

FACE

CII Food & Agriculture Centre of Excellence

RETROSPECT 2024-25



Enabling Agrifood Systems Transformation

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Tel: +91-11-45771000 | Email: info@cii.in | Web: www.cii.in



FACE–Vision and Mission

Vision

Accelerating a culture of excellence in agrifood systems in India through partnerships, implementation, and evidence.

Mission

The CII Jubilant Bhartia Food and Agriculture Centre of Excellence (FACE) has been driving the transformation of agrifood systems to make them more profitable, sustainable, and competitive since last 13 years. Through a multifaceted approach that includes policy advocacy, capacity building, science-based technical support, advisory services, and evidence-driven knowledge dissemination, CII FACE addresses a wide range of areas within the agrifood system. These encompass farming, post-harvest logistics, food processing, food safety, regulations, and nutrition.

The Centre of Excellence (CoE) actively collaborates with diverse stakeholders such as industry partners, agrifood startups, development institutions, government entities, regulators, policymakers, academia, and subject matter experts. It also engages with communities, including farmers, women entrepreneurs, and farmer organizations, to ensure inclusive growth.

Through strong partnerships, focused initiatives, and evidence-based strategies, CII FACE aligns its efforts with the national agenda, aiming to improve livelihoods and achieve better outcomes for all stakeholders in the agri-food ecosystem.



Anchoring On-Ground Implementation

- Focusing on targeted interventions to strengthen agrifood value chains.
- Tailoring interventions for enhancing farmer incomes and livelihoods, improving post-harvest logistics, value addition, food safety and quality.
- Synergizing livelihoods and food security with nutrition security.



Driving Technical Excellence in Food Safety and Quality

- Food Safety and Standards Authority of India (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.



Championing Transformative Innovations in India's Agrifood Sector

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



Building Food Safety and Quality Excellence in Agrifood Systems as a Leading Technical Partner

- Advancing the national vision of Viksit Bharat through transformative interventions in the agrifood sector.
- Engaging in national, regional, and global dialogues to shape sustainable agrifood systems and trade.
- Contributing to the processes of food regulations and standard-setting practices.



Proving Thought Leadership through its Policy Advocacy, Projects, and Research Engagements

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 build unique strengths across this wide spectrum.





Evolving Spectrum of FACE



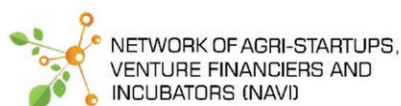
Strengthening the FPO ecosystem to enable sustainable value chains

The Business Support Unit (BSU) for Farmer Producer Organizations (FPOs) aims to benefit 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.



Promoting supply chain efficiencies and reducing food wastage

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



Linking innovators with farmers, food business operators to create enabling partnerships for technology deployment

Network of Agri-startups, Venture Financiers, and Incubators (NAVI) is being redesigned to connect industry players, AgriTech startups, FPOs, and marketplaces to facilitate technology adoption, market access, and collaborative innovation in the agri-food sector.



Fostering an ecosystem for facilitating the adoption of Food Safety and Quality

Resource Centre for Health Supplements and Nutraceuticals (ReCHaN) is an initiative focused on collaborative mechanism to strengthen and cultivate a culture of Food Safety and Quality amongst manufacturers, businesses, consumers, regulators and all stakeholders.



Creating awareness, sensitization, and building capacity of food business operators, laboratory personnel, and other stakeholders on a common platform.

Under the state connect initiative, FACE has partnered with FSSAI and State Food and Drug Administration (FDAs) to help enhance the State Food Safety Index.



Strengthening food safety and quality through capacity building, technical assistance, and recognizing excellence

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.



Accelerating private investments in end-to-end dairy value chain development

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 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.



Mobilizing private sector for LSFF quality adherence

CII-FACE under its nutrition portfolio is working closely with partners in advancing quality compliance in Large Scale Food Fortification. Supported by the Gates Foundation, FACE is working on fortification initiatives in rice, edible oil, and double fortified salt through strategic partnerships, and mobilization of private players.



Driving the Culture of Excellence Awards and Recognition



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



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.



The CII-FACE Kaizen Competition on Food Safety & Quality showcases impactful improvements by food businesses of all sizes, promoting continuous enhancement in safety, quality, and efficiency. It encourages cross-learning, recognizes role models, and sets benchmarks for excellence in the agri-food sector.



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

About FACE

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

FACES of FACE

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

Our Verticals

FACE operates through distinct verticals, which include:

- Agriculture
- Animal Agriculture
- Post-Harvest Logistics
- Food Processing
- Food Safety and Quality
- Food Regulatory Affairs
- Nutrition

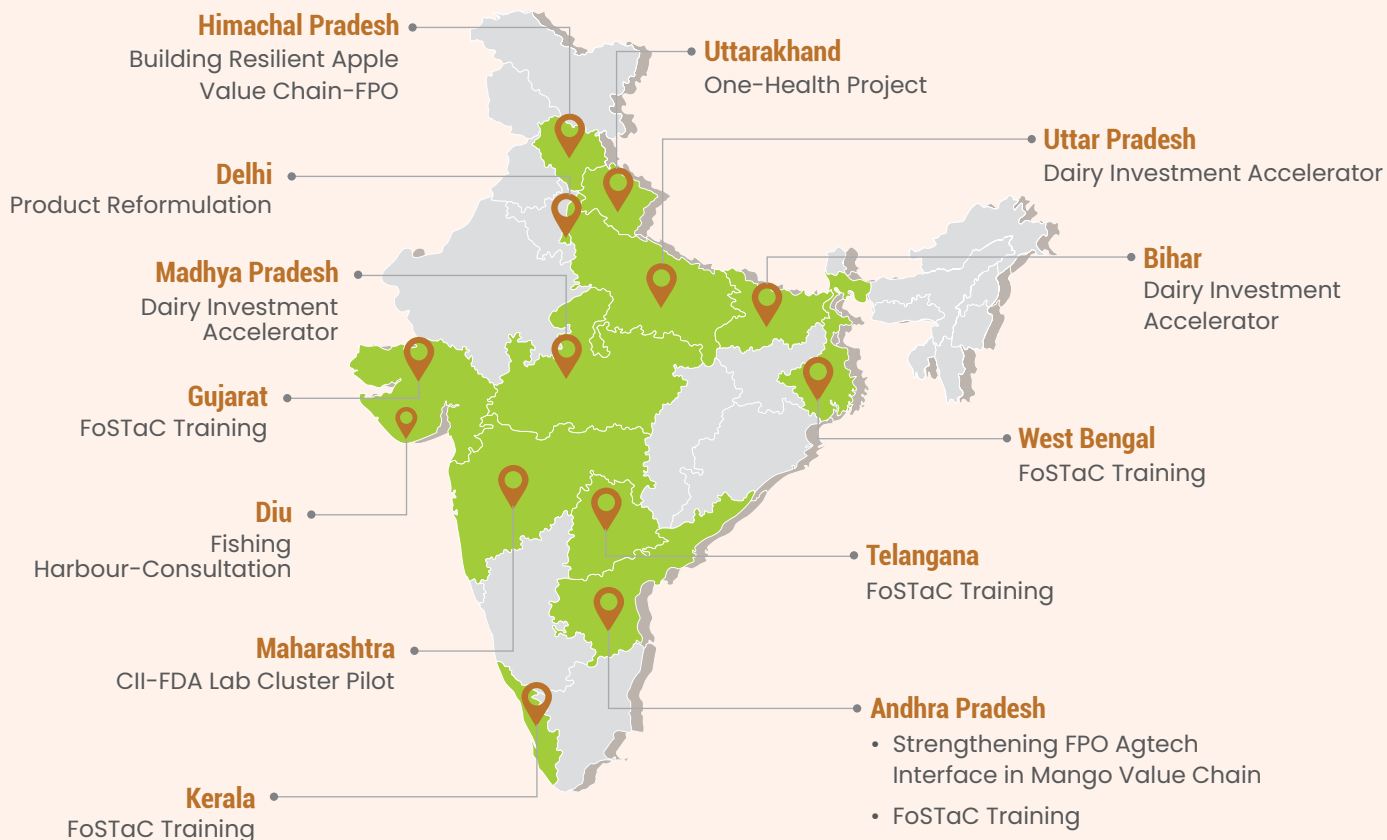
Spread across various states, the team has enhanced collaborations and partnerships with several esteemed institutions such as ICAR, NCCD, NIFTEM, IIT Kharagpur, NABARD, BIRD, NABCONS, among others. Furthermore, developmental institutions like EDF, USAID, Gates Foundation, GAIN, GIZ, UNICEF, UNEP, and others have been supporting large-scale multistakeholder and technical interventions, strengthening FACE's efforts towards agrifood systems transformation.

The capabilities of the CoE are strengthened by outstanding leadership from the agrifood industry. FACE anchors key Councils and Committees to drive the work in agrifood sectors.

- CII National Council on Agriculture
- CII National Committee on Food Processing
- CII National Committee on Animal Husbandry & Dairy
- CII National Committee on Cold Chain



FACE Accomplishments 2024-25



Training and Capacity Building

- Consultative Workshops on ESGN, engaging over **25 industry leaders**
- FoSTaC Trainings attended by: **650+ participants**
- Food safety professionals trained to conduct maturity assessment: **45+ professionals**



Farmer Outreach

- More than **180 farmers** received training on post-harvest management of apples
- Deployed advanced soil testing machines across **6 FPOs**
- Trained **3,000+ women farmers in 5 MP districts**, improving dairy practices



Animal health

- Animals Vaccinated **26,728**
- Camps Organized: **40 Animal Health Camps in Uttarakhand**



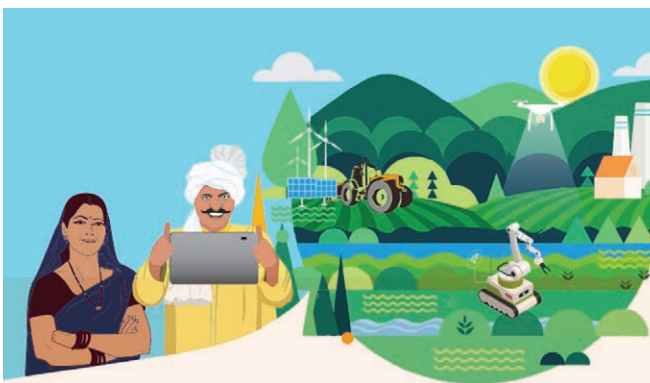
Publication

- Vision Document
- Guidelines
- Project Reports
- Research Reports
- Newsletters



The Retrospect 2024

CII FPO Business Support Unit



FPOs drive transformation by scaling interventions, leveraging collective action, enhancing supply chains, and fostering sustainable solutions for rural communities.

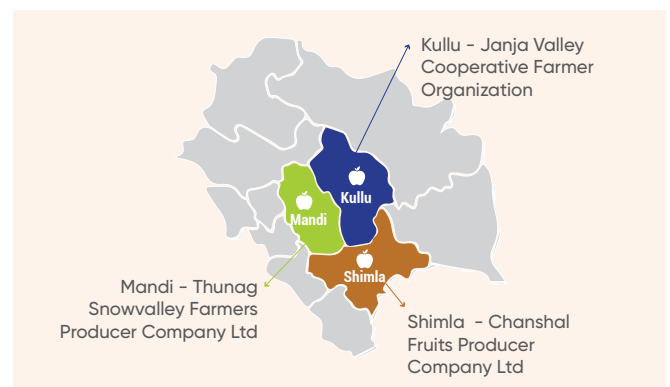
Purpose

Establish a unique and credible industry led initiative contributing to the agenda of increasing farmer incomes.

The initiative was rolled out in 2019, and in 2024 the FPO program focused on building resilience in 2 horticulture value chains – Apples in Himachal Pradesh and Mango in Andhra Pradesh.

FOCUS 2024

Building Resilient Apple Value Chains in Himachal Pradesh



This program was initiated in partnership with CII Foundation and Blue Star with 3 FPOs from Shimla, Kullu, and Mandi districts in 2023 and was scaled to 6 FPOs in 2024, covering a membership base of around 700 farmers.

A. Capacity Building Interventions

I. Post-Harvest Management of Apples

The one-day training program was conducted for member farmers of Thunag Snowvalley Farmers Producers Company and Janjehli Farmers Producers Company.

Location: Thunag, Mandi District

Participants: Around 40 farmers attended the training session

Faculty: Officials from State Horticulture Department, and experts from Dr. Y. S. Parmar University, Nauni.



Training on Post-Harvest Management of Apples to Himachal Pradesh FPO Members



Training Program on Post Harvest Management of Fruit Trees After Harvesting to Himachal FPO members

Key Outcomes

- Improved knowledge of post-harvest management, including optimal harvest timing, proper plucking techniques, and farm-level handling to maintain apple quality.
- Increased awareness of the importance of pre-cooling and its role in preserving freshness and minimizing losses.
- Enhanced understanding of apple varieties and strategies for building a strong brand identity.
- Strengthened skills in networking and forming partnerships to improve market access and profitability.

II. Post-Harvest Management of Fruit Trees

Location: Kungash, Anni – Dist. Kullu

Participants: Around 126 farmers attended the training session

Faculty: The training was led by three experts in Fruit Science, and Food Science and Technology from Dr. YS Parmar University of Horticulture and Forestry at Nauni.

Key Learnings

- Effective management of orchards with a focus on post-harvest activities.
- Mitigating post-harvest stress through targeted nutritional strategies.
- Developing expertise in soil and nutrient management techniques.
- Understanding the role of soil and leaf analysis for informed decision-making.

III. Value Addition and Branding

Two-days training program on *Apple Value Chain* for representatives from the five FPCs of Kullu, Mandi and Shimla Districts.

Location: National Institute of Food Technology, Entrepreneurship and Management (NIFTEM), Kundli, Haryana.

Participants: 15 members from five FPCs participated in the two-day residential training.



Training on value addition and branding to Himachal Pradesh FPO members

Key Learnings

- Strategic crop planning combined with branding and market differentiation to maximize profitability.
- Advanced skills in fruit processing and bakery product development.
- Expertise in eco-friendly and cost-effective packaging innovations.
- Practical experience with cutting-edge cold chain and canning technologies.

B. Technology interface

I. Soil testing infrastructure for FPOs

Deployed advanced soil testing machines, across 6 FPOs, enabling approximately 500 farmers to access this technology to assess soil conditions, optimize fertilizer use, and improve crop quality. Moving forward, CII FACE will monitor the adoption of this technology, changes in soil health management practices, and the long-term impacts on apple productivity. Additionally, in the long run the initiative will introduce farm geotagging and nutrient mapping, further strengthening precision agriculture efforts.

II. Digitalization solution for FPO's

Introduced Varuna Star with 9 FPOs, a digital platform designed to empower farmers through tailored solutions. The platform features a knowledge bank offering insights on agronomy, post-harvest management, FPO operations, and government policies. It also serves as an input marketplace that connects farmers directly with suppliers for essential inputs like fertilizers and pesticides; and output marketplace linking FPOs with buyers for better market access and price realization; and continuous engagement tools, including alerts and two-way communication to support informed decision-making, are also part of the platform.

Strengthening FPO AgTech Interface in Mango Value Chain in Andhra Pradesh- A scoping Study



A scoping study was conducted across five mango-producing districts in Andhra Pradesh to explore technology adoption for building a climate-resilient and export-competitive mango value chain.

The research involved 185 stakeholders, including KVK officials, FPC leaders, and NABARD authorities, through in-depth interviews and focus group discussions to evaluate current practices, identify challenges, and propose potential solutions.

Potential interventions identified in the study include:

- Promoting post-harvest technologies such as cooling chambers, fruit covers, solar dryers, and mechanized harvesting tools to minimize losses and maintain fruit quality.
- Encouraging climate-smart agricultural practices, including the use of weather-based advisories, to enhance resilience against climate variability.

- Providing consistent training to FPOs in vernacular languages to improve the adoption of AgTech solutions and bridge knowledge gaps.
- Strengthening FPOs by facilitating direct marketing opportunities, export readiness, and developing infrastructure for efficient storage and transportation

200+ famers attended training sessions.

Deployed advanced soil testing machines across **6 FPOs**, expected to reach **500 farmers**.

Digitalization empowered **9 FPOs** with e-marketplace, training, and advisory access.



Stakeholder Consultation on Strengthening FPO AgTech interface in Mango Value chain in Andhra Pradesh

Dairy Investment Accelerator Program

The Dairy Investment Accelerator (DIA) was initiated by the Department of Animal Husbandry and Dairying (DAHD) in collaboration with the Confederation of Indian Industry (CII) and the Gates Foundation. The DIA focuses on facilitating investments, improving market access for farmers, supporting smallholder farmers, and strengthening the overall dairy ecosystem. This initiative strengthens the dairy ecosystem by fostering investments, improving market access, and enhancing productivity and sustainability.



Meeting with Small Holder Dairy Farmers- Sehore

Notable Milestones

Empowering Women Farmers: Mobilized **3,000+ women farmers** across Jabalpur, Morena, and Sehore districts, and over **21,000 litres of milk** production daily to be formalized in partnerships with 3 major dairy companies.

Investor Engagement: Hosted **3 investor** roundtables in Gwalior, Sagar, and Ujjain, engaging **300+ investors** and stakeholders across the value chain.

Training Programs: Conducted **8 training sessions** in **5 districts** of Madhya Pradesh, benefiting **3,000+ women farmers** and improving dairy practices.

Grounded Investments: Facilitated **₹3,000 crore of investments** across dairy value chain in India.

Animal Health Camps: Organized **14 animal health camps** in Morena, Khargone, and Sehore, providing care to over **3,000 livestock**.

One Health Project

The One Health pilot project by the One Health Support Unit (OHSU) aimed to integrate human, animal, and environmental health to address zoonotic diseases, antimicrobial resistance, and pandemic preparedness. Last year (2024) the project concluded marking a significant milestone in advancing the One Health approach in India.

Coverage and Impact

- **Community Engagement:** Benefited **1,668** Van Gujjars households.
- **Animal Health:** Facilitated vaccination for **26,728** animals.
- **Camps organized:** 3 One Health camps and **40** animal health camps in Uttarakhand.
- **Professionals Trained:** **83** health professionals, **300** students, **125** A-HELP workers and **346** community members.
- **Developed the National One Health Framework** focusing on zoonotic diseases, antimicrobial resistance, and pandemic preparedness.

Climate Resilient Dairy Ecosystem

CII FACE, in partnership with the Environmental Defense Fund (EDF), conducted a project to promote climate resilient practices for strengthening India's dairy ecosystem.

A qualitative methodology was adopted, combining insights from regional stakeholder consultations in Delhi, Patna, Bangalore, and Ahmedabad with state-level analyses in Punjab,

Maharashtra, and Tamil Nadu. Field visits and one-on-one interviews with stakeholders further enriched the findings, enabling the identification of practical, scalable interventions.

The output, in the form of a report titled *India's Dairy Future: Aligning Livelihoods, Growth, and Climate Solutions* showcases the findings and offers actionable insights for sustainable and climate-resilient dairying in India.

Key Interventions

- Promoting balanced diets through the ration balancing, encouraging silage feeding, and adopting climate-resilient forage crops like maize and napier.
- Improving artificial insemination efficacy, promoting indigenous breed conservation, and expanding access to cost-effective sex-sorted semen and promoting advanced technologies like Embryo Transfer Technology.
- Scaling biogas/CBG production, supporting timely drying and composting, and integrating biogas into rural electrification and clean cooking initiatives.
- Strengthening veterinary services, enforcing biosecurity protocols, and introducing cost-effective climate-resilient sheds and precision dairy farming tools.
- Improving water efficiency with low-cost technologies, adopting solar powered cold storage, and promoting circular packaging and agrivoltaics.
- Improving breed and feed specific emission factors for precise GHG measurement and enhanced environmental accountability.



National Consultation on Climate-Resilient Dairy in India

Enhancing the Laboratory Ecosystem

Towards enhancing FSSAI's State Food Safety Index using the cluster approach, CII FDA Lab Cluster pilot in Maharashtra brought notable advancements on workplace organisation, system design, documentation and implementation. It also brought advancements

in developing competence on Microbiological Analysis, Testing and Sampling. Eight laboratories collaborated to enhance their skills and systems in alignment with NABL accreditation requirements.

Key interventions

- Strengthening skills and knowledge of laboratory's 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, documentation and developing a pool of certified internal auditors for NABL accreditation.
- Training for ISO 17025:2017 certification and implementation.
- Conducting internal audits to strengthen laboratory readiness.

This initiative is significantly improving laboratory capabilities, setting a precedence for similar models nationwide.



Internal Auditor Training of the CII-FDA Lab Cluster-Maharashtra Pilot

Powering Progress Through Training & Workshops

Advancing Environmental, Social & Governance (ESG) Practices in Indian Food and Agriculture

Building on the UN Food Systems Summit 2021 and previous capacity-building efforts, 2024 marked a pivotal step with the CII Food and Agriculture Centre of Excellence (FACE) and the CII Centre of Excellence for Sustainable



Industry leaders and stakeholders participating in the ESG Consultative Workshop in New Delhi on 11th December and Mumbai on 13th December 2024.

Development (CESD) advancing Environmental, Social, and Governance (ESG) practices.

Consultative workshops in Delhi and Mumbai engaged over 25 industry leaders, sustainability experts, and stakeholders to develop a sector-specific ESG Benchmarking Tool tailored to India's needs.

Key outcomes included input on customization of ESG metrics, stronger collaborations across the value chain, and actionable strategies for integrating ESG into operations. These initiatives aim to transform India's food systems by addressing local priorities and aligning with global sustainability goals.

Food Safety Risk Analysis Training (FoSTaC)



FoSTaC - Advanced Manufacturing done at Mawana Sugars, Mawana



FSSAI Food Safety Training and Certification (FoSTaC) - Advanced Catering done at Taj Mahal Hotel, New Delhi

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

- **535 FoSTaC** training programs organized covered over **18,940+ participants**.
- **90 FSSAI's Food Safety Officers** from Andhra Pradesh, Telangana, West Bengal, DGHS (MoH&FW) and Railways were trained on Food Safety for FSSAI by FACE NLRP.

- **90 FSSAI Designated Officers** from Gujarat, Kerala, West Bengal and Punjab were trained on food safety for FSSAI by FACE NLRP.
- **760+ Food Safety Professionals** across the country have been trained to conduct Maturity Assessments for food sector companies, identifying strengths, improvement opportunities, and benchmarking performance for CII Food Safety Awards.

Training Program on Product Formulation

With health-conscious consumers driving demand for healthier food products, the CII-FSSAI Certificate Course on *Product Formulation for Healthier Choices* empowers professionals, students, and entrepreneurs to innovate in product reformulation.

This fourth edition of the Product Reformulation Course, a 3-day program, held at FSSAI headquarters, delved deep into the science and strategy behind crafting healthier food products. Through six expertly designed modules, participants explored everything from nutritional science and technology to regulatory frameworks and consumer psychology.

This comprehensive training brought together industry leaders and academic experts to inspire the next wave of food innovation.

Key Takeaways

- Financial management, product design, and packaging were found to be the critical pillars for successful food innovation.
- The role of consumer behaviour and sensory factors, like flavors and textures, in shaping product uptake was highlighted.
- Need for advancements in reducing salt and sugar and understanding the factor affecting the shelf-life and analysis of associated risk is critical.



Smt. Kavery Ganguly, Principal Lead, CII-FACE, Shri G. Kamala Vardhana Rao, IAS, Chief Executing Officer, FSSAI, Smt. Inoshi Sharma, IRS, Executive Director (Regulatory Compliance, TICD, Regional Office), FSSAI (Left to Right) during the 1st day of training program.



Dr Alka Rao, Advisor (Science, Standards & Regulations), FSSAI along with our esteemed faculty and the participants during the 3rd day of the training program.

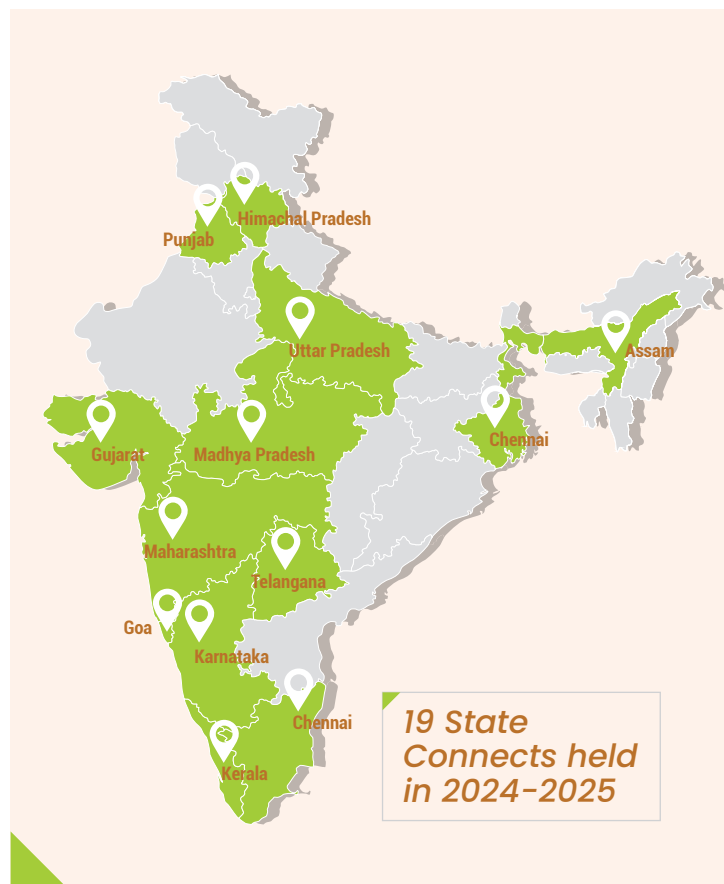
State Connect

An institutional initiative in association with FSSAI and State FDA to strengthen the food safety & regulatory ecosystem across India.

State Connect is an endeavour to strengthen the food safety & regulatory ecosystem by enhancing the state food safety index and bringing in global best practices to make it cohesive for trade.

State Connect provided a common platform for Central/State FDA and FBOs, including SMEs, HORECA, and other relevant stakeholders, to discuss the challenges and opportunities in the food sector. The sessions also highlighted government initiatives and encouraged industry collaborations to advance food safety.

This initiative enabled states to establish a cohesive food safety and regulatory ecosystem while improving their performance on the State's Food Safety Index.



State Connect Bengaluru: Mr Harsh Gupta, IAS, Principal Secretary to Govt. of Karnataka, Health & Family Welfare department; Ms Inoshi Sharma, IRS, Executive Director (Regulatory Compliance, TIGD, Regional Office), Food Safety & Standards Authority of India.

The focus areas of the State Connect program are



Industry Collaboration and Stakeholder Engagement: Open dialogue between food industries, startups, SMEs, millers, and regulators to develop effective policy frameworks and encourage self-compliance among Food Business Operators (FBOs).



Public-Private Collaboration for Food Safety: Promote Public-Private Partnerships (PPP) for initiatives like rapid food testing and safety on wheels, empowering consumers and fostering government-industry collaboration.



Capacity Building and Compliance Strengthening: Technical training on food fortification, health supplements, laboratory methods, and region-specific challenges, ensuring robust food safety practices from production to retail.



Promoting Inclusivity and Enhancing Compliance: Engage startups, SMEs, and marginalized groups (e.g., women, transgender, and differently abled entrepreneurs) through training, licensing schemes, and refresher sessions to strengthen compliance and regulation interpretation.



Strategic Collaborations for National Nutrition: Partnership with global organizations like Gates Foundation, GAIN, PATH, and Fortify Health to enhance national nutrition efforts on food fortification and drive sustainable health improvements across India.



Advancing Food Safety Initiatives: Advocate for comprehensive food safety approaches, including self-compliance, rapid testing, and public-private partnerships to enhance the regulatory framework and prioritize food safety nationwide.



State Connect Chennai: Dr Geemon Korah, Chairmal CII Foodpro; Mr. Thiru. R. Lalvena , I.A.S, Commissioner Food Safety for Tamil Nadu; Ms Inoshi Sharma, IRS, Executive Director (Regulatory Compliance, TICD, Regional Office), Food Safety & Standards Authority of India.

Promoting A Culture of Excellence-Awards

15th CII Food Safety Award

CII FACE organized the 15th edition of its Flagship event CII Food Safety Award in New Delhi. The *CII Food Safety Award* is the most coveted and prestigious award in Food Safety that aims to promote internationally benchmarked practices on Food Safety in Small, Medium and Large Food Businesses and build capacity in the food value chain. This Award ceremony was convened to recognize role models and best in class food business operators on food safety excellence and provide a framework for continual improvement.

- **Capacity Building** for 22 food sectors stimulating world class food safety performance.
- **Number of applications grew** by 14 folds
- **Pool of trained assessors expanded** by more than 25 folds



Mr. Hashmat Ali Yattoo, IAS, Commissioner of Food Safety and Controller, Drug and Food Control organization, J&K & Dr. Eram Rao, Member-FSSAI Scientific Panel on Sweets & Confectionary, Lead Expert & Sr Nutrition Consultant with EU on Food Safety and Nutrition felicitating winner of Food Safety Award - The Akshaya Patra Foundation, Lucknow at 15th CII Award for Food Safety 2024.

CII FPO Excellence Award



FPO Awards 2024

The 2nd edition of CII FPO Excellence Awards was held along with the CII FPO Summit in New Delhi. The awards showcased outstanding achievements across 4 distinct categories of market linkages, women leadership, technology deployment and value addition & branding.

Total Applicants:
140 applications
were received, out of
which **90**
applicants
successfully qualified.

Number and Growth of Assessors:
15 assessors
participated in the
evaluation process,
increased by **50%** from
the last year

Participation grew by **250%**, from 40 applications last year to 140 in 2024.

These statistics showcase the award program's growing participation and assessment capacity, highlighting its expanding impact and reach.



FPO Awards 2024

6th CII-FACE Food Safety & Quality Kaizen Competition



6th Kaizen Awards

The 6th edition of the Food Safety & Quality Kaizen Competition continued its tradition of fostering grassroots-level improvements within the food industry. Held on 22nd November 2024 in New Delhi, the event attracted nearly 100 participants.

Over the years, the competition has catalysed the identification of 264 in-house improvement ideas across 10 food sectors. Key tools like **5S, 3M, 5Whys, 4W+1H, and RCA** were employed to address operational gaps and improve productivity, safety, and quality. The competition has consistently set benchmarks for MSMEs and large-scale industries, promoting cross-learning and showcasing role models.

- **Tools and techniques used: 5S, 3M, 5Whys, 4W+1H, and RCA**
- **Objective of the 6th edition of the Food Safety & Quality Kaizen Competition:** Promoting cross-learning and sharing of best practices.
- **Impact:** Showcases more than 264 in-house improvement ideas across 10 food sectors

8th CII Cold Chain Award

CII FACE organized the 8th CII Cold Chain Award 2024, in New Delhi. The ceremony recognized role models and felicitated the outstanding performers for providing best in class post-harvest supply chain solutions.



Winners of 8th CII Cold Chain Awards

Building Dialogues, Connecting Stakeholders

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

Policy Advocacy in Agriculture, Food Processing and Food Regulatory Affairs



Agriculture

- The CII FACE 2024 advocacy agenda prioritized enhancing the agriculture sector's competitiveness. A vision report for the sector **Viksit Bharat @2047: Vision for Indian Agriculture** was published that was pivoted around the themes of greater profitability, competitiveness, innovations, and sustainability for the sector and comprehensively covered CII recommendations.
- Further, industry inputs were submitted on the **National Policy for Farmer Producer Organizations** as well as the **National Policy Framework on Agricultural Marketing**.
- Additionally, the Pre-Budget Memorandum on Agriculture presented impactful policy recommendations on taxes, customs, and GST to drive sectoral growth.
- Another key milestone was facilitating the **Agrochemical Registry (AR)** for the Ministry of Agriculture & Farmers Welfare, a national database to ensure traceability, streamline licensing, and support system-based registrations by CIB & RC. This initiative paves the way for the **Integrated Pesticide Management System (IPMS)**, aiming to enhance transparency, confidence, and ease of doing business.



Food Processing

- A meeting was held between CII delegation and Shri Chirag Paswan, Hon'ble Minister of Food Processing Industries, as well as Shri Ravneet Bittu, Hon'ble Minister of State for Food Processing Industries. The discussion highlighted expectations for strengthened coordination to support the food processing sector.
- CII FACE has been actively advocating for the rationalization of GST rates in the food segment. In this regard, it has submitted chapter-wise recommendations to the GST Council and the Ministry of Food Processing Industries (MoFPI).





Food Regulatory Affairs

- In alignment with government policy of *One Nation, One Commodity, One Regulator*, CII closely worked with FSSAI and related ministries to eliminate duality in food standards. On 22nd October 2024, FSSAI notified amendments to FSS (Prohibition and Restrictions on Sales) Regulation, 2011, removing the mandatory requirements of BIS/ Agmark certification for Food Business Operators (FBOs). This aims to simplify compliance procedures and enhance ease of doing business.

This move will significantly reduce the regulatory burden, benefiting Food Business Operators (FBOs), particularly SMEs and MSMEs by eliminating the need to navigate multiple certification processes.

- CII advocated for uniform labelling implementation to address ad-hoc compliance challenges faced by the packaged food industry. As per the order by FSSAI dated 3rd January 2025, *the date of enforcement for implementing any labelling amendments is set to July 1st, with a minimum period of 180 days from the date of notification under said regulations.* Additionally, provision for *emergency situations has also been stated where the matter of implementation/ enforcement may be decided on case-to-case basis.*

The extended timeline ensures food businesses can adjust packaging to meet updated standards, promoting smoother compliance while prioritizing consumer safety and transparency in food labelling practices.

Stakeholders Forums

CII FPO Summit 2024

The second FPO Summit themed *Empowering FPOs towards Building Resilient Agri Value Chains*, convened policymakers, industry leaders, financial experts, AgriTech startups, and Farmer Producer Organizations (FPOs) to address challenges and opportunities in transforming FPOs into dynamic enterprises.



CII FPO Summit 2024 -Empowering FPOs towards Building Resilient Agri Value Chains

Key Discussions



Policy and Partnerships

The Summit recognized the critical role that industry-FPO collaborations play in enhancing market access and improving the livelihoods of farmers. The need for scaling partnerships across different regions and commodity to mitigate risks was emphasized upon.



Financing & Derisking

The need to explore innovative solutions, including fintech platforms and credit rating tools, that can simplify access to affordable finance was highlighted. There was consensus on the need for greater handholding and capacity-building efforts to bridge the trust gap between FPOs and financial institutions. This approach is expected to enhance financial resilience and support business expansion for FPOs.



Technology and Innovation

The discussions emphasized the need for policy support to encourage partnerships and create a robust ecosystem for technological adoption in agriculture.



The Summit, attended by **150 delegates**, served as a platform for dialogue on strengthening FPOs and building resilient agricultural value chains.

Food Safety, Quality & Regulatory Summit 2025

The CII-FACE organized the 19th edition of its flagship event, the *Food Safety, Quality and Regulatory Summit*, on February 25, 2025, in partnership with FSSAI. The theme of the summit, *Smart and Environment-friendly Solutions for Future-Ready Food Systems*, aimed to bring together key stakeholders to exchange cutting-edge knowledge, innovative technologies, and global best practices. More than 31 national and international experts participated in the summit's discussions, which were carefully curated around the central theme.



L-R: Ms Kavery Ganguly, Principal Lead, CII-Jubilant Bharatia Food & Agriculture Centre of Excellence, Mr Piruz Khambatta, Chairman – CII Food Safety Awards Committee & Chairman & Managing Director Rasna International, Mr Minhas Alam, IAS, Additional Secretary, Ministry of Food Processing Industries and Dr Alka Rao, Advisor, Food Safety & Standards Authority of India during the 19th CII Food Safety, Quality and Regulatory Summit

Post Harvest and Logistics Summit 2025

Post Harvest & Logistics Summit was organized by the CII FACE in New Delhi on 21st March 2025. The theme for this year was *Smart & Sustainable Cold Chain: Transforming Agrifood Systems*, which brought together industry experts, government officials, global development bodies, academia, the scientific community, and regulators to discuss best practices, emerging trends, and technologies in the global post-harvest and logistics in Agri-food system. The summit featured two key technical sessions, one on *Sustainable Last-Mile Innovations in Cold Chain for E- Commerce & Quick*



L-R: Ms Kavery Ganguly, Principal Lead, CII-FACE; Mr. Pankaj Mehta, Co- Chairman, CII National Committee on Cold Chain and Managing Director, Carrier Transicold, India & South Asia; Shri Minhaj Alam IAS, Additional Secretary, Ministry of Food Processing Industries; Mr. P. Ravichandran, Chairman, CII National Committee on Cold Chain; and President, Danfoss Industries Private Limited; H.E. Mr Rasmus Abildgaard Kristensen, Ambassador, Royal Danish Embassy; Dr Srikant Nagulapalli IAS, Director General, Bureau of Energy Efficiency (BEE) and Additional Secretary, Ministry of Power; Mr B Thiagarajan, Managing Director, Blue Star Limited

Commerce, which highlighted that while system agility has improved, collaboration and policy execution remain critical and second session on *Moving Towards Carbon-Neutral Cold Chain: Strategies for Transitioning to Net Zero Emissions* emphasized on building tech-driven cold chains, highlighting that innovations are critical for sustainable cold chain solutions.

Advancing AgTech: Stakeholder Consultations for Sustainable Agriculture 2024

Two stakeholder consultations in Hyderabad and Lucknow brought together AgTech leaders, policymakers, and academia to discuss technology's role in sustainable agriculture. Key themes included resource efficiency, IoT, supply chain management, and carbon-smart farming, focusing on challenges, scaling solutions, and government support.

The consultations aimed to establish a collaborative framework among stakeholders to drive technology-led sustainable growth in agriculture. The consultations concluded with a strong call to action for continued dialogue and strengthened collaborations among stakeholders.

Stakeholder Consultation Vanakbara Fishing Harbour, Diu, 2024

This consultation aimed at evaluating the existing infrastructure concerning cold-chain logistics, storage, and transportation requirements, alongside regulatory frameworks, and anticipated needs for handling marine produce. The session, attended by **36 stakeholders**, including fishermen, boat owners, and officials, brought to light challenges related to loading/unloading procedures, operational costs, pricing, and marketing issues, among others.



Stakeholder Consultation at Vanakbara Fishing Harbour, Diu

National Conference on Shaping the Future of Animal Agriculture in India: Enhancing Global Competitiveness, 2024

The National Conference on *Shaping the Future of Animal Agriculture in India* took place in Lucknow as part of the CII AgroTech India-Krishi Bharat 2024 event. The conference aimed to strengthen the dairy and poultry sectors by exploring key enablers and actionable strategies to ensure their sustainability and economic viability.

The event featured roundtable sessions on *Indian Poultry Industry: Enhancing Global Competitiveness* and *Indian Dairy Industry: Optimizing Opportunities for the Future*. These sessions brought together industry leaders, policymakers, technology innovators, farmers, and international experts to discuss and shape a roadmap for the future of animal agriculture in India.



National Conference on Shaping the Future of Animal Agriculture in India Enhancing Global Competitiveness

CEOs' Dialogue: Strengthening the Food Safety and Regulatory Ecosystem, 2024

The event organized by the Food Safety and Standards Authority of India (FSSAI), Ministry of Health and Family Welfare (MoH&FW), and supported by the Confederation of Indian Industry (CII), brought together over 75 CEOs, including representatives from SMEs and startups. It provided a collaborative platform for industry leaders and government officials to discuss strategies for strengthening India's food safety framework.

At the CEOs' Dialogue, Shri BVR Subrahmanyam, CEO of NITI Aayog, emphasized the dual need to enhance livelihoods and quality of life while fostering responsible production to build consumer trust. The CEOs' Dialogue also witnessed participation from senior representatives from APEDA, MPEDA, Export Inspection Council (EIC), Tea Board, Coffee Board, Spice Board, Coconut Board, NABCB, NABL, BIS, AGMARK, and QCI were also present.



GFRS 2024, 20th September 2024- A CEO's Dialogue: Collaborative Approach towards Strengthening India's Food Safety Ecosystem

Interactive Session with Mr. Adhi Lukman, Chairman of the Indonesia Food and Beverage Association, 2024

An interactive session was held in New Delhi on 7th March 2024 to discuss initiatives for strengthening bilateral trade and economic ties between India and Indonesia. Both nations have set an ambitious target of achieving US\$50 billion in trade by 2025, aligned with their strategic partnership and efforts toward the Comprehensive Economic Cooperation Agreement (CECA).

Knowledge Missions / Delegations

CII Knowledge Mission on Fisheries and Cold Chain to Indonesia, 2024

Coinciding with the International Indonesia Seafood and Meat Expo (IISM) and Indonesia Cold Chain Expo 2024, CII organized a knowledge mission comprising of Fisheries and Cold Chain members in Jakarta.

The delegation had meetings with H.E Mr Sandeep Chakravorty, Ambassador India to the Republic of Indonesia and Timor Leste; Mr Eko Sunarko, Head of Bilateral Cooperation, Ministry of Marine Affairs and Fisheries; Mr Cahyadi Rasjid, Assistant Deputy for Aquaculture, Coordinating Ministry for Investment and Maritime Affairs as well as meetings with Cold Chain Association and Food

& Beverages Associations. During the visit, the delegation visited the Expo and had productive B2B meetings with the international exhibitors. The delegation members visited seafood and cold chain plants and facilities within Indonesia.

Industry Delegation on Promoting Investments by the Food Processing Industry in Bihar under Investment Facilitation, 2024

A CII delegation comprising of senior industry members from Agri and Food processing sector had a discussion in Patna on 18th July 2024 with the Industry Minister of Bihar, Shri Nitish Mishra, about opportunities in the state and investment promotion policy measures to attract more investments.

In addition, the CII team also had a very productive meeting with Mr. Sanjay Jha, Member of Parliament (MP) regarding the industry delegation to Bihar to explore potential business opportunities in the food processing with a focus on makhana, mango, vegetables, and other commodities. The scope for infrastructure creation, setting up of agri corridors, and establishing domestic as well as global market linkages was also discussed at the meeting. The delegation led by Mr. Piruz Khambatta, CMD, Rasna also included senior representatives from ITC, Keventer Agro and Varun Beverages.



Members of CII Knowledge Mission on Fisheries and Cold Chain to Indonesia during the meeting with H.E Mr Sandeep Chakravorty, Ambassador, India to the Republic of Indonesia on 8th May 2024



New Initiatives

Workforce Nutrition

CII-FACE has been at the forefront of promoting nutrition interventions to improve health and well-being, particularly in workplace settings. These interventions encompass a variety of

innovative approaches aimed at fostering healthier habits, enhancing awareness, and providing practical tools for making better nutrition choices.

A. Workforce Nutrition at CII Offices

• Health Messages and Awareness Campaigns

During Rashtriya Poshan Maah in September 2024, CII-FACE shared health messages with all CII staff to promote nutrition and wellness. The messages highlighted balanced diets, micronutrient intake, hydration, and mindful eating, aiming to raise awareness on preventing non-communicable diseases and encouraging healthier lifestyle habits. This initiative aligned with national goals, reinforcing CII-FACE's commitment to workforce nutrition and public health.

• 21-Day Health Challenge

To promote sustainable lifestyle changes, CII-FACE launched a 21-Day Health Challenge, encouraging healthy diet and activity habits. Inspired by the idea that habits form in 21 days, the challenge included daily tasks, health calls, group activities, and educational resources to keep participants motivated.

• Focussed Sessions

A dietary session was conducted with CII-Sohrabji Godrej Green Business Centre female colleagues on Women's Day to create awareness on mindful eating practices. The session was well received and their queries on dietary changes for PCOS, lactose intolerance, menstrual cycle etc were addressed.

• Healthy Recipe Competition

To promote healthy eating and engagement, CII-FACE held a Healthy Recipe Competition, inviting staff to share easy, nutritious recipes. The activity was well-received, fostering enthusiasm for healthy cooking and a sense of community around shared wellness goals.

• Proposal for Healthier Snack Options

To promote healthier eating, CII-FACE proposed replacing unhealthy workplace snacks with nutritious options like fruits, nuts, whole grains, and no-sugar drinks. The suggestion, aimed at reducing processed food intake, has been submitted to HR for action.

• Ongoing Support and Engagement

To support long-term healthy habits, CII-FACE conducts follow-up workshops on special days like World Diabetes Day and provides resources on diets for various disorders. In 2025, staff also shared their health resolutions, followed by a session on practical ways on achieving them. These efforts promote a culture of wellness, accountability, and sustained behavioural change.

These interventions collectively aim to improve employee health, increase awareness around nutrition, and create a more health-conscious work environment, aligning with broader public health goals.

B. Nutrition session with women farmers in Nankhari, Himachal Pradesh, 2025



Nutrition session with women farmers

CII FACE conducted a two-day consultation session with the women farmers of Nankhari FPO to understand women farmers' food choices, dietary patterns, cultural influences & nutritional awareness and how do all these factors affect

their nutrition at large. The interactive session was a combination of focused group discussion and gamification which enabled women to interact and enabled us to get better insights into the dietary culture.

Key Outcomes

Dietary Diversity and Consumption Patterns

Women's diets were based on traditional foods, with fresh, home-cooked meals and minimal processed foods. Meals were largely carbohydrate-heavy, with rice and roti as staples.

Children's Diet and Eating Preferences

Children's diets were rich in carbohydrates, with a strong reliance on refined cereals, and mothers struggled to pass on their traditional eating habits—highlighting the need for child-focused nutrition education and support to preserve healthier, traditional dietary practices.

Awareness of Non-Communicable Diseases (NCDs) and eagerness to learn about diet in relation to NCDs

While women were generally aware of health conditions such as diabetes, hypertension, and high cholesterol, there was a noticeable lack of awareness and concern regarding anaemia in children, which highlighted gaps in knowledge about the importance of adequate iron and folic acid intake for preventing this condition.

Carbon Smart Agri Value Chain

CII-FACE has embarked on an initiative to explore the carbon credit landscape in India under the guidance of the Taskforce on Sustainable Agriculture. The inaugural consultation on the theme *Carbon Smart Agri Value Chain* was held in November 2024, marking the beginning of discussions on advancing carbon-smart agricultural value chains. The primary objective of this consultation was to analyse the voluntary carbon market ecosystem in India and deliberate on challenges related to regulations, policies, financing, capacity building, and awareness.

The consultation led to the inception of the Carbon Smart Agri Value Chains project, which aims to assess the voluntary carbon market

landscape in India and explore ways to make it more accessible and inclusive for farmers. Additionally, the project seeks to identify the role of agribusinesses in facilitating this transition. To drive this effort, three dedicated working groups have been formed: one focusing on finance-related aspects of carbon-smart agricultural value chains, another addressing regulations, standards, and policy considerations, and a third engaging directly with farmers to understand on-ground challenges. The insights generated from these working groups will provide actionable recommendations for all stakeholders in the agriculture value chain for building inclusive and accessible voluntary carbon markets for farmers.



Roundtable Consultation on Carbon Smart Agri Value Chain

Publications



Viksit Bharat @2047: Vision for Indian Agriculture

This document reports, CII recommendations for achieving the Vision for Indian Agriculture@2047 pivoted around the themes of greater profitability, competitiveness, innovations, and sustainability



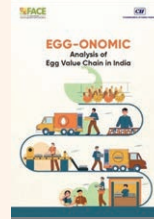
AgTech Innovations for viable Enterprise (AgTIVE 2024)

The report covers, 20 AgTech startups, their technology offerings, growth trajectory, partnerships as well as challenges faced in their journey. The publication is aimed at comprehensively understanding and drawing insights from the rapidly evolving agri-technology innovation ecosystem in our country. NABCONS partnered with CII for this 2nd edition.



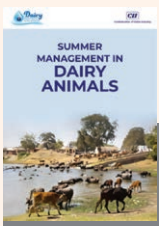
India's Dairy Future: Aligning Livelihoods, Growth, and Climate Solutions

The report highlights, key interventions to promote sustainable and climate-resilient dairy, with a focus on efficient feed and fodder management, breeding improvements, and enhanced manure management practices to increase productivity while reducing emissions. It also identifies the critical enablers and catalysts to drive its wider adoption.



Egg-Onomic: Analysis of Egg Value Chain in India

The offers a comprehensive overview of the country's rapidly growing egg industry, examining its supply chain complexities, market structure, and key challenges related to production, distribution, and pricing. It concludes with actionable policy recommendations to enhance efficiency, address industry challenges, and foster sustainable growth across the sector.



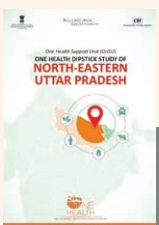
Summer Management in Dairy Animals

The document provides comprehensive guidelines to safeguard animal health, productivity, and welfare during high-temperature months. Key strategies highlighted includes ensuring well-ventilated housing, access to clean and cool drinking water, and adequate shade, along with using cooling systems like sprinklers or fans. It also recommends scheduling feeding during cooler parts of the day and monitoring for signs of heat stress, such as excessive panting or reduced feed intake, to mitigate its impact effectively. To improve accessibility and comprehension among dairy farmers, the document has also been translated into Hindi.



Animal Health Management

This document underscores the crucial importance of animal health management in promoting sustainable livestock practices, boosting productivity, and preventing diseases. It focuses on essential aspects such as disease prevention measures, proper nutrition, hygiene, and access to veterinary care, aligning these efforts with broader objectives like public health and environmental sustainability. To improve accessibility and comprehension among dairy farmers, the document has also been translated into Hindi.



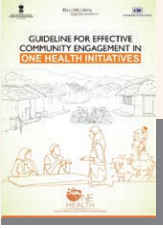
One Health Dipstick Study of North-Eastern Uttar Pradesh

The One Health Dipstick Study of North-Eastern Uttar Pradesh highlights the region's vulnerability to zoonotic and infectious diseases like Japanese Encephalitis, Scrub Typhus, Leptospirosis, and Glanders due to unique agro-climatic conditions, high population and livestock density, urbanization, and poor sanitation. It emphasizes enhanced surveillance, healthcare infrastructure, biosecurity training, and public-private partnerships, stressing intersectoral coordination for sustainable disease management.



CII Decarbonization Playbook for Cold Storage

The playbook serves as a comprehensive guide for decarbonizing cold chain operations, offering a strategic framework that emphasizes energy efficiency, supply chain optimization, and sustainable transportation. Developed by the Cold Chain Logistics Resource Centre (CCLRC), it brings together targeted initiatives and best practices designed to help businesses reduce greenhouse gas emissions and improve resource efficiency.



Guideline for Effective Community Engagement in One Health Initiatives

The document highlights the vital role of community involvement in the success of One Health programs, particularly in rural areas disproportionately affected by zoonotic diseases. It advocates for active engagement across all project stages—from needs assessment to evaluation—through inclusive and participatory approaches such as workshops and outreach initiatives. Additionally, it proposes monitoring and evaluation frameworks to assess impact and ensure long-term sustainability.

Newsletters



Protein Pulse: Newsletter on Animal Agriculture

Protein Pulse is a quarterly newsletter from the Animal Agriculture division that provides timely insights into sectors such as dairy, poultry, fisheries, and meat. Each edition spotlights a specific sector, offering expert opinions, trade data from the previous quarter, key metrics, profiles of standout startups, policy updates, and global news related to animal agriculture. Additionally, it includes updates on recent and upcoming activities within the domain. This comprehensive approach ensures readers stay informed about the latest developments and trends in animal agriculture.



Newsletter on updates on Food Regulations

This newsletter is a publication that includes interventions in the key areas of food regulations, capacity building initiatives and global know-how on food regulations. In the previous year, consultations and dialogues were facilitated for various significant issues such as the government’s policy on One Nation, One Commodity, One Regulator, uniform implementation of food labelling standards across segments, and other Food Regulations. Capacity building initiatives like the State Connect and training programs enabled the key stakeholders to have better understanding of food regulations and product formulations.

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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. With its extensive network across the country and the world, CII serves as a reference point for Indian industry and the international business community.

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.

Confederation of Indian Industry

The Mantosh Sondhi Centre
23, Institutional Area, Lodi Road, New Delhi – 110 003 (India)
T: 91 11 45771000 | E: info@cii.in • W: www.cii.in

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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.

CII - Jubilant Bharatia Food and Agriculture Centre of Excellence (FACE) Confederation of Indian Industry

Andhra Association Building, 4th Floor
24-25 Institutional Area, Lodi Road, New Delhi-110003, India
T: +91 45771000 | E: face-info@cii.in | W: www.face-cii.in/