

## Creating Synergies on Sustainable Agricultural Production and Market Linkages

23<sup>rd</sup> November 2017, New Delhi



With nearly 60% of the Indian households dependent on agriculture as the principal means of livelihood, agriculture and allied activities undoubtedly remain the primary thrust for rural development. Established in 1993, Ambuja Cement Foundation (ACF), has been striving to build prosperous rural communities. Promoting agricultural livelihoods is one of the main thrust areas of ACF, under which it has reached out to over 1.3 lakh farmers and formed 17 farmer producer organisations.

While it is encouraging to see that several organisations and groups have been dedicatedly working to strengthen the farming community, there is still a long way to go – particularly in relation to poor price realisation by the farmers.

Erratic weather conditions, increasing inputs cost and existence of middle men are the main challenges in making agriculture a sustainable venture – thus trapping farmers in the vicious cycle of debt, triggering migration and farmer suicides too.

Various individuals and organisations have devised and implemented different models with a focus on sustainable production and strengthening the value chain by building market linkages. This is being done in different ways – promoting optimum usage of inputs, introduction of affordable technologies, formation of farmers' collectives, etc.

To make sustainable agriculture a reality, it is crucial that the stakeholders share experiences in this sector, discuss existing challenges and collectively explore solutions. With this objective, ACF is organising a one-day event “**Creating Synergies on Sustainable Production and Market Linkages**” on 23<sup>rd</sup> November 2017 at India Habitat Centre, New Delhi. The event aims to bring together diverse stakeholders and encourage them to share their enriching experiences and best practices from the field.

Event Partner



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## AGENDA

**Time: 10:00 am to 4:00 pm**

**Venue: Tamarind Hall, India Habitat Centre**

## AGENDA

10:00 am - 10:30 am	Registration
10:30 am - 10:50 am	<b>Welcome Address</b> Ms. Pearl Tiwari – CEO, Ambuja Cement Foundation
10:50 am - 11:10 am	<b>Keynote Address</b> Prof. Sukhpal Singh – Director General, Centre for Research in Rural and Industrial Development (CRRID), Professor, Centre for Management in Agriculture (CMA), IIM, Ahmedabad
11:10 am - 11:30 am	<b>Expert Address</b> Dr. S Wani – Research Programme Director – Asia, Director, ICRISAT Development Centre
11:30 am - 11:45 am	Tea and Networking Break
11:45 am - 1:15 pm	<b>Panel Discussion 1</b> <b>“Approaches to Sustainable Production”</b>  <b>Session Moderator</b> - Aprajita Agrawal, Director – India, British Asian Trust  <b>Panel Member –</b> Dr. Arun Sharma – Senior Scientist, CAZRI Mr. Ashok Vishandass – Chief Technical Advisor, Food and Agricultural Organisation Mr. Rajeev Ahal – Director, Natural Resource Management, GIZ Mr. Krishna Kumar – CEO, CropIn Mr. Chandrakant Kumbhani – General Manager, Community Development, ACF
1:15 pm - 2:00 pm	Lunch
2:00 pm - 3:45 pm	<b>Panel Discussion 2</b> <b>“Combating Post-Production Challenges in Agriculture”</b>  <b>Expert address and moderation</b> - Parvesh Sharma – Ex. Director (SFAC), Founder & Managing Director, SABZIWALA  <b>Panel Member</b> Mr. Kaushlendra – Founder and CEO, Kaushalya Foundation Mr. Sunil Pote – CEO, Yuva Mitra Mr. Badruddin – Sr. Manager, Product Management Team, MCX Mr. Gurvinder Singh – Director, DevBhoomi Jaivik Utpaad Sahkari Samiti Limited Mr. Suryamani Roul – Deputy Director, TehcnoServe India
3:45 pm - 3:55 pm	<b>Concluding Remarks</b> Ms. Anagha Mahajani, General Manager , Program Research and Monitoring, ACF
3:55 pm - 4:00 pm	<b>Vote of Thanks</b>

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