



North India Agri-Conclave 2019

Roadmap for Crop Diversification with Maize in Punjab

December 10, 2019 | Chandigarh

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ROADMAP FOR CROP DIVERSIFICATION WITH MAIZE IN PUNJAB

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BACKGROUND

Punjab is an agriculture-centric State and a leading crop-producer in India. It accounts for 1.5% (5033 hectare) of the nation's geographical area, of which 83% is under cultivation. In terms of food-grain production, it ranks third in the nation and is often termed as 'Granary of India'. Majority of Punjab's agriculture production comprises of rice and wheat. According to the 4th Advance Estimates by Government of Punjab, the year 2017-18 recorded foodgrain production of 284.83 million tonnes, of which the share of rice was 39.64% (112.91 million tonnes) and that of wheat

was 35.003% (99.70 million tonnes). In comparison, contribution of nutri/coarse cereals and pulses was only ~16.5% (46.99 million tonnes) and ~8.879% (25.23 million tonnes) respectively.

While it might seem harmless, rice and wheat dominated production is ripping the State of its resources, especially groundwater. About 2500-5500 litres of water is required to produce one kilogram of rice, which for wheat is between 1200-2000 litres. Extensive irrigation requirement of rice alone is believed to have already depleted groundwater in 80% of Punjab. Districts including Mansa, Sangrur, Ludhiana, Bathinda, Hoshiarpur as well as Moga have been hit the hardest with depletion of upto 40-50 metres. According to a report by Central Ground Water Board, if the trend continues, the State would turn into a desert in next 25 years and would not have enough water resources to sustain any crop-production, let alone rice and wheat. Agri-allied sectors would too be affected in a massive way. With no local availability of crops, animal feed producers would have to import crop from other States, so would have to food-processing industry. And since agriculture forms the backbone of other sectors, overall economy of Punjab would fall.

Though production of rice and wheat cannot be completely erased, the adversity can be averted with crop diversification, especially by shifting to less-water intensive crops like maize. FICCI Maize Vision 2022, a report providing comprehensive knowledge on maize's standing in Indian agriculture and mapping an agenda for doubling farmers' income, states that "a farmer saves 90% of water and 70% of power by growing maize, in comparison to paddy." In addition, it also provides higher yield per hectare, and being a commercial crop, has a complete segment of industry depending upon it as a raw material or for consumption.

Fortunately, the clarion call for crop diversification with maize in Punjab has been heard by various Government quarters including NABARD and Government of Punjab, which are now providing schemes and incentives to farmers for shifting to maize. However, due to reasons ranging from MSP to low awareness on Government policies/schemes/incentives and supportive agri-technology, the area cultivated with maize is yet to reach its potential.

PROGRAM OVERVIEW

FICCI North India Agri-Conclave is an annual initiative under FICCI Regional Agri & Agro-Allied Committee. It aims at identifying key detriments to growth in farming, livestock, agro-business & entrepreneurship and other segments of/related to the agriculture domain while at the same time, undertaking corrective measures towards ensuring progressive and sustainable operations. The regional coverage of this initiative is North India, with special focus on States of Punjab, Haryana and Himachal Pradesh.

This year's program is focused on the issue of groundwater depletion and need of crop diversification in Punjab, providing maize as an answer to it. With a gathering of 150+ progressive farmers, agri-industry (animal feed, starch, ethanol and silage manufacturers, seed and agri-tech providers etc) and subject-matter experts, the program will provide a common platform for drafting a roadmap to make shift-to-maize feasible for farmers. It will also take into account crop-related issues of maize consuming industry and will strive towards developing a dialogue between farming sector and industry to address such concerns.

KEY TAKE-AWAYS

- Engage in focused discussions with policy makers, maize-producers (farmers/FPO), maize-consumers (cattle-feed and livestock, starch industry etc) and supporting industry (seeds, fertilizer/pesticides, agri-machines manufacturers; consultants etc)
- Learn agro-allied best practices from experts
- Enhance your knowledge with theme-based presentations and case-studies
- Expand your network with one-to-one interactions

WHO WOULD ATTEND?

- Farmers & FPO
- Agri-business Industry – including seed, pesticides, farm machinery manufacturers
- Maize-consuming Industry – Cattle Feed & Livestock, Starch, Ethanol, Silage as well as industries using corn-syrup and other corn by-products
- Policy-Makers from State Government and Central Bodies
- Subject-Matter Experts

PROGRAM AGENDA

09:00 – 10:00 Hrs <i>(Duration: 60 minutes)</i>	Registration & Tea
10:00 – 10:05 Hrs <i>(Duration: 5 minutes)</i>	Welcome Address by FICCI
10:05 – 10:50 Hrs <i>(Duration: 45 minutes)</i>	<p style="text-align: center;"><u>Inaugural Session</u></p> <p>Opening Address: Current Status of Agriculture in Punjab and Challenges (5 min) Mr. J.P.S Bindra, Chief General Manager, NABARD Regional Office-Punjab</p> <p>Special Address: Water in Agriculture and Groundwater Depletion (10 min)</p> <p>Special Address: Need for Crop Diversification & Maize as a Way Forward (10 min) Dr. Sujay Rakshit, Director, Indian Institute of Maize Research (IIMR), ICAR</p> <p>Farmers’ Perspective (5 min) Mr. Ajay Vir Jakhar, Chairman, Punjab State Farmers Commission*</p> <p>Industry Perspective (5 min) By Industry Member</p> <p>Inaugural Address: State’s Perspective (5 min) Mr. K.S. Pannu, IAS, Secretary, Department of Agriculture, Government of Punjab</p> <p>Release of Newsletter & Closing Brief (5 min)</p>
10:50 – 11:05 Hrs <i>(Duration: 15 minutes)</i>	Networking Tea
11:05 – 12:20 Hrs <i>(Duration: 75 minutes)</i>	<p style="text-align: center;"><u>Session 1</u></p> <p style="text-align: center;"><u>Maize Cultivation: Challenges & Opportunities</u></p> <p>Introductory Presentation (7 minutes)</p> <p>Opening Remark by Moderator (5 minutes) on <i>Trends of maize cultivation in Punjab, focused areas, volume etc.</i></p> <p>Moderator: Dr. Sujay Rakshit, Director, Indian Institute of Maize Research (IIMR), ICAR</p> <p>Panel Discussion with Q&A (60 minutes)</p> <ul style="list-style-type: none"> • Prospects of maize cultivation • Challenges to maintaining quality and quantity • Suggestive measures <p>Panelists:</p>

	<p>Subject-Matter Experts:</p> <ul style="list-style-type: none"> • Dr. J.S Chawla, Senior Maize Breeder cum Incharge, Punjab Agricultural University (PAU)* • Dr. Ashok Gulati, Infosys Chair Professor for Agriculture, Indian Council for Research on International Economic Relations (ICRIER)* <p>Government Representative:</p> <ul style="list-style-type: none"> • Department of Agriculture (Cash Crop), Government of Punjab* <p>Farmers' Representative</p> <ul style="list-style-type: none"> • Mr. PPS Pangli, AFS, President, Borlaug Farmers' Association for South Asia* <p>Industry Representative</p> <ul style="list-style-type: none"> • Dr Sain Dass, President, Indian Maize Development Association, New Delhi* • Representative from Seed, Fertilizer/Pesticide, AgriTech Industry <p>Sum-Up by Moderator (3 minutes)</p>
<p>12:20 – 12:25 Hrs (Duration: 5 minutes)</p>	<p>Felicitation of Moderators and/or Panelists</p>
<p>12:25 – 12:35 Hrs (Duration: 10 minutes)</p>	<p>Presentation 1</p> <ul style="list-style-type: none"> • Success Story/Case Study from Industry
<p>12:35 – 12:45 Hrs (Duration: 10 minutes)</p>	<p>Individual Presentation 2 on Commodity Exchange and Future Trading</p> <ul style="list-style-type: none"> • National Commodity & Derivative Exchange (NCDEX)*
<p>12:45 – 13:00 Hrs (Duration: 15 minutes)</p>	<p>Case Study 1</p> <ul style="list-style-type: none"> • RKVY Success Story of Crop Diversification with Maize in Assam*
<p>13:00 – 14:00 Hrs (Duration: 60 minutes)</p>	<p>Lunch</p>
<p>14:00 – 15:15 Hrs (Duration: 75 minutes)</p>	<p style="text-align: center;"><u>Session 2</u></p> <p style="text-align: center;"><u>Mapping Demand: Maize Processing & Consumption in Industry</u></p> <p>Introductory Presentation: (5 minutes)</p> <ul style="list-style-type: none"> • Maize cultivation volume in Punjab • Sector-wise composition of maize demand and industry's stake <p>Opening Remarks by Moderator (7 minutes)</p> <p>Panel Discussion (60 minutes)</p> <ul style="list-style-type: none"> • Current consumption and prospects in <ul style="list-style-type: none"> ○ Cattle Feed and Poultry Industry ○ Starch and Ethanol Industry ○ Corn-processing industry (producing corn syrup, cornmeal etc) • Challenges in qualitative and quantitative procurement of maize • Suggestive measures, if any <p>Panelists:</p> <ul style="list-style-type: none"> • Poultry Industry Representative(s) • Starch Industry Representative(s) • Ethanol Industry Representative(s)

	<ul style="list-style-type: none"> • Silage Manufacturer(s) <p>Sum-Up by Moderator (3 minutes)</p>
15:15 – 15:20 Hrs <i>(Duration: 5 minutes)</i>	Felicitation of Moderators and/or Panelists
15:20 – 15:35 Hrs <i>(Duration: 15 minutes)</i>	Industry Related Case Study
15:35- 15:50 Hrs <i>(Duration: 15 minutes)</i>	Knowledge Presentation by CIAB-NABI
15:50– 16:00 Hrs <i>(Duration: 10 minutes)</i>	<p style="text-align: center;"><u>Valedictory Session</u></p> <p>Program Sum-Up by FICCI Team (5 minutes)</p> <p>Vote of Thanks & Closing (5 minutes)</p>

Sponsorship Avenues

FICCI NORTH INDIA AGRI-CONCLAVE 2019

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Value INR 150,000

- Acknowledgement as 'Lead Sponsor'

MARKETING:

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- Sponsor's marketing material to be carried in the delegate kit (company profile/brochure etc)
- Provision of display of (2) standees at strategic locations in the program
- Provision of an advertisement banner (creative to be provided by company) in FICCI's program promotion mailers

BRAND-VISIBILITY & PRESENCE IN SESSIONS:

- Provision of speaking slot in the inaugural session of the program
- Provision of 10 minutes presentation slot (relevant for showcasing product-impact with success stories and case studies)
- Four (4) seats reserved exclusively for top officials during the program

KNOWLEDGE AWARENESS:

- Provision of inclusion of a research paper/contribution from lead sponsor in the souvenir

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MARKETING:

- Inclusion of logo in all marketing collateral (backdrop, flyers, mail communication etc)
- Sponsor's marketing material to be carried in the delegate kit (company profile/brochure etc)
- Provision of an advertisement banner (creative to be provided by company) in FICCI's program promotion mailers, specific to that session

BRAND-VISIBILITY & PRESENCE IN SESSIONS:

- One (1) panelist slot reserved in the respective session
- Three (3) seats reserved exclusively for top officials during the program

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- Inclusion of logo in all marketing collateral (backdrop, flyers, mail communication etc)
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- Sponsor’s marketing material to be added in the program-pendrive for participants
- Special logo inclusion in the souvenir

BRAND-VISIBILITY IN SESSIONS:

- Two (2) seats reserved exclusively for top officials during the program

Custom Avenues

As per discussion