

5th NATIONAL

AGRIBUSINESS

KONCLAVE 14th SEPT. 2024

Innovating Agriculture for a Viksit
Bharat: Paving the Path to
Prosperity



KALINGA INSTITUTE OF INDUSTRIAL TECHNOLOGY
Deemed to be University U/S 3 of the UGC Act, 1956
SCHOOL OF RURAL MANAGEMENT

5th NATIONAL AGRIBUSINESS KONCLAVE 2024



About the **KONCLAVE**

The National Agribusiness Konclave is a premier event designed to bring together policy makers, researchers, industrial leaders/practitioners, agribusiness professionals and students to discuss challenges, prospects, new paradigms and innovations in agri-input and agri-food supply chain for farmers' welfare and paving the path to Prosperity. The Konclave gives a golden opportunity to inquisitive minds to interact with and get inspired by the industry leaders.

THEME-1

Transforming Agriculture with Innovations in Agri Inputs: A Step Towards Viksit Bharat

Innovations in the agri-input sector are fundamental for advancing agricultural practices, improving productivity and ensuring sustainability. The innovations have potential to address critical challenges such as resource efficiency, climate resilience and environmental impact, ultimately benefiting farmers, consumers and the global food production system. This theme focuses on innovative solutions and practices that are transforming the agricultural landscape, improving productivity, sustainability and profitability for farmers across the nation.

Key Discussion Areas

Farmer Education and Extension Services

- **Digital Extension Services:** How mobile technology and online platforms can be leveraged to provide farmers with immediate and location-specific advice on how to effectively use agricultural inputs?
- **Collaborative Models:** Importance of partnerships between agribusinesses, government agencies, and NGOs to deliver comprehensive input management solutions to farmers.

Climate Change and Resilience

- **Climate-Smart Inputs:** Importance of developing agricultural inputs like drought-resistant seeds and water-saving fertilizers that help crops withstand the effects of climate change.
- **Adapting to Extreme Weather:** Strategies for managing input use in response to unpredictable weather patterns and extreme climate events.

Digital and Precision Agriculture

- **Smart Inputs:** Role of smart agricultural inputs such as controlled-release fertilizers and precision-applied pesticides to enhance efficiency and reduce waste.
- **IoT and AI in Input Management:** Importance of the use of Internet of Things (IoT) devices and Artificial Intelligence (AI) to monitor soil conditions and crop health, enabling precise input application.

Biotechnology and Genetic Advancements

- **Genetically Modified Crops:** Scope for the development and adoption of genetically modified (GM) crops that are more resistant to pests, diseases and environmental stresses.
- **Gene Editing Technology:** The potential use of gene-editing technologies to create crops with enhanced traits thereby reducing the need for chemical inputs.

Policy and Regulatory Changes

- **Subsidy Reforms:** Discussion on recent reforms in input subsidies and their impact on farmers' access to quality inputs.
- **Regulation of Input Quality:** Strengthening regulations to ensure the quality and efficacy of agricultural inputs thereby combating the spread of counterfeit products.

THEME-2

Emerging Trends and Transformations in the Agri-food Supply Chain for Farmer Prosperity

In a rapidly evolving agricultural landscape, the effective agri-food supply chain management plays a pivotal role in ensuring the welfare of farmers and the agricultural economy by reducing post-harvest losses, improving market access and adapting to new challenges. This theme aims to identify challenges, opportunities and actionable strategies that can enhance the efficiency, transparency and sustainability of agri-food supply chains, ultimately benefiting farmers across India.

Key Discussion Areas

Digitization and Smart Technologies

- **Blockchain for Traceability:** Exploring how blockchain technology is being adopted to enhance transparency, traceability and trust in the supply chain, enabling consumers to verify the origin and journey of agricultural products.
- **IoT and Sensor Technology:** The role of Internet of Things (IoT) devices in real-time monitoring of crops, storage conditions and logistics, leading to reduced losses and better quality control.
- **AI and Data Analytics:** Potential use of AI and data analytics in predicting demand and optimizing supply chain operations.

Cold Chain Infrastructure Development

- **Integration of Cold Chain with Logistics:** How the integration of cold chain solutions with logistic operations is reducing post-harvest losses and maintaining the quality of fresh produce from farm to market ?
- **Energy-Efficient Cold Chain Solutions:** The emergence of sustainable and energy-efficient technologies in cold chain management to reduce costs and environmental impact.

Sustainability and Green Supply Chains

- **Carbon Footprint Reduction:** Strategies to minimize the carbon footprint of agricultural supply chains including optimizing transportation routes, using renewable energy and reducing packaging waste.
- **Sustainable Packaging Innovations:** The shift towards biodegradable, recyclable and sustainable packaging materials to meet consumer demand for environment friendly products.
- **Disaster Management in Supply Chains:** The importance of having robust disaster management plans to mitigate the effects of natural disaster on supply chains.

E-Commerce and Direct-to-Consumer Models

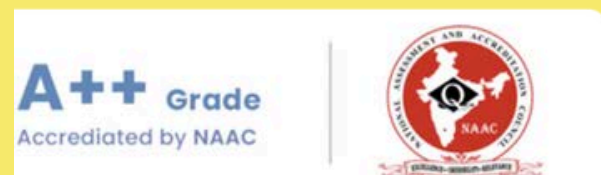
- **Emergence of Agri E-Commerce Platforms:** The rapid growth of e-commerce platforms connecting farmers directly with consumers, improving profit margins for producers.
- **Last Mile Delivery Solutions:** Innovations in last-mile delivery such as drones and other technology-driven solutions to ensure prompt and efficient delivery to consumers.

Collaborative and Cooperative Models

- **Farmer Producer Organizations (FPOs):** Emergence of FPOs as key players in the agricultural supply chain, enabling small farmers to collectively market their produce, negotiate better prices and access modern supply chain facilities.
- **Public-Private Partnerships (PPPs):** Scope for collaborations between government, private sector and NGOs in strengthening supply chain infrastructure and capacity-building initiatives that enhance the efficiency and effectiveness of agri-food supply chain.

ABOUT KIIT

Kalinga Institute of Industrial Technology (KIIT) Deemed to be University is among India's most sought-after universities, attracting students from all over India and more than 50 countries to pursue professional and technical education. Located in the temple city of Bhubaneswar, it has built its reputation as the most student friendly university, anchored on the principles of Compassion and Humanity. It was founded in 1992-93 as a vocational training centre with a seed capital of only Rs. 5000 by eminent educationist and social activist Prof. Achyuta Samanta. However, it was opened as a centre of higher learning in 1997, which is considered as the base year. Since then KIIT has grown exponentially, setting a high benchmark in each area of education. With a diverse student body of 30,000 representing all States of India and more than 50 foreign countries, it is on its way to becoming an international hub for quality professional and technical education.



KIIT maintained its position in the cohort of 601-800 in the Times Higher Education 'World University Ranking' for 2024. KIIT has been accredited with an A++ grade by the National Assessment and Accreditation Council (NAAC) with an all-India 16th rank by the National Institution of Ranking Framework, NIRF, Ministry of Education in 2023. Its Computer Science Engineering ranks in the cohort of 301-400 and its overall Engineering ranking is 401-500 in the world. It has been ranked No. 1 among the Private Higher Education Indian Universities by Atal Ranking of Institutions on Innovation Achievements (ARIIA), Ministry of Human Resource Development Government of India. It has been ranked in 147th position among Asian Universities by Times Higher Education (THE) ranking of Asia's best universities for 2023. It has once again demonstrated its strong academic foundation, securing an impressive position among Indian universities and ranking in the esteemed cohort of 168th worldwide in the prestigious Times Higher Education Young University Rankings 2024.

ABOUT KSRM

KIIT School of Rural Management (KSRM), caters to the needs of the rural enterprises, rural development organizations, voluntary sector and corporate houses with rural business interests. It was founded on 20th November 2006 by Dr. A. Samanta, Founder KIIT and KISS group of institutions and Late Dr. V. Kurien, Father of the White Revolution in India to offer MBA (Rural Management) and other short term programmes for personnel engaged in rural sectors. The school is offering two flagship programmes - MBA (Rural Management) and MBA (Agribusiness Management). Besides the school is also offering other programmes like Post-Graduate Diploma in Community Development (PGD - CD) and Ph.D. programme.



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