations, and nutrition. The CoE works closely with multiple stakeholders including industry partners, agrifood startups, developmental institutions, Government, regulators, policymakers, academia, and experts as well as communities including farmers, women entrepreneurs, and farmer organizations. CII FACE strives to strengthen the agrifood system through robust partnerships, targeted engagements, and robust evidence, thereby aligning its approach with the national agenda of securing better lives and livelihoods for all.



Vision

FACE accelerating the culture of excellence in agrifood systems in India through partnerships, engagements, and evidence



Leading institution/partner in implementing on ground interventions

- Focused on targeted interventions to strengthen agrifood value chains
- Tailored interventions in enhancing farmer incomes and livelihoods, improved post-harvest logistics, value addition, food safety and quality.
- Synergizing livelihood and food security with nutrition security



Leading technical partner for driving food safety and quality in the agrifood systems

- Recognized and FSSAI approved technical partners in developing manuals, standards and capacity building of food business operators
- Catalyzing product reformulation, introducing healthier choices and building consumer awareness about food safety



Leading platform for integrating innovations to drive the agrifood systems transformation in India

- Scouting, mentoring, and promoting bottom-up innovations in agriculture, post-harvest logistics, food processing, food safety, and better nutrition.
- Linking innovators with farmers, food business operators to create enabling partnerships.
- Replicating best practices to address local challenges and unlocking greater value for the primary producers/farmers/food business operators.



Leading thought leader in policy advocacy for making agrifood systems more profitable, sustainable, and competitive

- Contributing to the national vision of Viksit Bharat with respect to the agrifood sector
- Contributing to national, regional, and global dialogues on sustainable agrifood systems including trade
- Contributing to the process food regulations and standard setting practices





Evolving Spectrum of FACE



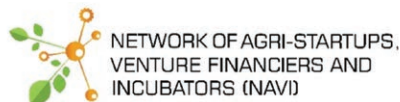
The **Resource Centre for Health Supplements and Nutraceuticals (ReCHaN)** is an initiative providing a collaborative approach to strengthen and cultivate a culture of Food Safety and Quality among manufacturers, businesses, consumers, regulators and all other stakeholders in the area of health supplements and nutraceuticals.



An industry led initiative, **Cold Chain & Logistics Resource Center (CCLRC)** supports and catalyses development of integrated cold chain networks across the country. The Center works towards achieving the overall objectives of reducing food loss, maximizing energy efficiency, and optimizing time and cost in the cold chain networks.



The **Business Support Unit for Farmer Producer Organizations (FPOs)** is aimed at benefitting FPOs by enhancing their capabilities, building scale, aggregating demand, strengthening market linkages, and improving access to advanced technologies to help them increase their income. The BSU is envisioned as a long-term program towards improving rural livelihoods.



Network of Agri-startups, Venture Financiers, and Incubators (NAVI) in an initiative aimed at Agri startups for dialoguing with Venture Financiers, Incubators and Mentors. It provides an exclusive platform for encouraging agri-entrepreneurs to Pitch, Present and Promote their ideas.



CII FACE is the implementing partner for **Dairy Investment Accelerator**, an initiative of the Department of Animal Husbandry and Dairying, Government of India in partnership with Bill and Melinda Gates Foundation. This project is aimed at accelerating public-private investments in India's dairy infrastructure, thereby impacting productivity and revenue potential of small-scale dairy farmers by enabling organized milk offtake.



Training and capacity building partner related to food safety and quality practices

FACE endeavours to strengthen India's food industry with world-class standards and inculcate a culture of Food Safety and Quality Excellence through capacity building on food system transformation, maturity of food safety system standards, implementation practices, food safety and quality tools, techniques, and technologies. Key interventions to strengthen food safety and quality are driven through partnerships with Food Safety Authorities and by stakeholder building dialogues.



Working towards **strengthening and building a cohesive food regulatory ecosystem** in the country in association with relevant authorities.



HEALTHY ANIMALS, HEALTHY PEOPLE, HEALTHY NATIONS

DAHD established a **'One Health Support Unit' (OHSU)** with FACE as the implementing agency. This project is aimed at efficient surveillance, early prediction, detection, and diagnosis of zoonotic diseases leading to improved livestock and human health.



Under the **State Connect Initiative**, FACE in association with FSSAI and State FDAs is working towards strengthening the food safety, quality and regulatory ecosystem across states.

State Connect is a continuous drive to enable States to establish a cohesive food safety & regulatory ecosystem and improving their respective performance of the State's Food Safety Index.



Policy Advocacy and Research

FACE has evolved from playing a critical and active role in policy advocacy and membership support pertaining to agriculture, post-harvest logistics, food processing, food safety and quality, food regulations, and nutrition to building unique strengths across this wide spectrum.

Driving the culture of excellence – Awards and Recognition



CII Cold Chain Award recognize individual/organizations for pre-eminence and outstanding contributions in the field of cold chain management and to raise awareness with regards to sustainable success and competitiveness through best practices.



CII FPO Excellence Award recognize and encourage Farmer Producer Organizations for their exemplary work in enhancing profitability of member farmers through self-sustaining business models, helping create value addition opportunities and developing a sense of entrepreneurship.



CII Food Safety Awards aim to promote a culture of excellence and world class standards through 'Food Safety Maturity Assessments' and 'Change Management Initiatives'.

FACEs of FACE

The CoE has grown manifolds powered by an excellent team with shared values, aspirations, creativity, and collective responsibility.

FACE has a diverse team including Researchers, Policy experts, Agri Business Professionals, Certified Food Safety Trainers, FSSAI's National Resource Persons, Project Managers, Veterinarians, and others.

Spread across various states, the team has enhanced collaborations and partnerships with several esteemed institutions like ICAR, NCCD, NIFTEM, IIT Kharagpur, among others.

Developmental institutions like USAID, BMGF, GAIN, GIZ, UNICEF, UNEP and others have been supporting large scale multistakeholder and technical interventions.

The capabilities of the CoE are further supported by a stellar leadership from the agrifood industry who have championed the vision to enable agrifood systems transformation.

As FACE continues to implement and expand these interventions, the vision of becoming a science, research and outcome-oriented resource hub and thought leader in the agrifood systems space is rapidly unfolding. The commitment and enthusiasm of the FACE team has been pivotal in delivering high impact results aligned with the broader sustainable development goals, ensuring a healthier future not just for India's agriculture sector but the nation as a whole.



The Retrospect 2023-2024

Resource Centers

ReCHaN

Resource Centre for Health supplements and Nutraceuticals

Resource Centre for Health Supplements and Nutraceuticals (ReCHaN)

Stimulating science led food regulations and empowering consumers will build greater trust

ReCHaN convened the 6th edition of the 'Stakeholder Forum on Health Supplements and Nutraceuticals: A Strategic Sector for Growth'. Over 200 undergraduate and postgraduate students, faculty and pharmacists were trained through the capacity building sessions.

ReCHaN developed first of its kind training manual for FoSTaC- ToT on Advance Training on Retail & Distribution of Health Supplements and Nutraceuticals duly vetted by FSSAI. The Center also worked towards capacity building to enable informed choices among consumers.

Chief Guest
Mr. G. Kamala Vardhana Rao
Secretary to Government of India, and
Chief Executive Officer,
Food Safety and Standards Authority of
India (FSSAI)

Speakers

- Prof. Martine J. Gendron
Department of Healthy
Ageing, UMCG,
Netherlands
- Dr. Sweta Puri
Professor (Econ),
Institute of Home Economics,
University of Delhi
- Mr. Simon Pittman
Executive Director
IADSA, UK
- Dr. Nishant Kishanbhai
Director, Innovation and
Science, Emerging Market,
Amway Global
- Mr. Sargya Marwaha
Executive Chairman,
MD, OmniActive
- Mr. Tarun Arora
CEO
Zydus Wellness Limited

ReCHaN 6th Stakeholder Forum - Supplementation for Health and Nutrition

Impact

188+ professionals from 91 companies trained on regulations

Pool of NLRP and **Master Trainers** developed

2000+ pharmacists trained on PoS

400+ e-sellers benefitted
140+ students and faculty trained

Cold Chain and Logistics Resource Center (CCLRC)

Supports and catalyses the development of integrated cold chain networks across the country to unlock greater value for all the actors in the perishable supply chain.

The Center's focus areas include



Developing a cold chain database



Promotion of investments in cold-chain services



Supporting efficient utilization of existing cold chain infrastructure



Promoting environmentally sustainable cold chain solutions

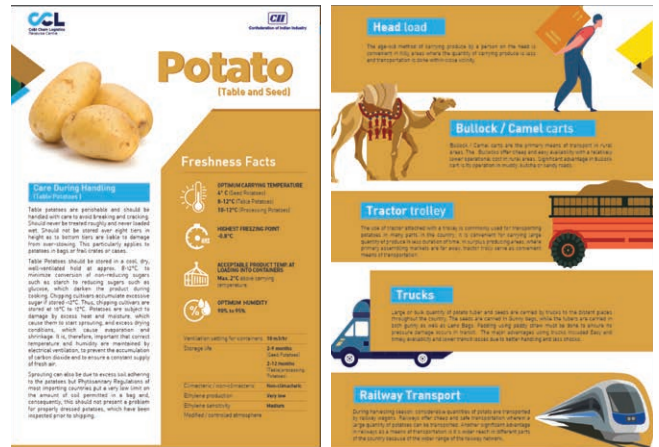


Promoting innovative cross-functional shared infrastructure



Training & Capacity building

As a part of the cold chain initiatives FACE has developed Logistics Protocols (Roadways, Railways, Shipping) for 20 perishables from the farm gate to the point of export.



Potato (Table and Seed)

Care During Handling
Table potatoes are perishable and should be handled with care to avoid bruising and cracking. Cracked areas are susceptible to rot and disease. All produce should be stored under light and high air humidity to prevent tuber and tuber rot damage from occurring. This particularly applies to potatoes in bags or flat crates or cases.

Table potatoes should be stored in a cool, well-ventilated shed at approx. 8-10°C. In warmer climates, air conditioning, foggers such as sprays to reduce sugar levels may be used. However, avoid over-ventilation during storage. Fogging should be used to maintain relative humidity at 90-95%. Thus, shipping containers are stored at 10-12°C. Storage in containers is subject to heat trapping and excess storage conditions, which cause moisture and damage. It is therefore important that containers are well-ventilated and equipped with electrical ventilation, to prevent the accumulation of carbon dioxide and to ensure a constant supply of fresh air.

Special care also has to be taken not to adhere to the potatoes but Phytosanitary Regulations of most importing countries as to what low limit on the amount of soil permitted on a bag and, consequently, this should not present a problem for properly stored potatoes, which have been adequately pre-washing.

Freshness Facts

- OPTIMUM CARRYING TEMPERATURE: 4-7°C (Storage)
- HIGHEST FREEZING POINT: 1-2°C (Freezing Potential)
- ACCEPTABLE PRODUCT TEMPS AT MAX 2°C above carrying temperature
- OPTIMUM HUMIDITY: 90-95%

Verification setting for containers: 24 weeks
Storage life: 3-4 months (table), 1-2 months (seed)

Commodity/Perishability: 100-1000 tonnes
Export destination: Asia, Europe, Middle East, North America, Oceania

Head load
The specific method of carrying produce to a port on the head is considered to be one of the most primitive and least appropriate for long distance transportation of any perishable commodity.

Bullock / Camel carts
Bullock, Camel carts and the other types of pack animals are used in many parts of the country. It is common for carrying large quantities of produce to be undertaken using bullock carts. The bullock carts are also equipped with a weather cover to protect the produce from rain and sun.

Tractor trolley
Tractor driven trolleys are a common and convenient mode of transport for carrying large quantities of produce to the main roads. They are a common mode of transport for carrying produce to the main roads.

Trucks
Large quantities of produce are carried by trucks to the nearest port. The trucks are carried in large quantities to the port. The large quantities are carried in large quantities to the port. The large quantities are carried in large quantities to the port.

Railway Transport
During handling season, considerable quantities of produce are transported by rail. The produce is transported in large quantities to the port. The large quantities are carried in large quantities to the port.



Mango

Care During Handling
Mango is to be packed in the field after proper sorting, selection and grading. Packing should be done in a clean and dry place. The produce should be packed in a clean and dry place. The produce should be packed in a clean and dry place.

No strong temperature treatment during pre-cooling phase. It will harm the produce. Proper de-waxing before fruit pack.

Produce when a characteristic pattern of ripening, and during ripening, the fruit becomes soft and juicy with a rich flavor and aromatic fragrance.

The onset of ripening is accompanied by a low level increase in fruit production.

In view of the inherent increase in fruit production which accompanies the onset of ripening, facilities and usual damage to ripening, it is essential that fruit for long distance transport be packed as soon as possible, preferably within the hours of harvest.

Freshness Facts

- RECOMMENDED OPTIMUM CARRYING TEMPERATURE: 8°C (10°C for long distance)
- HIGHEST FREEZING POINT: 1°C
- ACCEPTABLE PRODUCT TEMPS AT MAX 2°C above carrying temperature
- OPTIMUM HUMIDITY: 90-95%

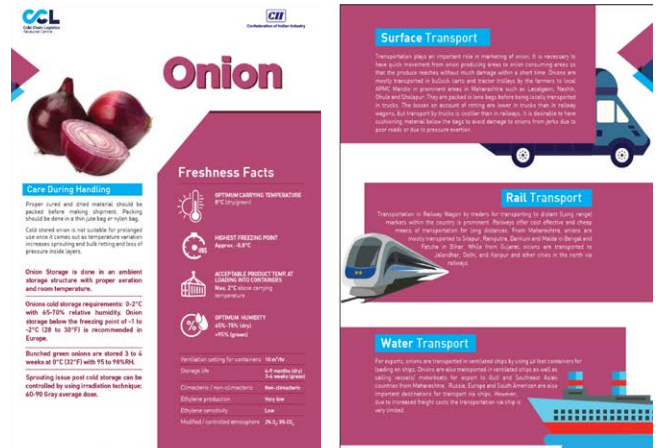
Verification setting for containers: 22 weeks
Storage life: 2-3 months

Commodity/Perishability: 100-1000 tonnes
Export destination: Asia, Europe, Middle East, North America, Oceania

Rail Transport
The transport of mangoes by rail is common. The transport of mangoes by rail is common. The transport of mangoes by rail is common.

Air Transport
All transportation is the fastest but most expensive mode of transport. However, it is important for perishable commodities.

Water Transport
Inland waterways can be used as an effective means of transport for fresh fruits and vegetables. The transport of mangoes by water is common. The transport of mangoes by water is common.



Onion

Care During Handling
Produce should be stored in a cool, well-ventilated shed at approx. 8-10°C. In warmer climates, air conditioning, foggers such as sprays to reduce sugar levels may be used. However, avoid over-ventilation during storage. Fogging should be used to maintain relative humidity at 90-95%. Thus, shipping containers are stored at 10-12°C. Storage in containers is subject to heat trapping and excess storage conditions, which cause moisture and damage. It is therefore important that containers are well-ventilated and equipped with electrical ventilation, to prevent the accumulation of carbon dioxide and to ensure a constant supply of fresh air.

Onion Storage is done in an ambient storage structure with proper aeration and room temperature.

Onion cold storage requirements: 0-2°C with 65-70% relative humidity. Onion storage below the freezing point of -1 to -2°C (20 to 20°F) is recommended in Europe.

Bunched green onions are stored 3 to 4 weeks at 0-2°C with 95 to 98% RH.

Shredded onion post cold storage can be controlled by using traditional technique: 60-70 days storage time.

Freshness Facts

- OPTIMUM CARRYING TEMPERATURE: 0-2°C (Storage)
- HIGHEST FREEZING POINT: Approx. -2°C
- ACCEPTABLE PRODUCT TEMPS AT MAX 2°C above carrying temperature
- OPTIMUM HUMIDITY: 95-98% (RH)

Verification setting for containers: 18 weeks
Storage life: 3-4 months (bunch), 1-2 months (shred)

Commodity/Perishability: 100-1000 tonnes
Export destination: Asia, Europe, Middle East, North America, Oceania

Surface Transport
Transportation plays an important role in marketing of onion. It is necessary to transport onion from farm gate to the point of export. The transport of onion by surface transport is common. The transport of onion by surface transport is common.

Rail Transport
Transportation in Railway, Major to transport to distant long range markets across the country. However, other than the other means of transport for long distance. From Maharashtra, onion are transported to other parts of the country. From Karnataka, onion are transported to other parts of the country. From Andhra Pradesh, onion are transported to other parts of the country. From West Bengal, onion are transported to other parts of the country.

Water Transport
For export, onion are transported in combined ships by using air freight containers for loading in ships. Onion are also transported in combined ships as well as using traditional mode of transport. However, other than the other means of transport for long distance. From Maharashtra, onion are transported to other parts of the country. From Karnataka, onion are transported to other parts of the country. From Andhra Pradesh, onion are transported to other parts of the country. From West Bengal, onion are transported to other parts of the country.

Snapshot of the Logistics Protocols

The protocols, after being vetted by Industry and academia, have been released and are now available on the CCLRC website as an open source.





CII FPO Business Support Unit (BSU)

FPOs have the potential to improve the scale of interventions to achieve the transformation

The initiative was rolled out in 2019 and has engaged with 16 FPOs, across 10 states with a focus on strengthening private sector participation in agriculture.



Key Program Components



Strengthening Market Linkages

- Direct procurement by private buyers
- E-marketplace for input/output
- Linkage to private digital platforms
- Linkage to e-NAM and mandis



Building FPO Capabilities

- FPO Management
- Good Agricultural Practices (GAP)
- Post-harvest management
- Primary processing & value addition
- Branding & marketing



Awareness on Policies & Govt. Schemes

- Familiarizing and aligning with government schemes
- Information about relevant schemes addressing issues and queries related to the schemes



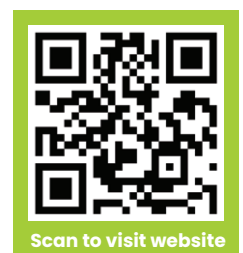
Enhancing Technology Uptake

- Connect with agrifood tech startups
- Facilitate pilot interventions
- Promote technology uptake



Digitalization

- Application based ERP Solution
- Digital Advisory

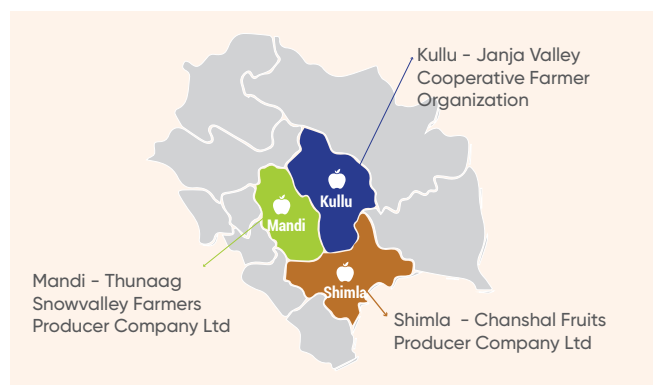


Scan to visit website

Focus 2023–24: Building Resilient Apple Value Chains in Himachal Pradesh

Leveraging the FPO model

This program was initiated in partnership with CII Foundation and Blue Star with 3 FPOs from Shimla, Kullu and Mandi districts. Total Membership Base of the FPOs is around 700 farmers.



Interventions Under the Program

Based on a rapid assessment of the FPO ecosystem in Rohru (Shimla), Anni (Kullu), and Thunag (Mandi) that highlighted the need to strengthen the FPO ecosystem, training and capacity building program were rolled out.

Apple Orchard Management Program

One day farm training programs

- **Location:** Anni, Kullu, Himachal Pradesh
- **Training Agenda:** Soil management, importance of balanced nutrition, pest and disease management, micro irrigation, provision of government schemes, and other issues that farmers face in maximizing quality harvest of apples.
- **Participants:** More than 100 farmers including an outstanding footfall of women farmers
- **Faculty:** Experts from State Government, Jain Irrigation, Yara Fertilizer, Dehaat and SoilSens



Apple Orchard Management Training

FPO Management

2-day basic program towards improving FPOs business acumen and management skills

- **Location:** Shimla, Himachal Pradesh
- **Training Agenda:** Concept of aggregation, Business planning, Management functions, Compliances, Governance and Management Information and Performance assessment
- **Participants:** Chairmen, Board Members, and CEOs of 8 FPOs in Shimla, Mandi and Kullu districts.
- **Faculty:** Experts from Bankers Institute of Rural Development (BIRD), Lucknow



FPO Management Training with BIRD

Technology interface

CII FACE is committed to fostering partnerships between FPOs, AgTech startups and entrepreneurs, facilitating knowledge exchange and technology adoption by FPOs. In pursuit of this objective, FACE digitally connected 6 FPOs in Himachal Pradesh with an AgTech solution provider to explore the scope of digital soil testing services.



Training on Soil Testing

Outcomes of the interventions



Farmers Trained on Orchard Management
108 (around 30 women farmers)



FPOs Trained Under FPO Management Trainings
6 (CEOs and BoDs)



Participants from 7 FPOs got exposure to the soil testing demonstration

Way Forward

To continue building resilient agri value chains in the country, going forward FACE plans to

- Strengthen FPO management
- Create platforms for demonstrating innovative practices
- Promoting value-added products
- Create integrated stakeholder platforms
- Leverage digital technologies



Large Scale Project Implementation

Community engagement on economic prosperity, environment, and human health



Dairy Investment Accelerator (DIA)

Under the initiative FACE provides handholding support to SHFs in dairy, connects milk sellers and buyers, offers investor outreach and facilitation supports, and undertakes other initiatives such as policy advocacy to create an enabling environment for the sector's growth.

Currently, an investment pipeline of INR 32 billion (3200 crores) is being tracked and facilitated pan-India.



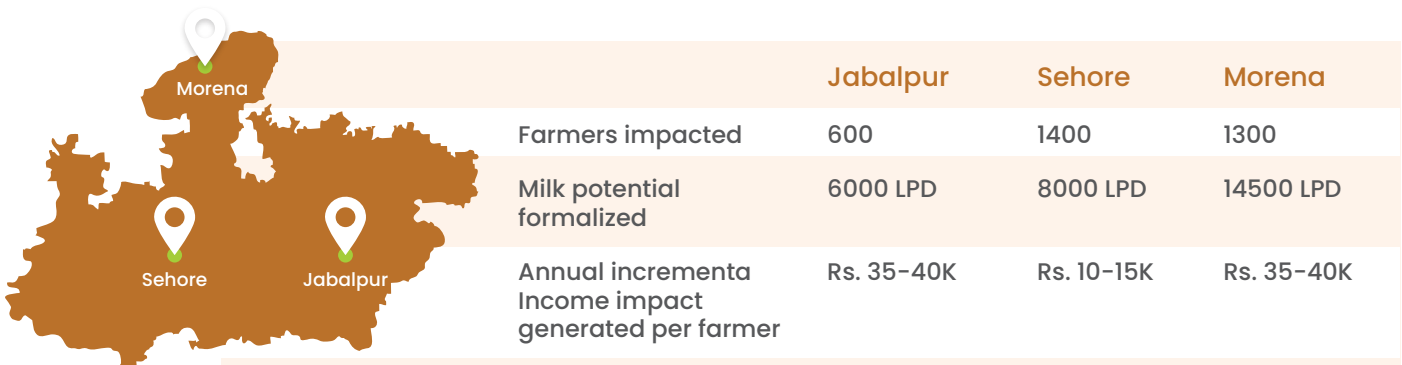
Journey so far: Key achievements & target outcomes going ahead

2022 - 2024

	Month 1-5	Month 6-10	Month 11-15	Month 16-20
Handholding support for SHFs in dairy	<ul style="list-style-type: none"> Model aligned with key stakeholders (state DAHD, SRLM) On-ground execution in 3 districts, Buyer-seller MoUs signed/underway. Model DPR realignment for NPDD scheme underway, co-ordination with state/central agencies for approval 			<ul style="list-style-type: none"> Institutionalize & scale up in MP Stabilized formal milk offtake from dairy collectives in Jabalpur, Sehore & Morena Scale up in 4th district of Betul to strengthen MPCDF
Connecting milk sellers & buyers (Dairy exchange platform)		<ul style="list-style-type: none"> Business case & operating model alignment with NCDFI End-to-end operating model to be reworked with NCDFI-NeML 		<ul style="list-style-type: none"> Platform development for go-live in MP Early adoption by a few large dairies to ensure supplier stickiness Institutional outreach (NABARD, NRLM, vet dept.) for faster onboarding of farmers & collectives
Investor outreach & facilitation support		<ul style="list-style-type: none"> investment pipeline of ₹ 200 Cr. in MP Centrally, investments of ₹ 2,900 Cr. being actively facilitated (incl. credit enablement for investors) 		<ul style="list-style-type: none"> Outreach to investors & pipeline creation for Up underway Continued support to lighthouse investments to expedite deployment Launch of the central investor assistance portal
Other enablers to grow organized dairy market		<ul style="list-style-type: none"> Policy recommendations provided across center & state (NPDD, MP dairy policy) 		<ul style="list-style-type: none"> Assist MP DAHD in creation / launch of MP dairy policy Institutionalize accelerator model via set up of state-level "Dairy cell"

Potential districts for the pilot: Panna, Datia, Chhindwara, Guna and Khargone

DIA Outcomes and Impact



Investor Summit organized by CII FACE under Dairy Investment Accelerator initiative on 04th Jan 2024 in Gwalior, MP



Capacity Building session with Cluster level federations in Morena on Clean Milk Production and Animal health organized by CII FACE under Dairy investment Accelerator (DIA)



One Health One Support

DAHD established a 'One Health Support Unit' (OHSU) with FACE as the implementing agency. This project is aimed at efficient surveillance, early prediction, detection, and diagnosis of zoonotic diseases leading to improved livestock and human health. This ensures food safety and nutritional security, managing livestock-human-wildlife interface, better livelihood opportunities to meet SDGs, reduce human diseases and antimicrobial burden and better preparedness for future pandemics.

The OHSU pilot was initially launched in Uttarakhand and Karnataka and is currently ongoing in Uttarakhand.

Overall Reach and Impact

State (Districts) Covered:

Uttarakhand (4), Karnataka (4)

Communities Involved:

3 (Van Gujjar, Qalandar, & Brick kiln)

People/Households Reached:

1668 (Target 1500)

Animals Vaccinated: **26,728 (Target 2000)**

Animal Camps Organized: **40**

One Health Camps Organized: **3**

Health Professionals Trained:

83 (Animal- 69, Wildlife-3, Medical-11)
[Target -150 (UK, Karnataka)]

Community Members Trained: **346**

A-HELP workers trained on One Health: **125**

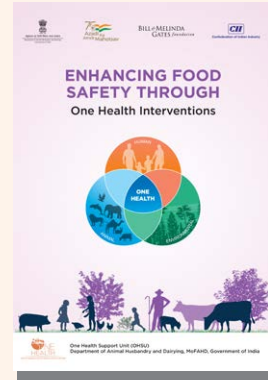
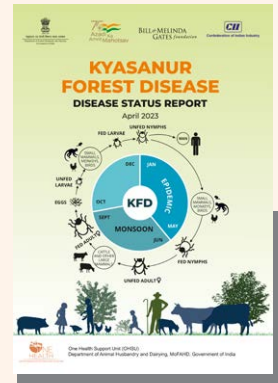
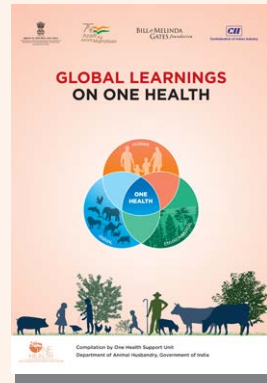
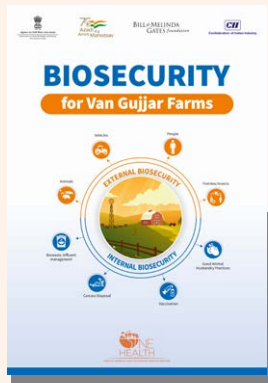
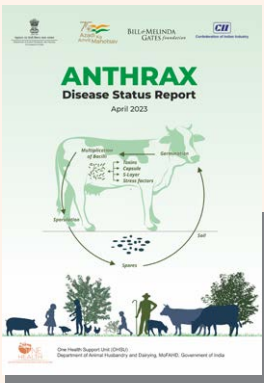


Third One Health Camp organised by One Health Support Unit (OHSU) in Patnri, Haridwar



Second CII One Health Lecture Series on Preparing Future Leaders for One Health Challenges

Under this project FACE has 7 publications on a diverse set of topics related to one health. The Center has also developed 3 tools one each on state selection, disease prioritization and farm biosecurity.



Technical Training and Capacity Building

Focusing on food safety and quality practices through technical capacity building of food business operators is critical for improving capabilities and processes.

- Conducting **Food Safety & Risk Analysis Trainings** for Food Safety and Standards Authority of India (FSSAI), Ministry of Health and Family Welfare (MoHFW), State Govt etc)
- **State Connect Project** aimed at enhancing State Food Safety Index
- **Strengthening the laboratory ecosystem** and promoting excellence
- **Collaborating with commodity boards** for building capacity on food safety and quality

- **Strengthening the ESGN ecosystem**
- **Promoting science behind food safety**
- Collaborations for **sharing global best practices** through Food Safety, Quality, Regulatory Summit, Consultative Sessions & Webinars



Food Safety & Risk Analysis Trainings

National level resource persons from FACE contributed to FSSAI's FoSTaC training methodology, manual and module development and updation.

- **>530 FoSTaC** training programs organized during the year covered over 18,740+ participants.
- **>90 FSSAI's Food Safety** Officers of Andhra Pradesh, Telangana, West Bengal, DGHS (MoHFW) and Railways were trained on Food Safety.



FSSAI Food Safety Training and Certification (FoSTaC) conducted by CII – FACE on Advance Catering for the Institutional Canteen of Hero Motocorp, Neemrana

- **>90 FSSAI designated officers of Gujarat, Kerala, West Bengal and Punjab** were trained on food safety.
- **>700 participants** from over 55 organizations across the country benefitted from a series of capacity building workshops held during the year.



FSSAI Food Safety Training and Certification (FoSTAC) conducted by CII – FACE on Advance Catering at Taj Surajkund

Collaborating with Commodity Boards



Ms Inoshi Sharma, Executive Director, Food Safety & Standards Authority of India, addressing the audience during the Interactive Session & Capacity Building program on Tea MRL with Small Tea Growers (STG) at Coonoor, Tamil Nadu

Interactive sessions and capacity building initiatives were piloted with Small Tea Growers (STG) in Coonoor. The objective was to facilitate compliance with MRLs set for tea growers.



Reach and Impact

Stakeholders: FSSAI, Tea Board of India, FDA Tamil Nadu, Pesticide Manufacturer, Bio-Fertilizers, Small Tea Growers, Tea Manufacturers

Participants: ~70 Small Tea Growers (Coonoor Cluster)

Proposed Way Forward: launch 15+ zonal clusters across 5 states: Assam, West Bengal, Bihar, Kerala, Tamil Nadu

Product Formulation for Healthier Choices

FACE launched a certificate course on Product Formulation for Healthier Choices in 2022 and the efforts to strengthen the same continued in 2023.

A training was organized for professionals from the food industry, students from the food technology domain, entrepreneurs, and start-up aspirants in the food sector.

Training modules

- Introduction to Product Formulation
- Know Your Customer
- Nutrition
- Technology involved in Product Formulation
- Food Regulations and Legislations
- Food Safety Risk Analysis

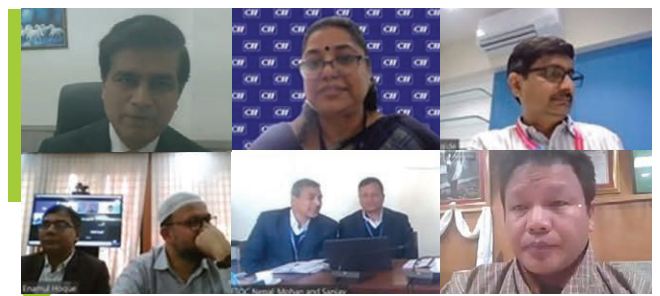


Ms Inoshi Sharma, Executive Director, FSSAI set the context of the second physical training on the certificate course on Product Formulation for Healthier Choices along with Dr Prabodh Halde, Head Regulatory, Marico Ltd.

Global Food Regulatory Connect

A knowledge series Global Food Regulatory Connect was launched to foster knowledge sharing and collaboration within the international food regulatory fraternity. The platform provided an opportunity to understand and identify opportunities of harmonizing the regulatory frameworks across different regions.

Focus Region: South Asia (Nepal, Bangladesh, Bhutan)



L-R Dr Amit Sharma, Director Science and Standards, Food Safety and Standards Authority of India, Ms Jane Karkada, Executive Director CII FACE, Dr Prabodh Halde, Head Regulatory Marico, Mr Enamul Hoque, Deputy Director, Standards, Bangladesh Standards & Testing Institution, Mr Sanjay Bhandari, Sr Food Research Officer, Department of food Technology & Quality Control, Nepal, Mr Mohan Krishna Maharjan, Sr Food Research Officer, Department of Food Technology & Quality Control, Nepal, & Mr Kinley Rabgay, Food Safety Officer, Bhutan, Agriculture & Food Regulatory Authority

Understanding Global Food Regulatory Framework & Codex



L-R: Dr Steve Wearne, Chairperson, Codex Alimentarius Commission, Mr Attila Nagy, Chairperson, Codex Committee on Methods of Analysis and Sampling (CCMAS), and Shri G Kamala Vardhana Rao, IAS, CEO FSSAI, addressing the gathering at the event.

State Connect Programs

Strengthening capabilities and processes at the state level

Enhancing State Food Safety Index

10 State Connect Sessions were organized during the year - Goa, Telangana, Karnataka, Maharashtra (2), Gujarat, Madhya Pradesh, Assam, Kerala and Uttar Pradesh



Shri G. Kamala Vardhana Rao, IAS, CEO, Food Safety and Standards Authority of India (FSSAI) addressing participants at State connect Lucknow



Shri G. Kamala Vardhana Rao, IAS, CEO, Food Safety and Standards Authority of India (FSSAI) addressing participants at State connect Hyderabad

Enhancing the Laboratory Ecosystem

FSSAI's State Food Safety Index was enhanced using the Cluster Approach. CII-FDA Lab Cluster is being piloted in Maharashtra. Eight labs are participating in CII and FDA Maharashtra Capacity Building Initiative of Food Testing.



Key Interventions

- Strengthening skills and knowledge of technical staff on microbiological testing
- Identifying gaps in existing infrastructure and systems vis-à-vis NABL Accreditation requirements
- Enhancing efficiency of workplace organization through safe, systematic and Good Laboratory Practices
- Facilitation of system design and documentation for and developing a pool of certified internal auditors NABL accreditation
- Training for ISO 17025:2017 certification and implementation
- Internal Audits



1st Assessor Training Workshop on Benchmarking of Food and Agriculture Sector - Developing ESGN Ecosystem, New Delhi



3-Day Hands-On Training on Microbiological Techniques for Food Sampling, Testing and Analysis for 8 Public Health Laboratories at Mumbai Veterinary College.

Strengthening the ESGN Ecosystem

CII-FACE continued to build on the outcome of the 1st edition of the 'UN Summit 2021' and subsequent pilot benchmarking exercise based on the World Benchmarking Alliance (WBA) toolkit in the Indian Food and Agriculture space. Two 'Sensitization Workshops' were held to create awareness.

A total of 20 assessors were trained in the 1st edition of the 'Assessor Training Workshop' to develop the ecosystem on Environment, Social Inclusion, Governance and Nutrition (ESGN).

Designed and implemented in partnership with WBA, Food Foundation UK and Food Future Foundation these were aimed at capacity building on food systems transformation.

Food Safety Maturity Assessment Model

Under this initiative FACE covers around 30 food sectors including emerging sectors such as food courts and e-commerce. FACE has trained and updated over 700 food safety professionals as assessors on food safety excellence. The Food Safety Maturity Assessment Model helps define improvement roadmaps towards zero customer complaints and reduced rework.

Food sectors impacted
30 including emerging sectors

Food safety professionals trained
700+

Promoting a Culture of Excellence

Food Safety and Quality Kaizen Competition



5th CII -FACE Food Safety & Quality Kaizen Competition held in New Delhi

The CII Food Safety and Quality Kaizen Competition encourages companies to undertake kaizens based on the gaps identified through the Award Assessment process. The competition helps promote employee involvement in continual improvement at grassroot level with use of tools and techniques

such as 5S, 3M, 5Whys, 4W+1H and RCA. Last year over 210 in-house improvement ideas were identified across 10 food sectors through total employee involvement activities. The entire process also leads to the identification of role models and setting benchmarks for the micro, small, medium, and large sectors.

Tools and techniques used
5S, 3M, 5Whys, 4W+1H and RCA

Objective of the 5th edition of 'Food Safety and Quality Kaizen Competition and Seminar' Promoting cross-learning and sharing of best practices

Impact: Showcase of more than **220 inhouse improvements** across **10 food sectors** through total employee involvement programs

Food Safety Awards

The awards showcase internationally benchmarked practices in food safety across food businesses and food testing labs.



Shri G. Kamala Vardhana Rao, Chief Executive Officer, Food Safety and Standards Authority of India giving away the awards at the Awards Ceremony of 14th CII Award for Food Safety held at New Delhi

Impact

Food Criteria Tracked:
13 including food courts and institutional canteens

Impact over 13 years:
22 food sectors

Stimulated world class food safety performance 2023 Edition:

- Number of applications grew by 6 folds
- Pool of trained assessors expanded by more than 20 folds

FPO Excellence Award

The 1st edition of the Awards process received an encouraging response. The awards showcased outstanding achievements across 4 distinct categories of market linkages, women leadership, membership engagement, and brand focus.



Winner of 1st CII FPO Excellence Award

Building Dialogues, Connecting Stakeholders

Enabling agrifood systems transformation is key to making agrifood profitable, sustainable, and competitive

Policy Advocacy

Influencing policy and enhancing sectoral interactions have been pivotal. The engagement in policy advocacy, through platforms like the 'Chintan Shivir' and direct contributions to Government policy, highlight FACE's role in shaping a conducive regulatory and business environment. Additionally, sector-specific initiatives, such as those aimed at the dairy and poultry sectors, have fostered significant economic and developmental growth.



Agriculture Sector

Enhancing Trade Competitiveness

The Task Force on Value Chain identified issues hampering India's export competitiveness. Some of these were related to stock limits and restrictions on export of food grains, pulses, oilseeds as well as fruits and vegetables. Going forward CII-FACE proposes to develop a comprehensive report on the theme 'India's Trade Odyssey: 2030 and 2047'. The report will highlight specific interventions in identified value chains to enhance trade competitiveness.

Fostering Growth

'Pre Budget-Memorandum on Agriculture' captured policy suggestions across multiple sectors, and made recommendations on direct taxes, indirect taxes, customs, and GST.

Strengthening the Regulatory Ecosystem

Work was initiated under the Champion Sectors initiative of the Ministry of Commerce and Industry to create an enabling ecosystem for the agriculture sector. A MoU was signed with MoA&FW to help develop an Agrochemical Registry (AR) with focus on creating transparency in the agro chemical value chain. The Registry will be a national database of registrations issued for agrochemicals, including details of manufacturing, products manufactured, output, exports, sales amongst others.





Food Processing Sector

Supporting Food Processing MSMEs

During the year, efforts were aimed at enabling MSMEs to improve operations, enhance exports, minimize regulatory compliance burden to catalyse investments, create an enabling environment for innovation, strengthen farmer industry linkages, and help build Brand India.

CII also engaged with stakeholders to create and support bilateral dialogues to identify synergies and jointly address trade and investment issues.

- Consultative sessions for Food Safety & Standard Acts, Rules & Regulation 2011, Schedule 4 to provide on **'Insights of Medical Examination of Food Handlers in Food Business'** were launched in 2023. Ms Inoshi Sharma, Executive Director, FSSAI and Dr Gyanendra Gongal, WHO Regional Office for Southeast Asia graced the launch program. The outcome was submitted to FSSAI for consideration in 'Food Safety Trainings & Certification' (FoSTaC).
- A key engagement platform, **'Chintan Shivir'** deliberated on strategies to facilitate ease of doing business. The Shivir was held under the chairmanship of Shri Piyush Goyal, Minister of Commerce & Industry, Consumer Affairs, Food & Public Distribution and Textiles.



Save Food Share Food

The 'Save Food Share Food' initiative launched in partnership with FSSAI facilitates stakeholder collaboration for reducing food wastage, promoting surplus food donation, and feeding the hungry. The expected outcome is curbing food wastage across the country.

Recommendations were made based on stakeholder consultation sessions during the year. One key recommendation was the need to

focus on the regulatory and legal ecosystem for surplus food donation along with financial support through CSR for managing logistics. Technology was discussed as an enabler for maximizing the impact of interventions. These recommendations will be actioned with support from FSSAI based on their feasibility.



Stakeholder consultation session organized by CII FACE in partnership with FSSAI on Reduction of Food Wastage in India



Millets Movement, People's Movement

In alignment with the Government's vision of making 'International Year of Millets 2023' a people's movement and positioning India as the 'Global Hub for Shree Anna' a comprehensive engagement plan was drawn up at the national, regional as well as state levels. This work was driven in close coordination with Ministry of Agriculture and Farmer's Welfare (MoA&FW), MoFPI, FSSAI and IIMR.

Interventions were directed at creating awareness, exploring market opportunities, and training and capacity building. Promotion of millets and millets based products to increase access to nutritious food, technologies for reducing food loss/waste and local sourcing market models were the focus of the year.

Stakeholders Forums

B20 Initiatives

Theme: People, Plant and Prosperity

The **'CII Global Dialogue on Food Systems Transformation'**, organized as part of B20 initiatives, brought together thought leaders from 30 countries including the G20 nations. The objective was to find pathways for implementing food system transformations to ensure sustainable production, food security and nutrition for the global family. The dialogue also outlined priorities and defined actionable goals under the B20 umbrella.



(L-R) Ms Jane Karkada, Executive Director, CII FACE; Mr S Sivakumar, Chairman, CII Core Group on AgTech and Group Head, Agri & IT Businesses, ITC Ltd; Ms Vinita Bali, Chairperson CII National Committee on Nutrition; Mr Salil Singhal, Chairman, CII Taskforce on Agro Chemicals and Chairman Emeritus, PI Industries Ltd; and Mr Brent Loken, Global Food Lead Scientist, WWF

Theme: 'Inclusive, Holistic and Innovative Improvements: Key to Transformation of Food Systems'

The **18th edition of 'Food Safety, Quality and Regulatory Summit'** was organized as a part of B20 India initiatives. Technical sessions facilitated discussions on actions towards bringing positive change for food system transformation and explored various aspects of the food safety regulation. Representatives of FSSAI, ICAR, CSIR, AOAC, Queen's University UK, NIFTEM joined the deliberations. Stakeholders of the food Industry, public health professionals and civil society, institutes and startups of international repute came together at this collaborative platform for inclusive improvements and innovations toward transforming food systems.



Shri G. Kamala Vardhana Rao, IAS, CEO, Food Safety and Standards Authority of India (FSSAI) addressing participants at the 18th CII Food Safety, Quality & Regulatory Summit in New Delhi

Theme: Greening India's Cold Chain

Achieving Net Zero requires coordinated action which touches on many aspects of a country. The daunting task needs to be broken down into strategic and manageable pathways for transformation that starts with analytics, moves on to developing solutions, and ends in implementing change. This will result in strategies to make transformational shifts to address climate change and its adverse impact of food and agriculture security. The **'B20 – Post Harvest & Logistics Summit 2023'** aimed to bring to light strategies that support countries on their journey to reducing carbon and greenhouse gas emissions for a Net Zero Future.



(L-R) Ms Jane Karkada, Executive Director, CII-FACE. Mr P. Ravichandran Chairman, CII National Committee on Cold Chain & President, Danfoss Industries Private Limited; Mr Faiz Ahmad Kidwai Additional Secretary, Ministry of Agriculture & Farmers Welfare, Government of India; Mr B. Thiagarajan Chairman, CII Task Force on Rural Development & Migrant Workforce & Managing Director, Blue Star Limited; Mr Pankaj Mehta, Vice-Chairman, CII National Committee on Cold Chain & Managing Director, Carrier Transicold India & South Asia

Theme: Exploring National Nutrition Platform for Raising Nutrition and Healthy Lifestyle Awareness'

During the year, conversations on nutrition began at the 'Global Dialogue on Food Systems Transformation'. The platform enabled deliberations on issues around adolescent nutrition and micronutrient deficiencies by engaging with stakeholders from G20 countries. A workshop titled **'Exploring National Nutrition Platform for Raising Nutrition and Healthy Lifestyle Awareness'** was organized during the year. The objective was to explore the potential of targeted nutrition messaging that would increase awareness and empower consumers to make informed decisions about their food and beverages.



Workshop on "Exploring National Communication Platform for Raising Nutrition and Lifestyle Awareness".

Theme: Creating Economies of Scale for Smallholder Farmers

The **CII FPO Summit** brought together a diverse array of participants, including industry leaders, government officials, and Farmer Producer Organizations (FPOs). The collective aim was to promote inclusivity and sustainability within India's agricultural ecosystem. The summit addressed crucial aspects related to FPOs, such as their role in sustainable agriculture, market access, financing, technology adoption, climate resilience, policy support, gender inclusion, livelihood creation, and value chain development.



(L-R) Abhishek Shah, Senior Program Lead- Strategic Growth (APAC), Mastercard, Padmanand V, Partner - Public Sector Consulting (PSC), Grant Thornton Bharat LLP; Srinivasan Ramesh, MD & CEO, NABKISAN Finance Limited (NKFL); S Sivakumar, Chairman, CII National Council on Agriculture and Group Head - Agri & IT Business, ITC Ltd; Dr. Nirupam Mehrotra, Director, Bankers Institute of Rural Development (BIRD); Saiprasad Somayajula, FPO Business Head, Sammunati Financial Intermediation & Services Private Limited; Ashudeep Garg, Senior Vice President, Absolute

Theme: Feathers of Growth: Advancing the Indian Poultry Sector

'CII National Conference on Poultry and Poultry Products'. Focused on key growth drivers and enablers for making the Indian poultry Industry count amongst the biggest in the world. The vision for this Industry is for it to contribute to the country's economic growth and development by promoting farmer wellbeing.



(L-R) Ms Jane Karkada, Executive Director, CII; Mr O P Singh, Managing Director, Huve Pharma SEA (Pune) Pvt Ltd; Dr Shirish Nigam, President, Indian Federation of Animal Health Companies, Managing Director, EW Nutrition South Asia; Dr Chandra Dubey, Director SMT (Strategy, Marketing & Technology), Cargill India; Mr Suresh Chitturi, Co-Chair CII National Committee on Animal Husbandry and Dairy & Managing Director, Srinivasa Farms Pvt Ltd; Mr Abhishek Negi, Co-Founder, Eggoz Nutrition during the Panel session of CII "National Conference on Poultry and Poultry Products" in New Delhi

Theme: Creating Value Chain Linkages

CII coordinated the 'Industry Connect Session on Role of Startups in Fisheries and Aquaculture' at the **'Global Fisheries Conference 2023'**. Panelists shared how the various technologies and solutions developed by them have helped enhance productivity of fisheries, aquaculture farming, harvesting, post-harvest management and market development.



Industry Connect Session on "Role of Startups in Fisheries and Aquaculture" coordinated by CII at the Global Fisheries Conference 2023 organised at Ahmedabad on 21st November 2023.

Theme: Focus on innovation for growth in agriculture

'AgLive 2023: The Millet Challenge' a pitch session for millets-based startups was organized as part of MoA&FW's 'Shree Anna Conference'. 'International Nutri cereal Convention 2023' (INCC 2023) was a global platform, hosted in partnership with IIMR, to promote millets both in Indian and international markets.

To enhance uptake of advanced agri technology, a National Conclave was organized in partnership with MoA&FW. The conclave explored the theme **'Unleashing the Potential of AgriTech Startups for Benefit of Startups'**. A breakout session deliberated on the ways to empower the startup incubation ecosystem to translate innovative concepts into practical solutions for farmers. Participants shared thoughts on a synchronized and synergistic approach between startups and incubators.



Winners of AgLIVE 2023 – The Millet Challenge

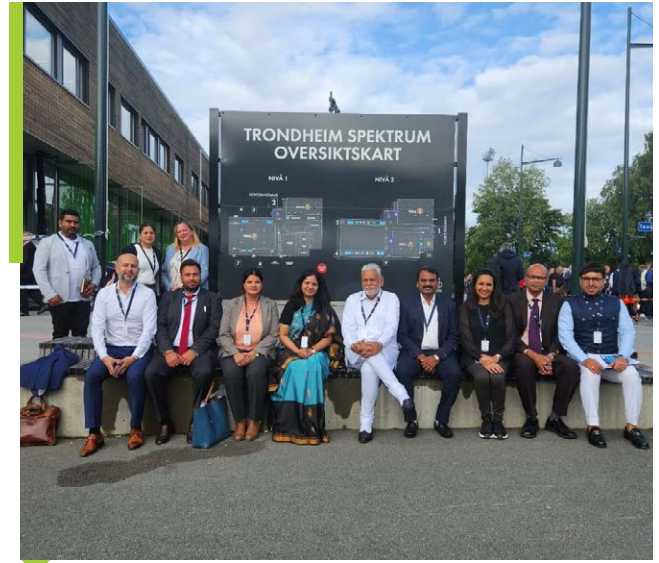


Global Linkages

A **Learning Mission to Norway** was organized coinciding with Aqua Nor – the world’s largest technology exhibition in fisheries and aquaculture. The delegation visited various facilities and farms in Oslo, Trondheim and Bergen. They delegation also met Dr Acquino Vimal, Ambassador of India to the Kingdom of Norway.



Site visit for members of Learning Mission



CII members with Shri Parshottam Rupala, Hon’ble Minister of Fisheries, Animal Husbandry and Dairying, Government of India and Dr. L Murugan, Hon’ble Minister of State for Fisheries, Animal Husbandry and Dairying, Government of India in Trondheim, Norway on 22 August 2023.

A **Food Processing Delegation to the UAE** (20th – 21st September 2023) joined 700 other delegates from over 40 countries at the ‘India Session’ organized during the ‘Future Food Forum 2023, Dubai’. The session witnessed engaging discussions on driving and leveraging sustainable food value chains between India and UAE.



CII delegation with H. E. Dr Thani bin Ahmed Al Zeyoudi, Minister of State for Foreign Trade, UAE



India session @ Future Food Forum 2023, Dubai, UAE held on 20th September 2023

Key climate change related interventions were showcased by CII at the **MoA&FW pavilion at COP28** to highlight industry efforts to build sustainable food systems. Some of these interventions were related to millets, soil health, natural farming, and climate-resilient technologies.



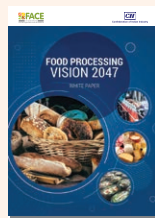
Publications

Vision Documents



Vision 2047 for Indian Poultry Sector: The vision and pathway for establishing a globally recognized and sustainable poultry sector that meets domestic demand, expands exports, and leads in technological innovation.

Key Thoughts: Incentivizing investments, promoting R&D and streamlining regulatory procedures to enable India to become a leading exporter of high-quality, safe and sustainable poultry products.



Food Processing Vision 2024: The vision and pathway for establishing a globally competitive food processing sector.

Key Thoughts : Streamlining the supply side, access to credit, ensuring cost competitiveness, fiscal, regulatory and technology enablers

Conference Proceedings



B20: Food System Transformation Outcome Report

A compendium of stakeholder perspectives, highlighting the needs, stories, and paths ahead for food systems transformation.

Key Thoughts: Recommends a clear and targeted approach for food system transformation to ensure sustainable production, food security and nutrition for the global family, outlines priorities and defines actionable goals under the B20 umbrella.



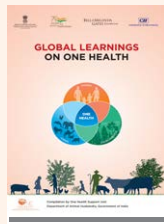
India Industry-Led Innovations: Adapting Agriculture and Food Systems for Climate Resilience and Sustainability: Collaborative and multifaceted actions taken by the Indian agriculture and food industry aimed at contributing significantly to the global agenda of establishing resilient and sustainable food systems in the face of the formidable challenges posed by climate change.

Key Thoughts: Highlights the key interventions undertaken by the Indian industry to tackle climate change focussed on Millets, Soil health, Natural farming, and Climate-resilient technologies.

Technical Resources



To build the capacity, commodity specific logistics protocols for perishable commodities were prepared and disseminated across the supply chain. This includes identifying the temperature excursions and pain points across the supply chain in the post-harvest handling and transportation via road, rail and waterways.



The technical docs developed under OHSU are aimed at sharing global learnings on One Health, providing a framework for enhancing food safety, and promoting efficient surveillance, early prediction, detection, and diagnosis of zoonotic diseases leading to improved livestock and human health.



The document focuses on clean milk production, udder management, importance of nutritious feed etc , for the milk to be free from microbial load.



FACE Accomplishments 2023-24

During the financial year 2023 – 24 FACE implemented a series of diverse and impactful initiatives aimed at transforming India's agricultural landscape. The comprehensive approach, integrating technology, training, and strategic partnerships yielded significant results in terms of enhanced agricultural productivity, sustainability, and profitability across sectors.

These strategic initiatives encompassed small holder farmers, food processing companies,

dairy and animal farming, food safety, cold chain logistics, and disease management. These initiatives had elements of technological integration, capacity building as well as creating sustainable and resilient agricultural and food systems. By leveraging partnerships with governmental bodies, private sector entities, and international organizations, FACE made significant progress in these areas.



Total Trainings Days

- Participants in FoSTAC Trainings **18,740+**
- Pharmacists trained on **PoS - 2200+**
- 1st Assessor Training to develop the ecosystem on **ESGN - 20 participants**
- State Food Laboratories strengthened **8**



Impact on farmers

- Apple Growers trained **108 Members of 3 FPOs**
- Small Tea Growers **Trained 70**
- Women Farmers impacted in apple value chain **around 40**
- **5000+ women farmers** across three districts of Madhya Pradesh through market linkage and credit enablement under DIA



Animal health

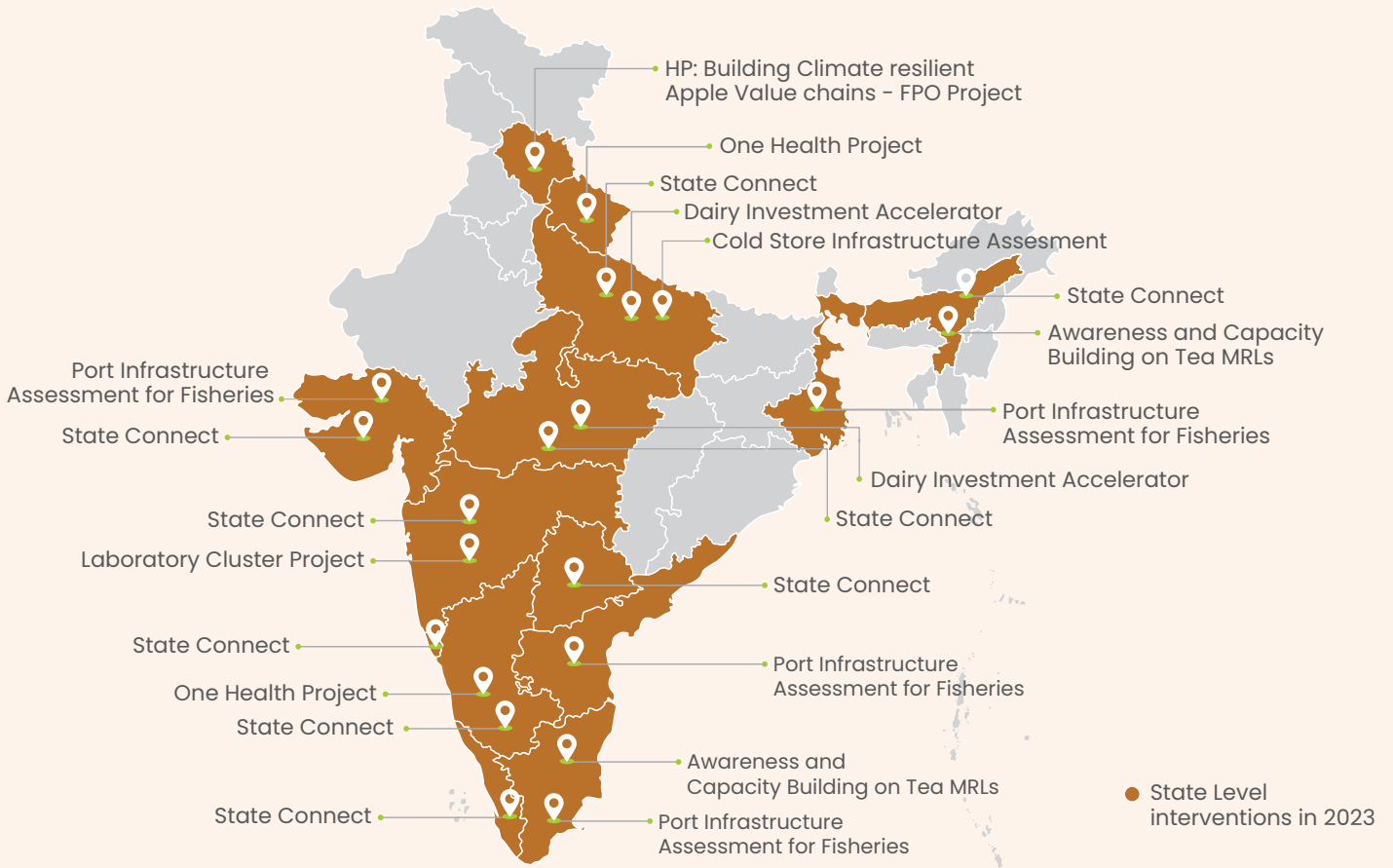
- Animals Vaccinated **26,700**
- Investments pipeline being facilitated in Dairy Sector **INR 32 billion**



Knowledge creation

- Publications curated **20+**

State Specific interventions in 2023



Created with mapchat.net

Partnerships

BILL & MELINDA GATES foundation



giz Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH



Way Forward

FACE is set to continue scaling the successful initiatives while exploring new opportunities for growth and impact. The focus will remain on enhancing competitiveness of agriculture and food processing sectors, developing sustainable food systems, and fostering innovations that meet the challenges of climate change and food security. The initiatives spearheaded by FACE have collectively fostered a transformative impact on India's agricultural and food sectors. The strategic focus on capacity building, technological innovation, and policy advocacy has not only improved operational efficiencies and compliance across these sectors but also contributed to the broader goal of sustainable development and enhanced food security. As these initiatives continue to evolve and expand, their cumulative impact promises to further propel India towards achieving its agricultural and food industry aspirations.



Confederation of Indian Industry

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.

For more than 125 years, CII has been engaged in shaping India's development journey and works proactively on transforming Indian Industry's engagement in national development. 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.

In the journey of India's economic resurgence, CII facilitates the multifaceted contributions of the

Indian Industry, charting a path towards a prosperous and sustainable future. With this backdrop, CII has identified "Globally Competitive India: Partnerships for Sustainable and Inclusive Growth" as its Theme for 2024-25, prioritizing 5 key pillars. During this year, it would align its policy recommendations, initiatives, and activities with this overarching framework to facilitate strategic actions for driving India's global competitiveness and growth through a robust and resilient Indian Industry.

With 70 offices, including 12 Centres of Excellence, in India, and 8 overseas offices in Australia, Egypt, Germany, Indonesia, Singapore, UAE, UK, and USA, as well as institutional partnerships with about 300 counterpart organizations in almost 100 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.

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